



**NEWS RELEASE
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CELCOM WELCOMES THE YEAR OF THE GOAT WITH EXCITING PROMOS

*Customers can look forward to the best deals for the latest smartphones
and a creative way of giving ang pow via credit share*

KUALA LUMPUR, 18 FEBRUARY 2015 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, is offering customers an array of **promotions to usher in the Chinese New Year**.

Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad, said, "The festive season is a time when city folks head back to their hometowns to reconnect with family and friends. The *balik kampung* journey can be a long and tiring drive, making rest and relaxation (R&R) a popular temporary stop for travellers to rejuvenate before they continue their road trip.

"While taking the time to unwind at the R&Rs, why not join in the fun on ground activities lined up under our Chinese New Year promos for travellers to keep in touch with their loved ones while celebrating the festivity in Celcom's **Internet Champion Territory**. With our excellent coverage, travellers will not only get to feel closer to their family and friends but also enjoy a seamless and pleasurable journey as they make their *balik kampung* exodus. Additionally, customers can also visit our Blue Cube for promos on the latest smartphones in the market to mark the beginning of a brand new year," Zalman added.

Through Celcom's Chinese New Year promotional campaign, customers can look forward to experiencing the best mobile Internet experience on Malaysia's fastest network with spanking new **smartphones at attractive prices when they subscribe to FIRST by Celcom**. The **only personalised plan** in the market with **OPTIMISER™ automatically provides more Internet OR Voice and SMS, every month** to customers based on whichever service that they use more. Customers just need to sign up with FIRST by Celcom at any Blue Cube to automatically get more of what they use with up to **4GB Internet and 4GB WiFi or up to 250 minutes and 250 SMS**.

By signing up with **FIRST by Celcom**, customers can get the **latest smartphones** including **Xiaomi Redmi Note 4G from RM88, Samsung GALAXY Note 4 from RM1,088, OPPO Find 7 from RM538, OPPO Neo 5 from RM38, BlackBerry Passport from RM988 and Sony Xperia Z3 from RM988, while stocks last**.

Meanwhile, Celcom is offering its customers a **new and creative way of giving ang pow – as easy as sharing credit** with their loved ones right on their mobile. Customers can **transfer with a minimum of RM1 up to RM25 in one transaction**. To **transfer between RM1 and RM10**, customers simply need to type **“RM<Amount>”** and send the SMS to **“1<Recipient's Mobile Number>”** in ONE easy step. Customers who wish to **transfer between RM11 and RM25** need to register first by typing **“CAT<space>6-Character Password<space>Mother's Name”** and send the SMS to **“1019”**. The service also allows customers to request for credit from their friends or family, register favourite numbers, and even schedule credit transfers on a weekly or monthly basis.

This festive season, customers can also participate in fun activities on their way back to their hometown by making a pit stop at **selected R&Rs across Peninsular Malaysia** and **get an additional FREE RM10 credit** when they **buy a RM10 reload**, while stocks last. There, customers are encouraged to take part in the **‘Wheel of Fortune’ whereby customers who transfer a minimum of RM1 credit share will be eligible for one spin to win FREE credit**, while stocks last. Besides that, the God of Prosperity will make an appearance at the R&Rs during scheduled times on the weekends to celebrate with the participants.

The roadshow will be held at **selected R&Rs** including **Sungai Buloh, Gunung Semanggul, Tapah, Gurun, Dengkil, Pagoh, Seremban and Gua Musang** when travellers return to the city, from **21 – 24 February 2015 from 10am – 6pm**. It was also organised during the *balik kampung* period at the R&Rs from **14 – 17 February 2015 from 10am – 6pm**.

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