

A woman with long brown hair tied back, wearing a light blue t-shirt and patterned shorts, is sitting on a mossy stone ledge. She is holding a smartphone up to take a photo of a scenic view. The view includes a calm lake in the foreground, a small town with red-roofed buildings nestled at the base of a large, steep, green mountain in the background. The sky is clear and blue.

# SUSTAINABILITY REPORT 2019



EGYÜTT. VELED

## OUR APPROACH

### Sustainability approach

Since Magyar Telekom has long ago recognized the overall importance of sustainable development, as well as the fact that it is specifically critical for future business operations, it remains committed to pursue its operations, corporate governance and other activities in the above spirit in Hungary and in all countries where the Group is present through its operations or partnerships, which is not only a token of our future business success, but one of our major assets in light of the Group's role in the region and its social, environmental and economic influence.

Sustainable development is not a challenge for one. It affects everyone across the whole corporate Group. Therefore, it cannot be approached as a task dedicated to one organizational unit. The different entities of the Group learn about and then apply the sustainable practices applicable in their respective areas through the policies governing internal operating procedures. Our newly hired employees familiarize with and start to apply the sustainable operating principles that govern the whole Group and are present as an organic part of our corporate culture. The specific tasks often involve totally different entities within the Group, and require the cooperation of organizations far from each other. Magyar Telekom's sustainable corporate governance practice is described in

#### Chapter on Corporate Governance.

Values identified by our sustainability approach in the environmental, economic and social dimensions:

#### Economic dimension

- Business venture, integrity, transparency
- Vision, innovation
- Employees, team, dynamism
- Client

#### Social dimension

- Democracy, information society
- The future generations, sustainable society
- Diversity, social solidarity, quality of life
- Partnership, talent, creativity

#### Environmental dimension

- The Earth
- A viable and wholesome environment
- Nature, biological diversity
- Natural resource

### BE SMARTER! – 4th Sustainability Strategy (2016-2020)

Magyar Telekom's 4th Sustainability Strategy has been compiled in harmony with Company's other strategy. Its main objective is to make sustainability an integral part of Magyar Telekom's business. This can be ensured, if considering all three pillars of sustainability, we are comprehensive, credible and innovative. Until end of 2020, climate protection, education and awareness, digitally enabled sustainability and the Dicersity are the major foci of the strategy.

#### Climate protection

Our goal is to make our customers climate-conscious, too, and to be an authentic and responsible company that helps them along that journey. It is our ambitious objective to generate revenue from our climate protection activities, as the ICT world offers especially great potential for that, at the same time to push Magyar Telekom Group's actual CO<sub>2</sub> emission below 100,000 tons. In order to achieve the above, in addition to the emission decreasing initiatives, we also need to work on elaborating "green" services specifically.

#### Education

We want to assume a role in educating the public and our customers. Our goal is to directly or indirectly reach 1 million people in Hungary with our trainings by the end of the period covered by the strategy. We shall primarily focus these digitization and responsibility related trainings on three areas: programs aimed at eliminating the digital gap, the succession pool of the industry and awareness raising edutainment/inspiration activities.

#### Digitally enabled sustainability

Being a sustainable digital company, it is our clear expectation that our customers should also use sustainable digital services. To that end, we strive to pursue responsible marketing and activities that enable and inspire others, as well as are based on sharing. In this context, our goal is that awareness about Magyar Telekom, as a sustainable company should reach 50%.

#### Diversity

As a responsible employer we pay special attention to the elimination of discrimination from the workplace environment, ensuring all voices be heard and all perspectives respected. Our equity and inclusion efforts imply a special focus on the diverse needs of employees coming from underrepresented social groups when it comes to the comfort of well-being, sense of belonging or career aspirations.

The Y2019 report has been structured along the above-mentioned focus areas to present the sustainability performance of the company.

## SUSTAINABILITY STRATEGY STATUS BY SUBTASKS

### Climate protection

- Operational emission decrease
- Customer greening solutions



### Digitally enabled sustainability

- Responsible marketing
- Enabling, inspiring sharing activities



### Education

- Digital competencies
- Industry succession
- Edutainment/Inspiration



### Diversity

- Corporate governance
- Diversity and inclusion
- Workforce diversity
- Workplace flexibility
- Accessibility



### Sustainable Development Goals (SDGs)

In 2015, the UN adopted its sustainable development blueprint to be implemented by 2030. These 17 goals and 169 targets determine the main direction towards resolving the most urgent problems posing a threat to humanity and the planet. Magyar Telekom elaborated its Sustainability Strategy encompassing the period from 2016 through 2020 along these SDGs.





In each chapter of the Sustainability Report, we indicate which SDG the specific chapter is relevant to, and we also compiled a **separate report** that includes which goals we consider as priorities along our activities, and how we contribute to the achievement of specific targets.