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**CELCOM WINS M2M SERVICE PROVIDER AWARD TWICE IN A ROW**

*Celcom's commitment to be a one-stop M2M solutions provider in enhancing business productivity and operational efficiency*

**KUALA LUMPUR, 27 APRIL 2015 – Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, bagged the **2015 Frost & Sullivan Malaysia Excellence Awards** for **Machine to Machine (M2M) Service Provider of the Year** recently, demonstrating its commitment to provide the best end-to-end solutions to meet the needs of businesses in **Celcom's Fastest Territory**.

Winning the same award consecutively since 2014, **Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad** said the accomplishment was an acknowledgement of Celcom's relentless efforts to adapt, evolve and to keep abreast of the market's needs and of the rapidly revolving industry.

"We are ecstatic on winning this prestigious award for the second time and we are grateful to our 14 million customers for their wonderful and continuous support to Celcom. This is a testimony for us to persevere in our endeavours to move towards gaining excellence in our service delivery capability and in our overall contribution to the industry. This achievement is a heartening endorsement of our strong commitment to introduce cutting-edge products, harmonised on a seamless network, and this will prove advantageous to our customers. We will continue to bring innovation into the local industry whilst placing our customers' interest as the top priority," he added.

The Frost & Sullivan Malaysia Excellence Award began as the Malaysia Telecom Awards in 2005 with the aim of showcasing outstanding IT and Telecommunications companies in Malaysia.

The Malaysia Telecom Awards then evolved to become the Malaysia Excellence Awards in 2010, to include other prominent companies in Malaysia from other sectors. The Malaysia Excellence Awards seeks to recognise companies and individuals that have gone above and beyond the boundaries of excellence by beating its competitors and demonstrating outstanding performance.

**Avinash Sachdeva, ICT Senior Industry Analyst of Frost & Sullivan** said, "The Malaysian M2M industry is still in its early phase of adoption, but is gaining continuous momentum from select verticals as companies have started observing improved efficiencies as a result of successful M2M deployments. Celcom's wide range of top-notch M2M solutions and applications across multiple verticals enables its customers to derive more value from their business assets, while its secure and reliable self-service portal offers the desired flexibility and scalability. These features, along with cross-border connectivity, and ability to manage large number of partners in a highly complex eco-system, bring them significant competitive advantage in the M2M business. Winning this award for the two consecutive years affirms Celcom's commitment to excel in the M2M marketplace, and its outstanding performance for the year 2014".

Award recipients were identified based on in-depth interviews, analysis, and extensive secondary research conducted by Frost & Sullivan's analysts. Companies are typically studied on their revenues, market share, capabilities, and their overall contribution to the industry in order to identify best practices. The findings of the detailed evaluation were presented to a panel of independent judges comprising influential personalities and leaders in Malaysia, to decide the recipient for each category.

Aside from this award, Celcom won several awards from **Frost & Sullivan** in 2014, namely the **2014 Frost & Sullivan Malaysia Excellence Awards for M2M Service Provider of the Year**, **2014 Frost & Sullivan Malaysia Best Customer Experience in Telecommunications at the inaugural Frost & Sullivan Best Practices in Customer Experience Awards programme** and the **Best Service Provider Overall** category at the **13<sup>th</sup> PC.com Readers Choice Awards Night 2012/13**.

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