



**NEWS RELEASE
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CELCOM FIRST IN MALAYSIA TO ADOPT RICH COMMUNICATION SERVICE WITH GOOGLE

KUALA LUMPUR, 2 MAY 2017 – Celcom Axiata Berhad is set to be Malaysia's first telco partner to modernise carrier messaging services on Android with Rich Communication Service (RCS). Celcom announced today that it will use Google's end-to-end platform to deploy RCS. This new service will be available on devices using Android Messages as the default messaging application and will be supported by Celcom's strong network.

RCS is the latest example of Celcom bringing innovation to its subscribers. Android Messages is widely seen to be the future of messaging, replacing SMS texts with features such as group chat, high resolution photo sharing, and read receipts. In the future, Celcom will use RCS to deliver rich interactive services for its customers.

Michael Kuehner, Chief Executive Officer of Celcom Axiata Berhad said Celcom customers would greatly benefit from the launch of RCS as it delivers a new messaging service that would further enhance our customers' digital experience.

"Celcom is honoured to be the first network provider in Malaysia to work with Google on RCS. We look forward to innovating with Google to deliver new services on the messaging platform in the near future," he said.

This effort is in line with the GSM Association's (GSMA) vision and complies with the Universal Profile for Rich Communications Services. On February 2016, Google announced its RCS initiative, and international telcos such as Sprint, Rogers, Orange, Deutsche Telekom and Globe Telecom and many more, have joined in this initiative and are committed to launching the RCS messaging, powered by the Jibe RCS cloud from Google, which also supports the universal RCS profile.

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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>

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