



**NEWS RELEASE
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CELCOM AXIATA, UNIVERSITI UTARA MALAYSIA AND ORANGETREE PRODUCTIONS COLLABORATE IN DIGITISING MALAYSIAN SCHOOLS

*Memorandum of Understanding inked in developing 'MySekolah' Mobile Apps backed
with extensive and superior connectivity provision*

KUALA LUMPUR, 25 AUGUST 2016 – Celcom Axiata Berhad (Celcom Axiata), Malaysia's leading data network provider today inked a Memorandum of Understanding (MoU) with Universiti Utara Malaysia (UUM) in supporting Ministry of Education to digitise educational process and increase ICT usage in schools nationwide.

A mobile application named 'MySekolah', will become the brainchild born via the MoU, aimed to be utilised as a medium of communication between the school and parents for information on their children's progress at the school. The apps is conceptualised by Orangetree Productions, an appointed content provider by UUM, and powered by Celcom Axiata.

The MoU was signed today in Kuala Lumpur by **Dato' Sri Shazally Ramly, Chief Executive Officer of Celcom Axiata, Professor Dato' Seri Dr. Mohamed Mustafa Ishak, Vice Chancellor of Universiti Utara Malaysia, and Dato' Sri Jaspal Singh Korotana, Chief Executive Officer of Orangetree Productions Sdn. Bhd.** in the presence of **Dato' P. Kamalanathan, Deputy Minister of Education.**

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad is enthusiastic with its new role of a catalyst in enhancing the education facilities in the country and the opportunity to open the information gateway for the students in garnering an infinite of valuable knowledge.

“The digital ecosystem created with the development of the applications and content which is backed by our superior connectivity will become ornamental in the advancement of the education system. We believe the digital facility will be able to shift the learning process into a whole new perspective, as it no longer relies only on textbooks and teaching manuals. Our contribution is aspired towards empowering Malaysian future leaders with unbounded knowledge.

“In our ongoing efforts in embracing digitalisation, we are more than glad to take this journey with UUM and Orangetree Productions, in driving Malaysia's educational facilities to a higher level. We strongly believe the collaboration will highly benefit more than 400, 000 teachers and over 5 million students in over 10, 000 schools nationwide.

“This initiative will focus highly on supporting the Government's call for the adaptation of digitisation, as well as contributing to the Government's aspiration in reaching 95% of broadband penetration. It also affirms Celcom Axiata's ongoing commitment in fortifying its network strength and coverage,” Shazalli concluded.

'MySekolah' apps will be offered by MOE to parents nationwide, and they may obtain information and updates from the school regarding their children's attendance to school, examination results, upcoming school activities, etc. Teachers at the school will be uploading the information for the parents viewing.

At the pilot stage, 'MySekolah' will be introduced at three locations; SK Bandar Baru Sintok, SK Datin Fatimah, Kuala Nerang, in Kedah, and SK Precint 14, Putrajaya. The availability of the apps at other locations will be announced soon. Celcom Axiata later has a plan to offer 'zero-rate' data charges on the 'MySekolah' apps, specially for parents who are Celcom subscribers.

Celcom Axiata will also look further into the possibility of extending its superior network to all schools governed under MOE by establishing WiFi Hotspots at the identified locations. The connectivity provided is expected to further enhance the learning process at the schools, both in urban and rural areas.

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