

NEWS RELEASE
FOR IMMEDIATE RELEASE

CELCOM GAME HERO AWARDS A DAZZLING TOTAL OF RM1, 000,000 CASH PRIZES TO WINNERS!

KUALA LUMPUR, 24 AUGUST 2017 – History was made as 35-year-old, Ahmad Fazli Ahmad Rusli, took home the RM417, 500 grand prize from the share of RM1million in cash prizes, after hitting the top score during the final showdown of the biggest mobile tournament in Malaysia, 'Celcom Game Hero – Sky Invasion 3D'.

Ahmad Fazli, a flight attendant from Seremban, took home the grand prize after an intense one hour battle with the other finalists that were drawn down from over 350,000 participants in the course of four months. Sharing the prize pool of RM1million was 28-year-old, Mohd Farhan Hassin from Kota Bharu, Kelantan, who walked home with cash prize of RM317, 500, as he came in second during the final showdown!

Celcom is proud to be working with local Malaysian content developers in coming up with this edgy mobile game tournament. Celcom collaborates with Techninier Sdn Bhd for the first ever Celcom Game Hero – *Sky Invasion 3D* which was participated by hundreds of thousand gamers, from casual to expert gamers. This is an extraordinary initiative and showcases Celcom's drive in becoming a recognised brand to enable a truly extensive digital lifestyle as well as supporting the Malaysian content developer community.

The Celcom Game Hero prize giving ceremony today was graced by YB Dato' Jailani Johari, Deputy Minister of Communications and Multimedia at Pullman Hotel, Bangsar.



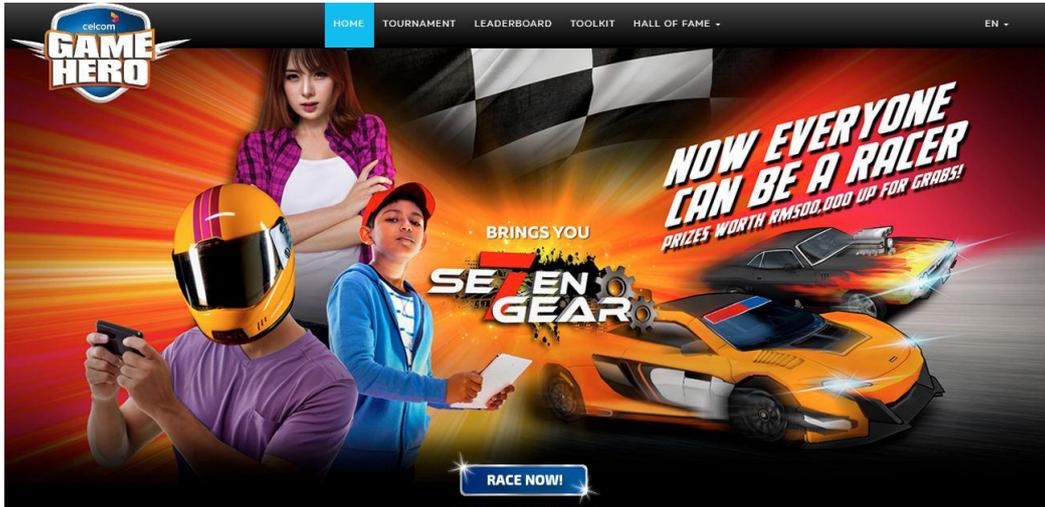
Michael Kuehner, Chief Executive Officer of Celcom Axiata Berhad said Celcom's partnerships and initiatives in mobile digital gaming has allowed individuals from all walks of life and age to become game heroes and take home cash prizes from a pool of RM1million!

"These contestants have also proven that anyone in Malaysia today, can be ever adept within the digital gaming space and technology. Celcom is proud to provide everyone including technopreneurs, with the best digital experience and the opportunity to unleash their hidden talents within the e-gaming industry, that has taken the world by storm," he said.

Dato' Lion Peh, Chief Executive Officer of Techninier said *Sky Invasion 3D* has garnered overwhelming response within four months of the tournament, which is proof of the game's popularity as it has also made the list of Top Trending Apps on the Google Play Store.

"We have made history in Malaysia with unprecedented response from gamers around the country and we hope this creates the realisation for Malaysians that professional gaming with reward-based income is no longer just a pipe dream," he said.

Since 2 July 2017, the ongoing second tournament for Celcom Game Hero continues with Techninier's 'Se7en Gear', a 3D arcade racing game that will deliver unique flavours of racing gameplay, allowing game heroes to constantly discover fresh and challenging on and off-road experiences.



Within the next four months and with eight game mastery level challenges, game heroes can expect a truckload of new contents and race it for the top leader boards once again! The next group of winners will fight for the grand prizes - which include a BMW 3 Series, Honda Jazz, Perodua Bezza or cash prizes among others.

For more information on Celcom Game Hero's second tournament – 'Se7en Gear', visit www.gamehero.my.

-Ends-

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 320 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

About Techninier

Techninier Sdn. Bhd. (Techninier) has been at the forefront of innovation as a company which specializes in the provision of technology and content in the internet and mobile space. In tandem with technology provision, Techninier is focused in mobile social gaming and mobile social networking platform, having been accredited as finalist in global accolades such as The Meffy Awards and World Communication Awards among the likes of companies such as Apple. Techninier also integrates and manages clients' and partners needs in the ICT industry. For more information on Techninier, please visit www.techninier.com.

Media Release Issued by Corporate Communications Department of Celcom Axiata Berhad. For further enquiries, please contact Rohizan Ismail @ +60133449690 or Benedict Ng @ +60192202521 / benedict.ng@celcom.com.my.