

## **FIRST EVER e-GIFTING AT YOUR FINGER TIPS WITH CELCOM**

**KUALA LUMPUR, 6 OCTOBER 2017** – “OLEOLE” is Celcom Axiata Berhad's latest e-gifting service for consumers to purchase and send digital gifts from a large variety of popular brands like FashionValet, Lazada, Melissa, Something Borrowed, Z Gold MOL Points, Zalia and Zalora any time and from anywhere.

Through Celcom's partnership with WOGI (World of Gifts), *OleOle* provides gifts in the form of e-vouchers from a range of brands across categories such as fashion and apparels, mobile games, health and beauty-related services, department stores and also Celcom postpaid or prepaid Internet add-ons, Video Walla, Music Walla and many more.

Consumers can instantly purchase e-gifts from *OleOle* as a giveaway to other Celcom recipients. The e-gifts can be redeemed immediately to purchase items on exclusive partners' online stores or mobile applications. More brands including FAVE, TaoBao and Klook will be available soon on *OleOle*.

Starting 6 October until 29 October 2017, Celcom is offering FREE e-gifts daily worth more than RM20,000. The first 50 consumers who purchase an e-gift and send it to their friends and family, will stand a chance to receive FREE e-gifts worth up to RM1,000 every day.

Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad said “*OleOle* is a delightful addition to Celcom's suite of digital services and makes gifting so fun, fast and seamless.

"E-gifting has never been this convenient, as our consumers can purchase and send gifts to their friends and family instantly via their mobile devices. With so many gifts to choose from, *OleOle* is perfect for anyone feeling a little generous to surprise a loved one," he said.

*OleOle* is currently available on MyCelcom Postpaid App and Xpax App. To start sharing e-gifts, simply select your preferred e-gifts with a value of RM10, RM20, RM30, RM50 or RM100.

All transactions and service charges will be charged to the customers' postpaid accounts or auto-deducted from their prepaid credit. The *OleOle* e-gift service is available to all Celcom customers and will be extended to other users gradually.

The launch of *OleOle* at Duddha, KLCC was attended by Celcom Management together with exclusive partners, local fashion icons, influencers and bloggers.

For more information about Celcom's *OleOle*, please log on to [www.celcom.com.my](http://www.celcom.com.my) or [www.xpax.com.my](http://www.xpax.com.my).

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

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