
DIGITIZATION

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STRATEGIC OBJECTIVES (2021–2030)

Digitization of Hungary

In order to achieve the goals of the Digital Decade 2030 Policy Program (hereinafter: Policy Program), set out by the European Parliament and the Council in December 2022, Hungary's National Strategic Roadmap has been prepared, which contains detailed measures to promote digital development and strengthen the digital economy. The Policy Programme aims to create new opportunities for citizens and businesses in terms of a reliable and secure digital infrastructure, digital transformation of businesses and access to digital skills by 2030, including through the following objectives:

- every household in Europe should be covered by a gigabit network and 5G coverage should reach all populated areas
- 75% of European businesses should use cloud services, big data and AI and at least 90% of European SMBs should achieve at least basic digital intensity
- 20 million employed ICT professionals, with a convergence of the share of women and men
- 100% of key public services should be available to European citizens and businesses online

The strategic objectives of Magyar Telekom Plc. contribute to the fulfilment of the Policy Programme and the National Strategic Roadmap of Hungary, and to the achievement of the objectives of the digital transformation of the country. In the long term, state-of-the-art infrastructure is essential to enable homes and businesses to be successful players in the digital transformation. In this context, on September 05, 2023, the Government of Hungary and Magyar Telekom Plc. signed a Joint Declaration confirming that the company will continue its long-term cooperation for Hungary's digital transformation. The development of fixed and mobile infrastructure contributes to the improvement of digital skills, fostering businesses' competitiveness, integrating digital solutions, encouraging greater use of emerging technologies, strengthening research, development and innovation, and increasing the uptake of data-based solutions. Under the Joint Declaration, Magyar Telekom Plc. commits to deploying a fixed line network with gigabit bandwidth covering an additional 1 million households within four years. By that, Magyar Telekom Plc. will provide 4.5 million Hungarian homes and businesses with access to a fixed gigabit-capable network infrastructure by the end of 2027. It will also accelerate the roll-out of 5G coverage, increasing outdoor 5G coverage to nearly 99 percent of the population by 2026.

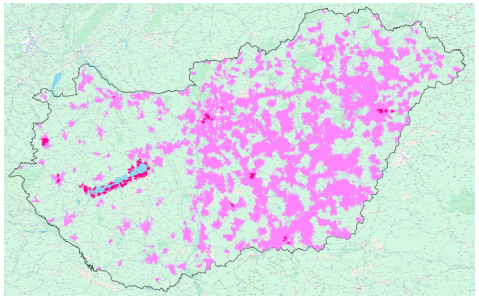
ACHIEVEMENTS IN 2023

Fixed-line and mobile network development

Magyar Telekom Plc. continued its multi-year fixed and mobile network modernization programme in 2023, which aims to modernize, maintain and improve service quality and increase capacity in line with the continuous growth in voice and data traffic demand from its customers.
In 2023, Magyar Telekom Plc. added 200,000 new gigabit-enabled access points to its existing fixed network, bringing the total number of gigabit-enabled access points to more than 3.6 million. A total of 80% of the fixed network is gigabit-enabled. The focus of the company's unwavering commitment remains the ambition to deliver stable connectivity and an outstanding customer experience. As a result, 50% of Telekom's customers already opt for gigabit-capable packages.

In terms of mobile network development, the modernization programme continued, with the aim of making the entire 4G network 5G-capable. As part of the overall programme, the modernization of mobile base stations covers not only active and passive radio equipment, but also the infrastructure necessary for their deployment and operation. The replacement of this equipment with their more modern counterparts in itself create additional capacity, which could lead to technological advantages accessible by modern devices, more reliable service and lower energy consumption.

In doing so, Telekom is creating technological capabilities that allow for immediate or future service expansion at the given stations and nationwide. The flexibility of a more modern network lays the ground for the ability to respond more quickly and in a more customised way to customer needs. The upgraded towers have been selected on the basis of customer needs and from a range of base stations serving the busiest areas. A significant number of the modernised stations also received capacity upgrades. Telekom's 5G technology is available at 700 MHz, 2100 MHz and 3600 MHz, with the upgrades typically extending 5G coverage on the 700 MHz frequency.
By the end of 2023, Telekom had upgraded 80% of its mobile network, resulting in outdoor residential 5G coverage reaching 65%. From June 2023, the company's 5G network is now available in Budapest, county capitals, numerous other towns and villages, and around Lake Balaton, Lake Velence and Lake Tisza, and it automatically made 5G available for several months to its customers with mobile internet service and 5G-enabled devices.
Further information: 5G network - Magyar Telekom Group
Current coverage is available at the following website.



