

**PICTURE STORY
FOR IMMEDIATE RELEASE**

HEADMISTRESS WINS A CAR IN CELCOM AXIATA CONTEST

The shiny new ride was a pleasant surprise when she was chosen as the second winner in the 'Keep Calm and Win a Perodua Axia' campaign

KOTA KINABALU, 31 JULY 2016 – Celcom Axiata Berhad, Malaysia's leading data network provider surprised a school headmistress from Beaufort, Sabah as she emerged the winner of a Perodua Axia car, in the 'Keep Calm and Win a Perodua Axia' campaign recently.

Doris Victoria Michael Joannes, 46, was full of joy when she was relayed the news, as she had never expected to be selected as one of the winners.

"I am super delighted to have won a car. I have been scouting around for a mobile data plan to complement my needs, and my choice of the FIRST™ Platinum has definitely proven to be rewarding. In fact, I have been enjoying superior connectivity since the day I subscribed to Celcom, **about three months ago**. The car is a wonderful surprise and will serve me well," said the primary school headmistress.

She received the mock car key to her new Perodua Axia 1.0, from **Harcharan Singh, Head of Retail and Customer Service, Celcom Axiata Berhad**, at the Celcom Blue Cube, One Borneo, Kota Kinabalu last Sunday.

Doris Victoria was the second winner for the contest, that ran from 15 April - 15 July 2016. The campaign was open to new subscribers for Celcom's FIRST™ Gold and FIRST™ Platinum plans, and the prizes were six Perodua Axia cars for one lucky new subscriber, every 14 days. The rest of the winners will be announced in the coming weeks.

For more information on the contest and Celcom products, please visit www.celcom.com.my

-Ends-

About Celcom Axiata Berhad

Celcom Axiata is Malaysia's leading data network provider, with almost 13 million customers. Established in 1988, it boasts the widest national 2G, 3G and 4G LTE networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom Axiata is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer first is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom Axiata is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 290 million customers across 10 Asian markets. For more information on Celcom Axiata, log on to <http://www.celcom.com.my>

About FIRST™

FIRST™ by Celcom is the only flagship postpaid plan in the market that gives customers lavish and never-ending privileges through an unrivalled Internet experience. FIRST™ customers will enjoy free weekend internet on Saturday and Sunday.

Issued by Corporate Communications Department of Celcom Axiata Berhad. For further enquiries, please contact Rohizan Ismail @ +60133449690 or Azira Mazlan @ +60193148002/ azira.mazlan@celcom.com.my.