



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

## **CELCOM OFFERS FIRST™ PLATINUM & HUAWEI SMARTPHONES WITH LEICA**

*Subscribe to FIRST™ Platinum for A FREE Huawei P9 or Huawei P9 Plus for only RM399*

**KUALA LUMPUR, 1 AUGUST 2016 – Celcom Axiata Berhad, the leading data network provider** has partnered with Huawei to offer the **utmost talked about plan FIRST™ PLATINUM**, where customers only need to subscribe to its exclusive promotion to get the Huawei P9 Plus, Leica Dual Camera for **only RM399**.

Offered exclusively by Celcom Axiata, customers can opt to sign up for the **most talked about plans** such as **FIRST™ Gold** and **FIRST™ Platinum**, to get complimentary Huawei P9, Leica Dual Camera smartphones, for the latter.

Pampered for choice in data plans powered by **Celcom Ultrafast 4G Territory**, and technology - enthusiastic customers who enjoy photography can also participate in a photography contest until 21 August, organised by the telco.

The smartphones, co-engineered with Leica, possess Leica Dual 12MP Rear Camera + 8MP Front Camera, and present a larger and more vibrant 5.5" FHD display to improve the overall quality of images, and have longer battery life with rapid charge.

According to **Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad**, Celcom Axiata is pleased to unveil the Huawei P9 Plus, Leica Dual Camera and the Huawei P9, Leica Dual Camera - both with the state-of-the-art technology, to provide amazing customer experience for those who adore clicking away on their smartphones.

"Since most people carry a phone with them just about anywhere, it is only natural for them to want to snap quality images. Smartphones can deliver award-worthy photos,

and everyone wants to ensure that snapshots for their social media sharing, receive numerous likes and compliments.

“We are ecstatic to offer the **FIRST™ Platinum** to cater to the ever changing **digital need** of Malaysians, and it is coupled together with the latest from Huawei – the Huawei P9 Plus, Leica Dual Camera and the Huawei P9, Leica Dual Camera. Whether you are an amateur or a seasoned photographer, these smartphones from Huawei will help you capture the best moments.

“Celcom Axiata will always be on the forefront towards delivering the best internet quality experience whilst placing customer experience as its highest priority. We assure our customers that they will only get the best – be it in the plans we personalise and exclusively cater for them, in the network coverage we provide or in the enhanced customer experience that we create for them,” he noted.

Meanwhile, **Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer (COSMO) Celcom Axiata Berhad** said the Huawei P9 Plus, Leica Dual Camera and the Huawei P9, Leica Dual Camera will broaden its appeal to customers and create an enhanced user experience for them.

“Customers will love using their new Huawei smartphones with Leica Dual Camera on **Celcom Ultrafast 4G Territory**, as awesome shots are now within their reach, everywhere they go. Celcom Axiata is proud to bring this significantly rich internet experience to customers with distinctive privileges, while offering plans made to suit their lifestyle needs, with the privilege of being put **FIRST™**,” **Zalman Aefendy** said.

Customers who subscribe to **FIRST™ Platinum** for a **monthly commitment of RM150 for 24 months**, will enjoy **9GB + 9GB (Free on Weekend)**, **unlimited complimentary WiFiPlus™**, **unlimited calls and SMS** as well as **FREE WhatsApp and WeChat** access.

Those who sign up under the **FIRST™ Gold + Extra 2GB Internet** with a **monthly commitment of RM98 for 24 months**, will enjoy **5GB + 5GB (Free on Weekend)**, **unlimited complimentary WiFiPlus™**, **unlimited calls**, **FREE WhatsApp and WeChat** access. **FIRST™**

**Gold for Business + Extra 2GB Internet** and **FIRST™ Platinum for Business** are offered to Celcom Axiata's enterprise customers.

Adding to this amazing internet experience, Celcom Axiata will organise a photography contest from 28 July to 21 August, where two themes are available, namely the Colour of Life and Delicious Shot. Colour of Life is open to current Celcom and new subscribers who perform transactions at Blue Cube stores, while Delicious Shot is applicable to new customers and for any upgrade under the **most talked about plans from FIRST™** with Huawei P9 Plus, Leica Dual Camera and the Huawei P9, Leica Dual Camera. Photograph submissions should only be captured using a smartphone.

Additionally, customers can also subscribe to the **NewPhone™** feature for RM190 per month with device protection for the Huawei P9 Plus, Leica Dual Camera and RM160 per month with device protection for the Huawei P9, Leica Dual Camera.

Hurry and be the first to sign up for the **most talked about plans from FIRST™** with Huawei smartphones, by visiting the nearest Blue Cube stores and selected Celcom Xclusive Partners. For more information on the packages, price plans and the photography contest, visit [www.celcom.com.my](http://www.celcom.com.my)

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