



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**BYE-BYE BOREDOM! BINGE STREAM YOUR FAVOURITE VIDEOS WITH
SUPER VIDEOWALLA™!**

KUALA LUMPUR, 20 OCTOBER 2017 – Celcom FIRST™ postpaid plans introduces an extraordinary video streaming experience with its latest add-on – Super VideoWalla™, that offers up to 100GB of FREE VideoWalla™! Celcom continues to prioritise great consumer experience by enabling consumers with an enriched video experience.

This plan fits in perfectly with consumers who enjoy non-stop video streaming and is apt with fans of television series who goes through the night catching as many episodes as they please. It is extraordinary as it is liberating to be able to enjoy hours of video streaming with peace of mind.

Only available as a limited time offering, consumers who sign up with either FIRST™ Gold at RM80 (20GB) or FIRST™ Gold Plus at RM98 (40GB), will automatically enjoy FREE 30GB Video Walla™ and 100GB of FREE Super VideoWalla™ respectively for 12 months.

For existing FIRST™ Gold and FIRST™ Gold Plus consumers, including FIRST™ Gold Supreme and FIRST™ Platinum consumers, they can also enjoy this super experience simply by logging on their MyCelcom Postpaid App and subscribe to Super VideoWalla™. Existing consumers who are not on these plans can simply upgrade their plans and subscribe to begin enjoying up to 100GB Video Walla per month without any additional cost!



Super VideoWalla™ offers quota that can be used on sites and apps from video industry providers such as YouTube, iflix, Netflix, Tonton, Astro GO, dimsum, HeroTalkies, MOX Digital, Metro TV and DailyMotion. Super VideoWalla™ at RM50 offers 100GB (value of RM600 for 12 months) and RM30 offers 30GB (value of RM360 for 12 months) of VideoWalla™ respectively.

Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad said Celcom is delighted to offer the all-new Super VideoWalla™ add-on for the best video streaming experience.

“Nothing beats this ultimate add-on as our consumers will gain a super quota of up to 100GB when they subscribe with the new Super VideoWalla™ add-on. With so much quota for video streaming and supported by Celcom's Lightning Fast LTE network, consumers do not need to look elsewhere for their video streaming needs,” he said.

Celcom FIRST™ plans are available at Blue Cube stores and Celcom Certified Partners. For more information, visit www.celcom.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>

About FIRST™

FIRST™ is Celcom's flagship postpaid product offering the biggest plans for Internet. FIRST™ plans have been specially designed to cater to today's data-hungry consumers while also featuring big features such as unlimited calls, SMS, social chat apps, music streaming and more. FIRST™ plans come in Blue, Gold, Gold Plus, Gold Supreme, Platinum and Platinum Plus variants, supported by its 4G network and award-winning customer service.

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