



Telekom CR-facts

Stakeholder Involvement Principles

Stakeholder involvement is an important tool for the strategic development as well as the practical implementation of our CR activities. We are open to our stakeholders' concerns and use the results of our stakeholder dialog in our innovation process. We listen to their criticism and address their requests and comments so that we can structure our management processes accordingly.

Deutsche Telekom came up with six principles for working with stakeholders and communicated them internally in 2012 to help our employees better implement our stakeholder involvement strategy. The first principle requires our employees to respect the interests of our stakeholders and make sure these are taken into consideration in decision-making processes. Employees are also required to actively include interest groups using participative formats, to focus on key stakeholder topics and to take a balanced approach to dealing with different stakeholder interests. Moreover, stakeholders are to be provided with extensive information on all activities relevant to them.

The principles were developed during a participative process involving internal and external stakeholders. Based on an assurance engagement, the PricewaterhouseCoopers auditing firm confirmed during the reporting period that there is moderate assurance that our principles are suitable for stakeholder involvement in compliance with AA1000.

In addition to publishing our stakeholder involvement principles, we included a concise commitment in our strategy, which is designed to help our employees implement these principles. It reads:

- Valuing our stakeholders: We listen to our stakeholders and provide them with

transparent information about our activities.

- Getting our stakeholders involved: We address relevant topics and engage in dialog and collaborations with our stakeholders.
- Understanding our stakeholders: We take the concerns of stakeholders seriously and take appropriate steps in response to them.

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