



**NEWS RELEASE
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**CELCOM WINS BEST SERVICE PROVIDER OVERALL AWARD
AT THE 13TH PC.com READERS CHOICE AWARDS NIGHT 2012/13**

Winning the top award reflects Celcom's commitment to exceptional service experience

KUALA LUMPUR, 10 MARCH 2014 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country received the highest number of votes from the readers of PC.com to win the **Best Service Provider Overall** category at the **13th PC.com Readers Choice Awards Night 2012/13** held at Pullman Bangsar recently.

Ginny Phuah Guat Imm, Head of Brand Communications & Planning of Celcom Axiata Berhad accepted the top accolade from Selva Rajan, Managing Editor and Publisher of Reach Publishing.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad commented on the win, "We are honoured and delighted to have been recognised in such a prestigious and most sought after Awards that acknowledge key players who have significantly contributed to the growth of the information and communications technology (ICT) industry in the country.

"Our win demonstrates our vision and commitment to deliver the highest level of customer experience in every aspect of our services while inspiring innovation and excellence among our employees as we continue raising the bar to set high standards for the industry. We would like to sincerely thank the readers of PC.com for the trust and confidence that they have placed in us. We are grateful for this recognition and will continue to delight our customers with high quality and innovative solutions to meet and exceed their expectations," Dato' Sri Shazalli added.

This year's success marks the **fourth time** that Celcom has been recognised by PC.com. Celcom won the **Best Telco of the Year, CEO of the Year** and **Best Wireless Internet** at the **12th PC.com Readers Choice Awards Night 2011/12**. That edition of the Awards also saw Celcom walked away with the **Best Wireless Internet award** for the **third year in a row**.

Celcom has been a leader in the mobile broadband segment and has achieved an impressive subscriber base of 1.2 million whilst maintaining a reliable and unmatched network to host various technology and devices.

The latest PC.com Readers Choice Awards Night is the 13th chapter and a continuation of the successful PC.com awards that have been held annually for the last 12 years. It honours the best –in –class corporations for hardware, software and technology in this country that have submitted their products for review in 2013.

The Awards are organised by PC.com, a leading local ICT magazine in the country with a circulation of 25,000 and readership of 100,000 individuals. It is run by Reach Publishing Sdn. Bhd. a private limited company that stands as one of Malaysia's significant publishing homes.



Picture 1: Ginny Phuah Guat Imm, Head of Brand Communications & Planning of Celcom Axiata Berhad (left) accepting the Best Service Provider Overall Award at the 13th PC.com Readers Choice Awards Night 2012/13 from Selva Rajan, Managing Editor and Publisher of Reach Publishing.



Picture 2: Ginny Phuah Guat Imm, Head of Brand Communications & Planning of Celcom Axiata Berhad (sixth from left) with Selva Rajan, Managing Editor and Publisher of Reach Publishing (seventh from left) and the rest of the winners at the 13th PC.com Readers Choice Awards Night 2012/13.

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