

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**



## **UBER PARTNERS CELCOM TO ENHANCE DIGITAL LIFESTYLE FOR RIDERS AND DRIVERS**

**KUALA LUMPUR, 19 DECEMBER 2017** – Celcom Axiata Berhad announced today its partnership with e-hailing provider, Uber Malaysia. The partnership will provide Celcom consumers on the Uber platform nationwide with special benefits in the coming months.

Uber riders who are Celcom postpaid and prepaid consumers will enjoy:

- Free Uber rides and discounts as part of their loyalty program.
- RM10 off Uber rides to KLIA or KLIA2 with Celcom Passport - roaming pass

As a reward for loyal Uber driver-partners, Celcom will offer them a wide selection of the latest devices that are compatible with Celcom's Lightning Fast LTE network, bundled with Celcom FIRST™ plans with additional benefits. These benefits include zero-rated data charges on the Uber app.

Zalman Aefendy Zainal Abidin, Chief Marketing Officer, Celcom Axiata Berhad said Celcom will continue to remain dynamic with strategic partners such as Uber and continuously fulfil the customers' digital needs with new and innovative benefits.

"The partnership with Uber allows Celcom to provide an awesome digital customer experience in their day-to-day engagement, while rewarding them with fantastic benefits," he said.

Karina Ali Noor, General Manager - Expansion, Uber Malaysia added, "The partnership with Celcom is indeed an exciting one for us, and one that we look

forward to. This is one of the many ways that Uber is able to surprise and delight riders and driver-partners with benefits and a more enjoyable experience at the touch of a button."

For more information, please log on to [www.celcom.com.my](http://www.celcom.com.my) or visit Uber's [Blog](#).

-End-

---