

**NEWS RELEASE
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CELCOM'S FIRST AFFORDABLE, INNOVATIVE, BASIC-ENTRY PLANS

Plans that offer advantages, privileges on enhanced internet connectivity and much more

- **Xpax** - Celcom's main prepaid brand for youth, provides **non-stop internet experience** and **carry forward unused internet** on the **New Internet of Xpax**.
- New **FIRST Basic 38**, the latest addition to **FIRST by Celcom**.
- The **FIRST Basic 38 for BUSINESS** with **additional features**, for SMEs and businesses in the country.

KUALA LUMPUR, 29 APRIL 2015 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, has introduced **affordable, accessible** and **innovative** mobile plans, to enable greater Internet usage among Malaysians based on different consumption behaviours.

In addition to this, customers who sign up for the plans will have **access to better and non-stop internet experience** and can **carry forward their unused internet** on the **New Internet of Xpax** on **Celcom's Fastest Territory**.

Allowing customers to maximise their mobile experience with special add-on features, the plans are unveiled as a move forward by Celcom, to support the Government's call and objective to ensure the availability of broadband access and affordability for all.

Zalman Aefendy Zainal Abidin, Chief Marketing & Sales Officer (CMSO) of Celcom Axiata Berhad said the packages will be across a few initiatives that will help increase affordability, overall.

The **carry forward feature** is especially **unique** and applies to all the new plans and Celcom is the **first** and **only telco** to introduce it, it is available for **both new FIRST Basic 38 and New Internet of Xpax**.

“This feature carries a **unique value** as it will **efficiently reduce wastage of internet use** as customers will be inclined to **adopt better user habits** and **appreciate effective internet use** while **enjoying good user experience**,” he said during an exclusive media interview at Menara Celcom today.

He said topping the list of Celcom's latest innovation is the **new plan** with advantages, the **FIRST Basic 38** plan, **where customers can enjoy the onset of the experience of FIRST by Celcom.**

“The **FIRST Basic 38** is Celcom's marketing strategy to keep momentum with its brand promise and to ensure that our customers stay ahead of others in getting the best from the range of postpaid plans in the market. Additionally, this **new plan** will expand the use of broadband at all levels of the society and make it viable for customers to own plans which will **enhance their communication needs** with **no wastage of internet**,” said Zalman.

An advantage of this **new plan** is that customers, especially those who manage SMEs and businesses, can choose to adopt the **FIRST Basic 38** base plan as the **FIRST Basic 38 for BUSINESS with additional features**, and this will provide them **an edge** over other plans with its Internet offerings while **keeping their businesses talking nonstop.**

“In a digital world, change is inevitable. We have to keep in mind that mobile internet is a rapidly growing market and it has become more significant and apparent for everyone, on how it has shaped lifestyles. We offer our customers experience and plans that are of high value and those that complement their ever-evolving needs, backed by a **strong Celcom network** for them to enjoy seamless surfing experience,” said Zalman, who recently took helm of the **CMSO** position.

He added that the **FIRST Basic 38 for BUSINESS with additional features**, was conceptualised to drive awareness on practical plans amongst small and medium enterprises (SMEs) based on the demand for such plans since more and more businesses depended on reliable business communications, to effectively engage in their operations.

With the **new FIRST Basic 38**, customers can sign up for a monthly commitment plan of **RM38** which offers **3GB Internet + 3GB Wi-Fi**, with **50mins + 50SMS**. The base plan can also be converted into the **FIRST Basic 38 for BUSINESS with additional features**, and owners of SMEs and businesses will have to just top up **RM10** for **50 hours of calls within their office colleagues with Business Circle**, or **RM50 for unlimited calls and SMS within Celcom <with Business Unlimited>**. The **3GB Internet** and

3GB Wi-Fi is available to customers to sign up for the **FIRST Basic 38** plan now, and for a limited offer only.

The **FIRST Basic 38** base plan and the **FIRST Basic 38 for BUSINESS** plan, made their entry into the market since **23 April 2015**.

Existing plans include **OPTIMISER with FIRST Basic 85**, which offers a monthly commitment plan of **RM85** for **5GB + 5GB Wi-Fi for data**, with **700mins + 700SMS with call and SMS** while the **OPTIMISER with FIRST Elite** offers a monthly commitment plan of **RM235** for **8GB + 8GB Wi-Fi for data with and a second SIM, unlimited calls and SMS to all networks with call and SMS**.

Some of the device bundle plans that are already available include prepaid device bundling plans at **RM99** with **non-stop internet, one free starter pack of Xpax** where customers can enjoy **one year of Internet (500MB for 12 months)**, and a **free mobile phone**. There are also more choices of smartphones available for customers to upgrade with this same promotion, starting from as low as **RM189**.

For further details please refer to Celcom website at www.celcom.com.my. For more on Xpax, please visit xpax.com.my.

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