



Not for release, publication or distribution, directly or indirectly, in or into the United States, Canada, Australia or Japan

PRESS RELEASE
FOR IMMEDIATE RELEASE

Tune Ins Holdings Berhad Set For Market Capitalisation of RM1 Billion

- Retail and institutional price fixed at RM1.35 per share
- Order books closed earlier due to strong demand
- CEO states, "Reflection of strong foundation and growth potential "

Kuala Lumpur, 6 February 2013

Tune Ins Holdings Berhad (TIH), an insurance products manager which will be listed on the main board of Bursa Malaysia at 9:00 a.m. on 20 February 2013, is set to record a market capitalisation of RM1 billion upon listing. TIH has fixed its final institutional and retail price at RM1.35 per share following the completion of its book building exercise.

Malaysian Issuing House Sdn. Bhd. stated that, Tune Ins' Initial Public Offering ("IPO") under which 37,588,000 IPO Shares were made available for application by the Malaysian Public has been oversubscribed and balloting of successful applications was conducted this afternoon. The Joint Global Coordinators and Joint Bookrunners have confirmed that the Institutional Offering of the Public Issue and Offer For Sale Shares has been overwhelmingly subscribed by international and local institutional investors. The order books were closed on Monday (4 February, 2013), two days earlier than initially planned owing to strong demand from more than 80 accounts.

According to Malaysian Issuing House, a total of 8,366 applications for 115,449,300 Shares were received from the Malaysian Public for a total of 37,588,000 Shares available for public



Not for release, publication or distribution, directly or indirectly, in or into the United States, Canada, Australia or Japan

subscription, which represents an oversubscription rate of 2.07 times. A total of 3,397 applications for 42,763,000 Shares were received under the Bumiputera category which represents an oversubscription of 1.28 times while under the public category 4,969 applications for 72,686,300 Shares were received for an oversubscription of 2.87 times

TIH's CEO, Peter Miller, said, "We are very delighted with the overwhelming interest in our offering as this reflects our strong foundation and growth potential. Furthermore, we are glad on the interest showed, both from the institutional investors, which included high quality investors from Hong Kong, United Kingdom, Middle East, Singapore and Malaysia, as well as the retail investors, as seen from the oversubscription."

"The balloting process was conducted in a way to ensure that many of our potential customers can become shareholders, as anyone who applied for 1,000 or more shares had more than 50% chance of receiving shares. With this IPO well underway, we look forward to executing our growth strategy for both Tune Insurance Malaysia Berhad, and as well as for our ASEAN/Asia Pacific regional online business." Peter added.

- End -

***Issued on behalf of Tune Ins Holdings Berhad by Edelman PR Worldwide Sdn Bhd
For further information on this release, kindly contact:***

Jayandh Owen, Edelman
Mobile: +6012 201 2524
Email: jayandh.owen@edelman.com

Mawarni Adam McCalman, Tune Ins Holdings Berhad
Mobile: +6019 367 8503
Email: mawarni.mccalman@tuneinsurance.com



Not for release, publication or distribution, directly or indirectly, in or into the United States, Canada, Australia or Japan

About Tune Ins Holdings Berhad

TIHB was incorporated in Malaysia on 14 June 2011 as a private limited company under the name of Tune Ins Holdings Sdn Bhd and was converted to a public limited company on 17 August 2012.

We are an insurance product manager for our online partners (currently AirAsia, Tune Hotels and AirAsia Expedia) where we, amongst others, design and manage insurance products that will be sold to the customers of our online partners. Our subsidiaries are insurance providers or underwriters, directly and via reinsurance, of general and life insurance products across the Asia-Pacific region.

We operate two core businesses, namely an online insurance business and an other general insurance business, currently only in Malaysia, through our 83.26% owned subsidiary Tune Insurance Malaysia Berhad.

Our online insurance business comprises insurance products that are sold to customers as part of their online booking process with our online partners. TIHB has exclusive agreements with its strategic partners, AirAsia and Tune Hotels, as well as an arrangement with AirAsia Expedia.

In Malaysia, through our 83.26% owned subsidiary Tune Insurance Malaysia Berhad, the general insurance business offers a broad range of insurance products including motor, property (fire and contents), foreign workers, individual and employee benefits (health, dental, personal accident), marine-related (cargo, transit, hull) and engineering supported by approximately 1,000 agents and 15 offices throughout Malaysia.



Not for release, publication or distribution, directly or indirectly, in or into the United States, Canada, Australia or Japan

Important Information

No communication and no information in respect of this transaction may be distributed to the public in any jurisdiction where a registration or approval is required. No steps have been or will be taken in any jurisdiction (other than Malaysia) where such steps would be required. The issue, the subscription for or the purchase of the shares offered pursuant to the IPO (the "Securities") may be subject to specific legal or regulatory restrictions in certain jurisdictions. The Company assumes no responsibility for any violation of any such restrictions by any person.

*This press release does not constitute or form a part of any offer or solicitation to purchase or subscribe for Securities in the United States. The Securities may not be offered, subscribed or sold in the United States absent registration under the U.S. Securities Act of 1933, as amended (the "**Securities Act**"), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements thereof. The Securities of the Company and rights in respect thereof have not been and will not be registered under the Securities Act and the Company does not intend to make a public offer of the Securities in the United States.*

The distribution of this document in certain countries may constitute a breach of applicable law. The information contained in this document does not constitute an offer of the Securities for sale in the United States, Canada, Australia or Japan.

This press release may not be published, forwarded or distributed, directly or indirectly, in the United States (including its territories and dependencies and any state of the United States), Canada, Australia or Japan.