



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

XPAX GIVES YOU FREEDOM TO BE XACTLY YOU!

KUALA LUMPUR, 18 APRIL 2018 – Be *Xactly* who you are with the all-new Xpax! For the first-time in the market, Xpax consumers can enjoy the freedom of personalising their own Xpax plans including the enjoyment of endless entertainment via Xpax's newly enhanced internet plans, making themselves exactly awesome however they want to be!

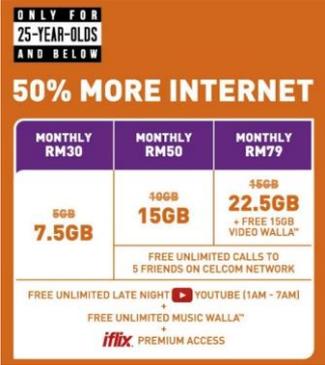
As Celcom continues to deliver an awesome customer experience, Xpax also offers consumers aged 25 and below with 50 percent more internet for all monthly internet plans and the flexibility to choose either Xpax Postpaid or Xpax Prepaid.

Xpax Postpaid allows consumers to select their preferred payment methods via the new Celcom Life app, from either standard postpaid monthly billing or via reload purchases.

Starting today, consumers can be *Xactly* who they are with these new innovative Xpax offerings:

<p>Xpax Starter Pack (RM10)</p> 	<p>FREE 10GB Basic Internet, RM6 preloaded credit and 300MB internet activation bonus with a validity of 5 days.</p> <p>Flexibility and freedom of choosing one FREE monthly freebie every month:</p> <ul style="list-style-type: none"> • 10GB Facebook • 10GB Instagram • 3GB YouTube • Unlimited High Speed Whatsapp, WeChat & Twitter.
<p>Enhanced Xpax Internet plans</p>	<p>For endless music and video entertainment:</p> <p>Daily Plan: RM3 (2GB) / RM5 (4GB)</p> <ul style="list-style-type: none"> - FREE Unlimited Music Walla™



<p>FREE UNLIMITED MUSIC WALLA™ + iflix. PREMIUM ACCESS</p>	<p>Weekly Plan: RM6 (500MB)/ RM10 (2GB) /RM19 (5GB)</p> <ul style="list-style-type: none"> - FREE Unlimited Music Walla™ and iflix premium access. <p>Monthly Plan: RM30 (5GB) / RM50 (10GB) RM79 (15GB + 15GB Video Walla™)</p> <ul style="list-style-type: none"> - FREE unlimited Late Night YouTube (1AM-7AM) - FREE Unlimited Music Walla™ and iflix premium access.
<p>(Consumers age 25 and below) Choose between Xpax Postpaid & Xpax Prepaid!</p>  	<p>Xpax Youth Monthly Internet (50 % more internet!):</p> <ul style="list-style-type: none"> • RM50 (15GB) • RM79 (22.5GB) • FREE unlimited calls to five friends on Celcom network <p>Special Xpax Postpaid offerings:</p> <ul style="list-style-type: none"> • 50% discount on selected devices from as low as RM199. • iPhone 6 via EasyPhone™ instalment programme from as low as RM29 a month. <p>Enjoy Xpax Youth special FREEBIES (FREE 100GB Super Video Wall™ on your birthday) following these steps:</p> <ul style="list-style-type: none"> • Download Celcom Life app via Google Play or App Store • Join Xpax Youth and subscribe to either Xpax Monthly Internet Plan RM30, RM50 or RM79. • Register five friends for unlimited calls
<p>Limited time offerings</p>	<p>New Xpax consumers:</p> <ul style="list-style-type: none"> • RM5 Boost credit <p>New Xpax Port-ins:</p> <ul style="list-style-type: none"> • FREE 1GB High Speed Internet every month for 12 months. <p>Triple Quota Internet Plans:</p> <ul style="list-style-type: none"> • Triple Quota for Xpax weekly or monthly plans • Triple Quota for addon purchases.



The latest Celcom Life app, downloadable via Google Play Store and App store, provides customers with unified access to manage Xpax and FIRST™ accounts. It offers fresh new look, with improved experience and simplified digital interface for matters such as online transactions, purchasing more reload or add-ons or keeping track of their data consumptions and many more.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations of Celcom Axiata Berhad said Xpax has been revitalised and refreshed to deliver an awesome consumer experience that offers the flexibility and freedom to our consumers to be *Xactly* who they are.

“As Celcom continues to enrich its consumers' digital experience, our consumers can have it their way by being able to customise and personalise their plans to be best suited to their digital lifestyles, hassle-free and always staying digitally awesome!” he said.

For more information, visit your nearest Celcom bluecube store and Celcom certified partners or log in www.celcom.com.my/personal/prepaid

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