

# Compliant growth

## Fast, low-risk expansion into new Asian markets

Global tech protection provider Asurion, based in Nashville, USA, turned to TMF Group to ensure compliance with local rules and regulations as it expanded its operations into several new countries in Asia.

### About Asurion

Asurion is a global tech care company that provides insurance, installation, repair, replacement, and 24/7 support for a wide range of technology, from mobile phones and laptops to household appliances. It has 12,000 experts helping around 300 million customers get the most out of their devices and connections worldwide.



#### Jurisdictions where we serve them:

- Malaysia
- Thailand
- Indonesia

#### Industry

Insurance and technology

#### Services provided

- Corporate secretarial
- Human resources
- Payroll
- Tax compliance

### How we solve it?



#### The challenge

As Asurion expanded into India, and later into Malaysia, Thailand and Indonesia, it needed to incorporate new legal entities and ensure compliance immediately – irrespective of whether they were active or dormant.

It was not feasible for the company to build its own team on the ground each time it entered a new market. Asurion realised that the best way to ensure compliance with local rules and regulations when setting up new entities was to outsource the process to a company with the capabilities to provide all the necessary support.



#### The solution

Asurion chose TMF Group to support its Southeast Asia expansion plans, as it had the in-depth knowledge and expertise to help it meet compliance regulations in every new market, and could do this in a cost-effective way. Because Asurion did not immediately have its own people on the ground in each new country, it was able to rely on TMF Group's expertise, particularly when it faced unforeseen issues.

Each time Asurion moved into a new market, TMF Group helped it replicate its service model – cutting the time and resources needed to go through due diligence and planning processes.

*Because TMF Group knows our requirements in depth, and its services are consistent, we have reduced the time it takes to get things ready as we enter new markets - despite the fact that each market is different, with its own unique challenges. The support we receive from TMF Group is above and beyond what I would expect; I can just pick up the phone and call someone whenever I need help."*

#### Saravanan Kollanthavelu

CFO Southeast Asia and India, Asurion

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