



**NEWS RELEASE
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SUSTAINING CELCOM'S HIGH PERFORMANCE MOMENTUM

KUALA LUMPUR, 1 JUNE 2011 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, began the next phase in its transformation journey towards becoming the leading telecommunications provider in Malaysia, with the announcement of several new key officers and functional divisions.

This phase will align Celcom with current and future market evolution, and help sustain the record-breaking quarterly growth that Celcom has experienced over the last 5 years. The company will now be more strongly aligned in delivering customer focus and differentiation, human capital and talent management, and organisational development.

"In our vibrant industry, the only constant, is change. Technology and user behaviour is evolving at a tremendous pace, and to maintain our 20 consecutive quarters of growth, we must anticipate and evolve just as rapidly," said **Dato' Sri Shazalli Ramly, Chief Executive Officer, Celcom Axiata Berhad**. "We have come a long way but our transformation is an ongoing process, and this next phase will see Celcom improve our effectiveness in delivering what customers want, when and where they want it," he added.

This next phase will focus on three core areas:

1. **Customer Focus and Differentiation** – Given the maturing market environment, Celcom's overall strategy will focus on more sophisticated consumer segment management, new products and services beyond mobile voice, a new customer experience across all touch points and a comprehensive interface in consumer lifecycle management.
2. **Human Capital and Talent Management** – Developing a credible cadre of Malaysian business leaders today (through our Group Talent Development Programme) and for the future by broadening and developing internal employees, and bringing in new talent to ensure Celcom is poised to be a world-class organisation.
3. **Organisational Process and Development** – Creating an agile organisation that will address the fast changing industry and new business requirements, especially in relation to mobile data and our online business, while improving the efficiency and effectiveness of our processes.

This realignment has led to the appointment of some key new officers, including:

1. **Appointment of Chief Operations, Advanced Data (CAD)**

Afizlazha Abdullah has been appointed as Chief Operations, Advanced Data (CAD) to spearhead the development of our new data businesses as well as to champion our broadband business to even greater heights. A graduate of California State University with a Bachelor of Science Degree in Computer Science, Afiz has led and implemented customer focused and effective information technology, business data and communications projects for various corporations. He is no stranger to the ICT (information and communications technology) industry, having spent most of his career in a global ICT firm as well as several years in a local telecommunications company. Afiz will inject innovative thoughts and ideas into Celcom through continuous refinements to its critical components including customer experience, business processes and operations.

Afiz will be leading the following portfolios:-

- Broadband Access and Products, across all small, medium and large screens
- New Business, including involvement in Content/VAS (value added services), Mobile Advertising and Mobile Commerce Management
- Development of new data access services, including triple/quad play bundled services

2. **Appointment of Chief Sales & Commercial Officer (CSO)**

Eric Chong Tiong Beng has been appointed as Chief Sales and Commercial Officer (CSO). Eric hails from a diversified sales background. He has helmed the enterprise and retail sales divisions of local telecommunications companies, and played key sales leadership roles in the manufacturing, consumer goods and service industries here in Malaysia and overseas. He has charted success stories in these organisations through his strategic insights, business acumen and exemplary leadership skills. Eric will bring these qualities to continue the various initiatives that have been put in place and help galvanise and strengthen our sales arm.

Eric will be responsible for the following portfolios:-

- Retail, Enterprise Sales and MVNO (mobile virtual network operator) Operations
- Device and SIM Card Management
- Outlet, Dealer and Distribution Management
- Customer Service Division

3. **Appointment of New Chief Marketing Officer (CMO)**

Zalman Aefendy Zainal Abidin, has been appointed as the new Chief Marketing Officer, succeeding Chee Pok Jin who will be leaving Celcom at the end of this month after a three-year illustrious career with us. Celcom extends its gratitude to Chee and wish him further success in his future endeavours.

Zalman who was previously the Director of Marketing has been with Celcom since March 2004 and has played a key part in the successful market segmentation and brand building efforts. He will continue to bring to the table fresh insights that will help us sustain our lead in the market.

Zalman will be responsible for the following portfolios:-

- Retail and Enterprise Marketing
- Pricing/Consumer Lifecycle Management
- Device Selection and Bundling
- International Business

All the above changes have taken effect from **16 May 2011**.

4. Appointment of Adlan Ahmad Tajudin to Axiata Group

Adlan Ahmad Tajudin, Celcom's Chief Corporate Officer (CCO) will be appointed to Axiata Group effective October 2011, as part of the ongoing efforts to develop our internal talents, consistent with our Group-wide Talent Development Programme, towards becoming world-class leaders, and help prepare Adlan for a bigger role in Celcom and the Group in the near future. This is also part of a larger group-wide agenda of leveraging the knowledge and expertise of our management members across Axiata Group.

5. Appointment of Datin Badrunnisa Mohd Yasin Khan of Axiata Group as Group Chief Talent Officer (GCTO)

Datin Badrunnisa Mohd Yasin Khan was recently appointed as Group Chief Talent Officer (GCTO) of Axiata Group, in line with Axiata's strong commitment towards building a talent pipeline for future leaders. In this new capacity, she will be directly supporting Celcom in identifying and developing managerial talent within Celcom. Datin Badrunnisa has had over 25 years of working experience predominantly with a global oil and gas company, focusing on Human Resources and IT (information technology).

Moving forward

Other key appointments will be announced in due course. With these changes, Celcom will be able to continue delivering the best services, user experience, reliability and value to Malaysian consumers.

"I am very excited by how our business is evolving, and the blurring of boundaries between communications, entertainment and social interaction. Those who do not adapt will simply fade away, but Celcom continues to surge forward on the efforts of our people, our innovation, and our determination to reclaim our number 1 position," Dato' Sri Shazalli concluded.

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