



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**CELCOM AXIATA TO OFFER iPhone 7 and iPhone 7 Plus IN MALAYSIA ON
FRIDAY, 14 OCTOBER**

KUALA LUMPUR, 14 October, 2016 – Celcom Axiata Berhad today announced it will offer iPhone 7 and iPhone 7 Plus, the best, most advanced iPhone ever, featuring an all-new advanced camera system, dust and water resistant design, stereo speaker system and the A10 Fusion chip, which is the most powerful chip on any smartphone while delivering the best battery life ever in an iPhone.

Customers had pre-ordered their iPhone 7 and iPhone 7 Plus at www.bluecube.com.my. iPhone 7 and iPhone 7 Plus are available through the FIRST™ iPhone 7 plan with 12GB Internet and the FIRST™ Platinum plan with 18GB of monthly data.

“We are ecstatic to bring customers the trendy and sophisticated iPhone 7 and iPhone 7 Plus through our FIRST™ plans,” said Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Celcom Axiata Berhad. “Our exclusive promotions and robust 4G LTE network will ensure quality experience for all iPhone customers.”

iPhone 7 and iPhone 7 Plus are powered by iOS 10, the biggest release ever of the world's most advanced mobile operating system. iPhone 6s, iPhone 6s Plus, iPhone 6 and iPhone 6 Plus will also be available. Celcom Axiata will also provide even more value to iPad customers. For pricing and availability details, please visit: www.celcom.com.my. For more information on iPhone, please visit: www.apple.com/iphone.

-End-