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Tune INSURE AirAsia Travel Protection

Fly from Myanmar with Tune INSURE AirAsia Travel Protection

AirAsia Travel Protection Plan is now available in 15 Asia Pacific markets

KUALA LUMPUR, 13 May 2013 – With Myanmar opening its doors to commerce and tourism, the number of business and leisure travelling flying into and out of Myanmar is expected to continue to surge. To ensure AirAsia guests commencing their journey in Yangon and Mandalay can be afforded the same essential protection as AirAsia guests in 14 other markets in Asia Pacific, the Tune INSURE AirAsia Travel Protection Plan is now available for all AirAsia flights departing Myanmar.

For travellers departing from Yangon and Mandalay, they are encouraged to add on the Tune INSURE AirAsia Travel Protection plan while booking or by using the “Manage my Booking” and “Web Check-In” featured on the AirAsia online booking system, effective immediately. AirAsia has been flying between Yangon and Kuala Lumpur since July 2010 and between Mandalay and Bangkok since October 2012.

Peter Miller, Chief Executive Officer of Tune Ins Holdings Berhad said: “Asia Pacific is one of the key growth regions for travel, growing at a higher rate than any other region. Via our exclusive agreement with AirAsia, we are able to complement AirAsia’s aggressive network expansion, and this is further augmented with the robust growth of online ticketing sales, which is expected to increase further in the years to come.

Added Miller: “The cost of travel insurance similar to many of our other markets starts from as low as RM7.50 and providing benefits of up to RM300, 000. As our experience has shown in 2012, we paid claims in excess of RM125,000 which always leads us to think ‘*what would our customer have done if they had not purchased insurance*’. As a number of our customers can attest, in the event of an emergency the first question they are often asked is ‘*Do you have insurance?*’”

The comprehensive Tune INSURE AirAsia Travel Protection includes value-added benefits such as 24-hour worldwide emergency assistance, overseas medical expenses, flight delays and loss or damages to baggage. Today, the plan covers flights departing from 15 key markets across Asia namely Australia, Cambodia, China, Hong Kong, India, Indonesia, Japan, Laos, Macau, Malaysia, the Philippines, Singapore, Thailand, Vietnam, and now Myanmar.



For a limited period, customers who take up this travel protection from Myanmar will be able to submit their claims should they experience just an hour of flight delay, as opposed to the usual 2-hour guarantee, a value added benefit for customers. It should be noted that the two hour flight delay benefit is already amongst the best available

Mr Al-Ishsal Ishak, Group Head, Ancillary for AirAsia said: "We are pleased to extend the Tune INSURE AirAsia Travel Protection to Myanmar, South East Asia's largest country. By providing this value added benefit to our guests flying out of Yangon and Mandalay, it demonstrates our commitment of not only providing low fares, but also a safe and secure journey for our guests, all the right factors in creating great travel experiences for them."

Reiterating on the Company's goal to heighten awareness among consumers to make the right choice on their travel protection needs, Miller commented: "Our focus has always been focused on allowing our customers to make informed decisions on the level of protection that they need with premiums that start as low as RM7.50. Essentially, we're giving our customers added value and confidence whenever they travel with AirAsia, reassuring them they will be protected in the event anything unexpected occurs.

"With premiums so low, there has been a common misconception that our coverage only protects our customers for the duration of their AirAsia journey when in fact, our coverage for customers booking return trips lasts from the moment their plane is scheduled to depart to the moment it arrives back on its return journey. For instance, if a customer has a medical emergency when they are away overseas, then Tune Insure will protect them," he added.

For more information on Tune INSURE AirAsia Travel Protection, please visit www.tuneinsure.com.

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About Tune Ins Holdings Berhad

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 another general insurance business, through our 83.26% owned subsidiary Tune Insurance Malaysia Berhad (TIMB). 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.

Our general insurance business Tune Insurance Malaysia Berhad, 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 more than 1,000 agents and 15 offices throughout Malaysia.

About AirAsia Berhad

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with 85 destinations. Within 11 years of operations, AirAsia has carried over 180 million guests and grown its fleet from just two aircraft to approximately 120. The airline today is proud to be a truly ASEAN (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand, Japan and the Philippines servicing a network stretching across all ASEAN countries, China, India, and Australia. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for four consecutive years in 2009, 2010, 2011, 2012.