



**NEWS RELEASE
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CELCOM LAUNCHES #PARENTSUNITE FOR ONLINE SAFETY

KUALA LUMPUR, 20 SEPTEMBER 2017 – Celcom Axiata Berhad will unite Malaysian parents with the launch of its *#parentsunite for Online Safety campaign*, an initiative to create a surge in awareness among parents to safeguard the digital playground for their children.

The campaign aims to address the alarming rate of cyber-related crimes involving children, such as online grooming, cyber bullying, inappropriate contents, and online scams, which is growing globally.

To impart its message for children's online safety nationwide, Celcom joins hands with prominent institutions and organisations namely *Brainy Bunch International Islamic Montessori*, *Protect and Save the Children* and also *Wanita IKRAM Malaysia*. Also on board as the technology experts supporting the campaign are Google and UNICEF.

The collaboration will provide a holistic platform for Celcom in educating parents on online threats and practising the best control over their children online activities. Together with the partners, Celcom will organise educational programmes on cyber safety, for both parents and children.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Celcom Axiata Berhad said the demographics of smart devices usage today includes a large number of children, and they are much more vulnerable to online predators.

“Many parents provide their children with smart devices and want to ensure they are contactable, anytime and anywhere. However, the smart devices on their hands would open up the window to the world even when they are quietly at home.

“As a mobile communication provider, we realise that is our responsibility to provide a safe digital experience for children. The initiative we are embarking on signifies that

Celcom is on the same stand with the consumers when it comes provisioning a safe cyber realm for the younger ones," he said.

Apart from the awareness campaign, Celcom with its tech partner, Access Motion Sdn. Bhd., are offering consumers with a parental control service called KidSafe™, a network basic internet filtering service via an innovative mobile application exclusively designed for Celcom subscribers to safeguard their children when they are online.

The mobile application currently works on Android devices and will be available for other platforms in the near future. Both Celcom postpaid and prepaid customers can subscribe to KidSafe™ at an affordable fee of RM95.99 annually. They may also opt for the half-year subscription at RM54.99, or a monthly payment of RM9.99.

KidSafe™ is in line with the call from Multimedia Malaysian Communications and Multimedia Commission, urging all telecommunications providers to innovate a parental control service for their consumers. Celcom has further complemented the requirement from MCMC with *#parentsunite for Online Safety* campaign, in spreading consciousness to protect the children in the cyber realm.

Celcom also pledges to provide 25 schools' libraries nationwide with complementary wireless connectivity for a whole year, if the hashtags count of #parentsunite and #kidsafe reach 100, 000 each, together with 500, 000 views target for KidSafe video on YouTube, by 31 December 2017.

More information on KidSafe™ is available on www.celcom.com.my/personal/services/kidsafe

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About Celcom Axiata Berhad

Celcom is Malaysia's leading data network provider, with almost 10 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>

Media Release Issued by Corporate Communications Department of Celcom Axiata Berhad. For further enquiries, please contact Rohizan Ismail @ +60133449690 or Azira Mazlan @ +6019314802/ azira.mazlan@celcom.com.my