



**NEWS RELEASE
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CELCOM ANNOUNCES KEY APPOINTMENTS TO ALIGN TALENT MANAGEMENT WITH CORPORATE STRATEGY

*New appointments as part of Celcom's commitment to continuously provide
the best end-to-end customer experience*

KUALA LUMPUR, 23 JULY 2014 – **Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, today announced new key appointments and movements to further **strengthen its corporate** and **overall operational management team**.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad said, "Celcom recognises how **human capital** and **talent management** play a vital role in ensuring that we remain on track to meet our objectives. Hence, we have implemented a strategic talent management plan that promotes individual growth from within the organisation. This fosters innovation and competitiveness that will contribute to Celcom's economic growth and reap significant rewards in the future as we will gain a competitive advantage in today's marketplace.

"Celcom recently won the **Prime Minister Award for Human Resources Excellence (Private Sector)** and the **1Malaysia Employer Award (GLC) 2014**. We are proud of this win as it symbolises a testament to Celcom's pledge to become Malaysia's **most preferred employer**. It demonstrates our dedication in implementing various initiatives towards rejuvenating our organisation by empowering our workforce, developing talent and grooming future leaders for greater success," Dato' Sri Shazalli added.

The win was the result of Celcom's commitment in meeting the criteria of an organisation that exemplifies excellence in human resources management which includes promoting a diverse talent pool, efforts to enhance employees' skills and knowledge through its Knowledge Culture Programme and expenditure for human capital development.

The new appointments and realigning of some key new officers includes:

1. **Appointment of Chief Corporate Officer (CCO)**

Zuraida Dato' Jamaluddin has been appointed as the new Chief Corporate Officer (CCO). She will oversee the corporate initiatives in Celcom besides strengthening and unifying the capabilities of the organisation as a whole.

Zuraida holds a degree in Electrical Engineering from George Washington University, Washington D.C. USA. She brings with her more than 25 years of experience in the areas of business development, management consultancy, sales, business solutions and systems integration. She was previously the Director of Sales for Mesiniaga Berhad and went on to Renoir Consulting (Malaysia) as its Managing Director prior to joining Celcom.

2. **Appointment of Suresh Sidhu as the CEO of edotco**

Suresh Sidhu has been promoted as the **CEO-Designate of edotco; effective 1 July 2014**. He was formerly the Chief Corporate and Operations Officer of Celcom. With the move, Suresh will be assuming a bigger role at Celcom's sister company. Suresh will assume the CEO position on **26 August 2014**. As CEO, Suresh will work towards establishing edotco as a world-class infrastructure company in the region.

The appointment of Suresh is part of the ongoing effort to develop internal talent in line with our Group's wide talent development programme in leveraging the knowledge and expertise of our management team across the Axiata Group and its business partners.

3. Other Realignment Updates

As a leading telco, it is crucial for Celcom to progress with times in order to stay relevant in the competitive telecommunications industry and meeting the changing needs of its customers. The latest line-up of Celcom's C-level management consists of new appointments and realignments as well as additional portfolios to meet future challenges and the telco's evolving business strategy as it heads towards becoming a customer-centric organisation.

Afizlazha Abdullah is now the Chief Business Services & Solutions Officer. He was formerly the Chief Digital Services Officer. **Dato' Noor Kamarul Anuar Nuruddin** has been appointed as the Chief Customer Experience Program Officer whom was formerly the Chief Carrier Collaboration.

Jefri Ahmad Tambi has been appointed as the Chief Corporate Communications & Government Liaison Officer. He was previously the Chief Business Solutions Officer. This position is essential for Celcom in order to spearhead the telco's corporate communications initiatives as well as to further enhance its ongoing engagements with the Government.

Besides the new appointments and change of portfolios, Celcom also maintained its top talent in the C-level management team including **Zalman Aefendy Zainal Abidin** as the Chief Marketing Officer; **Eric Chong Tiong Beng** as the Chief Sales & Commercial Officer; **Syed Md Najib Syed Md Noor** as the Chief Customer Service, Retail & Facilities Officer; **Dato' Abdul Satar Mohamed** as the Chief Network Officer; **Kashif Syed Haq** as the Chief Information Officer; **Christopher Donald Tiffin** as the Chief Financial Officer; and **Mazri Abdul Rahim** as the Chief People Officer.

Moving forward

With these changes, Celcom will continue to deliver the best services, customer experience, reliability and value to Malaysian consumers. The present line-up of talents assigned to lead these core divisions will place Celcom on a bolder route for greater success and stability.

“Celcom is all about being a customer-centric brand and our ultimate objective is to deliver excellent customer experience. We always strive to continue delivering best practices in order to provide the most satisfying experience for our customers by enhancing the efficiency of our overall organisation developments,” said Dato' Sri Shazalli.

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