

## 8. INVESTOR RELATIONS



Magyar Telekom also puts emphasis on its home page to satisfy the information needs of those interested. Up-to-date information can be found in the 'For Investors' menu about the corporation's strategy, financial situation (quarterly financial reports), general meetings, dividend payment furthermore, current listing of Magyar Telekom's shares, and all the information necessary to get in touch with the corporation is also available. The e-mail address and telephone number of the Investor Relations department can be found on the web site, and members of the department respond to questions sent via e-mail as soon as possible.

Meeting in person seems to be the most important tool to maintain Investor Relations. There are two ways of meeting people in person: either the investor and/or analyst pays a visit in person in Budapest, where she/he can meet as required with the company's top management and/or staff of the Investor Relations department, or the possibility of meeting personally is taken when Magyar Telekom's representatives travel abroad in the framework of a road show or conference. Magyar Telekom's top management and staff of the Investor Relations department spend in the order of 20–25 days abroad on various

road shows and conferences in the main centers of the financial world where the vast majority of fund managers and investors are active. Around 150–200 meetings take place annually with investors and analysts.

In addition to the above, the corporation regularly assesses investor needs each year with the help of a questionnaire. An independent specialized firm is commissioned to prepare a so-called perception study, which assesses investors' opinion, needs and expectations with the help of a list of questions, elaborated in detail on a representative sample. The summary presentation

of the final results of the survey is prepared by the Investor Relations area, and presented at the meeting of the Management Committee.

Magyar Telekom continues to be the target of responsible investor evaluations. Responsible investors are investors who, in addition to traditional financial and risk analyses, also take the environmental and social performance of the corporations into consideration.

In 2014 Magyar Telekom won so far the most prominent acknowledgement for its sustainability results.



Magyar Telekom received an honorable third place in the international ranking of Oekom Research. The report focuses on the sustainability aspects of the world's 108 telecommunication companies' operation.

According to the report, that also contains the ranking of the world's telecommunications companies, from sustainability aspect, Magyar Telekom is the third in the world ranking, behind

its parent company Deutsche Telekom and BT Group. According to the responsible investment rating review, Magyar Telekom has been rated prime, i.e. recommended for investment.



In 2014, Magyar Telekom was once again included in the CEERIUS (Central and Eastern European Responsible Investment Universe) index launched by the Vienna Stock Exchange among the companies performing the best in terms of sustainability in the Central and Eastern European region.

In 2014, Magyar Telekom participated in the Carbon Disclosure Project (CDP) again. In the framework of the worldwide initiative major companies report to the major investors about their climate protection approach, the related risks and

possibilities, as well as their CO<sub>2</sub>-emission. In addition the FTSE4Good, the Sustainalytics and MSCI responsible investment, consulting organisations also assessed the sustainability performance of Magyar Telekom Group in 2014.