



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

CELCOM LAUNCHES THREE NEW PORTALS

New platforms set to enhance customers' digital lifestyle needs

KUALA LUMPUR, 30 MARCH 2016 – Celcom Axiata Berhad, Malaysia's leading data network provider, has pioneered a comprehensive and innovative platform for three new portals, in its ongoing effort to elevate customers' digital experience to another level.

Understanding the ever changing customers' digital consumption needs, Celcom will be the first and only mobile provider in the country that serves as a one-stop digital avenue for its subscribers, thus further equipping the company in driving and strengthening the growth of its mobile data segment.

The move also greatly signifies Celcom's migration in becoming a more digitisation-centric rather than a traditional telecommunications company, while embarking on a convergence business model to diversify its revenue stream.

Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer of Celcom Axiata Berhad said we are committed to listen closely to our customers and introduce service that matter most to them.

"In order to stay relevant, we will innovate our products and services to cater the ever changing customer digital needs. Our commitment is to enrich their lives with distinctive products and services, delivered with a customer-centric attitude," he said.

Zalman added, "As such, Celcom has walked milestones today – as we have provide a new platform that enabled a trusted transaction where we empowered customers

to put in their password before any digital content purchases. This will fulfil the customers' requirements of their digital needs to be fast, reliable and secured."

Adding on to this, Celcom will also offer an integrated mobile carrier payment service for its customers who prefer to make purchases and pay bills through their mobile devices. When making purchases from any of Celcom's digital services offered, Celcom customers can rest assured with the safest and most secured payment methods.

Zalman Aefendy added that Celcom's three new OTT brands namely **Big Win**, **emomi 365** and **Game Store** will be integrated onto the enhanced platform with features like secure login, safe transaction, updated offerings and a complete personal control over your personal information.

Big Win

Big Win is a contest portal that makes a big winner out of you. The portal offers simple yet fun contest ranging from trivia, treasure hunt, board games and so on for hours of endless thrills and excitement. The players can focus on winning big on one of the most reliable and trusted contest portal. In conjunction with the launch, Big Win has debuted an amazing contest called Dig For Gold, offering total prizes worth up to RM200,000 in gold bars.

Start your winning streak today with www.bigwin.com.my

emomi365

emomi365 is a trusted portal that offers variety of fun digital products and content ranging from music, applications, videos, games and others for every special celebrations and occasions for 365 days. The portal has been designed to be simple and easy for customers to experience. Customers can also share any of the products and content with their friends and family on social network to celebrate special moments. ,

Mark your moments now with emomi365.com.

Game Store

Game Store is a mobile gaming portal that give gamers the ultimate bragging rights. It's an avenue for gamers to earn a spot on the Game Store leader board and to unlock prestigious gamer status, simply by showcasing their gaming skills not on one but across all the games they play. Game Store offers various collection of latest mobile games ranging from casual, action, racing, adventure, sports and more that has been optimised for all mobile device compatibility. Game Store is open to all Celcom and non-Celcom subscribers to enjoy at anytime and anywhere. , The mobile payment for non Celcom will be made available in next updates.

Test your gaming skills now at www.gamestore.com.my

-Ends-
