

CELCOM UPHOLDS YEARLY CHINESE NEW YEAR TRADITION WITH STAFF

KUALA LUMPUR, 5 March 2015 – A cheerful mood prevailed at Menara Celcom as the staff together with senior management ushered in the **Year of the Goat** recently.

Dressed in vibrant and colourful **Cheong Sams** and a majority in different hues of red – the staff turned up in full force to share the festive joy at the lobby as a renowned lion dance troupe roared to life, to the throbbing beats of cymbals and drums. The lions decked in blue and white, and its troupe were from the Kun Seng Lion and Lion Dance Association Malaysia from Muar, Johor, which has won 58 international championships and 66 national championships since they were formed in 1996.

As the dance began, many took out their mobile phones to record the exhilarating routine, and it culminated with the gesture of the lions '**eating Mandarin oranges and spitting out the skin**' as a symbolic act of blessing, to signify abundance for the year ahead. The lively mood was heightened when the **God of Prosperity** made his way through the crowd and tossed oranges and distributed **Ang Pow** packets to eager staff.

Earlier, **Chief Executive Officer of Celcom Axiata Berhad** , **Dato' Sri Shazalli Ramly** wooed the staff with his greetings in Mandarin while **Deputy Chief Financial Officer of Celcom Axiata Berhad Jennifer Chui**, signaled the start of the event by wishing everyone an auspicious Chinese New Year.

The event was wrapped up with photo sessions by Celcom's staff against a festive backdrop with **Chief Financial Officer Christopher Donald Tiffin** and **Chief Corporate Communications and Government Liaison Officer Jefri Ahmad Tambi**, and many took the opportunity to wish each other a prosperous year ahead.