

**NEWS RELEASE  
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## **CELCOM'S ONLINE SAFETY AWARENESS PROGRAMME EMBRACES NATIONAL TRANSFORMATION 2050**

**KUALA LUMPUR, 12 JANUARY 2018** – Celcom Axiata Berhad remains committed in advocating the awareness for online safety amongst Malaysian from all walks of life – in line with the aspirations of National Transformation 2050.

Through Celcom's *Parents Unite for Online Safety* programme, a total of 175 'Pusat Internet 1Malaysia' (PI1M) nationwide will be equipped with the KidSafe™ app, a parental control tool for internet filtering.

TN50 is an initiative led by the Ministry of Youth and Sports to provide a platform for young Malaysians to share their aspirations moving towards 2050. In-line with *Technology and Connectivity* as one of the key trends of TN50, Celcom's support towards this aspiration was applauded by Yang Berhormat Brigadier General Khairy Jamaluddin, Minister of Youth and Sports, as he officiated the new phase of the programme, in Menara Celcom today.



Michael Kuehner, Chief Executive Officer of Celcom Axiata Berhad said, as a leading telecommunication provider, Celcom recognises the growing rate of cyber related incidences and is pleased to support this initiative as part of its Corporate Responsibility.

"We are honoured for the recognition given by YB Khairy and as the future starts today, we will continuously strive towards fighting our cause for a safe digital environment," he said.



To impart the message further, joining hands with Celcom as programme partners are *Brainy Bunch International Islamic Montessori*, *Protect and Save the Children*, and *Malaysians Against Pornography*, a campaign by Kumpulan Wanita IKRAM. The collaboration will provide a holistic platform in educating parents and youths on online safety.

More information on KidSafe™ is available on

<https://beta.celcom.com.my/personal/extras/security/kidsafe>

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

Celcom is Malaysia's leading data network provider, with 9.7 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 320 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

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