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CELCOM INTENSIFIES SUPERIOR 4G LTE NETWORK

Network pillars Ericsson Malaysia and Huawei Technologies Malaysia on-board with Celcom

KUALA LUMPUR, 26 APRIL 2016 – Celcom Axiata Berhad, Malaysia's leading data network provider, is set to cater its increasing subscriber growth and demands for the best quality and seamless data traffic in LTE networks. Celcom will continue to champion in data services and deliver the best quality of Celcom Ultrafast 4G Territory coverage nationwide.

Celcom is thrilled to collaborate with Ericsson Malaysia Sdn Bhd and Huawei Technologies (M) Sdn Bhd as its main network infrastructure partners to integrate, deploy and manage its 4G LTE network developments. Both partners will be responsible for the Full Turnkey supply and delivery of product, equipment, system, works and services for Celcom Radio Access Network (RAN), leading to further enhance customer experience.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad Chief Executive Officer said that in realizing the importance of having the Greatest network coverage with Ultrafast 4G LTE territory connectivity within the digital age, Celcom has always strived towards delivering the best internet quality experience whilst placing customer experience as its highest priority.

"Celcom has always been at the forefront of upholding its brand promise to its customers by providing ultrafast, seamless and widest network. With a strong growth in subscribers today, Celcom is taking this step in ensuring that it will provide the best network quality and Ultrafast 4G LTE data traffic," he said.

"We have established a strong partnership with key industry players in the nation that can only enhance our network capabilities and bring the best network quality, nationwide. These key players possess the technological competency, capability in the provision of end-to-end solutions for mobile broadband network, and a proven track record in implementing 4G projects around the world," Shazalli added.

"This is another milestone in our long term partnership with Celcom. Ericsson is committed to working with Celcom in providing their customers with amazing user experiences through this deployment of the latest generation of Ericsson network

solutions. Smartphone usage is exploding; the society and industries in Malaysia are keen to capture the benefits of mobility and broadband. Malaysia is digitizing at an enormous speed and as leaders in our respective industries, Ericsson and Celcom are perfect partners for this transformation journey," said Todd Ashton, Head of Ericsson Malaysia and Sri Lanka.

"Together, Huawei and Celcom will work towards making this collaboration a resounding success and bring forth the next level of customer experience for Celcom's subscribers. They will be able to enjoy high definition (HD) video anywhere, access social media seamlessly and chat with their family and friends at all times. Together, Huawei and Celcom will build a better connected Malaysia," said Abraham Liu, Chief Executive Officer of Huawei Technologies (M) Sdn Bhd

"As we continue to focus on building and innovating towards the development of our Great and enhanced data network and coverage, we are certain that through our solid and leadership in data, we will meet the government's goal of achieving 95 per cent LTE population penetration nationwide by 2020.

"We believe that our Great network which has been our strongest arm in the Company since its inception in 1988, can never take a moment to step back. From ensuring an ultrafast 4G LTE connection and Great coverage throughout the country in every populated area to innovation in meeting the ever changing consumer behaviour, Celcom will not rest and will continue to invest in its network," Shazalli added.

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