

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

OWN A SAMSUNG GALAXY S8 FROM ONLY RM145 PER MONTH with CELCOM EasyPhone™

KUALA LUMPUR, 4 MAY 2017 – It is now easy to own a Samsung Galaxy S8 or a Samsung Galaxy S8+ with EasyPhone™, an instalment programme with subscription to any of Celcom FIRST™ plans.

With the newly introduced 24-month instalment EasyPhone™, Celcom customers can get their hands on the Samsung Galaxy S8 and Samsung Galaxy S8+ that are compatible with Celcom's Lightning Fast LTE network.

Celcom's Lightning Fast LTE network unveiled last week, uses state-of-the-art 4-transmit-4-receiver (4T4R) technology, and enables 4x4 multiple-input and multiple-output (MIMO) mobile devices.

With this, Celcom becomes the first telco to offer higher data speeds from the current peak capability up to 300Mbps reaching further up to and beyond 400Mbps, high-quality access to multimedia services and the best digital customer experience ever.

Celcom's Lightning Fast LTE network supports seamless video streaming, instant delivery of text, digitised voice, digital images, music or film downloads and real-time gaming for devices such as Samsung Galaxy S8 and Samsung Galaxy S8+.

Samsung Galaxy S8 and Samsung Galaxy S8+ are available at affordable prices - RM145 and RM165 per month, respectively. With an additional RM30, customers can pay for inclusive device protection, at RM175 and RM195 per month, respectively.

**IT'S SOOO EASY TO OWN SAMSUNG GALAXY S8
From RM145/month**



Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Celcom Axiata Berhad said EasyPhone™ with subscription to any Celcom FIRST™ plans, paves the way for those who seek affordability, sophistication and the best digital experience.

“EasyPhone™ with subscription to any Celcom FIRST™ plans, will allow our customers to enjoy the latest mobile devices in the market at great prices. This is one of the many initiatives to heighten customers’ digital experience, while they stay connected on Celcom’s Lightning Fast LTE network,” he said.

Beyond the instalment option, customers can also purchase Samsung Galaxy S8 and Samsung Galaxy S8+ for RM2,168 and RM2,498 respectively, with the Celcom FIRST™ Platinum plan, while Samsung Galaxy S8 and Samsung Galaxy S8+ are obtainable at RM2,478 and at RM2,808, respectively, with the Celcom FIRST™ Gold Plus plan.

GET SAMSUNG GALAXY S8 TODAY WITH THE BIGGEST INTERNET PLAN FROM AS LOW AS RM2,168

	Samsung Galaxy S8 RRP: RM 3,112.26	FIRST Gold Plus RM2,478	FIRST Platinum RM2,168
	Samsung Galaxy S8+ RRP: RM 3,489.62	RM2,808	RM2,498

Celcom FIRST™ Platinum offers 60GB Internet with Unlimited Calls at RM150 per month and Celcom FIRST™ Gold Plus offers 40GB Internet with Unlimited Calls at RM98 per month.

Highlights of the Samsung Galaxy S8 include the Infinity Display that sets a new standard for uninterrupted, immersive experiences as it enables an expanded screen size without necessitating a larger phone.

Meanwhile, customers can opt for FREE RETURN UBER rides via the UBER application to the nearest participating Blue Cubes, and enjoy the Priority Lane service to purchase Samsung Galaxy S8 and Samsung Galaxy S8+ between 5 May and 7 May. Lucky customers will receive a Mystery Box to purchase Samsung Galaxy S8 at RM888.

For more information on Celcom's packages and price plans for the latest stylish devices, visit www.celcom.com.my and <http://www.samsung.com/my/smartphones/>

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