



We no longer  
need to wait years to  
receive a message.

Communication is faster.

It is certainly easier.

But, we are still  
not satisfied.

At TM,  
we will never rest  
on our laurels,  
to ensure the best in  
service and products.

Operational efficiency  
opening up possibilities



## GROUP CHIEF EXECUTIVE OFFICER'S STATEMENT





Telekom Malaysia (TM) continued to grow and evolve in the year under review and several exciting milestones were achieved. For me, personally, it has been exciting – having joined the Group only 10 months ago, I am delighted to have been a part of this growth and to have been able to build on the contributions of my predecessor, Dato' Dr. Md Khir Abdul Rahman.

TM is now taking larger steps towards achieving its vision of becoming the communications company of choice, focused on delivering customer service quality, innovations and exceptional values to all stakeholders. This renewed vigour is timely and in line with the new aspirations of the Government for all GLCs or government-linked companies as initiated last May.

All of us in the Group are collectively directing our efforts towards improved performance, value-add and enhanced services – with a view to growing our competitiveness in a rapidly-globalising economy. Over the last 16 months, we have introduced and put in place a number of measures to enhance our efficiency and productivity and to increase our revenue streams. Some of these initiatives will bear fruit only in the current year but it is important to note that we are driven by continuous improvements in financial performance and shareholder returns.

#### **2004 GROUP PERFORMANCE**

It has been a challenging year, and change has been the order of the day – change that builds on previous achievements but that is conscious of the need to adapt to developments in the global economy and local environment. Change has driven the management to new levels of achievement, particularly in strengthening our financial position and enhancing service competitiveness.

Let's take a look at some of the key corporate, operational and organisational developments in 2004.

On the corporate front, some of the notable achievements included the successful conclusion of our USD500 million bond issue and the divestment of our 12% equity interest in Telkom SA Ltd (Telkom SA). We also strengthened our regional presence through the acquisition of a 23.1% equity interest in Excelcomindo of Indonesia and the proposed acquisition of a 47.7% equity interest in Idea Cellular via a joint venture with ST Telemedia of Singapore, thereby establishing our presence in India. These milestones will position us strongly to become a leading regional information and communications group. To get there, we are revisiting and internalising our mission. Measures include a conscious realignment to a more private-sector work culture, the launch of our own Code of Business Ethics and the establishment of our five-pronged broad-based strategic thrusts.

On the organisational front, the restructuring of TM Telco into two strategic business units, TM Wholesale and TM Retail, has given us a much clearer vision and business focus. We believe the time is ripe to reap the full prospects for our core telco business with these two units firmly in place. We are optimistic that this exercise will ensure a strong and stable cash flow generation from the fixed-line business as well as increased revenue streams by capitalising on our extensive network capacity and infrastructure to enhance wholesale product offerings.

With the completion of the network and systems integration in October, Celcom is aggressively addressing its market share in the local cellular market. Celcom recorded 35% growth in net customer addition of 1 million during the year, the highest since the 2003 merger. This brings Celcom's total customer base to 5.34 million subscribers at the end of 2004.

#### **The Global & Regional Environment**

The feel-good factor of an improved outlook for the global economy for 2004 was somewhat thwarted by concerns over rising oil prices. Nevertheless, global institutions like the IMF and World Bank have indicated that rising oil prices may slow down and should not dampen the encouraging economic forecast expected for the next few years.

Against this backdrop, total revenue in the global telecommunications market grew by 8.1% in 2003 to reach USD1.3 trillion, comprising more than half the total information and communications technologies (ICT) market. For 2004, the growth is expected to be 8.8% to reach USD1.4 trillion. The telecom services segment as a whole grew in all regions, but the fixed voice services sub-sector in North America was down slightly (and nearly flat in Eastern Europe and Latin America). In Asia Pacific alone, the ICT industry grew a healthy 11.8% in 2004 against developed regions, which only showed single digit growth.



International telecommunications carriers continued to make improvements in their backbone network infrastructure in Asia Pacific in 2004 to enable better delivery of services to organizations running pan-regional networks. The suite of service offerings remains the same, that is leased line, frame relay, ATM, remote access, Internet access and IP VPN (which is fast-gaining traction in the market, especially in the SME segment). This puts pressure on domestic players to beef up our own network and service quality to compete.

On the services side, the trends for 2004 centred around getting the balance right between existing and new offerings in face of fierce competitions. Some trends worth noting include:

- Voice, the main profit generator for most telcos, still had significant downside. This has meant that costs needed to be reduced speedily, to protect margins. Fixed to mobile and VoIP substitution increased,

calling for efforts to revitalise the fixed services market either via promotions of broadband services or moving towards fixed-mobile functionality and convergence bundling.

- While the future belongs to mobile, the challenge has been to increase mobile data usage as well as to reduce dependency on voice as call plan packages competed fiercely. In 2004, for the first time, wireless revenue contributed to more than half of telecom services revenue in Asia/Pacific.
- Winning data services meant getting deeper into the enterprise segment.
- Wireless broadband technologies continued to complicate the impending 3G landscape.
- The combination of IP telephony and broadband accelerated migration away from legacy voice.
- There were new challenges posed by convergence services e.g. fixed-mobile, triple-play, mobile-IP, and the phased development of IP networks.
- New services only partly compensated for margins squeezed on commoditized voice services. Thus, full service carriers needed to focus on bundling to counter niche players.

One of the buzzwords for the year 2004 has been convergence – of voice and data, as well as wireless and wireline. Bundled and converged solutions were seen by service providers as a way to lock-in customers with minimum enhancements to current networks. To combat growing commoditisation, service providers were looking to differentiate themselves in the area of customer service.



Meanwhile, regulatory issues continued to afflict the global market. Key issues involved local loop unbundling, namely developing pricing structures to encourage competition while compensating local providers adequately for their infrastructure investment. Another key topic centred around how to regulate VoIP services. Europe had the additional challenge of trying to harmonise its regulatory framework among EU member countries.

#### **The Domestic Environment**

Recent developments – particularly the ‘three dilemmas’ of the slowdown in China, the US interest rate hike, and surging oil prices – have caused considerable concerns among the investing community including private and government institutions, investors, and fund managers alike. Some, however, believe that Malaysia is well insulated and comfortably cushioned from the effects of these three factors.

