

**NEWS RELEASE
FOR IMMEDIATE RELEASE**



CELCOM INTRODUCES GBSHARE™

The biggest internet plans up to 70GB from Celcom FIRST™ can be easily shared.

KUALA LUMPUR, 13 APRIL 2017 – Celcom Axiata Berhad's flagship postpaid, Celcom FIRST™ introduces its newest product feature, GBshare™ – the biggest FIRST™ Plans are now shareable and easy to manage. Supported by Celcom's seamless 4G network, customers of Celcom FIRST™ Gold Plus and FIRST™ Platinum can now enjoy sharing internet with friends and family easily with the latest MYCELCOM POSTPAID app.

Celcom will continue to deliver the best customer experience for its customers and meet the needs of those who seek the best internet plan that can be easily shared. The all-new simplified Celcom FIRST™ feature, GBshare™ now offers the biggest internet plans to be shared without any complexity.

GBshare™ is available with Celcom FIRST™ Gold Plus, RM98 (40GB) and customers can register with 2 GBshare™ Lines for up to 44GB of easy internet sharing. For Celcom FIRST™ Platinum, RM150 (60GB), customers can register with 2 GBshare™ Lines or up to a maximum of 5 GBshare™ Lines, and share up to 70GB with 5 family members.

Each GBshare™ Line at RM48, comes with an additional 2GB of internet that will be added on top of the group's total monthly quota. GBshare™ Lines also include unlimited calls and unlimited usage for Whatsapp and WeChat.



The internet quota for GBshare™ can be used at any time of the day and on any day. It is paired with the new MYCELCOM POSTPAID app, downloadable at Google Play and App store, allowing easy internet sharing.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Celcom Axiata Berhad said GBshare™ is perfected to suit the digital needs of customers' with a simplified group sharing application without any complexity.

“As Celcom continues its focus on delivering the best mobile internet experience for all customers, we want our customers to have best access to share the biggest internet allocation with their friends and family, further enhancing everyone's digital experience with Celcom's 4G network,” he said.

Meanwhile, Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad said GBshare™ paired with the new MYCELCOM POSTPAID app gives customers full control of their account and internet usage at anywhere and anytime.

| | FIRST™ GOLD PLUS | FIRST™ PLATINUM |
|-------------------------|------------------|-----------------|
| MONTHLY COMMITMENT | RM98 | RM150 |
| INTERNET | 40GB | 60GB |
| CALLS - TO ALL NETWORKS | UNLIMITED | UNLIMITED |
| WHATSAPP & WECHAT | UNLIMITED | UNLIMITED |

| | FIRST™ GOLD PLUS | FIRST™ PLATINUM |
|------------------------------|----------------------------|--|
| MONTHLY COMMITMENT | RM48 | RM48 |
| ADDITIONAL INTERNET | 2GB | 2GB |
| CALLS - TO ALL NETWORKS | UNLIMITED | UNLIMITED |
| WHATSAPP & WECHAT | UNLIMITED | UNLIMITED |
| MIN NO. OF GBshare™ LINES | 2 | 2 |
| MAX NO. OF GBshare™ LINES | 2 | 5 |
| MAX TOTAL SHAREABLE INTERNET | 44GB (40GB + 2GB + 2GB) | 70GB (60GB + 2GB + 2GB + 2GB + 2GB + 2GB) |

“GBshare™ customers will enjoy the simplicity of MYCELCOM POSTPAID app, allowing customers to group and share their monthly internet quota any way they want. Admins can either allocate as many GB of internet to each GBshare™ line or just draw down from the same internet quota for easy sharing.

"GBshare™ Line customers can also easily request individual internet Add Ons for additional internet quota from the admin and also receive notifications regarding their GBshare™ Line usage details or when additional internet has been reallocated to them," he said.

To find out more information about Celcom FIRST™ newest feature, GBshare™, simply visit the nearest Blue Cube and Celcom Xclusive Partners, or visit www.celcom.com.my.

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About GBshare™

GBshare™ is a new feature for Celcom FIRST™ postpaid plans. GBshare™ customers on FIRST™ Gold Plus and FIRST™ Platinum plans can share their Internet quota with up to 5 other GBshare™ lines. GBshare™ customers can allocate and share Internet quota, manage usage and control how much they want to share from the convenience of the MYCELCOM POSTPAID app.

About FIRST™

FIRST™ is Celcom's flagship postpaid product offering the biggest plans for Internet. FIRST™ plans have been specially designed to cater to today's data-hungry consumers while also featuring big features such as unlimited calls, SMS, social chat apps, music streaming and more. FIRST™ plans come in Blue, Gold, Gold Plus and Platinum variants, supported by its 4G network and award-winning customer service.

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 Benedict Ng @ +60192202521 / benedict.ng@celcom.com.my.