

NEWS RELEASE

FOR IMMEDIATE RELEASE

CELCOM INTRODUCES PLATINUM STATUS DATA PLAN

More exclusive offers and privileges with the new FIRST™ Platinum, and six Perodua Axia await lucky customers

KUALA LUMPUR, 21 APRIL 2016 – Celcom Axiata Berhad, the leading data network provider introduced FIRST™ Platinum, the latest addition to its FIRST™ plans family, to offer a rich internet experience and great array of privileges to customers.

Being above the rest, the all-new limited time only **FIRST™ Platinum** caters to the premium segment of customers with higher appetite for internet usage, with its 18GB data quota, unlimited calls and SMS to all networks, as well as up to 9GB carry-forward unused internet, for only RM150 monthly.

FIRST™ Platinum was officially launched at Menara Celcom by **Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad**, accompanied by **Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer of Celcom Axiata Berhad**.

According to Dato' Sri Shazalli Ramly, "Celcom is ecstatic to be offering FIRST™ Platinum, **a plan that is catered** to the ever changing **digital needs** of Malaysians. The wonderful delights and privileges added in also separate the exclusivity of this plan compared to the rest in the market.

"Priority customer service, exclusivity, and convenience are combined in one simplified rate, which fulfil our desire to elevate customer experience to another level

This is how committed we are when it comes to fulfilling our customers demand for the best and to be abreast with digital trend of today," he added.

Meanwhile, Zalman indicated increasing customers' demand for a bigger and better mobile internet as well as an exceptional consumer experience had enthused Celcom to introduce the new plan.

"Either for work or play, customers are constantly thirsty for data plan that allows them to do so much more. Therefore Celcom brings this significant **rich internet experience** to customers with **distinctive privileges**, powered by Celcom's ultrafast 4G LTE network.

"Besides, the new plan offers more option to a different segments of customers; where FiRST™ Blue and FiRST™ Gold cater for entry-level and middle range for unparalleled Internet, calls and SMS plans, and FiRST™ Platinum comes in to serve a more premium segment with a rich internet experience," said Zalman.

FiRST™ Platinum completes the FiRST™ flagship, succeeding after FiRST™ Blue and FiRST™ Gold, the most talked about plans by Celcom. The new plan is also available for Celcom's corporate customers with FiRST™ Platinum for Business.

This premium and exclusive plan comes with a host of privileges as customers signing on to FiRST™ Platinum are able to choose their **preferred phone number**, and a **Priority Customer Service** line is dedicated to its customers at just a call away. All they need to do is to dial 1881 to reach for assistance at any time.

An ultimate internet experience is also offered with the unbeatable plan, where subscribers will enjoy a 12-month full access to iflix subscription and unlimited secure messaging via Zipit Chat. Music enthusiasts are not forgotten, as FiRST™ Platinum also offers unlimited Yonder Music.

Even when travelling, customers of FiRST™ Platinum will always be connected with Wonderoam 1-Day Internet RM38 and Wonderoam 1-Week Internet RM138. And for a limited time only, the first 1,000 new subscribers are given a one-time exclusive access to Malaysia Airlines Golden Lounge in KLIA, when flying domestic or international.

FREE UNLIMITED ENTERTAINMENT		MORE PRIVILEGED SERVICES	
✓		✓	
FREE UNLIMITED MUSIC STREAMING FOR 12 MONTHS ONLY		PRIORITY CUSTOMER SERVICE WITH 1881	
✓		✓	
FREE UNLIMITED SECURE MESSAGING FOR 12 MONTHS ONLY		PREFERRED NUMBER OFFERING	
✓		✓	
FREE UNLIMITED ACCESS TO IFLIX FOR 12 MONTH ONLY		EXTENDED CREDIT LIMIT OF RM 1,000	
		✓	
		EXTENDED PAYMENT OF 45 DAYS	

As an appreciation to the subscribers, Celcom added on the excitement by throwing in six Perodua Axia, up for grab on every 14 days together with three daily prizes to welcome on board new customers who sign on to FiRST™ Gold and Platinum plans. The campaign named '**Keep Calm and Win a Perodua Axia**' is to be held from 15 April to 15 July 2016, in conjunction of FiRST™ Platinum launch.

Adding on to the amazing internet experience, **Celcom Home Broadband** was also officially introduced. The new fixed fibre broadband service that offers up to 10Mbps Internet speed with unlimited quota and costs RM145 a month. Exclusive for FiRST™ Platinum and FiRST™ Gold customers, 50% is off their Celcom Home Broadband bill for the first six month of subscription. Currently, the service is only available within Klang Valley.



NEW!
Exclusively for
FiRST™ GOLD &
FiRST™ PLATINUM
customers

RM145/month

10Mbps UNLIMITED INTERNET 8sen/min VOICE CALLS MODEM @RM10 Monthly

Sign up now to enjoy:

50% DISCOUNT
on Celcom Home Broadband for 6 months

FREE MODEM

- 50% discount for FiRST™ Platinum and Gold for **6 months**
- Free router
- Free standard CS plan
- 24 months contract
- Open to **all eligible customers**

Hurry and be the first to sign up to the utmost talked about plan, FiRST™ Platinum by visiting the nearest Blue Cube stores and selected Celcom Xclusive Partners, and be in the running to win a Perodua Axia. Corporate customers may also reach the

assigned Celcom account managers to sign up for this plan. For more information on the packages and price plans, visit www.celcom.com.my

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