



FOR IMMEDIATE RELEASE

Junior Cho to lead Tune Ins Holdings

KUALA LUMPUR: Tune Ins Holdings Berhad (TIH) announced the appointment of Junior Cho to lead the company, with Junior becoming Chief Executive Officer upon receiving the relevant regulatory approvals.

Razman Hafidz Abu Zarim, Chairman of TIH, said, “We are very pleased to have Junior join our team. His significant multinational experience both inside and outside of the insurance industry will provide invaluable experience as TIH continues to provide innovative and relevant products and services to its customers and in its push to be a major digital company. Junior has worked with a number of blue-chip institutions in Asia and USA, including Accenture, Metlife, Cigna and AirAsia Philippines.” Junior spent over 20 years in the financial services and consulting industries, and is recognized as a strategic leader with exceptional managerial and team building skills. During the onset of his career, from 1993 to 2004, Junior divided his time between the United States and Asia, consulting on various projects for MetLife International and Accenture/Andersen Consulting.

Junior’s career subsequently gravitated more towards Asia from 2004 to 2012, within the insurance and financial services consulting sectors. During this time, he served as the Head of Market Management for Allianz Korea, supervising their marketing, products, customer strategy and wealth management divisions.

Following that, Junior assumed a position as the Vice President and Chief Marketing Officer at CIGNA International in Korea, overseeing their Internet and Digital sectors. At CIGNA, he led the marketing/branding strategy, strategic planning and research, product development, e-commerce and direct marketing sales channels, and customer value management teams.



Junior spent more than two years with AirAsia as the Chief Executive Advisor to AirAsia Zest and Chief Operations Advisor to Philippines AirAsia. His primary focus during that time was driving the integration and change management for AirAsia's strategic alliance with Zest Airways. Junior also currently serves on the Asia Pacific Board for the Chief Marketing Officer (CMO) Council, which is a network for all CMOs across industries.

Junior holds a Bachelor of Science in Mechanical Engineering from Columbia University in New York City.

"I am delighted to have the opportunity to join TIH and will strive to continue its remarkable growth" said Junior.

Junior replaces Peter Miller, the present Chief Executive Officer of TIH, who has decided to pursue other opportunities. Peter will stay on with the company for an interim period to ensure a smooth transition.

TIH would like to thank Peter for his extensive contribution, particularly completing TIH's IPO exercise last year and leading the company's domestic and international expansion. We wish him well with his future endeavours," stated Razman

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