

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**



## **GRAB THE ABUNDANCE OF INTERNET FROM CELCOM FIRST™**

*Celcom enhances FIRST™ customers' experience with higher internet allocation.*

**KUALA LUMPUR, 27 October, 2016** – Starting tomorrow, **Celcom Axiata Berhad-Malaysia's leading data network provider** is thrilled to introduce the all new **Celcom FIRST™ plans** that will offer its customers the biggest allocation of internet ever, while providing the best 4G mobile internet experience with seamless connectivity. **Celcom FIRST™** now comes with a brand new feature, the **AnydayGB™**, which allows customers to combine their weekday and weekend internet allocation.

Celcom **FIRST™ Gold** and **FIRST™ Platinum** will be enhanced with a **bigger and higher internet allocation** without any additional cost, with **FIRST™ Gold** offering up to **20GB** at **RM80** and **FIRST™ Platinum** at **with 60 GB at RM150**. In addition, Celcom is proud to introduce the all new **FIRST™ Gold Plus** with **40GB at RM98**, a plan catered for customers who want to leverage on the best internet deals from Celcom FIRST™ plans.

The new Celcom FIRST™ plans will be available for new sign-up customers' starting 28 October. **Existing Celcom FIRST™ Gold and FIRST™ Platinum customers**, including **Celcom FIRST™ Gold business** and **FIRST™ Platinum business** customers, will enjoy the new internet allocation effectively 1 November without any additional charges.

Also, with the new **AnydayGB™ add-on feature** at only **RM10 per month**, **FIRST™ Gold**, **FIRST™ Gold Plus** and **FIRST™ Platinum** customers will enjoy the plan's **total internet allocation** to be used any day, anytime by combining their weekday and weekend internet allocations into a single independent allocation.

## EXPERIENCE THE BIGGEST INTERNET PLANS!

	FIRST™ PLATINUM	FIRST™ GOLD PLUS	FIRST™ GOLD
Monthly Commitment	RM150	RM98	RM80
Total Internet/month	60GB	40GB	20GB
FREE Weekend Internet	30GB	20GB	10GB
Weekday Internet	30GB	20GB	10GB
FREE Unlimited Messaging Apps	✓	✓	✓
WhatsApp	✓	✓	✓
WeChat	✓	✓	✓
Calls - All Networks	Unlimited	Unlimited	Unlimited
SMS - All Networks	Unlimited	20sen/SMS	20sen/SMS

Existing FIRST™ Platinum and FIRST™ Gold customers will be automatically upgraded at no extra charge.

**Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Celcom Axiata Berhad** said Celcom is ecstatic to unveil its new Celcom FIRST™ plans that delivers the significantly fresh and enriched Celcom FIRST™ plans, that now offers an abundance of internet allocation, supported by Celcom's superior 4G network.

"As Celcom continues its focus on delivering the best mobile internet experience for its customers, we want our existing customers to know that Celcom has always valued their loyalty and trust in Celcom.

"To validate our highest appreciation and gratitude to our existing customers, within the next three days from tomorrow, all existing FIRST™ Gold and FIRST™ Platinum customers will be enhanced with the all new biggest internet allocation without any additional charges," he said.

Meanwhile, **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad** said Celcom FIRST™ plans are a set of comprehensive packages that give our FIRST™ customers, including FIRST™ business customers, access to the best postpaid deals that have the biggest and highest allocation of monthly internet.

"Previously, Celcom FIRST™ plans provided customers with sufficient internet allocation, however, due to the rising demands for more internet, the new Celcom FIRST™ plans just got bigger and better! In addition, customers on existing postpaid plans with mobile internet will also enjoy a significant data increase for the best 4G mobile internet experience," he said.

“Every day, the demands for more internet and affordable prices rapidly increase and whether for work or play, during day or night, weekends or weekdays, customers are constantly thirsty for a data plan that allows them to do so much more on the internet. With the new **AnydayGB™ add-on feature**, our customers can now use their total internet allocation at any day, any time!

The new Celcom FIRST™ plans comes with other features that include **FREE unlimited music with Yonder Music, WONDEROAM™ 1-day Internet at RM38 and WONDEROAM™ 1-week Internet at RM138**. Furthermore, customers will still have **FREE** unlimited access to social chat apps such as **WhatsApp and WeChat**.

Celcom's FIRST™ AnydayGB™ add-on is an auto-recurring subscription feature and is available via USSD by dialling \*118# or sending 'ANYDAYGB' to 28882 via SMS. For further queries, customers can also speak to our Celcom Careline customer consultants at 019-6011111.

Hurry and be the first to sign up and enjoy our new Celcom FIRST™ plans by visiting the nearest Blue Cube and Celcom Xclusive Partners. For more information on Celcom FIRST™ plans, visit [www.celcom.com.my](http://www.celcom.com.my)

#### **About FIRST™**

FIRST™ is Celcom's flagship postpaid product offering the biggest plans for Internet. FIRST™ plans have been specially designed to cater to today's data-hungry consumers while also featuring big features such as unlimited calls, SMS, social chat apps, music streaming and more. FIRST™ plans come in Blue, Gold, Gold Plus and Platinum variants, supported by its Ultrafast 4G network and award-winning customer service.

#### **About Celcom Axiata Berhad**

Celcom is Malaysia's leading data network provider, with close to 12 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 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 is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 300 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

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