The statistics show that Malaysia was on track to register GDP growth of 7.1% for 2004. According to Bank Negara Malaysia, the economy going forward will continue to be well supported by both domestic and external demand. The strength of domestic demand, in particular, private expenditures, together with sustained exports, is expected to continue to support growth in 2005. This will be reinforced by economic fundamentals as well as strong corporate and financial sectors. Private investment is likely to remain on an upward trend as companies

upgrade facilities and install new capacity in response to both domestic and external demand. The robust economy, highly-diversified economic structure and sound fundamentals are expected to increase Malaysia's potential to absorb and respond to the challenges of the external environment.

The domestic telecommunications market in 2004 was valued at over RM18 billion, of which over 60% of revenues came from the mobile sector. This is testament of the phenomenal growth of mobile usage in the country. The mobile subscriber base in 2004 grew close to 19% from the preceding year, to reach the 13.3 million mark, and achieving a mobile penetration of just over 50%. The mobile market in the past 12 months witnessed some exciting developments: the introduction of General Packet Radio Service (GPRS), multimedia message service (MMS), and 3G services. Telekom Malaysia and MAXIS commenced their 3G pilots while DiGi continued to promote its EDGE services to the marketplace.

The telecommunications network services market continued to be dominated by revenue derived from voice services, despite the high-profile and high-growth rate of data services. Voice accounted for roughly 80%, and data 20%, of the total segment revenues in 2004.

The broadband access service market in Malaysia also took an upward turn in terms of new subscribers, numbering around 300,000 at end 2004, or 10% of total internet subscribers in Malaysia. Driving this positive movement is the reduction in broadband access prices of up to 30%, first announced in the 2004 Budget. TM is currently developing and executing its own strategic response to support the National Broadband Plan, especially given the backdrop of expanding broadband wireless technologies and the advent of 3G services in Malaysia.

From 2004 onwards, the regulatory outlook appears to be focused on four main issues – tariff, access/interconnection, universal services and licensing. These issues are interconnected and hence any policy or approach to deal with them must take into account their inter-relationship. The implication or impact of one element of policy must take into account the other aspects. Furthermore, we expect that the regulatory outlook for the Communications and Multimedia industry will also, to a large extent, be shaped, influenced and guided by the Framework for Industry Development (2002-2006) issued by the Malaysian Communications and Multimedia Commission (MCMC).

### **Our Performance**

We are encouraged by the 12.3% growth in operating revenue of RM13,250.9 million for the financial year 2004 compared to the RM11,796.4 million registered for the corresponding period in 2003.

The Group registered a Profit After Tax and Minority Interest (PATAMI) of RM2,613.5 million for the financial year 2004, a significant increase of 88% as compared to the RM1,390.4 million achieved in 2003. This was mainly generated by an Exceptional Gain of RM1,515.2 million from the sale of its interest in Telkom SA mitigated by one-off changes and impairment of network related assets totalling RM928.3 million.

The increase in revenue is largely attributed to the growth in our core businesses of Mobile, Leased lines, Internet and Multimedia as well as improved performance of our overseas operations. Fixed Line (Business and Residential) continued to be the major contributor to the Group's revenue. For 2004, our Mobile business registered 37.2% growth whilst our Leased-line services showed a 20% growth. Our Internet and Multimedia businesses recorded significant growth of 30%. Meanwhile, our overseas investments contributed 41.4% to the Group's PATAMI, excluding exceptional items.

While Fixed Line continued to be the main generator of cash, the contribution from Mobile to overall revenue continued to grow, in line with current global trends. Celcom posted a Profit After Tax of RM853 million before impairment losses and accelerated depreciation, a 56% increase from 2003, mainly driven by a healthy subscriber base. Celcom added on more than a million new customers by the end of the year, bringing its customer base to 5.34 million, a growth of 35%. Prepaid customers accounted for 79% of the total customer base and with the recent introduction of the new X-Pax plan, the momentum for new subscriber uptake is expected to continue.

Internet services especially broadband, continued to record strong growth in 2004, bringing the customer base to 1.91 million for dial up customers while broadband customers increased to 258,000 from 101,000 in the previous year. With the increased number of ports to cater to more than 500,000 lines, Telekom Malaysia is geared towards supporting the Government's National Broadband Plan for at least 50 per cent of Malaysia's households population hence, to have high-speed Internet connectivity by 2008.

As for data, value-added services and broadband business, Celcom, in collaboration with TM Net recently launched Celcom WiFi which allows customers to enjoy wireless broadband internet access via Short-Messaging-Service (SMS). We also saw the increase to 1MB bandwidth for home Streamyx users without additional rise in tariffs. These moves are in line with the Group's efforts in accelerating the rollout of broadband using both fixed and wireless access to achieve the targets under the National Broadband Plan.





As for our Overseas Investments, the year under review saw an improved contribution of approximately RM419.1 million to the Group's profit after tax, compared to RM399.8 million in 2003. Sri Lanka continued to record strong profits of RM154.1 million, an increase of 43%, while Bangladesh recorded a RM153.4 million profit after tax, an increase of 109%. As the number one mobile operator in Sri Lanka, MTN Networks (Pvt) Limited has a subscriber base of 1.35 million while TM International (Bangladesh) Limited is the number two mobile operator with a customer base of 1 million.

#### Key Initiatives

The journey to make TM into one of Malaysia's largest public-listed companies and a leading regional information and communications group, continues. Today, we offer a comprehensive range of communication services and solutions in fixed-line, mobile, data and broadband. With an operating revenue of over RM13 billion in 2004, we will continue to prioritise the delivery of value to our stakeholders in a highly competitive environment. We recognise the need to differentiate our service quality from that of our competitors, hence we are placing renewed emphasis on continuing customer service quality enhancements and innovations. Currently, with investments and operations in 12 countries around Asia and globally, Telekom Malaysia is focused on sustainable growth in both the local and international markets.

The Group is also looking at investment opportunities in other emerging markets especially in selected parts of Asia, having just added two strategically important acquisitions to the stable, which are Excelcomindo in Indonesia and Idea Cellular in India. The Board continues to review its international strategy to focus on geographic regions closer to home. The first part of that strategy was amply illustrated by the sale of our investment in Telkom SA Ltd (Telkom SA) in the second half of 2004 and a subsequent decision was taken to divest all of our interests in Africa, including Guinea.

On the social and community front, we can proudly say that TM continued to discharge its corporate social responsibility (CSR) obligations in 2004. Among the notable projects which we supported were the Road Safety Campaign during Malaysian festivals, the continued sponsorship of Le Tour de Langkawi, the promotion and development of Sepak Takraw, a grassroots sports, our involvement in the SchoolNet project, Kem Matematik, Syoknya Raya and our collaboration with RTM to bring the Athens Olympics to Malaysian homes. All these are of course on top of the Group's continuous effort to bridge the digital divide and extend the reach of ICT via provisioning of infrastructure as well as promoting greater usage among Malaysians.

