

CELCOM GAME HERO AWARDS A BRAND NEW BMW 3-SERIES TO GRAND PRIZE WINNER!

KUALA LUMPUR, 22 DECEMBER 2017 – History has once again made its mark as 32 year-old, Muhamad Fakhrorazi Ismail took home the grand prize of a brand new BMW 3-series, after slamming a top score of 27,800 points during the final showdown of the second tournament series in biggest mobile tournament in Malaysia, 'Celcom Game Hero – Se7en Gear'.

Muhamad Fakhrorazi, an accountant from Ipoh, Perak, took home the grand prize after an intense one hour battle with the other finalists that were drawn down from an overwhelming response of participants over the course of four months.

Claiming the second prize of brand new Honda Jazz car was 34-year-old, property consultant, Oh Boon Jin from Kampar Perak with 25,900 points, while coming in third place to claim a brand new Perodua Myvi was 32-year-old businessman, Mohammad Aslan Atik from Semporna, Sabah with 25,640 points during the final showdown! Three other finalists also walked home with great prizes ranging from the latest devices and smartphones in the market!

Celcom is proud to be working with local Malaysian content developers in coming up with this edgy mobile game. Celcom collaborates with Techninier Sdn Bhd for the second Celcom Game Hero – *Se7en Gear* which was participated by thousands of gamers, from casual to expert gamers. This is an extraordinary initiative and showcases Celcom's drive in becoming a recognised brand to enable a truly extensive digital lifestyle as well as supporting the Malaysian content developer community.

The Celcom Game Hero grand prizes were presented by Ramanathan Sathiamutty, Chief Transformation Officer of Celcom Axiata Berhad and Dato' Lion Peh, Chief Executive Officer of Techninier Sdn Bhd at Menara Celcom today.



Since 7 November 2017, the third tournament for Celcom Game Hero will continue with Techninier's '*Kill Shot Legacy*', an intense first-person shooting game that takes place across different timelines including the Old West, an Alien Zone, Military Base and the Future. '*Kill Shot Legacy*' can be easily participated by casual to expert gamers. Mobile gamers just need to gain a high score by gunning down bad guys and be placed in the leader boards to be in the running for cash prizes.

With eight game mastery level challenges, game heroes can expect a pack load of new contents and shoot it out within the next four months for the top leader boards once again! The next group of winners will go head to head and draw down for the grand prizes.

For more information on Celcom Game Hero's third mobile tournament – '*Kill Shot Legacy*', visit www.gamehero.my.

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About Celcom Axiata Berhad

Celcom is Malaysia's leading data network provider, with 9.7 million customers. Established in 1988, it boasts the widest national 2G, 3G and 4G LTE networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer FIRST™ is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 300 million customers across 10 Asian markets. For more information on Celcom, log on to

About Techninier

Techninier Sdn. Bhd. (Techninier) has been at the forefront of innovation as a company which specializes in the provision of technology and content in the internet and mobile space. In tandem with technology provision, Techninier is focused in mobile social gaming and mobile social networking platform, having been accredited as finalist in global accolades such as The Meffy Awards and World Communication Awards among the likes of companies such as Apple. Techninier also integrates and manages clients' and partners needs in the ICT industry. For more information on Techninier, please visit www.techninier.com.

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