



**PHOTO STORY  
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**CELCOM'S DIGITAL INITIATIVE FOSTERS FESTIVE CHEER AT CHARITABLE HOMES**

**KUALA LUMPUR, 24 JULY 2017** – An array of emotions ran high, from joy and tears to introspective moments as Celcom Axiata Berhad visited two charitable organisations, recently.

Embracing the spirit of sharing while infusing the essence of volunteerism, the enthusiastic and upbeat team comprising Celcom staff and Skim Latihan 1Malaysia (SL1M) trainees, was led by Zuraida Jamaluddin, Celcom Chief Corporate Officer.

For half a day, there was laughter, saccharine goodies, sumptuous and traditional Hari Raya spread, fun and blissful cheer shared with the occupants of **Rumah Kebajikan dan Bimbangan At-Taqwa in Puchong, Selangor**. Here, the adorable children aged three and above, thoroughly enjoyed karaoke sessions, and took turns to belt out songs which they took delight in. Young talents were applauded and presented with hampers for their performances, and goodie bags were provided for all the children. This orphanage houses a total of 55 boys and girls, and a majority of them are primary school students.

Meanwhile, the visit to **Rumah Jagaan dan Rawatan Orang-orang Tua Al-Ikhlas** marked a sombre mood as the team exchanged greetings with bed-ridden occupants. This elderly care residence has 43 male and female occupants aged between 47 and 90 years old. Of the 43, only 10 occupants are physically mobile. The Celcom team bonded with the elderly occupants by sharing stories, nurturing kinship as well as serving them food. The elderly occupants were visibly moved and delighted as they were given tender loving care for several hours.

Aside from these two organisations, Celcom also extended its goodwill to **Pusat Kebajikan Jagaan Sri Sai Selangor** and **Pertubuhan Kebajikan Mental Selangor**, as part of the company's corporate responsibility (CR) initiative.

The highlight of this CR initiative culminated in the company presenting a total cash contribution of RM100,000 to the representatives from the four organisations, resulting from the views and likes garnered from 'Letters from Mak' videos. The videos were part of the company's Raya CR initiative themed 'Mak Kata' which began in May, to coincide with the Aidilfitri celebrations. The contribution was a pledge made possible by the company and consumers' unwavering support - as there were 2 million views and likes in less than two months.

Supported by Celcom's Lightning Fast LTE network, customers could 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 while appreciating the continuous love of a mother.

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#### **About Celcom Axiata Berhad**

Celcom is Malaysia's leading data network provider, with 10.2 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 300 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

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