## PROSPECTS

We can expect an even more challenging year in 2005. On the broader economic front, the Malaysian Government is confident of realizing a modest GDP growth of about 5.7% in 2005, compared to a 7.1% growth for 2004. The 5.7% growth is still respectable compared to IMF's global economic growth forecast of 4.3% in 2005. The telecommunications industry will continue to grow in tandem with economic growth. It is expected that the spending for communication services in Malaysia will grow from the current RM18 billion to RM22 billion in 2005 and to RM34 billion in 2010. Telecommunications revenue is estimated to contribute 3.2% to the GDP.

We plan to leverage on the opportunities presented to create value via revenue growth, to increase our productivity and identify opportunities for smart investment and smart partnerships.

Barring unforeseen circumstances, we expect to see a healthy double-digit increase in operating revenues, led by our data, cellular, broadband and international initiatives. Despite the expected higher revenue, we expect our earnings in 2005 to be lower than in 2004 in the absence of exceptional gain and share of profit from our investment in Telkom SA, upfront costs relating to the Voluntary Separation Scheme and the marginally dilutive impact of our investments in PT Excelcomindo and Idea Cellular in 2005. These two new investments, however, are expected to contribute positively to the Group's earnings from 2006 onwards. Three key areas will guide the broad framework for us going forward:

- Becoming a customer centric organisation
- Practising prudent financial management

- Working towards achieving a world class service provider in the long-term by delivering value to all our stakeholders.

At the Group level, we have just launched our rebranding exercise in April 2005. This marks another milestone in the evolution of the Company, and enhance the significance of our 15th anniversary as a public listed company. Inherent in the rebranding will be a renewed commitment to service quality and culture change, against the backdrop of our strategic directions. We have formulated a five-pronged strategic plan to chart the next steps to be taken towards achieving the Group's vision and to meet the expectations of the government for GLCs. These initiatives are aimed at putting the Group on a stronger footing for future growth and to be more resilient and competitive in a globalising environment. At the corporate level, initiatives being undertaken include a Customer Relationship Management programme, the implementation of Shared Services Organisation, the Enterprise Resource Planning, Business Procurement improvements and many others.

A key growth area is in broadband. We will expedite the roll-out of broadband using both fixed and wireless access. At TM Net, the mantra will be 'broadband', as we strive to more than double the 258,000 TMnet streamyx customers as at 31 December 2004. Broadband awareness among the general population will be increased through public relations and education campaigns.



At the operational level, following the completion of the integration of our mobile business under Celcom, we are now ready to address the market, while at the same time ensure the successful rollout of 3G services later this year. At TM International's level, the main focus will be to leverage on the new and existing investments to maximise returns while focusing on opportunities closer to home.

At TM Retail, emphasis will be growing the data and VoIP segments, to compensate for the decline of traditional fixed line voice service. TM Wholesale, on the other hand, will work with other operators to maximise network utilisation. On support services, TM Facilities will intensify its effort to develop some of the attractive landbanks owned by the Group.

In all our endeavours, we aim to be the communications company of choice in all markets we serve, benchmarking ourselves against world-class standards in customer service and delivery, network infrastructure as well as innovative communications solutions to meet the increasingly-sophisticated demands of our customer base. We take this job very seriously indeed.

On behalf of the group, let me thank our Shareholders, the Board of Directors, Staff, our Customers, Partners and various stakeholders for their invaluable support through all of our endeavours in 2004. We would also like to extend our sincere appreciation to the Ministry of Energy, Water and Communications and the Malaysian Communications and Multimedia Commission for their support over the years. We look forward to their continuing guidance and support in 2005 and beyond.

**Dato' Abdul Wahid bin Omar**  
Group Chief Executive Officer



Connecting you to your world  
opening up possibilities

Imagine what we  
can do with the power  
of communications today?

We can hear and  
see across the globe.

We can share,  
laugh and conduct  
our business.

At TM,  
we've been helping  
Malaysians of all ages  
to stay in touch.



**Dato' Dr. Idris Ibrahim**  
Chief Operating Officer • **TM WHOLESALE**

## OPERATIONS

TM Wholesale (TMW) operates Malaysia's most extensive wired and wireless infrastructure. It offers a host of infrastructure and network services to meet domestic and global demands.

Complementing this infrastructure is a vast network of submarine fibre optic cables, which provide highly efficient and reliable global connectivity.

TMW offers internationally recognised performance driven products, which include Access, Traffic Minutes, Bandwidth and Co-Location Services.

### ACCESS

#### Broadband Access

This is an ideal platform for various applications such as audio and video streaming, portal applications, net-meeting and e-commerce services.

Customers will have immediate nationwide and international reach to the potentially lucrative broadband market. The Broadband Network architecture is based on xDSL technology, running on Internet Protocol (IP), Asynchronous Transfer Mode (ATM), Synchronous Digital Hierarchy (SDH) and Frame Relay platforms. For Internet connectivity, TMW offers Internet Protocol to the core network infrastructure with an aggregated 10Gbps backbone capacity. In addition, its Broadband Network is supported by an extensive telephony infrastructure for last mile access.



## TRAFFIC MINUTES

### VoIP (Voice Over Internet Protocol)

As a total VoIP solution provider, TMW offers wholesale VoIP minutes trading and a complete wholesale pre-paid solution, thus significantly reducing market entry cost and allowing faster time-to-market for new and existing VoIP businesses. In addition, the TMW platform provides a unique Web Trading Interface that provides customers with real-time and transparent access to key billing and service information. To guarantee the highest levels of service and interoperability, TMW continues to forge winning partnerships with global carriers and application service providers.

### International Minutes

Presently, TMW provides international minutes termination services to more than 200 international destinations where its customers do not have to establish, negotiate and maintain global agreements with individual carriers. All bilateral agreements are handled by TMW. To guarantee service commitments, TMW continues to make substantial network

investments to ensure Quality of Service (QoS) performance parameters are reliable and are achieved consistently.

## BANDWIDTH SERVICES

This service is delivered over TM's extensive domestic and international network infrastructure. It includes a combination of satellite, terrestrial and submarine fibre optic cable systems that provide automatic re-routing capabilities, if required.

### Domestic Bandwidth Services

- This service rides on a Managed Leased Circuit Network (MLCN) and a Digital Data Network (DDN), with narrowband access speeds of 64Kbps up to 2Mbps.
- Broadband services are delivered over a DDN platform with connection speeds ranging from 4Mbps, 6Mbps, 8Mbps, 34Mbps, 45Mbps to 155Mbps.
- Optical bandwidth utilises Dense Wave Division Multiplex (DWDM) and allows relatively higher speeds that can range from 200Mbps to 10Gbps.