Availability of services

Magyar Telekom Plc. ensures the rights of its customers regarding the availability of the service and the elimination of errors based on preliminary information provided to customers regarding the summary of customer contracts and based on the General Terms and Conditions (GTC) available both on its website and at customer services.

Annual service availability (%)	2018	2019	2020	2021	2022	2023
Cable television analogue/digital	99.98/99.50	99.98/99.82	99.99/99.82	99.982	99.98	99.98
SatTV	99.91	99.919	99.928	99.935	99.941	99.941
IPTV	99.84	99.896	99.904	99.906	99.915	99.893
Fixed line internet (ADSL/GPON/CableNet)	99.90/99.95/99.92	99.93/99.96/99.94	99.93/99.96/99.94	99.94/99.97/99.96	99.95/99.97/99.96	99.93/99.97/99.95
Mobile internet (2G/3G/4G)	99.893	99.878	99.87	99.866	99.921	99.953
Telephone/VoIP/VoCa	99.94/99.93/99.95	99.93/99.95/99.95	99.94/99.96/99.96	99.95/99.96/99.97	99.95/99.97/99.97	99.96/99.97/99.96
Mobile telephone (2G/3G/4G)	99.906	99.878	99.873	99.889	99.906	99.949

SAFE MOBILE USE, ELECTROMAGNETIC FIELDS

In order to ensure that the needs of Hungarian and Macedonian mobile subscribers are served to a sufficiently high standard by mobile telecommunications networks, UMTS licences were allocated by tender among Hungarian operators in December 2004 and Macedonian operators in June 2009. In December 2011, Magyar Telekom Plc. also obtained the right to introduce the LTE service, which was commercially launched in 2012. By the end of 2017, the frequency usage rights acquired in the 800 MHz band enabled almost 100% of the country's population to use Magyar Telekom Plc.'s LTE service. In March 2020, Magyar Telekom Plc. acquired rights in the 700 MHz and 3.5 GHz frequency bands, which enabled the launch and the continuously expanding roll-out of 5G services.

The developments needed to provide 5G services have raised the interest of communities in electromagnetic fields, which increases the importance of a corporate strategy to address the issue.

In Hungary, the limits for electromagnetic fields are set according to the ICNIRP (International Commission on Non-Ionising Radiation Protection) guidelines, which are based on the practice of several European countries and the European Commission Recommendation 1999/EC/519. As a result of the Hungarian decree (Decree 63/2004 (26.VII.) ESzCsM), which came into force in August 2004 on the basis of the ICNIRP guidelines, the legal situation in Hungary is in line with the EU regulations on electromagnetic fields.

As part of Magyar Telekom Group's general training programme, all new employees can also receive information on electromagnetic field issues during their mandatory onboarding training. Customers can find detailed information on this topic on the Health and Safety page. Within Deutsche Telekom Group, issues related to electromagnetic fields (EMF) are addressed by the EMF-related objectives, the so-called EMF policy recommendations, with an emphasis on transparency, information provision, support to and participation in research.

In support of preventive measures, both Magyar Telekom Plc. and Makedonski Telekom have established a dedicated EMF working group, which continuously monitors domestic and international research and events related to electromagnetic fields, and answers questions raised by authorities, citizens and employees. Further information on the T-Mobile International EMF policy recommendations adopted by Magyar Telekom Plc. can be found in English on Deutsche Telekom's website.
The EMF policy has also been adopted by Makedonski Telekom. The policy sets out principles for the responsible use of mobile telecommunications technologies. In the document, we commit to greater transparency, provision of information and participation in the respective appropriate processes.

