

## NEWS RELEASE



### TUNE INSURANCE WINS BRAND LEADERSHIP AWARD

Peter Miller, CEO of Tune Ins Holdings Bhd (TIH) was awarded the prestigious **Brand Leadership Award** at the Global Awards for Brand Excellence that was held on the 31<sup>st</sup> of July 2014 at the Pan Pacific Hotel in Singapore, during the World Brand Congress 2014.

The World Brand Congress is the single largest rendezvous of best brains behind some of the world's most successful and sought after brands and this year, the theme of the congress was "*Brands That Last: Role Of Sustainability In Innovative Branding*". Earlier this year in January, TIH had bagged the **Brand Laureate Best Brands Blue Chip Award**. TIH's strengths in online business have led them to operate in 16 markets and provide travel insurance to partners in over 30 countries. Their vision is to be recognized as ASEAN's leading digital insurance franchise that is distinctive in its innovative culture, people and customer loyalty proposition.

Sasitharan Krishnan, General Manager of TIH accepted the award on behalf of Miller and served as one of the key members for the panel discussion on *“The Importance of Brand Engagement”*. The panel discussion focused on issues comprising the importance and effects of successful brand engagement to increase revenue and brand awareness.

Miller was appointed as CEO of TIH in October 2012, after having spent two years as the CEO of Tune Money Sdn Bhd (TMSB). In 2011, he was appointed as a director of TIH and holds directorship in other subsidiaries, such as Tune Insurance Labuan (TIL), Tune GenRe (TGR), Tune LifeRe (TLR), and Tune Insurance Malaysia Berhad (TIMB).

Since assuming his post at TIH, Miller has successfully created greater brand awareness for the company and productively steered the company towards attaining noteworthy achievements within its industry. Some of the significant milestones reached by TIH under the helm of Miller, since listing in February 2013 include: attaining a 33% growth in its online business, which supersedes the industry average of 15%; launching Tune Direct that offers a wide range of innovative insurance products online; implementing a CSR program Tune INSpire, a partnerships with NASOM and NCSM; and becoming the first insurance company to launch a plane livery.

Another key highlight in achievement this year was introducing their very own app called, ***Tune Ins Investor App Access+***, which allows investors, media or consumers into the creative and growing world of Tune Insurance with a simple click. The launch of this corporate app makes Tune Insurance the first homegrown insurance company to reach out to investors and consumers using mobile technology as means of social and corporate communication.

Under Miller’s management, TIH had formed several vital partnerships in the last year, including: a partnership with CEBU Pacific Air; a joint venture with Cozmo Travel in UAE to form Tune Protect, which provides travel insurance and customised travel solutions to independent and corporate travellers; and the acquisition of a Thai Insurance company, Osotspa Insurance Public Co (OSI). TIH also became the first insurance company to venture into mobile technology when they entered into partnership with LINE this year, a communications App that is the leading choice for mobile messaging today.

Miller was honoured to receive this award and commented that this achievement was a culmination of commitment and creativity by a team of professionals. “It is almost impossible to lead a brand towards excellence or earn an award such as this without the input and dedication of an enthusiastic team. I am honoured to be part of just that here at Tune Insurance and so, this award is a reflection of their hard work,” said Peter Miller.

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