### International Bandwidth Services

- This service provides connectivity between Malaysia and other countries worldwide. Its features include One-Stop Shopping and Full Channel Services with TMW's global partners.
- Bandwidth Backhaul Services provide dedicated connectivity with any one of TMW's cable landing stations in Malaysia.
- Bandwidth Transit Services enable end-to-end connectivity for originating and terminating traffic between two foreign countries, with Malaysia as the transit point.
- Bandwidth Interconnection Services provide bandwidth connections between cable systems at any one of TMW's Cable Landing Stations within Malaysia.
- Indefeasible Right of Use (IRU) is a long-term lease, of not less than 15 years, for bandwidth in a cable system.



### CO-LOCATION SERVICES

This service provides equipment hosting facility at TM's Point of Interconnect (POI) locations for licensed operators as required under the Mandatory Standard of Access (MSA) set out by the Malaysian Communications & Multimedia Commission (MCMC). The licensed operators may co-locate their equipment for purpose of interconnecting with TM's network only. This service is available starting April 2005 to all operators who has signed the Access Agreement (AA) with TM.

### PROSPECTS

#### INTERNATIONAL MARKET

TMW is a competent partner, capable of managing the complex global and domestic wholesale service that is built on the framework of the Enhanced Telecommunications Operations Map (eTOM) Model.

It has a 24/7 Customer Service Centre, which is available as and when the customer needs it, and is manned by experienced service engineers and technicians. With a fibre optics-based international network, TMW is capable of delivering high capacity and quality global connections for Internet and other broadband services.

TMW's new international submarine cable system, Dumai – Melaka Cable System (DMCS), is a mega project between TM and PT Telekom of Indonesia. It was launched on 17 February 2005. The USD11 million (RM41.8 million) project will be the main gateway to link both countries.

The 150 km system spans across the Straits of Melaka, connecting Dumai, in Indonesia and Melaka, in Malaysia. The system is designed to carry a maximum capacity of 320 Gbps, which is equivalent to 3,870,720 simultaneous phone calls made between Malaysia and Indonesia. The initial capacity of DMCS is 40 Gbps, which is equivalent to 483,840 simultaneous phone calls made between both countries.

#### LOCAL MARKET

TMW is committed to its objective of turning Malaysia into a regional telecommunications hub by continuously developing and expanding its hubbing business. The Company plans to introduce a Next Generation Network (NGN), which involves migrating towards packet-based networks. NGN is capable of handling data, voice and video communications simultaneously and can also offer flexible value-added services.



Hi-Tech Digital Network  
Infrastructure



### Next Generation Network (NGN)

NGN is developed on IP-based switching systems and the network is an asset as it enables TM to be more competitive in providing services in the future. The economy and technology are key factors in the successful implementation of NGN.

As at December 2004, Phase 1, which involves the setting up of a media gateway with connection to the selected Digital Local Switch (DLS), has been completed in four regions, namely Central, Northern, Southern and Sarawak.

For Phase 2, work on the connection of the remaining DLSs to the gateway will continue and is expected to be completed by February 2005.

### Multiservice Access Node (MSAN)

MSAN is a technology migration for CAN (Customer Access Network) equipment to provide narrowband and broadband services from a single integrated access node. Currently, narrowband services are provided by DLC (Digital Line Concentrator), broadband services via RDSLAM/DSLAM (Remote Digital subscriber Line Access Multiplexer/Digital Subscriber Line Multiplexer), and MLCN (Managed Leased Circuit Network) services, provided by Digital Data Network equipment.

MSAN is the next generation DLC to provide ATM and IP services. It will also be used to replace existing local switches. The service was rolled out at Bukit Merah, Taiping in October 2004.

### Wholesale Tenancy

To address the growing concern on domestic mobile coverage by the Minister of Energy, Water and Communications, TMW is offering wholesale tenancy service to enable mobile operators to expand their network coverage and presence in a cost effective and timely manner. Other retailers requiring nation-wide telecommunications equipment space can also benefit from this services as it provides one-stop shopping





convenience including having immediate domestic and global connectivity via TM's extensive network. This service is available since February 2005.

#### Other Infrastructure and Services

To support the National Broadband Plan, TMW is aggressively rolling out DLS infrastructure to speed up the penetration of broadband service. An alternative solution via Broadband Fixed Wireless Access (BFWA) is also being developed to penetrate those areas that cannot be deployed via a fixed network.

With the proliferation of Internet Protocol Virtual Private Network (IPVPN) worldwide, TMW is also working to provide a wholesale IP MPLS (Internet Protocol Multi Protocol Label Switching) transport package for retailers in their IPVPN deployments. The sharing of common infrastructure will help to reduce the cost of providing the service and thus, spur the growth of IPVPN networks in Malaysia.

#### Technology Testing/Trials

In line with TM's objective of migrating towards next generation telecommunications and becoming a low-cost infrastructure provider, continuous research is being conducted to enable the provisioning of a robust platform for high-value products and services with Internet capabilities and web-based technology.

#### HR TM WHOLESAL

With the restructuring of TM Telco in July 2004, HR TMW has to ensure that excellent service is provided to both staff and customers. It has the responsibility to equip employees with knowledge in the fast changing new technology, to develop their skills in the telecommunications industry and to deliver world-class service to its customers. Communication has been identified as a key tool in achieving this and to ensure the effectiveness of HR practices.

#### ORGANISATIONAL LEARNING AND GROWTH

TMW has adopted the use of key performance indicators to drive its business. A Balance Score Card (BSC) approach was introduced in the middle of 2003 to enhance business planning and development process. The BSC process focused on four areas in its appraisal – Finance, Customers, Operations and Learning and Growth. A strategy map has been developed for the next two years. From this, objectives will be measured and key initiatives aligned to TMW's overall strategic direction.



24-hr Network Control Centre

**Dato' Adnan Rofiee**Chief Operating Officer • **TM RETAIL**

The transformation of TM Telco into TM Retail and TM Wholesale in 2004 is a strategic move to position TM as the preferred telecommunications provider in the country. TM Retail, which began operations in July 2004, is geared towards addressing the fixed line and data businesses. To achieve its role as a retail organisation, new divisions such as Marketing Management and Research, Customer Service and Revenue Assurance were formed.

