



**NEWS RELEASE  
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## **CELCOM FIRST ONE PLAN: THE RIGHT INTERNET PLAN FOR ALL MALAYSIANS**

**KUALA LUMPUR, 24 JULY 2014** – **Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, recently launched the **Celcom First ONE Plan**, a new internet plan which gives customers a premium plan with an attractive pricing that enables customers to experience the fastest and widest internet coverage in Celcom's Fastest Territory. The plan offers the highest internet data quota of **3GB and 5GB** respectively with a great internet package.

**Celcom First ONE Plan** is the only plan that **offers premier internet data quota for all types of internet usage**; which also gives the **lowest price for GB top up options** compared to other telcos in the market. The plan is set to excite customers by offering **volume top up across the plans** unlike other plans out there which block customers' usage until the next renewal cycle when they exceed the volume.

**Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad** said, "Our latest plan provides our customers with the highest data volume with a competitive monthly commitment that gives customers access to our fastest and widest network. This is the one and only supreme plan that gives you more data and just the right amount of **minutes and SMS for as minimal as RM68 a month**. Most internet plans usually offer unlimited voice and SMS but in today's data-hungry world, that may not necessarily be what consumers are looking for. With the Celcom First ONE Plan, customers will get more data and a substantial amount of minutes and SMS, in line with its tagline, **"IT'S THE RIGHT ONE FOR YOU"**. This concept is exemplified in

our advertising campaign that clearly shows **what's WRONG versus what's RIGHT** when it comes to Internet plans through a simple comparison.

"Celcom has always been committed in ensuring that enhanced customer experience is at the core of our business. Our strategies moving forward will always revolve around attaining the best customer experience for our subscribers and the Celcom First ONE Plan is a testament to our commitment to improve customer satisfaction," Zalman added.

Celcom is **continuously committed to be at the forefront of 4G Long Term Evolution (LTE) advancement** through rapid LTE deployment and maintenance of unparalleled network with unrelenting focus on areas beyond the Klang Valley. With the Celcom First ONE Plan, customers can look forward to an **improved network quality** and the **capacity for better customer data experience**.

Celcom First ONE Plan also shows that Celcom has taken a step further to enhance customers' mobile experience by providing them with a platform to surf the internet at a faster speed. In this day and age of rapid adoption of mobile devices, more customers tend to download heavy contents. Thus it makes sense to provide an exceptional internet plan to enable customers to enjoy a greater customer experience with the Celcom First ONE Plan which is the perfect choice to obtain the satisfaction.

For Celcom's existing customers, the plan assures **a better sense of satisfaction towards having a good customer experience** on their mobile internet usage. Meanwhile for new customers, Celcom wishes to reinforce the key message of the Celcom First ONE Plan: where you pay for what you use with again the widest network.

The Celcom First ONE Plan offers two convenient packages as shown below:

Telco		Celcom First	
Plans		One Plan 3GB	One Plan 5GB
Monthly Commitment		RM68	RM88
Mobile Internet		3GB	5GB
Voice Calls	Same Network	Complimentary 60 mins	
	Other Networks		
SMS	Same Network	Complimentary 60 SMS	
	Other Networks		
Additional Data		RM15/1GB	RM50/5GB
Includes		100 movies and 2 Limited Edition KAX	

**Celcom First One Plan 3GB at RM68/month** is meant for mid to high data users with basic voice and SMS capacity. The 3GB data plan comes with 60 minutes voice calls and 60 SMS to all networks. However, if customers want to have more voice and SMS, they can still continue using the services via the same package and minimal charges of 20sen/min and 20sen/SMS will be charged upon per usage; whereby **Celcom First One Plan 5Gb at RM88/month** is for heavy mobile internet users and it also provides 60 minutes voice calls and 60 SMS to all networks. Similarly, additional usage for voice and SMS would be charged at 15sen/min and 15sen/SMS.

Customers will stand a chance to win a TAG Heuer watch worth RM10,000 by subscribing the Celcom First One Plan from 9 July – 29 September 2014. Not only that, Celcom also offers 100 FREE movies from ESCAPE for subscription from 29 September – 2 October 2014; where customers will be able to enjoy the movies till 31 December 2014.

Visit [www.celcom.com.my/personal](http://www.celcom.com.my/personal) for more information and do not miss to be a part of Celcom's Fastest Territory.

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