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CELCOM INKS MOU WITH VBT TO ENHANCE SEAMLESS SERVICE EXPERIENCE FOR CONNECTIVITY AND DIGITAL SERVICES IN KLANG VALLEY FOR LRT, MONORAIL USERS

MOU marks the first-ever collaboration between a telco and VBT (a smart city infrastructure provider)

KUALA LUMPUR, 20 APRIL 2015 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, has entered into a **Memorandum of Understanding (MOU) with Volksbahn Technologies Sdn. Bhd. (VBT)** to enable **rich and seamless experience** for customers during their daily commute on **Klang Valley's LRT, Monorail Services and Adjacent Areas**.

The signing of the MOU will allow Celcom to further enhance services for its subscribers and **explore business and collaborative opportunities** in the areas of **communication services and digital services** with VBT, a technology service provider for smart city infrastructure and services.

Additionally, through the partnership, customers will see a **higher level of convenience** for their **daily transactions** with the availability of **Self-Service Kiosks** at the respective stations in the Klang Valley.

The MOU marks the **first-ever collaboration between a telco and VBT**, that aims to combine the expertise of both parties to drive network excellence, seamless services and service innovation.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad hailed the signing of the MOU as a **strategic partnership** that would help Celcom to leverage on daily LRT and monorail users in Klang Valley and seize the opportunity to provide exceptional telecommunications experience to its existing and new customers.

"Today more than ever, the country's economic growth depends on a stable, fast and seamless connectivity to attract new business opportunities. This alliance exemplifies Celcom's unwavering commitment to continuously deliver **the best mobile internet experience**, in line with our goal of becoming the **Internet Champion**, and extend the reach of **advanced technology** to ensure **excellent connectivity, sustained innovation and a strong presence** as a leading telecommunications player in Malaysia," said Dato' Sri Shazalli.

Dato' Mohammad Hakim Low Abdullah, Chairman and Managing Director of Volksbahn Technologies Sdn. Bhd. said, "We are delighted to be working together with Celcom and are convinced that our collaborative effort will create tangible benefits for Prasarana's public transport users, businesses nearby and both our companies.

"This initiative will not only address the LRT and monorail commuters' need for a greater access to integrated and smooth connectivity options, but will also open up opportunities for other companies which are expecting new and innovative services. Our collaboration with Celcom will be instrumental to facilitate an enriched customer experience. It marks an important milestone in our mission as partner to Prasarana to enhance the public transport experience," Dato' Mohammad Hakim Low added.

The MOU signing ceremony took place this afternoon at Westin Hotel, Kuala Lumpur.

Dato' Sri Shazalli signed the MOU on behalf of Celcom while Dato' Mohammad Hakim represented VBT. The MOU signing was witnessed by Ramanathan Sathiamutty, Chief Technology, Operations & Experience Officer of Celcom Axiata Berhad and member of the Board of Directors of VBT represented by Dato' Leong Kok Wah.
