



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**CELCOM AND HONG LEONG BANK COLLABORATE TO OFFER EXCLUSIVE  
REBATES AND REWARDS!**

**KUALA LUMPUR, 16 APRIL 2018** – Celcom Axiata Berhad today, announced its strategic partnership with Hong Leong Bank. The long-term partnership will further enable consumers with more value and significant privileges as well as greater benefits in the coming months.

In a continuous effort to improve customer experience, starting today until 31 July 2018, all Celcom FIRST™ postpaid consumers and Hong Leong credit card owners are entitled to enjoy between RM300 to RM800 in cash back and savings, when they purchase the latest smartphone device bundles from Celcom using selected Hong Leong credit cards.

Celcom's exclusive device bundle rebate includes the latest flagship smartphones such as iPhone X, iPhone 8, iPhone 8 Plus, Huawei P20, Samsung Galaxy S9 and many more! Hong Leong credit card users will also enjoy the cash rebates when they purchase Celcom's device bundles using Hong Leong Sutera, GSC Gold/Platinum and Infinite credit cards.

In addition, consumers will also enjoy rebate for Celcom Passport™ worth RM138 when they spend a minimum of RM2,000 with at least one overseas transaction with Hong Leong credit cards. The 7-day 3-in-1 pass enables travellers to roam with 3GB internet, Unlimited Calls and SMS in over 30 countries.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations of Celcom Axiata Berhad said Celcom's partnership with Hong Leong Bank resonates the telco's determination and commitment to offer awesome customer experiences, with great savings and best values to own the latest smartphones.



"Both Celcom and Hong Leong Bank customers will soon enjoy more awesome innovative cash savings and digital rewards that are designed to further enhance their digital experiences and lifestyles," he said.

Charles Sik, Managing Director, Personal Financial Services of Hong Leong Bank said that promotions and extending value deals are the bank's way of demonstrating the gratitude to the consumers for their continued trust and loyal patronage.

"This exclusive collaboration with Celcom is one of the many ways for the bank to offer programs which are relevant, exciting and aligned to consumer needs. We believe this program will appeal to all consumers who are looking for better savings in upgrading their smartphones," he said.

To take advantage of this offer, visit [www.celcom.com.my](http://www.celcom.com.my) or any of Celcom bluecube for the latest smartphone devices.

Customers can apply for Hong Leong credit cards at [www.hlb.com.my/applynow](http://www.hlb.com.my/applynow) or visit any Hong Leong Bank branch.

-End-