



NEWS RELEASE

FOR IMMEDIATE PUBLICATION

Albern Murty appointed Chief Executive Officer of Digi

Current CEO Lars-Åke Norling assumes role as CEO of Telenor's Thai business unit, dtac

Shah Alam, 12 February, 2015 – Digi.Com Bhd (Digi) today announced that its Board of Directors has appointed current Chief Operating Officer Albern Murty as the company's new Chief Executive Officer, effective April 1, 2015.

Murty will replace current CEO Lars-Åke Norling, who will be appointed Chief Executive Officer of dtac (Total Access Communication PCL), Telenor Group's business unit in Thailand. Telenor Group is a 49% shareholder of Digi.

"I'm pleased to announce the appointment of some of Telenor Group's most experienced executives to our two biggest companies in Asia. Albern has grown through the ranks of Digi, and has contributed strongly to the company's relentless customer focus and its innovative Internet for All approach. He has played a central role in driving the company's operations and results in his time with the senior management team at Digi, and is a proven and capable business leader. Digi today is a company with a clear vision, a well-established strategy, and a solid foundation for future growth, and I am confident that under Albern's leadership the company will continue to succeed," says Sigve Brekke, Chairman of Digi.Com Bhd and Head of region Asia, Telenor Group.

"At the same time, the Board of Directors wishes to express our thanks to Lars-Åke for his effective contribution to the company as CEO. dtac is currently in the middle of a major drive to become Thailand's leading internet provider, and an experienced telecoms executive like Lars-Åke brings all the vital competencies required to continue that journey," said Brekke.

A seasoned telecommunications executive

Murty is a Digi veteran who has been with the company since 2002. He was appointed Chief Operating Officer on January 1, 2014. As Chief Marketing Officer prior to this position he was responsible for driving the company's overall revenue growth. He has held previous management roles as Head of Strategy & New Business, and Co-Chief Marketing Officer. Before Digi, Murty held key business and commercial management roles in Lucent Technologies across the Asian region. He graduated with a Bachelor of Science in Marketing and Bachelor of Science in Advertising Management from Portland State University, Oregon, USA, and has completed executive management programmes at INSEAD and London Business School.



“Heading Digi in Malaysia is both an honour and a true privilege for me,” said Murty. “DiGi has a strong market presence in Malaysia, and possesses a solid track record of performance excellence and innovation. I look forward to working with my highly talented and passionate colleagues in Digi to drive the next phase of our growth story, and most importantly to continue to delight and inspire our customers every day. On behalf of all Digizens, I also thank Lars for his good leadership and look forward to working with him as part of the wider Telenor Asia family.”

“I have had a truly enriching experience leading Digi, and being part of the vibrant and progressive Malaysian telecommunications industry,” said Norling. “I am confident that Digi has all the right ingredients to become the best mobile internet provider for mass market, and that in Albern the organisation has an experienced and capable leader to drive success. I wish him and all my colleagues in Digi the best for the future.”

Attachments

1. Profile picture of Albern Murty
(ALBERN_MURTY.JPG)
2. Murty, Brekke and Norling at the announcement
(DIGI.JPG)



About DiGi

Digi provides mobile voice, internet, and digital services to 11.4 million customers in Malaysia. It is known as a game-changer for the Malaysian telecommunications industry with a solid history of product and service innovation, and a strong performance track record. Over the years Digi has built a solid mobile internet business that enables true connectivity for all Malaysians, creates socio-economic development, and helps businesses to grow through use of technology. Listed on Bursa Malaysia, it is part of global telecommunications provider Telenor Group and is a leader in driving progressive and responsible business practices. Digi was recognised as one of Forbes’ 100 World’s Most Innovative Companies in 2014. Digi continues to inspire Malaysians by giving customers’ access to fun and uplifting internet content, and empowering them to share what means most to them. For more information, visit www.digi.com.my.

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