

**NEWS RELEASE
FOR IMMEDIATE RELEASE**



CELCOM AXIATA CHEERS ON BADMINTON ATHLETES FOR RIO OLYMPICS 2016

Celcom offers smashing limited time deals for FIRST™ and Xpax plans.

KUALA LUMPUR, 5 AUGUST 2016 – Celcom Axiata Berhad – Malaysia’s leading data network provider would like to extend its strongest cheers and the very best of wishes to our national badminton athletes who will be competing to make history in the greatest global sporting event, the Rio Olympics 2016!

Following the success of the Celcom Axiata Malaysia Open 2016 during the month of April, Celcom Axiata in its promise continues to provide its full support in association with the Badminton Association of Malaysia (BAM) who had recently departed to Rio, Brazil.

On 28 March, Celcom Axiata signed on as the main sponsor for Badminton Association Malaysia (BAM), with the aim to revive the glory days of badminton and with a promise for greater digital heights in Malaysia with consistent programmes and engagement activities.

Dato’ Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad said Celcom Axiata would like to heighten its warmest and best wishes to Malaysia’s badminton team of athletes who would be spearheading within the Olympic courts in Rio, Brazil, competing with international athletes once again for greatness and bring international recognition to the country.

“We are deeply humbled and proud to stand alongside our national athletes who will be, once again, competing in an international sporting activity that has been a favourite to Malaysians,” he said, adding that our national badminton athletes can

always be assured to have Celcom Axiata's full support and high-spirits with their undertakings.

"As Malaysians, we love the energy, dynamism and the attachment to the game of badminton. And as our badminton athletes march on the treks of the Maracanã Stadium in Brazil, let us show them our full support as they attempt to create history once more," he said.

Shazalli said Celcom Axiata is offering limited time-offer deals for FIRST™ and Xpax customers. This is aligned with Celcom Axiata's on-going promise to enhance the game of badminton with greater experiences and heightened services for the game itself and its fans.

LIMITED TIME OFFERS

FIRST™ (Valid from 5 August until 31 October 2016)

- Extra 2GB internet at only RM18.
- Two FIRST™ GOLD with matching preferred numbers (limited to 10,000 number sets only)
- Limited Edition 4G LTE PortaWiFi 2.0 with FIRST™ GOLD Internet and selected applications (limited to 3,000 sets only)



XPAX (Valid from 5 August until 31 August 2016)

- Buy 1 free 1 VIDEOTUBE Daily Pack
 - Enjoy double the quota and double validity when you subscribe to VIDEOTUBE Daily Pack during promotion period (3GB + 3GB with 2 days validity at only RM3)
 - Enjoy hi-speed internet from 1am to 7am with Internet Burung Hantu from as low as RM2.



"As we continue forward with BAM, Celcom Axiata's brand promise and coverage will move forward with its customers leveraging on the widest and strongest 4G LTE network in the country. As we further embrace digitisation, we are confident of bringing badminton to greater heights whilst projecting a strong brand visibility through our association with BAM and Malaysia's champion status in this game," Shazalli said.

Hurry and be the first to sign up for this limited time offerings with from FIRST™ and Xpax, by visiting the nearest Blue Cube stores and selected Celcom Xclusive Partners. For more information, visit www.celcom.com.my or www.xpax.com.my.

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