



PRESS RELEASE

Tune Protect Chooses Akur8 to Modernize its General Insurance Pricing Capabilities

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[Akur8](#), the Global Actuarial AI Platform, is pleased to announce a new collaboration with Tune Protect Malaysia ("Tune Protect"), the Malaysian General Insurance subsidiary of Tune Protect Group Berhad and a leading digital insurer with nationwide presence. Tune Protect will leverage Akur8's advanced actuarial solution to strengthen its pricing capabilities and support the delivery of fair, competitive, and customer-centric, value-driven Property & Casualty (P&C) insurance products in a dynamic and increasingly data driven market.

Built specifically for insurers, Akur8's platform enhances pricing processes through proprietary machine-learning technology. Key benefits of [Akur8 Pricing](#) for the P&C insurance market include faster model development, transparent and

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Hans-Joachim Zimmermann
Appointed Representative
of Tune Protect Malaysia

explainable outputs, and data-driven pricing decisions that can be shared clearly across stakeholders.

By adopting Akur8 Pricing, Tune Protect's pricing team can accelerate pricing cycles and strengthen collaboration around pricing decisions through more transparent and structured modeling. Akur8 speeds up model development and refinement, helping teams deliver decision-ready results with clear, traceable, consistent workflows.

With a more streamlined pricing process and clearer communication of model logic, Tune Protect can respond faster to market changes and ensure stronger alignment across pricing, underwriting, and business teams. This leads to more transparent, fair, and timely pricing decisions. Ultimately, customers benefit through clearer explanations, more personalized offerings, and a smoother overall insurance experience.

Management Comments

Hans-Joachim Zimmermann, Appointed Representative of Tune Protect Malaysia

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potentially simplifying post-modelling analysis and implementation studies, thus effectively replacing a time-consuming spreadsheet-based approach."

He added that this adoption represents a pivotal step in strengthening pricing governance, improving operational agility, and accelerating data-driven decision-making across the organisation.

Samuel Falmagne, CEO at Akur8

"We are proud to collaborate with Tune Protect as they continue to strengthen their pricing capabilities and expand their data-driven approach. By equipping their teams with Akur8 Pricing, we are supporting their journey toward more agile, transparent, and future-ready pricing processes at scale."

About Akur8

[Akur8's Global Actuarial AI Platform](#) is transforming the insurance industry with an innovative suite of pricing and reserving solutions. Built on cutting-edge technology and actuarial excellence, Akur8 delivers speed, performance, transparency, and reliability for insurers of all sizes across Property and Casualty (P&C) and Life and Annuity (L&A) markets. Akur8 serves 300+ customers across 40+ countries, including global carriers AXA, Generali, Munich Re, Europ Assistance, Tokio Marine and MS&AD; personal and commercial P&C insurers TMNAS, FCCI, NEXT, HDVI and specialty P&C insurer Canopus. Over 3,000 actuaries use Akur8 daily to build their pricing models and reserving projections across all lines of business.

About Tune Protect

[Tune Protect Malaysia Berhad \("Tune Protect Malaysia"\)](#) is a licensed insurer that has a geographically diverse presence in Malaysia, with 17 branches nationwide, and our Head Office strategically located in Kuala Lumpur. Tune Protect Malaysia provides a comprehensive range of general insurance solutions through multiple distribution channels to balance the needs of different consumer groups. We are supported by dedicated agents, brokers, and direct clients to underwrite various general insurance classes. Tune Protect Malaysia has unveiled the revamped [tuneprotect.com](#), its innovative digital insurance platform, and mobile app offering a wide range of products tailored to meet the diverse needs of individuals and businesses. The company is committed to providing its customers with exceptional service, innovative products, and a seamless digital experience. For more information on Tune Protect, visit their website at [www.tuneprotect.com](#).

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