



an axiata company

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

BILL PAYMENT MADE EASY WITH CELCOM AIRCASH

KUALA LUMPUR, 8 June 2011 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, is proud to introduce mobile bill payment service via **Celcom AirCash**. Celcom AirCash is a revolutionary mobile financial service available exclusively for Celcom subscribers. It offers customers the convenience of mobile payment to Celcom postpaid, Telekom Malaysia (TM), Tenaga Nasional Berhad (TNB), and Syarikat Air Johor (SAJ) using Celcom AirCash facilities anytime, anywhere. Payment for Celcom postpaid via AirCash will be processed in real time. There will be no more hassle to pay any bills on time, even when you travel overseas, as there are no charges for access and service fee.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad said, "As one of the leading telecommunications service provider in Malaysia, Celcom is constantly introducing new and exciting products to ensure its customers can enjoy the mobility and benefits of Celcom AirCash. Hence, we are striving to improve our service by applying bill payment channel via Celcom AirCash. We are already in talks to collaborate with other financial institutions, corporations, regulatory bodies, utility companies and merchants in the near future to provide the convenience for Celcom subscribers to meet their social and regulatory obligations.

Starting from 3 June until 31 August 2011, 10 Celcom customers stand the chance to win monthly cash prizes up to RM500 when they make at least two bill payments from any of these four merchants', namely Celcom Postpaid, TM, TNB and SAJ via Celcom AirCash. If they continue to make two payments monthly for three consecutive months, they can also be in the running to win one of the 10 grand prizes worth RM1, 000 cash each. The eligible Celcom AirCash subscribers will need to answer two simple questions to be qualified as monthly and grand prize winners.

Since the launch of Celcom AirCash in 2009, it has provided customers instant access to their financial transactions anytime and anywhere via their mobile phone, enabling over 11 million Celcom customers to perform mobile financial transactions such as payment of utility bills; money transfer to Indonesia and the Philippines; airtime reload to customer's own number or others as well as request transfer airtime to their families and friends locally and to nine other countries namely Bangladesh, China, India, Indonesia, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam. Furthermore, subscribers who perform reload airtime for them or for others via AirCash, will enjoy bonus airtime for every reload.

In order to access Celcom AirCash, customer simply need to dial *133# from any mobile phone to register. Access is free of charge. Via USSD (Unstructured Supplementary Service Data), all transactions are secure, where the subscriber's PIN and transactions information are not stored on the customer's SMS (Short Messaging Service) outbox like any other offerings today. This is to ensure customer's peace of mind and enhance Celcom's credibility and reliability as the ultimate telecommunications service provider in Malaysia. All transactions will be confirmed via SMS for reference.

As one of the mobile network operators in Malaysia to offer mobile financial services through a dedicated USSD channel, Celcom strives to make Celcom AirCash the preferred mobile payment platform for mobile users in general. Now, with Celcom AirCash, customers can manage their financial account and social duties at the end of their fingertips by simply dialing the 3-digit code and select their transactions options. This method of transacting is applicable via any mobile phone through USSD and is being accepted globally due to its security, ease-of-use and real time response factors.

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