

**NEWS RELEASE  
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## **CELCOM WELCOMES ENTREPRENEURS FOR SME OPEN DAY**

*SME customers invited to experience the most talked about plan.*

**KUALA LUMPUR, 27 APRIL 2016 – Celcom Axiata Berhad, Malaysia's leading data network provider,** takes another leap forward and invites all Small to Medium Entrepreneurs (SME) customers this weekend to experience the most talked about post-paid plans, from **29 April to 1 May 2016 between 10am and 10pm** at **Blue Cube stores nationwide.**

SME customers can easily sign-up and experience the most talked about **FIRST Business post-paid plans** and enjoy discounts, by simply visiting any of Celcom's 60 Blue Cube stores nationwide, primarily at **Blue Cube@Sunway Pyramid**, Subang Jaya, **Blue Cube Seberang Jaya**, Penang, **Blue Cube Taman Molek**, Johor Baru and **Blue Cube Suria Mall** at Kota Kinabalu, Sabah.

SME customers need to remember to bring along their respective business cards for verification purposes and be eligible to enjoy the great deals and exclusive activities and privileges when they sign up to any of **FIRST Business** post-paid plans.

The plans, namely the **FIRST Blue for Business 55**, **FIRST Gold for Business 80**, **FIRST Platinum for Business 150**, will offer participating SMEs their preferred plans and devices during the three day *Celcom SME Open Day*.

**Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad,** said Celcom was ever willing to facilitate and encourage their evolution as economic drivers of Malaysia because SMEs play an extremely crucial role in Celcom's long-term growth and development.

"Celcom invites all SME customers to our selected Blue Cube stores nationwide, primarily in major cities to share this exclusive opportunity and privileges of the most talked about plan in the market! Come and try our FIRST business plans which are

designed specifically to cater and further enhance our SME customers' business efficiency," he said.

"As Malaysia's leading data network provider, we are proud to be recognised across SME's nationwide as their most preferred telecommunications provider. We will continue to reach out and serve our local SMEs with latest and innovative solutions, as we have always done, in hope of achieving long-term mutual growth prospects," he said.

**Afizulazha Abdullah, Chief Business Services Officer of Celcom Axiata Berhad** said the first-ever three-day and simultaneous Celcom SME Open Day taking place at Celcom Blue Cubes nationwide, was chiefly to provide SMEs with a customer appreciation weekend, as the company recognised and valued their longstanding trust, loyalty and support to the services offered by the telco.

"The idea of the Celcom SME Open Day is to honour and express customer appreciation, in conjunction to the coming Labour Day this weekend. This is our way forward to introduce it as part of our company's effort to foster key-players within the industry and demonstrate gratitude to businesses for supporting Celcom.

"In an age of globalisation, online shopping, and social media marketing, a back to the basics approach in regard to your relationship with your customers can set your business apart in an increasingly competitive environment," Afizulazha added.

#### **SME OPEN DAY OFFERINGS:**

- ***FIRST Blue for Business 55 at RM55  
(4GB Data Bundled with 50 minutes calls and 50 SMS)***
- ***FIRST Gold for Business 80 at RM80  
(10GB Data with unlimited calls & SMS)***
- ***FIRST Platinum for Business 150 at RM150  
(18GB Data with unlimited calls & SMS as well as iFlix and Wonderoam)***

Recently, Celcom was awarded with The Honorary Award at the 2015/2016 Top Enterprise Awards Malaysia, organised by the Malaysia Entrepreneurs Development

Association (PUMM), held at the Straits Quay Convention Centre, Penang, on 9 April. Celcom was awarded by PUMM on the basis of our market capitalization in Malaysia, business excellence, good business practices, future potential and outstanding culture by the panel of judges and committee members formed.

Hurry and be the first to grab the utmost talked about **FIRST Business** plans by visiting Celcom Blue Cube stores nationwide or reach out to your assigned Celcom account managers to sign up for the plans. For more information on the packages and price plans, visit [www.celcom.com.my](http://www.celcom.com.my).

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