



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

iPhone X ARRIVES AT CELCOM ON FRIDAY, 24 NOVEMBER 2017

PETALING JAYA, 24 NOVEMBER 2017 – Celcom Axiata Berhad today announced it will offer iPhone X, the future of the smartphone, featuring a revolutionary new design with a stunning all-screen display. Customers have pre-ordered iPhone X beginning Friday, 17 November 2017 at Celcom Online Store <https://www.store.celcom.com.my/store/> or Blue Cube and Celcom Outlets, and it will be available in stores starting on Friday, 24 November 2017. For complete pricing details, please visit www.celcom.com.my.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations of Celcom said “iPhone X is introduced with such sophistication and definitely worth the wait for all Apple fans. Therefore, we are delighted to offer the latest addition to the iPhone family to our customers. Celcom is also offering an irresistible selection of plans for both postpaid and prepaid customers to own an iPhone X today.”

iPhone X features a gorgeous all-glass and stainless steel design with a beautiful 5.8-inch Super Retina display, A11 Bionic chip with neural engine for powerful machine learning, augmented reality and immersive 3D gaming experiences, wireless charging and Face ID, delivering an innovative and secure new way to unlock, authenticate and pay. The TrueDepth camera that enables Face ID brings Portrait mode with Portrait Lighting to the front camera for beautiful selfies with a depth-of-field effect and enables Animoji, which captures and analyses over 50 different facial muscle movements to bring emoji to life in a fun new way. A redesigned rear camera with dual optical image stabilization includes a new color filter, deeper pixels, and an improved Apple-designed image signal processor and features Portrait mode with Portrait Lighting allowing customers to capture stunning photos and videos. The all-glass front and back on

iPhone X feature the most durable glass ever in a smartphone in two beautiful finishes, silver and space gray.

Celcom customers can now own the new iPhone X with its hassle-free and zero interest 24-month instalment programme, EasyPhone™, available for both postpaid and prepaid customers. Customers can also choose to pair their iPhones with the range of Celcom FIRST™ postpaid plans, customised for their data needs.

For more details on pricing and data plans, please visit www.celcom.com.my

For more details on iPhone please visit www.apple.com/my/iphone

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