



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

INTRODUCING THE ALL-NEW XPAX!

Simplified at its best for non-stop internet experience!

KUALA LUMPUR, 19 DECEMBER 2016 – The all-new Xpax is here! It's the best prepaid plan which is simple to understand and easy to use, with **no split internet quota for internet plans** and gives **freebies without complicated terms of use.**

Our studies show that customers are unhappy with their existing prepaid plans, which are complicated and have many terms and conditions. As Celcom places the needs and experience of its customers as top priority, **Xpax has been improved further and now offers the best prepaid deals without any complexity.**

The new **Xpax SIM Starter pack** now offers **10GB** of **FREE Basic internet** and **FREE 10GB** for **Facebook**. As long as the prepaid number is active customers will enjoy the freebie. The retail price for the New Xpax starter pack is **RM10**.

For more internet quota, customers can choose from four new simplified and **affordable internet plans**, and the Internet quota can be used for anything, on any day, whether 3G or 4G networks **with no quota splits**. The plans include the **daily plan** at **RM3 (1GB)**, the **weekly plan at RM10 (2GB)** and the **monthly internet plans** at **RM30 (5GB)** and **RM50 (10GB)**. All Xpax Internet Plans include **FREE unlimited music with Yonder Music.**

Xpax also offers simplified **Add-on plans** with **Unlimited Calls, Late Night Quota,** and **Youtube** from as low as **RM1**.

USE INTERNET PLAN QUOTA FOR ANYTHING, ON ANY DAY WHETHER 3G OR 4G NETWORK

Price	Validity	Internet Quota
RM3	24 HOURS VALIDITY	1GB INTERNET
RM10	7 DAYS VALIDITY	2GB INTERNET
RM30	30 DAYS VALIDITY	5GB INTERNET
RM50	30 DAYS VALIDITY	10GB INTERNET

UNLIMITED YONDER MUSIC Dial *118*2#

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Celcom Axiata Berhad said the all-new Xpax, that is perfected to suit the customers' digital needs, represents Celcom's acknowledgement to their issues and demands for simplicity.

"Celcom understands the issues that prepaid customers are frustrated with concerning their current Internet plans. Hence, the **all-new Xpax**, supported by Celcom's 4G network, will further enhance and simplify their internet experience. With Xpax, what you see, is what you get," he said.

Meanwhile, **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad** said the new Xpax now gives customers easy access to the best prepaid internet service from as low as RM10, including affordable internet plans with no quota split or data usage limitations.

SIMPLIFIED ADD-ON PLANS

Feature	RM1 24HRS	RM7 7DAYS
UNLIMITED CALLS (ANY NETWORK)	1 Friend	10 Friends
LATE NIGHT INTERNET (1AM - 7AM)	1GB	10GB
YOUTUBE	1GB	10GB

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"Xpax customers will enjoy freebies with no complicated terms and conditions together with Internet plans that do not split the promised quota. Xpax add-ons will also offer customers the best way to complement their various digital lifestyles with more voice, late night and other specific data needs," he said.

The launch of New Xpax will be supported by a full marketing campaign called "#nokelentong" which will run across all mediums including traditional and digital media. Xpax will retail at only RM10 and customers will get an introductory offer of **FREE 200MB Hi-Speed Internet** with **RM6 preloaded airtime** and an incredible **30sen/min** call rate and 15sen per SMS.

Hurry and grab the latest Xpax '**#nokelentong**', available at more than 10,000 outlets nationwide! For more information on Xpax, please visit www.xpax.com.my

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