Since its inception, the major challenges were toward improving customer services and meeting the rigorous Malaysian Communications and Multimedia Commission's (MCMC) mandatory quality standard requirements. Internal processes were aligned to make the organisation more effective and efficient. Initiatives such as touch point was launched to call at least 3 customers by each staff daily to address customer satisfaction.

TM Retail's performance for the 2nd half of 2004 was satisfactory as it managed to surpass its initial revenue forecast by 0.8 per cent. It achieved the half year revenue of RM3.252 billion compared to forecast of RM3.225 billion. Voice is still the major contributor (77.5 per cent), followed by data (18.6 per cent) and other services (3.9 per cent).

Total cost was kept at RM2.771 billion, as compared to budget of RM2.830 billion. 80 per cent of the cost was attributed to buying network and facilities services.

EBITDA margin stood at 14.8 per cent and the half year PBIT was RM421.5 million.



## PRODUCT MARKETING

In 2004, the new product direction was toward higher speed and higher mobility broadband by leveraging the IP technologies and development of bundled products. TM IPVPN network products and solutions were introduced, aiming at market segments such as the Government's GITN and SchoolNet projects, Corporate/MNC and SMI/SME. New Voice Products enhancement were the TM Home Prepaid Multi Account and Mass Call Televoting service.

TM Retail has also offered Product Bundle, consisting of fixed, Internet and mobile services for SMI/SME and business segments. To date, Product Bundle has successfully generated RM68 million in sales. A more attractive bundle for the residential segment is being planned for 2005.

Card Services, in particular *iTalk* and Ring Ring Card platform has undergone a major capacity upgrade, in a move to offer cheaper voice services to targeted market. TM Retail's card business is worth RM120 million and is growing significantly.

Self Service Portal is a Web-based application introduced to make it more convenient for customers to receive and pay their bills. This service is still in the introductory stage and will be aggressively promoted in 2005.

## SALES DIVISION

The Sales division consists of seven major sections to target the seven different segments of the market. The Business segment has been consolidated into one segment targeting SMI/SMEs. The Consumer segment is solely focused on managing the residential segment. The rest are Corporate, Multi



National Companies, Government, Broadcast and Special Network Services.

After the merger of TM Touch and Celcom, Celcom's fixed line operations have been transferred to the operation of TM Retail. This includes 4,621 subscribers and 203 payphones, giving TM Retail a total of 4,416,135 subscribers and 73,460 Payphones.

Some of the initiatives of Sales Division include:

- a. IDD promotion to 85 major towns in 39 countries – the promotion is available until August 2005.
- b. Talk Around the Clock promotion – this promotion offers subscription of unlimited calls to any fixed line number for a fixed price.
- c. TM Home Prepaid accounts – the service was targeted at normal line subscribers who would like a prepaid arrangement as opposed to post-paid.

- d. Data services – initiatives were centred on promoting IPVPN circuits, speeding upgrades for traditional leased line customers, offering incentives on volume plan, and promoting International Private Leased Circuit to multinational customers. With that aggressive stance, the Data sector's revenue has grown 17 per cent.
- e. A touch point initiative has also been introduced, where a sales person is required to call 3 customers per day. The feedback received has been very encouraging and this has further enhanced TM Retail's relationship with its customers.

A new system called Sales Force Automation was deployed to manage and track sales activities. The new methodology of prospecting and selling was also introduced hand in hand with the system to improve sales.



Handling all your communication needs at TMpoint

## CUSTOMER SERVICE

The initial and immediate focus of the division in post-transformation 2004 was to ensure continuity and stability of the operational processes. This is especially important in relation to customer service fulfilment and complaint handling. For 2005, the focus will be on introducing new improvement in the operational process and style to create better and enhanced customer service deliverables.

Effective 1 July 2004, all call centres were put under TM Retail's Contact Centre Management. This consolidation provides opportunities for improvement through more focused management and strategies. The ultimate aim is to have one central contact number by the year 2006.

The 103 directory service will be further improved with the implementation of a new system in 2005 to replace the outdated system. TM Retail's Telemarketing centre and 1050 are also being enhanced with the incorporation of CRM methodologies and systems.

To improve customer service, TM Retail has also initiated Touch Point Initiatives, whereby customers will be called to get feedback on their satisfaction levels regarding installation or fault clearance. This initiative has been successful in getting inputs for future improvement and has now become part of the everyday routine for the staff. Customer satisfaction for TM



Retail is still above the industry standard of around 58 per cent compared to the European standard of 51 per cent in year 2004 (MCMC survey).

The Service Delivery & Complaint Resolution Division is a new unit established in 2004 with the primary focus of improving and providing excellent customer service. This is to ensure that all services are delivered as per customer requirements and all complaints are resolved effectively.

#### BILLING COMPLAINT RESOLUTION

Up to December 2004, TM has achieved a performance of 97.3 per cent in terms of customer complaints resolution within 15 days; beyond the mandatory requirement of the MCMC. The performance of Service Installation Complaints and Fault Restoration Complaints, however, still fall short of the internal targets. Various measures have been initiated to address this and improvements are expected in the near future.

#### Performance Achieved for Complaint Resolution from July to December 2004

Measures	Target	Actual
1. MQoS Billing Complaint Resolution	90% < 15 days	97.3%
2. Non-MQoS Complaint Resolution (Svc Installation)	80% < 4 days	61.4%
3. Non-MQoS Complaint Resolution (Svc Restoration)	80% < 4 days	74.8%
4. MQoS Total Billing Complaints/Total DEL	=<5%	0.62%



Connectivity from wherever you are

## MARKETING MANAGEMENT AND RESEARCH (MMR)

MMR focuses on strategising the marketing-mix towards achieving TM Retail's objective to be a customer-centric organisation.

Relationship Marketing Management unit is the main pulse of MMR in that it manages customer relationships for TM Retail. MMR analyses customer values, develops customer profiling and segmentation, examines customer usage and churn while strategising channels, campaigns and retention programmes.

To equip MMR with market intelligence, Market Analysis Unit works in line with the organisation's defined objectives by systematically capturing, managing, reviewing, distributing, publishing, storing and preserving business intelligence contents. It also plays a critical role in creating a knowledge sharing culture within TM, as business and competitive intelligence are key success factors in organisational planning, marketing, pricing and product development activities.

Similarly, Market and Product Research unit (MPR) is critical as it functions as a one stop research centre. The role of MPR is to manage and implement marketing research activities to acquire strategic information on customer and market needs, product acceptance, customer satisfaction as well as industry and technology trends with a view of developing differentiated, innovative and competitive products and services to generate revenue growth and profitability for TM.

At the head of the value chain, Brand & PR Unit's main responsibility is to effectively deliver an integrated marketing campaign to increase brand equity for TM Retail's voice and data products.

