



an axiata company

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## **CELCOM IS THE SERVICE PROVIDER OF THE YEAR, THE BEST OF THE BEST IN THE MALAYSIAN TELCO INDUSTRY**

*- Celcom bags three prestigious awards at the 2010 Frost & Sullivan  
Malaysia Telecoms Awards -*

**KUALA LUMPUR, 13 MAY 2010** – Celcom Axiata Berhad [formerly known as Celcom (Malaysia) Berhad] scores again, clinching the much coveted **Service Provider of the Year Award** for the second year running at the 2010 Frost & Sullivan Malaysia Telecoms Awards. This leading telecommunications provider also reaffirmed its strength in the mobile services and in the broadband access services by bagging the **Broadband Service Provider of the Year Award** and the **Mobile Service Provider of the Year Award**, two out of six awards in the Service Provider category.

This marks the third consecutive year Celcom has been recognised by the Frost & Sullivan Malaysia Telecom Awards, having won two awards last year for *Service Provider of the Year* and *Mobile Service Provider of the Year*.

"It is exhilarating to be once again acknowledged as the **Service Provider in Malaysia**, especially by a distinguished organisation like Frost & Sullivan. We are thankful that despite the challenging economic environment last year, Celcom excelled beyond industry average and recorded an unprecedented 15 consecutive quarters of positive growth in the final quarter of 2009. These three awards are proof that all the hard work paid off," said Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom, adding that the pioneering telco giant is now back in the game to claim the number one position in the telecommunications industry.

"Taking this opportunity, I would like to express my heartfelt gratitude to all Celcom employees for their tenacity, perseverance and believe in the turnaround mission for the past three years. We have turnaround in a good Malaysian way and now, we are

embarking on our transformation journey, focusing on driving a high performance culture that will ultimately enhance the overall customer experience," he said.

Held for the sixth consecutive year, the 2010 Frost & Sullivan Malaysia Telecoms Awards confers The Service Provider of the Year Award to the service provider whose **performance and financial results surpassed other nominees** and also **demonstrated leadership in stakeholder values realisation**.

"Celcom clearly outperformed all other telecommunications service providers in Malaysia in 2009, as it was able to grow its revenue base six times higher than that of its closest competitor. Celcom achieved this via its solid performance in the Malaysian wireless market and the significant inroad it made into the domestic broadband space. Going forward we believe that Celcom is well positioned to continue to reign in success in the Malaysian market," commented Marc Einstein, Industry Manager, Asia Pacific ICT Practice from Frost & Sullivan.

Meanwhile, the Mobile Service Provider of the Year Award and the Broadband Service Provider of the Year Award is presented to the service provider that has **displayed exemplary growth and overall performance in mobile services and in the broadband access services respectively in year 2009**.

These three prestigious awards are in addition to the various other awards won by Celcom thus far. Those awards are:

- *Best Mobile Carrier Award* at the 13<sup>th</sup> Telecom Asia Awards 2010
- *Silver Medal for Best Contact Centre in Asia Pacific under 50 Agents* and *Bronze Medal for Best Customer Service Agent in Asia Pacific* awarded by the Contact Centre World APAC Region Conference
- *Mobile Service Provider of the Year* and the much coveted *Service Provider of the Year* at the 2009 Frost & Sullivan Malaysia Telecom Awards
- *The Most Preferred Brand: Mobile Telecommunications Category* at The BrandLaureate - SMEs Chapter Awards 2009 - Top Ten Most Preferred Brands Awards
- *Malaysia's No. 1 Telco Brand ranked 4<sup>th</sup> Most Valuable Brand* at the Malaysia's 30 Most Valuable Brands (MMVB) Award 2009
- *Industry Excellence Award 2008/2009: Telecommunications Sector* at the 4<sup>th</sup> Edition of Malaysia 1000 Directory Launch
- *Best Mobile Broadband Service Award* and was named as one of the *Top 10 Power Brands* in the country at the 10<sup>th</sup> PC.com Awards Night

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