



## Telekom CR-facts

### Guiding Principles

Our Group-wide corporate values are set forth in our five Guiding Principles, which were published for the first time in January 2009. They are the key to creating and maintaining values for our customers, our employees and our shareholders, as well as for society and the environment. They are firmly integrated in all of our major business units and market segments.

Telekom's five Guiding Principles:

- Customer delight and simplicity drive our action.
- Respect and integrity guide our behavior.
- Team together - Team apart.
- Best place to perform and grow
- I am T - count on me.

Our Guiding Principles are a component of our HR work and are very important when it comes to reliable collaboration and the ability to delight our customers. We conduct regular employee surveys to find out how our employees apply our Guiding Principles in their everyday work. We also assess employee satisfaction and how well they understand our corporate strategy by way of pulse surveys. This feedback is used to embrace our Guiding Principles even stronger at the Group. To achieve this, we spread video messages featuring our Board members, place a focus on special aspects and address the importance of our Guiding Principles for various business processes.