Since its inception, MMR has managed to prepare the foundation to support the CRM rollout for TM Retail with extensive customer data acquisition from internal and external sources to build customer intimacy. A number of customer profiling projects and retention programmes have been successfully conducted. A customer satisfaction survey has been completed to uncover gaps in meeting customer satisfaction to serve the customers of TM Retail.



## HUMAN RESOURCE (HR)

TM Retail HR acknowledges that its strategic role is to achieve a more agile, vibrant and dynamic workforce. In year 2004, linking reward to performance management has been the main focus of HR initiatives. As business strategies are becoming more focused on customer satisfaction, TM Retail HR has strategically used reward programmes such as flexi-benefits and customised reward programmes that are directly linked to business results. New incentive schemes have also been introduced, particularly for new recruits.

One of the changes in 2004 was that contracts of employment were given to General Managers (GM) and above posts. Currently, all TM Retail GMs and above are being contracted for 3 years.

## MOVING FORWARD IN 2005 AND BEYOND

TM Retail has seen many traditional telcos suffered losses due to competition and new technology. However, TM Retail's confidence in improving its business is substantiated by its positive performance. With careful planning of its future direction and through the implementation of the Balance Score Card, TM Retail is well positioned to improve further.

TM Retail is investing in broadband capability to provide solutions to the SMI/SME segments and consumers. New products and enhancements are in the pipeline in the form of Broadband Voice, Televoting, Fixed SMS, Metro-E, and Blue Phone and these will be introduced within the next 2-year time frame. VPN – based services are already in the market and will be enhanced further to give customers state-of-the-art tools to help improve their businesses.

In marketing, customer profiles are being built to ensure the success of CRM implementation to provide customers with more delightful solutions in meeting their needs. To improve sales in Card services, more card distributors are to be appointed locally and internationally. TM Retail is also planning to provide more attractive bundles of services to its valued customers. On capital expenditure (capex), a total investment of RM36 million is being planned to rationalise and upgrade the services of Kedai Telekom.

Operational support systems within TM Retail are also undergoing a major upgrade. Capital expenditure of RM325 million is being planned in 2005-2007 to enhance their capability and effectiveness. Once done, TM Retail should be able to ease some of the manual processes with respect to planning and performance tracking of fulfilment, restoration and billings.

TM Retail is confident of supporting TM's vision to be the communication company of choice.





Pioneering mobile solutions  
opening up possibilities

Did you have a mobile  
phone 10 years ago?

Can you imagine life  
without one today?

At TM,  
we aim to make things  
even better for you.



**Dato' Mohamed Yunus Ramli Abbas**Group Chief Executive Officer • **CELCOM (MALAYSIA) BERHAD**

After undergoing the largest and most complex integration exercise in the corporate history of the country, Celcom (Malaysia) Berhad is now ready to go full steam ahead in its quest to becoming the finest enterprise in the country – from the viewpoint of customers, stakeholders, shareholders, employees, industry, the government and nation.

Celcom Group registered a pre-tax profit before one-off adjustments of RM951 million for the financial year ended 2004, recording an impressive growth of 119 per cent from RM434 million in the previous financial year. The one-off adjustments relate to provision for impairment losses and accelerated depreciation amounting to RM550 million during the year compared to RM58 million in the previous year. This resulted in a pre-tax profit of RM401 million in 2004 against RM376 million in the previous financial year, representing a 7 per cent increase.

Earnings before interest, tax, depreciation and amortisation (EBITDA) rose from RM1,558 million in 2003 to RM1,924 million, recording a healthy growth of 23 per cent for the financial year ended 31 December 2004. Despite increasing competitive pressures, customer growth remained strong with a net addition of 998,492 subscribers during the year or a growth of 23 per cent.

The year 2004 saw the completion of the integration activities between Celcom and TM Cellular Sdn Bhd. Although much of the focus was on the complex integration activities, Celcom's revenue for the year managed to grow by 17 per cent from RM3,598 million in 2003 to RM4,199 million, due primarily to the strong demand in the prepaid sector. This was reflected in the growth in prepaid customers from 3.2 million to 4.2 million at the end of 2004.

Revenue from the prepaid segment continued to show steady growth of 24 per cent despite the ever competitive prepaid offerings in the market. This was made possible as a result of the success of aggressive marketing activities and introduction of new and innovative product offerings during the year. These included the setting of a more competitive Short Message Service (SMS) tariff, lowering the price of a prepaid starter pack and the introduction of prepaid roaming, Multimedia Message Service (MMS), Call Me Tones, and other value-added services.





Menara Celcom, Jalan Semarak

Postpaid revenue recorded a moderate growth of six per cent during the year. Although the postpaid market is not as buoyant as the prepaid segment, average revenue per customer (ARPU) grew by two per cent to RM132 due to the company's focus on corporate and high-end customers. Mobility Solutions contributed about 15 per cent of the revenue and continued to chalk up a strong growth of 38 per cent during the year.

Moving forward, Celcom will continue to give value to customers with up-to-date mobile technology. The recently launched Celcom Integrated Business Solutions (CIBS) is also expected to contribute significantly to ARPU and the profit margin in the coming year.

Continued efforts on cost control measures since pre-merger have resulted in Celcom's EBITDA margin improving to 46 per cent from 43 per cent in 2003. The profit before tax margin, however, experienced a slight decrease from 10 per cent to nine per cent in 2004 mainly attributable to the provision for impairment losses and accelerated depreciation amounting to RM550 million.

The write down of assets was provided in view of the completion of network integration and technological obsolescence of certain equipment. Excluding the one-off adjustments, Celcom recorded a higher pre-tax profit margin of 22 per cent during the year as compared to 12 per cent in 2003.

Key financial ratios also continued to improve as a result of Celcom's enhanced cash position and reduced borrowings. Celcom ended the year with RM2,028 million of cash and cash equivalent, thereby improving the current ratio by 51 per cent from 1.00 to 1.51, whilst Debt-to-EBITDA improved from 1.44 to 0.77.

Capital expenditure (Capex) incurred during the year was RM632 million which included Capex spending on integration and TIME1 network expansion. For the year ended December 2004, Capex savings resulting from the merger synergy amounted to approximately RM358 million.



## OPERATIONS

As a larger entity, Celcom is now able to offer a wider selection of customer-focused products and services, superior network quality and capacity as well as wider geographical network coverage, locally and internationally. Celcom has greater coverage than its competitors, where it has increased an additional 13 per cent in overall network coverage after the network integration.

