

MAXIS BERHAD

MAXIS ANNOUNCES NEW CEO

MEDIA RELEASE

For immediate release

Kuala Lumpur, 16 July 2013

Maxis Berhad is pleased to announce the appointment of Morten Lundal as its new Chief Executive Officer (CEO) to take office on 1 October 2013. He will be reporting to the Chairman of the Board and be appointed to the Board as an Executive Director.

Morten is presently Group Chief Commercial Officer of Vodafone Group plc, a member of the Executive Committee responsible for commercial activities at the group level. Prior to assuming this position in 2010, Morten was Regional CEO responsible for 8 operating companies in Central Europe and Africa. He joined Vodafone from DiGi.Com Berhad Group, Malaysia (DiGi Malaysia) in 2008.

In 2004, Morten was appointed CEO of DiGi Malaysia where he was instrumental in instituting various changes crucial to DiGi Malaysia's transformation and growth. Under his leadership, DiGi Malaysia's mobile revenue market share, earnings and share price increased significantly.

Morten joined Nordic mobile operator Telenor in 1997 and held several Chief Executive Officer positions including for the Internet Division and Telenor Business Solutions as well as the position of Executive Vice President for Corporate Strategy.

He holds a Master of Business Administration from IMD Lausanne and a Master of Business and Economics from the Norwegian School of Management (BI).

"We are delighted to welcome Morten on board. We are confident that we have identified the right person. He has demonstrated the ability to take bold steps and make radical changes to align an organisation to anticipated changes in the industry and consumer demand. We particularly welcome his focus on innovation and management development" said Raja Tan Sri Dato' Seri Arshad bin Raja Tun Uda, Chairman of the Board of Maxis.

"I am very happy to join Maxis and look forward to using my experience and energy to build on the inherent strengths of the Company and its leadership of the telecommunications industry in Malaysia" Morten Lundal said.

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About Maxis Berhad

Maxis Berhad is Malaysia's only integrated communications service provider with RM8.9 billion revenue in 2012 and over 14 million subscribers. As one of Malaysia's most admired home-grown brands, Maxis has evolved from being a premier mobile operator to one that offers an extensive suite of services to enrich its customers' lives whether at home, at work or on-the-go: mobile and fixed voice, messaging, mobile internet, wireless and wired high speed broadband, and multi-screen content and applications - be it entertainment, education, security or cloud computing - through mobile, fixed and satellite networks. Maxis launched the first high-speed networks in Malaysia including 3G, 3.5G, 3.5G+ and was the first to launch 4G LTE (Long-Term Evolution) early this year. Maxis' high-speed network footprint is the largest in the country with 95% 2G and 82% high-speed 3G coverage.

As a key supporter of the Malaysian application development ecosystem, Maxis partners with local developers to bring innovative applications to its customers while also making available the widest range of localised content in the market, with a selection of free Apps that appeal to different segments across various smart devices. Maxis' efforts in innovation, excellent customer service and providing value to stakeholders have earned the Company numerous awards including the historic win of 20 awards at the 13th Customer Relationship Management and Contact Centre Association of Malaysia (CCAM) Annual Awards in 2012, Best Managed Company, Asia's Best Employer, Putra Brand of the Year Awards in 2011 and Top 5 Best Global Operator Award by World Communication Awards in 2012 and 2010. Committed to contributing to the communities it operates in, Maxis' Corporate Responsibility efforts focus on making a 'Positive Impact', harnessing leading-edge technology to create value for the economy, society and the environment. For more information, please visit: maxis.com.my

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