



## **CELCOM AXIATA TO OFFER iPhone SE IN MALAYSIA BEGINNING FRIDAY, 13 MAY**

**KUALA LUMPUR, 10 MAY 2016** – **Celcom Axiata Berhad** today announced it will offer iPhone SE, the most powerful phone with a four-inch display, **beginning Friday, 13 May.**

iPhone SE packs the power of iPhone 6s in a beloved compact aluminum design that customers love, featuring a stunning four-inch Retina display and four gorgeous metallic finishes, including rose gold.

With the exceptional performance of the advanced 64-bit A9 chip, longer battery life, camera innovations including a 12-megapixel iSight camera, Live Photos, the ability to record in 4K and Touch ID, iPhone SE is the perfect phone for everyone who wants a smaller phone.

Celcom Axiata is always looking to enrich the customer experience and it is thrilled to do just that by offering iPhone SE through a variety of innovative and affordable **FIRST™** plans that take advantage of exclusive promotions and Celcom Axiata's ultrafast 4G network.

Customers are welcome to personalise these plans to best suit their needs and ensure they get the most out of their iPhone SE.

"We are thrilled to offer iPhone SE to customers on our robust 4G network that will provide a fast and seamless mobile experience," said **Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad.**

“Customer experience and satisfaction will always be our top priority and we’re proud to continue that tradition by delivering the most ground-breaking products like the powerful iPhone SE to customers,” he noted.

Customers can purchase the iPhone SE at Celcom Centre & Blue Cube stores in Klang Valley from as early as Friday, 13 May.

For complete details on pricing, please visit [www.celcom.com.my](http://www.celcom.com.my). For more information on iPhone SE, please visit [www.apple.com/iphone](http://www.apple.com/iphone).

- End -