



**NEWS RELEASE
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CELCOM THE FIRST TO OFFER CHINA MOBILE GAMES VIA GAME SCAPE

Celcom customers can now exclusively download various China games

KUALA LUMPUR, 5 NOVEMBER 2015 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country to offer **China Mobile's game content** with the introduction of **Game Scape**.

Celcom customers can now exclusively **download various China games**, with the convenience of **Direct Billing** to make app purchases without the need to have a credit card.

Zalman Aefendy Zainal Abidin, Chief Marketing and Sales Officer of Celcom Axiata Berhad said **Celcom** would always strive to **meet the needs of their customers** who often engage their smartphones for **entertainment**.

"**Celcom offers Direct Billing** for any **app purchases under Game Scape**. This means Celcom customers, **who love playing games** on their phones can purchase games **without a credit card**. Their purchase will be **stated** on their **monthly bill** or **deducted** from their remaining **prepaid credit**," he said.

Zalman also said **Game Scape** was developed and maintained by **Celcom's creative partner, Elite Entertainment**, whereas **China Mobile as the main content provider** is supported by **Celcom's technology partner, Huawei**, who aggregates and distributes the digital content via its first regional data hosting centre, **the Southern Pacific Huawei Digital InCloud Data Centre**.

“Game Scape’s content and features like **Direct Billing** is supported by the **nation’s widest network coverage, Celcom**. This goes to show that our customers **can play games seamlessly**, via **Celcom’s enhanced network coverage**,” he said.

Zalman also said this offer was fitting with **Celcom’s Internet Burung Hantu** which gives **unlimited data** between **1am to 7am every day**, especially for customers who love to play games on their smartphones but worry about reaching their data limit. .

Celcom customers can easily **browse and download games at www.mygamescape.com**. Any **app purchases** will be billed directly to the customer's phone bill. **Direct Billing** is currently **available only for Android users** and starting **31st October**.

Game Scape’s content consists of **seven game categories**, exclusively for Celcom customers to download. The content ranges from **Action, Card, Puzzle, Casual, RolePlaying, Sports and Strategy**, that come in either Chinese or English languages.

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