

**NEWS RELEASE
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CELCOM LAUNCHES A GIFTING FEATURE FOR NOTIFY ME

Subscribers can now stay more connected than ever with their loved ones

KUALA LUMPUR, 7 April 2014 – **Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, continues its **commitment to enhance its customer experience** by taking advantage of its SMS-based services with the introduction of a gifting feature for **Notify Me**, an automated alert service that enables customers to stay connected with their family and friends on their mobile.

With the new gifting feature, Notify Me subscribers can now **nominate other Celcom subscribers to enjoy the service for a free 30-day trial period**. This allows existing Notify Me subscribers to give away a complimentary Notify Me subscription as a gift to their family and friends.

Existing Notify Me subscribers can do this by following the simple steps below:

- Send "**GIFT < nominee's mobile number (Celcom subscriber)>**" to "**22022**"
- Nominees receive a free 30-day trial of Notify Me

According to **Afizulazha Abdullah, Chief Digital Services Officer of Celcom Axiata Berhad**, Celcom is focused on providing the best offerings and innovative solutions to meet the demands of its customers. He stated that developing value added services gives Celcom the advantage and opportunity to go beyond customers' expectations and boost customer engagement which could translate into increased revenue and greater customer loyalty.

"The new gifting feature for Notify Me exemplifies Celcom's dedication to produce value added services that provide our customers with an easy and convenient access to connectivity wherever and whenever they are. It is a welcome addition to our various SMS-based services and we hope to develop more unique solutions in the future to encourage customers to stay connected to their loved ones anytime and anywhere," said Afizulazha.

"With just a touch of the buttons on their phones, subscribers can now easily share the benefits of the Notify Me service with their loved ones. Notify Me simply sends an SMS to subscribers to notify them that the number that they tried to call earlier but was unreachable is now back online. The service's latest feature will add value to

the whole customer experience as it helps to bring family and friends closer together and strengthen their bonds," Afizulazha added.

Launched in 2012, Notify Me makes it possible for subscribers to **automatically keep track** of the people that they try to reach in situations where their phones are not contactable, switched off or in a low coverage area.

The service is useful when subscribers need to urgently get in touch with their family and friends regardless of the circumstances. For example, a mother who is unable to get hold of her son who has turned off his phone would immediately receive an SMS notification when the line is reconnected. The mother can now enjoy peace of mind and be assured that she will never lose touch with her son during important moments.

To subscribe to Notify Me, Celcom subscribers just need to send "**ON**" to "**22022**" when they are unable to call a friend or a family member for the first time. The Notify Me service costs RM1.00 per month.

For more information on the service, visit www.celcom.com.my

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