

**NEWS RELEASE
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CELCOM SAYS 'THANK YOU' WITH NEW CUSTOMER LOYALTY PROGRAM

Club Celcom First, XClub and FRENZ Club offer instant rewards to enrich customer experience

KUALA LUMPUR, 9 APRIL 2014 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, has launched three loyalty programs, namely **Club Celcom First, XClub** and **FRENZ Club** to **enhance the overall customer experience** by providing **instant rewards and more value** to Celcom customers who subscribe to Celcom First, Xpax and Celcom FRENZ plans respectively.

Designed to recognise and reward Celcom's loyal prepaid and postpaid customers, the three clubs will enable members to continue enjoying Celcom's services as usual and earn perks along the way. By joining Club Celcom First, XClub and FRENZ Club, customers can take advantage of various **exclusive benefits and promotions**, get **instant rewards** and enjoy an **engaging, interactive and hassle-free experience** on their mobile devices.

Club Celcom First, XClub and FRENZ Club use a loyalty concept that rewards customers **based on customers' billable usages when they are making voice calls, sending SMSes and using data on their mobile devices**. Members will be **awarded with instant rewards** based on customers' accumulated billable usages and tenure. They will be notified immediately of their rewards on their mobile devices. **No redemption process is required, offering a worry-free procedure.**

Speaking at the launch of the three customer loyalty programs, **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad**, said, "The launch of Club Celcom First, XClub and FRENZ Club is a revolutionary way to thank our loyal customers who have supported us throughout the years. It incentivises them for regularly using our services and gives us the opportunity to provide them with redeemable rewards that they are passionate about, immediately and conveniently at the touch of their fingertips. We are excited to finally unveil the loyalty programs which offer a rewarding journey and add real value to our services.

"We always have our customers' interest at heart and with the abundance of options for products and services in the market, it really all boils down to how customer experience is vital to build customers' trust and confidence to create long-term customer loyalty and fuel continued business growth. The launch of Club Celcom First, XClub and FRENZ Club exemplifies our continuous commitment to ensure customers satisfaction by offering them the ultimate experience to meet the demanding lifestyle of today's customers," Zalman added.

The launch of Club Celcom First, XClub and FRENZ Club also marks **a milestone in Celcom** as the **telco becomes the first in the mobile telecommunications industry that uses the 'gamification' concept in its customer loyalty program**. The **'gamification' concept promotes a fun, interactive, engaging, stimulating and competitive experience** that enables Club Celcom First, XClub and FRENZ Club members to maximise and leverage on their daily voice, SMS and mobile data consumption, and facilitates the effectiveness of the three loyalty programs.

The three new loyalty programs will help Celcom **gain invaluable insights on customer interaction** based on almost real-time data usages which leads to **improved customer relationship management** and the ability to **efficiently deliver enhanced services** to customers and give **personalised offers that match customers' interests**. This provides a **value added customer experience** which translates to true customer loyalty, increased customer base and profitable growth for the company.

To **access Club Celcom First, XClub and FRENZ Club**, customers need to **opt-in to each club by sending YES to 22188**. Upon successful opt-in, customers will receive a welcome message from Celcom and will be a club member for a period of one year from the opt-in date. Customers can **view their current and upcoming rewards by dialling *118# and dial *124# or login to the clubs' websites to check their rewards balance** which includes local minutes and SMS, IDD minutes and SMS, roaming minutes and SMS.

For more information about Club Celcom First and XClub, visit www.celcomfirst.com.my/clubcelcomfirst and www.xpax.com.my/xclub.

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