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## **CELCOM CLINCHES CYBER SECURITY ORGANISATION OF THE YEAR AWARD**

The first and only telco to received accolade from Cyber Security Malaysia

**KUALA LUMPUR, 17 December 2013 – Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, has accomplished yet another milestone by clinching the **Cyber Security Organisation of the Year Award** at the **Cyber Security Malaysia – Awards, Conference and Exhibition (CSM-ACE) 2013** held in Royale Chulan Hotel Kuala Lumpur last month.

The award was conferred by **CyberSecurity Malaysia**, an agency under the purview of the **Ministry of Science, Technology and Innovation (MOSTI)**. Celcom is the **first and only telecommunications service provider** to be recognised by CyberSecurity Malaysia since the award series' inception in 2009.

The accolade was presented by **YB Datuk Dr. Abu Bakar Mohamad Diah, Deputy Minister of Science, Technology & Innovation** and received on Celcom's behalf by **Mr. Kashif Syed Haq**, its **Chief Information Technology Officer**.

**Dato' Sri Shazalli Ramli, Chief Executive Officer of Celcom Axiata Berhad**, commented, "Being the first telco to be honoured with such a prestigious award is a testament to Celcom's comprehensive transformation efforts that continually raise the benchmarks to be the best in the industry for IT and cyber security in particular. In line with our security investment roadmap and strategy for 2014, Celcom's IT team is working towards enhancing Celcom's internal capabilities while ensuring that our most valuable asset – our customers – remain secure from foreseeable and unforeseen cyber risks."

"I congratulate our IT team which is a vital pillar of the company and thank them for their diligent and dedicated efforts that have led to this coveted recognition, making us poised to achieve further excellence as a customer-centric organisation with proper governance of data and information security," Dato' Sri Shazalli added.

Celcom's win echoes the progress of its **IT transformation initiatives** in line with overall organisation transformation, identifying IT as a key enabler in identifying key customer needs and business opportunities.

Apart from cyber security, Celcom has invested in a number of systems including the **Business Support System / Best Sales & Services**, an integrated and seamless front-end transformation for efficient customer management; **Business Intelligence (BI) and targeted analytics** via geographical segmentation to understand customers better; and **Next-Best Activity (NBA)** solutions to offer products and services to existing customers.

The Cyber Security Organisation of the Year Award also comes directly at the heels of **Dato' Sri Shazalli's recognition as ICT Personality of the Year** at the **PIKOM Leadership Awards 2013**.

Established in 2009, the Malaysia Cyber Security Awards honours individuals and organisations which have demonstrated standard-setting practices in the information security arena. The awards are conferred in recognition of leadership, technology and innovation, advocacy, key customer wins and achievements, and demonstration of holistic security governance.

The programme is also intended to recognise the efforts of information security professionals, home-grown SMEs and global organisations, and encourage innovation and strategic alliances within the local security and ICT industry.

"The Malaysia Cyber Security Awards is part of the **Cyber Security Malaysia – Award, Conference and Exhibition (CSM-ACE)** event with the objective to encourage cyber security professionals, government, private sectors and general public to collaborate in improving security in the information and communication technology sector. We recognise their achievements and outstanding contributions towards the development of Malaysia's cyber security sector and related industries in the country. We would like to congratulate Celcom for being awarded the Cyber Security Organisation of the Year. We look forward to work together with Celcom to further accelerate the growth of cyber security industry in order to achieve the objectives of Digital Malaysia," said **Dr. Amirudin Abdul Wahab, Chief Executive Officer of Cyber Security Malaysia**.

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