



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

CELCOM AXIATA BRINGS DIGITAL CHEER FOR RAYA

Subscribe the best internet family plan from FIRST™ Gold

KUALA LUMPUR, 3 JULY 2016 – Greet this year's Raya celebration with a 5-star internet experience, as **Celcom Axiata Berhad, Malaysia's leading data network provider**, brings its customers the enhanced **FIRST™ Gold 1+5** for families starting **1 July**, with an array of attractive promotions and digital mobile content, which can be easily accessed anytime and anywhere via quick code ***555#**.

FIRST™ Gold 1+5 from Celcom is now enhanced for families to enjoy 2GB including free weekend internet, together with unlimited usage on social media chat platforms like Whatsapp and WeChat. A brand new Perodua Axia, RM1,000 worth of *duit raya*, a minimum of RM20 airtime credit and RM20 worth of F&B vouchers await Celcom Axiata's lucky customers' when they download mobile content, and use services via the quick code.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad said Ramadhan and Raya is truly a time for spreading good cheer and creating memorable moments for its customers and their loved ones.

"We believe in jazzing up our customers' joyous moments with special digital content related to Ramadhan and Aidilfitri. With FIRST™ Gold 1+5 from Celcom, customers can text and share their best memories during Raya with one another on social media chat platforms for free. We want our customers to capture and share as many wonderful photos and videos with their loved ones.

"Together with the new digital content, our customers' experience and merriment will definitely be elevated and this will also serve as our on-going promise to continuously bring the very best experience for our customers," he said.

Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer of Celcom Axiata Berhad said uplifting customers' digital experience during the special time of the year, a quick code of *555# was created as a one-stop centre for all new and existing services related to Aidilfitri.

"Customers can start subscribing to any content available on our new portals like the new premium Raya Stickerz on **emomi 365** at RM5 per week and stand a chance to win RM20 airtime weekly. Customers can also simply subscribe to selected Raya **Call-Me-Tones** and be the among the chosen one, to receive RM1,000 worth of *duit raya*.

"On **Big Win**, a contest portal that makes a big winner out of you, we are offering a brand new Perodua Axia through Raya4Gaya. Customers simply need to subscribe to *555#, snap a photo of your best Raya moment, upload and share onto the portal and be in the running to *balik kampung* with a brand new car. Each photo upload will cost RM1.

"For game enthusiasts, we are offering weekly subscriptions for game bundles on **Game Store**. With a huge variety of games available, our customers can spread and share their passion in mobile-gaming with relatives, friends and children. Game Store's game bundles are priced at RM3/week for two games, RM5/week for five games and RM10/week for 12 games, available with subscribing at *555#.

"Not forgetting the many food lover today, customers who look forward to preparing easy and quick Raya meals, we bring them the **#5minitjer – the latest mobisode cooking series**, via **ESCAPE**, Celcom Axiata's video streaming entertainment space, featuring international celebrity chef, Sherson Lian, who will showcase a series of twelve 5- minute Raya recipes. The first two episodes are free. ESCAPE is the perfect entertainment for on-the-go viewing," he added.

Do not miss these amazing array of digital offerings, stand a chance to win great rewards before anyone else. Grab your phone now and dial *555#! Celcom is also offering *Balik Kampung* with Waze App without internet charges until 6 August 2016 for all Xpax customers upon subscription of Magic Reload and all FIRST™ customers.

Whilst continuously enhancing and bringing a joyful experience for customers, during Aidilfitri, Celcom Axiata also offers its **limited-time deal** for its prepaid segment – **Internet Burung Hantu** from Xpax. Internet Burung Hantu offers a promo that allow customers to stream unlimited movies all night long with relatives, while Xpax has improved add-on packs such as Facebook Pack – you can update your Raya activities with celebrations pictures, VideoTube Pack - to watch your favourite video on YouTube and Voice Calls Pack to stay connected and wish Raya to your friends and family.

| INTERNET BURUNG HANTU RELOAD (SPECIAL RAMADAN & RAYA OFFER UNTIL 14 JULY 2016) | FACEBOOK RELOAD | VIDEOTUBE RELOAD | VOICE CALLS RELOAD |
|---|---|---|--|
| RM2/MONTHLY 2GB SMS MAXHANTU2 TO 28882 | RM1/DAILY 100MB SMS 1DAY FB TO 28882 | RM2/HOURLY UNLIMITED SMS 1HOUR VT TO 28882 | RM6/WEEKLY 30 MIN (ALL NETWORKS) SMS 7DAYS CALL TO 28882 |
| RM5/MONTHLY UNLIMITED SMS MAXHANTU5 TO 28882 | RM1/WEEKEND UNLIMITED SMS WKND FB TO 28882 | RM3/DAILY 3GB SMS 1DAY VT TO 28882 | RM20/MONTHLY 120 MIN (ALL NETWORKS) SMS 30DAYS CALL TO 28882 |
| | RM5/WEEKLY 1GB SMS 7DAYS FB TO 28882 | RM5/WEEKEND 10GB SMS WKND VT TO 28882 | |

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