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## **CELCOM TO LAUNCH AN ADVANCED REAL-TIME CHARGING SYSTEM THAT WILL FURTHER INCREASE CUSTOMERS' SATISFACTION**

**KUALA LUMPUR, 8 NOVEMBER 2010 – Celcom Axiata Berhad** *[formerly known as Celcom (Malaysia) Berhad]*, the most experienced and leading mobile telecommunications service provider in the country, is proud to introduce the first ever concept of unifying the 'service-divide' between postpaid and prepaid in the telecommunication industry via the Next Generation Intelligent Network (NGIN) system. With the implementation of this new platform in the first half of 2011, Celcom will be able to enhance internal service performance and deliver new products that more closely match individual customers' needs.

With this next-generation charging system, response time to consumers will be prompt and in a timely manner. The NGIN system will also support the launch of new services such as the first ever prepaid services for the Enterprise segment, hybrid postpaid and prepaid plans, real-time bonus and loyalty reward programmes, real-time postpaid credit limit management and many other new and innovative features.

"We are thrilled to be working together with Huawei on this landmark project as this collaboration further proves our commitment in continuously improving our existing services as well as providing our customers with offers and packages that fulfill their needs. The future is about looking at and knowing consumer behaviour – their likes and dislikes, purchasing patterns – and this NGIN system is the first step in building an ecosystem that will be able to meet and offer a customised lifestyle products and services to better serve each and every one of our

customers," said Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad.

"As a company, we take pride in the culture that places our customers' needs and concerns first. We will keep on exploring other means and methods to further enhance their experience and increase their satisfaction," he continued.

The NGIN system adopts a telecom platform and an information technology (IT) core and is based on a rule-driven engine for online and offline charging. Rule-driven means that during system implementation and operations, Celcom can compose new rating or rules whereby new products and services will be able to be rolled out faster and simpler as this new system can response to new requirements much quicker. This progressive model is made possible by bringing in the latest advanced technology from Huawei.

Dai Jingyue, Chief Executive Officer of Huawei Malaysia, said, "Huawei is pleased to partner with Celcom Axiata Berhad in launching this NGIN system in Malaysia. We continually strive to offer operators - our customers - cutting-edge solutions with which they can best serve their customers. The NGIN system reflects the innovative approach that both of our companies take to pushing the boundaries of technology for the purpose of increasing customer satisfaction."

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