

**TM SUPPORTS TOURISM MALAYSIA AS THE STRATEGIC TELECOMMUNICATION PARTNER  
FOR VISIT TRULY ASIA MALAYSIA 2020**

*Unveils special unifi Mobile plan for tourists, offering unlimited and seamless connectivity in Malaysia*

International tourists travelling to Malaysia, here's a great offer for you! You can now register for unifi Travel Pass, the best tourist SIM in Malaysia and enjoy unlimited high speed data, wifi connectivity and favourite TV shows!

This special offer is made possible with the collaboration between Telekom Malaysia Berhad (TM) and Tourism Malaysia for Visit Truly Asia Malaysia 2020 campaign, in line with its commitment to achieve 30 million tourist arrivals and RM100 billion tourist receipts in 2020.

This collaboration marks an unwavering effort by both parties to optimise the use of latest technology, leverage on digital marketing and maximise integrated marketing campaign to boost Malaysia's tourism industry. The collaboration will focus on three (3) main pillars, namely broadband connectivity for tourists; promotion of the campaign via TM's digital assets; and campaign promotion via global and domestic assets.

To mark the momentous working synergies, both parties today exchanged the collaboration document in an event graced by Dato' Dr. Noor Zari Hamat, Secretary General, Ministry of Tourism, Art and Culture together with Tuan Haji Rosli Man, Chairman of TM. At the event, Izlyn Ramli, Vice President, Group Brand and Communication, TM exchanged the document with Datuk Musa Yusof, Director General, Tourism Malaysia.

As part of the collaboration, TM through its premier Convergence brand – unifi – introduced a special unifi Mobile plan, aptly called unifi Travel Pass, designed exclusively for tourists visiting Malaysia. unifi Travel Pass offers the freedom to be connected via unlimited high speed data plan, access to unlimited wifi nationwide via wifi@unifi and unlimited entertainment via playtv@unifi app, making it the best tourist SIM in Malaysia.

Commenting on the collaboration, Tuan Haji Rosli said, "We are excited to support Tourism Malaysia as the Strategic Telecommunication Partner for the Visit Truly Asia Malaysia 2020 campaign. This collaboration not only reflects our support for Malaysia's tourism industry, it is also a testament of our continuous commitment in bringing unlimited connectivity for everyone including foreign tourists travelling in Malaysia, so they can stay connected to the digital world, in line with our role towards realising Malaysia's Digital Nation aspirations. TM via its innovative and comprehensive products and solutions will continue to serve a more digital society and lifestyle, digital businesses and industry verticals, as well as digital Government."

He further elaborated, "I would like to warmly welcome all tourists to our country. I hope they will create and leave beautiful memories of Malaysia. We also understand that connectivity is crucial for tourists; from hotel booking, transportation, places of interest, food suggestions and weather information, all these can be easily accessible with reliable internet access. Thus, we are offering tourists a simple and seamless way to be connected, so they can truly experience Malaysia while staying in touch with their families and friends back home. On top of the unlimited mobile data, tourists can access our wifi@unifi service available at more than 8,000 wifi@unifi hotspots nationwide. That's not all, tourists can also enjoy unlimited entertainment throughout their stay in Malaysia via the playTV@unifi app which offers digital streams of both local and international LIVE channels, enabling them to watch their favorite TV shows and keep up with the latest news from Fox Sports, nick Jr, Euronews, BBC World News and many more."

Meanwhile, Dato' Dr. Noor Zari said: "We hope that the collaboration between Tourism Malaysia and TM will play a key role in advancing Malaysia's tourism ambitions as a unique and culturally diverse tourist destination for travelers from all around the world."

unifi Travel Pass offers unlimited high speed data SIM for tourists to stay connected during their visit here in Malaysia. Tourists can choose either the 7 Days Pass for RM30 or the 15 Days Pass for RM60, both offering high speed 4G/3G data. It also comes with preloaded airtime credit for them to make outgoing calls at RM0.20 per minute and send SMS at RM0.10 per SMS. In addition, they can reload their credit anytime via online or can be easily purchased from over 15,000 unifi Mobile reload vendors nationwide. The unifi Travel Pass is available for purchase via [mobile.unifi.com.my/travelpass](http://mobile.unifi.com.my/travelpass) starting January 2020. Tourists can choose to collect the SIM card at Tourism Malaysia's Tourist Information Centres at Kuala Lumpur International Airport (KLIA) and KLIA2.

For more info on other unifi latest products offerings, visit [www.unifi.com.my](http://www.unifi.com.my).

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### **About TM**

Telekom Malaysia Berhad (TM), is Malaysia's leading integrated telco offering a comprehensive suite of communication services and solutions in fixed (telephony and broadband), mobility, content, WiFi, ICT, Cloud and smart services. TM is driven by stakeholder value creation in a highly competitive environment; and places emphasis on delivering an enhanced customer experience via continuous customer service quality improvements and innovations, whilst focusing on increased operational efficiency and productivity.

As the enabler of Malaysia's Digital Nation/Digital Economy aspiration, TM has been at the forefront of each telecommunication technology evolution of the nation, and will continue to do so. It provides the communications backbone of Malaysia with the widest connectivity and convergence network. TM remains committed to continue to expand its network into a comprehensive digital infrastructure - as it moves beyond connectivity services into new value-added digital services - to serve a more digital lifestyle and society, digital businesses and digital Government – towards making, "Life and Business Easier, for a better Malaysia".

For further information on TM, visit [www.tm.com.my](http://www.tm.com.my).

### **About Tourism Malaysia**

MALAYSIA TOURISM PROMOTION BOARD or TOURISM MALAYSIA is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2018, Malaysia registered 25.8 million tourist arrivals and RM84.1 billion tourist receipts, placing it among the major tourism destinations of the world.

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourism.gov.my/>.

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