



**NEWS RELEASE
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A FREE OPPO A57 EXCLUSIVELY WITH CELCOM FIRST™ PLANS FROM 15 APRIL

KUALA LUMPUR, 14 APRIL 2017 — Celcom Axiata Berhad will offer a FREE OPPO A57 EXCLUSIVELY to its customers **beginning 15 April**, two weeks prior to the official launch in Malaysia.

Celcom customers who sign up for the FIRST™ Platinum plan with 60GB internet, will receive a FREE OPPO A57. The device is also available for those who subscribe to the Celcom FIRST™ Gold Plus with 40 GB at only RM399 (RRP RM1, 035.85).

As Celcom continues to provide the best customer experience, Celcom FIRST™ Platinum and FIRST™ Gold Plus customers will now have the opportunity to get their hands on the latest smartphone from OPPO with FREE unlimited calls WhatsApp and WeChat before the official launch.

The OPPO A57 is designed to capture eye dazzling selfies. Apart from this, it features an agile fingerprint sensor and a powerful hardware which further enhances their digital lifestyle needs. In addition, the device comes with a flagship-level 16 MP front camera, a long-lasting battery, and OPPO's meticulous design.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations of Celcom Axiata Berhad said Celcom is always on the forefront to ensure its customers get the best in offerings and now they will have that through the new OPPO A57, paired with rich data plans from Celcom FIRST™.

"We are also honoured to partner with OPPO, and be given the two weeks exclusivity to offer their latest device only for our customers," he said.

Customers can purchase the OPPO A57 beginning Saturday, 15 April 2017 at Blue Cube outlets nationwide, and at selected Celcom partner outlets.

For complete details on pricing, please visit www.celcom.com.my. On more information on OPPO, please visit <http://www.oppo.com/my/>

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