

NEWS RELEASE
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MAGIC SIM GIVES MORE INTERNET THAN ANYONE ELSE

- *It's not just another package. It's a special limited edition SIM from Xpax*
- *Get more **FREE internet than anyone else** with the **MAGIC SIM***
- *The best internet plan you can pay for daily with **FREE Calls and SMS***
- *Best Internet experience and 4G LTE speeds of up to 75 mbps on the country's fastest and widest network*

KUALA LUMPUR, 4 JUNE 2015 – MAGIC SIM - *You'll never let it go.* This is the promise of the latest Limited Edition SIM from Xpax. The **MAGIC SIM** is not just another package as customers will receive **more FREE internet than anyone else**.

Zalman Aefendy Zainal Abidin, Chief Marketing and Sales Officer of Celcom Axiata Berhad said that the **MAGIC SIM** exudes exclusivity, and will be the catalyst for everyone in Malaysia to have access to **FREE Basic internet, Free High Speed Internet** and **FREE Call and SMS**, as well as subscription plans from as low as RM1/day for their digital communication needs.

"We wanted to create something special for our customers, a **MAGIC SIM** that everyone would want to own because of the exceptional value that it offers and the exclusive benefits that they can expect for years to come. There's something to look forward to every month in line with **MAGIC SIM's** tagline of *You'll never let it go*."

"The new **MAGIC SIM** exemplifies Celcom's goal of becoming the **Internet Champion** and **ensuring that every level of society is connected to lightning-fast 4G LTE speeds in Celcom territory's network**," said Zalman during the unveiling of **MAGIC SIM** today.

Zalman added that the **MAGIC SIM** was one package, across a few initiatives that will help increase affordability for customers, overall, to support the Government's call and objective to ensure broadband access and affordability for all.

“We are extremely excited at the prospects of **MAGIC SIM** as it is an ideal and attractive pack. 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 on data related content and we want our customers to enjoy non-stop music, movies, games that are of high value and those that complement their ever-evolving needs, backed by a **strong Celcom network** for them to have seamless surfing experience,” Zalman added.

Customers can be assured of being offered *miracles* every month with the **MAGIC SIM**, as they stand to enjoy exclusive benefits, features, products and offers.

At just RM5, the **MAGIC SIM** comes with **FREE Basic Internet** for unlimited messaging such as *WhatsApp, WeChat, LINE*, **FREE High Speed Internet** (200 MB) for **Facebook, YouTube, Instagram** and **FREE Calls & SMS** (20 mins / SMS) to friends on Celcom. Some of the other benefits include:

- *Even more FREE High Speed Internet of up to 300MBs and 30 calls or SMS every time you reload.*
- *1.8 GB of High Speed Internet and Free Calls & SMS (150 mins / SMS) for a month that you can pay for daily at RM1/day.*
- *High speed 4G LTE internet of up to 75 mbps.*
- *Carry forward unused internet.*
- *Auto-renew your internet plans.*
- *Best Friends and Family call rates of 12 sen/minute to any network.*
- *The best IDD rates to Indonesia from as low as 7sen.*

For more information on **MAGIC SIM** please visit www.xpax.com.my

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