The integration has allowed Celcom to have a broader view to come up with more integrated plans to suit the various needs of its customers. Celcom is now more targeted in its marketing programmes and is confident that both its postpaid and prepaid services are segmented well enough to cover the market.

Celcom's vision is to become the finest enterprise in the country. It is about balancing profitability and reasonably high margins and the linkage with all stakeholders by continuing to delight customers, making money for our investors, being the best company for its employees to work in and being a good corporate citizen to the public, as well as a profitable business partner for vendors.

In business, competition is the game. As is the norm when the market hots up, pricing strategies come to the fore. To encounter this, Celcom has come up with the most effective game plan. Its reduction on SMS charges and starter pack pricing strategy took the market by storm and won the war – for both the customers and Celcom as well as stakeholders. Competitors in the industry are now deploying reaction tactics to counter this.

The reduction of the SMS charges from 15 sen to 5 sen to 2 sen and the reduction of our prepaid starter pack from RM48 to RM38 to RM20 have contributed significantly to the increase in prepaid sales. In November 2004, following the aggressive promotions and streamlining of our distributors, our prepaid activation reached 340,000 customers, the highest number of activation in Celcom's history.

As a pioneer in the mobile industry, Celcom constantly introduced new products and value added services to enhance the communication lifestyle of its customers. It was the first mobile operator in Malaysia to launch the sophisticated 128K SIM Browser,

known as the Celcom smart SIM. This new SIM card offers customers a simpler mode of access to a full range of dynamic content and a larger portfolio of value-added services.

It also introduced an innovative new service called M-Vouchers. The service enables customers to receive vouchers and coupons for selected stores through their mobile phones. Through this service, they will be able to enjoy discounts on clothes, hotel rooms, amusement park tickets and a wide range of other privileges, easily accessible via their handphones.





Celcom's commitment to CSR initiatives

New services are constantly being introduced in the fast-paced world of mobile technology, especially in the high growth prepaid market. Despite the price war in the market especially in the 2nd Half of 2004, Celcom firmly believes that offering more value to customers through innovation and product enhancements should be the basis of competing in the market. It was time for the Company to look into attracting customers with service enhancements instead of lowering messaging service (SMS) and call charges to grow its margin. Celcom combined competitive pricing with innovation while, at the same time, driving higher revenue streams and keeping its costs low.

Industry competitors, however, have continued to catch up. Instead of being part of the price war, Celcom changed its tactics and is now focusing on streamlining the management of its existing customers to anticipate their needs.

In December, Celcom harmonised the prepaid services of 013 and 019 by consolidating its five packages (Touch Advance, Intm, Xcel, Xceed and Xplore) into one new prepaid brand name called Xpax. The new Xpax features some of the most advanced technologies and value added services while at the same time seamlessly upgrading the current Celcom 013 & 019 prepaid customers to enjoy greater heights of convenience and flexibility. Celcom prepaid customers are also allowed to migrate between the plans according to their preference and communication patterns.

Xpax comes in three plans to meet the needs of the prepaid market segments. Xpax Lite Plan caters for those customers whose current usage averages less than RM75 monthly; Xpax Mid plan is ideal for customers whose monthly usage ranges between RM75 and RM150; and Xpax Max Plan is suitable for users whose current usage averages more than RM150.

The new Xpax has four unique features, plus other existing value-added services – SIMcard Rescue, Easy GPRS, Airtime Share and Call Me Tones (CMT).



Celcom is the first mobile company in Malaysia and in the region to offer Easy GPRS to its customers. Easy GPRS is an automatic and seamless activation of GPRS settings with just one simple SMS. Another first is the SIMcard Rescue, a service that enables customers to back up their contacts in the SIMcard without worrying about losing their valuable contacts during cases of phone/SIMcard damage, handset lost, etc.

Airtime Share allows customers to share airtime credit with their friends and families. Customers can transfer between RM3 and RM25 worth of airtime to one another's mobile phones via SMS. CMT is one of the most popular services as it enables the calling party to listen to selected music or tones while waiting for the phone to be picked up by the receiving party. Launched in October 2004, Call Me Tones received overwhelming response. Within a month of its launch, we beat the projected forecast and the number of customers subscribing to the service continues to grow rapidly.

Besides the support from our valued business partners, Celcom's growth was also largely driven by our customer focused offering as well as our aggressive marketing activities such as the introduction of a new monthly access fee, new competitive call tariffs, rebates and bonuses for selected packages via phone rebates and trade in programmes to encourage customers to upgrade their phones to enjoy the more advanced services available. The programme also enables Celcom to reward its current postpaid customers who have been loyal to Celcom throughout the years. A stronger approach was also implemented to promote the supplementary package.

Celcom together with its key dealers has brought the Company one step forward. Their, commitment, confidence and support towards Celcom has contributed to the Company's sales and revenue. Through their strong contribution, Celcom experienced a significant increase in total Key Dealer registration in the second half of 2004, as compared to the usual monthly average.



Innovative packages from Celcom

## ENTERPRISE SOLUTIONS

Since mobile telecommunications is growing beyond voice and data, Celcom has created a host of business offerings to cater to the needs of its enterprise customers. There is now greater demand for issues related to wireless mobility, workforce automation and wireless marketing, which are already changing the way businesses operate.

Celcom and business consumers have benefited greatly from the deployment of a variety of wireless marketing initiatives. Reaching out to customers has become a key task on a daily, if not hourly basis. SMS promotions help business consumers reach a targeted group using a

medium than most people have a strong familiarity with. SMS broadcasts allow the enterprise to customise its approach to reach customers who only fit in to a certain predefined value structure, such as earning power, spending patterns, residential location, gender and age.

Mobile technology also allows for dynamic workforce mobility. For example, sales force automation solutions provide a company's sales team with the necessary wireless commands to not only make and sign orders but also to monitor added intelligence like sales patterns, product turnover and the purchase cycles.

Celcom has recently launched its new business unit aimed at providing mobility-based solutions to increase enterprise efficiency.

Celcom Integrated Business Solutions (CIBS) primarily aims to help business owners harness Celcom's mobile data infrastructure to gain a variety of process advantages geared towards maximising return-on-investment made on their existing IT systems. CIBS will adopt the mobility solutions in three phases. The first phase is by

using the Applications-on-Tap, the second phase will have the business to integrate their internal back-end systems which can be seen within a 6-12 month period. The third phase i.e. within 12-24 months the business will embrace the Value Chain Collaboration (VCC) whereby a total B2B will be taking place.

