

FOR IMMEDIATE RELEASE

A NEW MASCOT IS IN TOWN

Tune INSURE AirAsia Travel Protection Plan Gets An Ambassador

Kuala Lumpur:- Someone new is in town, and it's about time.

It is a familiar scene: people rushing around each other with their trolley full of luggage; arrival halls filled with exciting screams of hello and warm hugs; and departure halls crowded with mixed emotions. This was the energy at the Low-Cost Carrier Terminal (LCCT) during the whole month of Ramadan as well. People went about their hellos and goodbye, checked their watch for arrival and departure times, and walked through the duty free shops for a quick buy; yet something was different that day.

There was a warm-loving Teddy (or Ted), read his name card and yes, he had a name card), walking around with free hugs for everyone. Ted was seen all around the airport - from the check-in gates to the arrival halls. Needless to say, he was an instant hit with the children but everyone young and old welcomed his hugs, as they took turns posing for photographs with him. Calling himself the Chief Entertainment Officer, Ted did not run out of new poses for each photo, and was very generous with his hugs and a Ramadan token for anyone who came in contact with him. That's great, but who is Ted?

Meet Tune Teddy, the official mascot and ambassador for Tune INSURE AirAsia Travel Protection Plan. Ted was brought on board the team for his warm and cuddly personality. "Tune INSURE is all about protection, security, safety, and comfort – Ted fulfills all these criteria and he is great with connecting with our existing, as well as potential, customers," said Sasi Krishnan , GM of Tune Ins Holdings Berhad.

Ishsal Ishak, AirAsia Group Head of Ancillary Income represented his team saying, "We at AirAsia are excited to welcome Tune Teddy into our team. We look forward to having Ted at our events and meet our guests."

So when will we see Ted again?

"Very soon, and more frequently, as we have big plans for Ted. We have lined up a string of events and appearances for our new mascot, and you can be sure to see more of him, as our ultimate goal is to make Ted a household name," added Mawarni McCalman, Head of Marketing, Tune Ins Holdings Berhad.

Tune INSURE is underwritten by Tune Insurance Malaysia Berhad.

-The End-

For more information on Tune Teddy aka Ted, please contact :
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About Tune Teddy

Tune Teddy @ Ted was created by Tune Ins Holdings, for Tune INSURE AirAsia Travel Protection Plan early 2013. The main objective of this mascot for Tune INSURE was to find a warm and assessable method to connect with existing and potential customers in a fun and informal way. Ted's cuddly personality also echoes the protection and comfort provided by Tune INSURE.

Tune Teddy will be the official ambassador of the brand, at events and product/route launches, as well as part of all digital and social media promotional and educational programs.

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 the AirAsia Group

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 over 137. The airline today is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand and the Philippines servicing a network stretching across all Asean countries as well as China, India and Australia. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for five consecutive years from 2009 - 2013.