

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**CELCOM TO OFFER iPhone 7 and iPhone 7 Plus (PRODUCT)RED Special Edition IN  
MALAYSIA ON FRIDAY, 31 MARCH**

**KUALA LUMPUR, 30 March 2017** — Celcom Axiata Berhad today announced it will offer iPhone 7 and iPhone 7 Plus (PRODUCT)RED Special Edition in a vibrant red aluminium finish. The introduction of this special edition iPhone celebrates Apple's 10 year partnership with (RED) and gives customers a way to contribute to the Global Fund to bring the world a step closer to an AIDS-free generation. iPhone 7 and iPhone 7 Plus are the best, most advanced iPhones ever, packed with unique innovations, including breakthrough camera systems, the best battery life ever in an iPhone, immersive stereo speakers and a wide colour system all in a water and dust resistant design.

Starting tomorrow, 31 March 2017, Celcom will offer an attractive device bundle for iPhone 7 and iPhone 7 Plus (PRODUCT)RED Special Edition with Celcom's FIRST Gold Plus and FIRST Platinum plans that come with 40GB and 60GB internet allocation.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations of Celcom Axiata Berhad said, "We are excited to bring customers the stunning new iPhone 7 and iPhone 7 Plus (PRODUCT)RED Special Edition, paired with rich data plans from Celcom FIRST." He added, "It is also an honour for Celcom to participate in, and become an avenue for, its customers to support this noble cause."

Customers can order iPhone 7 and iPhone 7 Plus (PRODUCT)RED Special Edition beginning Friday, 31 March at Blue Cube outlets nationwide, and at selected Celcom partner outlets. Checkout [www.celcom.com.my/personal/helpsupport/findastore](http://www.celcom.com.my/personal/helpsupport/findastore) for the nearest store to you.

For complete details on pricing, please visit [www.celcom.com.my](http://www.celcom.com.my)

For more information on iPhone, please visit <http://www.apple.com/my/>

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**About Celcom Axiata Berhad**

Celcom is Malaysia's leading data network provider, with close to 11 million customers. Established in 1988, it boasts the widest national 2G, 3G and 4G LTE networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer FIRST™ is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 320 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

*Media Release Issued by Corporate Communications Department of Celcom Axiata Berhad. For further enquiries, please contact Rohizan Ismail @ +60133449690 or Azira Mazlan @+60193148002 / [azira.mazlan@celcom.com.my](mailto:azira.mazlan@celcom.com.my)*