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## **CELCOM REACHES OUT TO ALL MALAYSIANS WITH 'LETTERS FROM MAK'**

A Celcom Raya web video for a good cause

**KUALA LUMPUR, 22 JUNE 2017** – Celcom Axiata Berhad today is proud to release its web video entitled 'Letters from Mak'. The 3 minute video ties back with Celcom's thematic campaign - 'Mak Kata' which imparts values of sharing, family unity and appreciation towards loved ones, coinciding with the spirit of Aidilfitri.

Supported by Celcom's Lightning Fast LTE network, customers can now seamlessly stream 'Letters from Mak' on YouTube and be inspired with the simple values of sharing during this festive season.

'Letters from Mak' revolves around the relationship between siblings who share the same passion for their mother's cooking. Inspired by mom's cooking, the siblings attempt to recreate a few dishes following their mom's recipe.

As Celcom embraces the spirit of sharing, Celcom will donate up to RM100, 000 when the 'Letters from Mak' video reaches above 2 million views. The donation will be given to four charity homes namely '*Rumah Jagaan dan Rawatan Orang-orang Tua Al-Ikhlas*', '*Pertubuhan Kebajikan Mental Selangor*', '*Rumah Kebajikan dan Bimbangan At-Taqwa*' and '*Pusat Kebajikan Jagaan Sri Sai Selangor*'.



Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations of Celcom Axiata Berhad said 'Letters from Mak' reminds us to treasure and appreciate those who mean the world to us.

"We are excited to present this heart-warming web video which resonates to all Malaysians as we hold close the value of appreciating loved ones especially during festivities. We would like to also wish a warm Hari Raya to all our customers and everyone else celebrating Aidilfitri. 'Maaf Zahir Batin'," he said.

Meanwhile, Azmi Ujang, Chief Human Capital of Celcom Axiata Berhad said not forgetting those in need, the company hopes to encourage and inspire its customers to share and spread the joy of giving.

"We invite our customers to view and share 'Letters from Mak' with their friends and family, as they will also help us in reaching out to the underprivileged," he said.

Be sure to look out and share Celcom's 'Letters from Mak' YouTube video with friends and family this coming Aidilfitri. For more information on Celcom's 'Letters from Mak' video, please visit [www.MakKata.com.my](http://www.MakKata.com.my)

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**About Celcom Axiata Berhad**

Celcom is Malaysia's leading data network provider, with almost 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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