CIBS offers unique business solutions across many industries. Consumer Insight™ for example, is an extensive suite of mobile Customer Relationship Management products used in lead generation, campaign management and retail promotion. Command Cash™ is a totally wireless solution that helps companies manage their cash collection processes more effectively.

Celcom has also introduced the first Wireless Permission-Based Marketing Solution called Get MAd, with the intention of rewarding its customers for receiving promotional advertisements via Short Messaging System (SMS), Enhanced Messaging Services (EMS) and/or Multimedia Messaging Services (MMS). Get MAd customers will be rewarded for participating in permission-based wireless advertising programmes.

Breaking barriers, domestically, regionally and globally







Customers who subscribe to Get MAD will be given a RealRewards card, and points collected via this programme will be credited into the customer's RealRewards account.

In December 2004, Celcom, with the association of world-class solutions provider Microsoft, presented EMAIL and BEYOND services to its customers. This was the first time a telecommunications services provider has teamed up with Microsoft in Malaysia. EMAIL and BEYOND is a service that enables Celcom mobile customers to access email anytime, anywhere via Microsoft Windows Mobile device and WAP/GPRS-enabled phones.

Aside from EMAIL AND BEYOND, Celcom in its first collaboration with a member of the Telekom Malaysia corporate family – TM Net, launched Celcom WiFi. This service allows customers to enjoy wireless broadband internet access via SMS. The move is in line with the Group's effort in accelerating the rollout of broadband using both fixed and wireless access to achieve the target set in the Government National Broadband Plan.

### SMS/MMS Services

SMS is the way of the future and will continue to grow as a simple mode of wireless communication throughout the world. It is becoming more popular not only among the youth but across various demographic groups who rely on SMS to do business, send a greeting or confirm a movie booking on a regular basis.

MMS services via GPRS phones are also receiving encouraging response from postpaid and prepaid customers. With the current GPRS customer base of more than 350,000 in the financial year ended 2004, Celcom is confident the number will continue to increase as it aims to further delight its customers with various innovative services and on-going promotions.

Celcom believes that adopting the 3G technology is the next major technological evolution to support future data services. To explore the market potential in 3G, it will continue to expand and enhance its mobile data services. This includes

evolving from simple text messaging to a wider range of richer graphic-based and video based messaging, contents and applications while on the move.

### Other Value Added Services

**Celcom EPL MMS downloads** – This service, a joint collaboration with ASTRO, allows our customers and EPL fans to see and hear the action via MMS or video. With MMS, customers receive full text pictures of the action but with video, the action comes to life on their mobile phones. Once subscribed, they will receive Weekly Previews, Goal Alerts, Match Roundups and Weekend Roundups every week, which are either delivered to their mobile phones or accessed via WAP. As Celcom customers, they will receive privilege rates when they subscribe to the service.

**E-Islamic Portal** – This is offered via SMS, MMS and GPRS applications. Our Muslim customers can participate by typing ISLAMIC and send to 23600. Among the downloadable Islamic services via Celcom WAP menu are M-Hijrah, M-Zakat, M-Zikir, M-Solat, M-Du'a, M-Niat Solat and many more.

**Mail2Phone** – This innovative service allows customers to receive, compose, delete and reply email through their mobile phones using SMS. With no additional software installed, the mobile phone will act as a new email client. This service also alerts customers on in-coming e-mail.

**Moodswinger** – Moodswinger enables Celcom customers to download their favourite ringtones, picture messages, icons and other SMS services to their mobile phones. This service offers over 1,000 favourite songs and logos to choose from. With this service, customers can also dedicate a ringtone, picture message or logo to other Celcom customers.

**Celcom Mobile Greeting** – With Celcom Mobile Greeting, customers will be able to enjoy changing their voice mail greeting and select new voice greetings by foreign and local celebrities, hot themes, funny themes and many more.

Moving into 2005, Celcom will continue to be aggressive in the introduction of new products and services. A number of amazing, fun and advanced business mobile communications solutions and products are already in the pipeline.

## CELCOM ADVANTAGE

In line with the company moving towards a more customer-centric organisation, our Customer Service Division has implemented various improvements such as consolidated customer care services through a single customers hotline, enhanced Interactive Voice Response to ease customers' transaction and segmented customers to offer differentiated and personalised services to high- value customers.

Celcom Advantage, which was launched on 5 July 2004, is a platform to reward customers for their loyalty through customised activities. Among those activities are 'Jom Pancing' for fishing lovers, a self-defence workshop for women in an effort to help women protect themselves; PMR/SPM workshops to help customers' children prepare for their exams; Thundercat Racing, which is the first of its kind in Malaysia to specially cater to our young customers from higher learning institutions; and family entertainment such as "Sesame Street Live" targeted at Celcom customers and their family members.

In addition to rewards and benefits, Celcom Advantage activities also provide an opportunity for Celcom to interact with its customers. This will foster better understanding of their needs and expectations with regard to the company's products and services.

## BRAND COMMUNICATIONS

### Celcom In-Play

Celcom In-Play is Celcom's branding umbrella for football sponsorships. It is aimed at cultivating the passion of football among the Malaysians through various ongoing sponsorships. The feedback has been positive and Celcom has received overwhelming response from all quarters, who have benefited and requested for more football-related activities. Due to popular demand, Celcom has taken its Celcom In-Play Futsal Fiesta roadshow to major cities nationwide.



Under our Celcom In-Play banner, the Company has sponsored a university football championship, the UniLeague, which is an annual programme organised by the Majlis Sukan Universiti-universiti Malaysia (MASUM) in collaboration with the Football Association of Malaysia, National Sports Council and the Ministry of Education.

Following the successful launch of the UniLeague, Celcom sponsored the inaugural Piala Celcom tournament, which saw the participation of 19 teams from both public and private universities. Celcom's involvement comes as an effort to revive the glory days of Malaysian football, while nurturing the development of outstanding undergraduates who will one day be the country's leaders.

Every aspect of Celcom's programmes has received tremendous support and gained much popularity, both within its customer base and non-customers.

### Celcom In-Showbiz

Celcom In-Showbiz is our promotional umbrella branding for entertainment-based programmes. Our commitment is to continuously delight our customers and one of the areas to do that is to woo and entertain them.

Celcom In-Showbiz also aims to provide meaningful products and services through our advanced mobile communications solutions. It has been specially designed to cater to our customers from all walks of life who enjoy finding out the latest updates and also the challenge to test their knowledge on any topic within the entertainment, music, TV and arts industries.

Celcom has also brought in many international artists to Malaysia under the Celcom In-Showbiz banner, such as Maksim, Gareth Gates and Bellefire.



Multiple call plans and packages from Celcom