EMF measurements

In 2023, Magyar Telekom Plc. carried out electromagnetic radiation measurements at 11 stations after modernization and contracted periodic measurements at 5 stations. The measurements complied with the relevant radiobiological limits in all cases.

Name of station	Date of measurement	Reason
Investment		
Árpádföld 4	2023.12.14	measurement after modernisation
Balatonakarattya 3	2023.11.07	measurement after modernisation
Bárdudvarnok 1	2023.11.07	measurement after modernisation
Békásmegyer 2	2023.05.22	measurement after modernisation
Békásmegyer 3	2023.05.22	measurement after modernisation
Budafok 1	2023.11.06	measurement after modernisation
Drégelyvár u 1	2023.02.02	measurement after modernisation
Ilonatelep 1	2023.12.08	measurement after modernisation
Madárhegy 1	2023.04.28	measurement after modernisation
Rákospalota 3	2023.12.08	measurement after modernisation
Széna tér 2	2023.05.18	measurement after modernisation
Operation		
Kőszeg 5	2023.01.25	contracted periodic measurement
Őrmező 2	2023.04.18	contracted periodic measurement
Hajdúböszörmény 8	2023.06.20	contracted periodic measurement
Virányos 1	2023.09.26	contracted periodic measurement
Balatonfüred 1	2023.10.12	contracted periodic measurement

Mobile network, network development

At base stations, it is standard practice to install radio equipment in such a way that, as far as possible, workers are not allowed to be in the area in front of the antennas, work cannot and should not be carried out in this zone, and transit routes do not cross this area.

If, under some particular special circumstances, it is still necessary to pass or work in front of the antennas, the values of safety distances are available. If necessary, it is also possible to carry out measurements on site or, if justified, to temporarily relocate the antennas or reduce the transmission power accordingly. If employees working in the vicinity of the antennas encounter an unknown radiofrequency source, they use their RADMAN personal radiation detectors to determine the boundary of the safety zone, thus avoiding any health risks that may arise. The compliance of the mobile network of Magyar Telekom Plc. with the current legal limits is verified and certified by independent agencies, if necessary.

The company follows the processes required by the relevant regulations and consults and cooperates with stakeholders before each base station or tower installation. Where there is a need, it strives to reach an agreement through a public forum held with the participation of residents affected.

Communication

Despite the fact that Magyar Telekom Plc. always remains below the limits set by the ICNIRP guidelines - both for handheld devices and base stations - it considers it important to inform its employees and customers alike.
In 2023, there were also several meetings with the expert colleagues of the National Media and Communications Authority to provide data for their measurement needs.
In addition to internal communication, Magyar Telekom Plc. was open to answer all inquiries related to safe mobile use in 2023, too.
SAR values for handsets can be found in the user manuals in the boxes of the handsets and are also available in Telekom shops.

Research

In civilised society, the use of equipment emitting non-ionising electromagnetic radiation, including mobile communication devices, satellite and terrestrial television/radio broadcasting equipment, cannot be eliminated, thus environmental and public exposure is expected to continue to rise. The World Health Organization (WHO) and several international organisations and research groups are investigating the impact of technological developments on human health.

The supposed health effects of mobile telephony have been researched and analysed for more than thirty years. To date, scientific research has failed to demonstrate that mobile telephony has any negative health effects on the human body. The largest such study to date, the WHO-IARC (International Agency for Research on Cancer) INTERPHONE project involving 13 countries, was completed in 2011. Following the INTERPHONE project, the WHO-IARC classified radiofrequency electromagnetic fields as a possible human carcinogen, Group 2B, on May 31, 2011. According to the WHO-IARC Task Force Chair, „the evidence is strong enough to support classification 2B and the conclusion that there may be some risk. Therefore, the link between mobile phones and cancer risk needs to be further investigated.".

Currently, agents classified in Group 2B include black coffee, petrol, petrol engine exhaust, nickel and its alloys, talcum powder, magnetic fields at power frequencies and mobile phone use. Magyar Telekom Plc. has indirectly contributed to the progress of independent research on the health effects of mobile networks through its membership of the GSM Association.

All Deutsche Telekom Group companies are committed to supporting independent research that increases knowledge about the effects of electromagnetic fields. Deutsche Telekom Group is one of the world's largest contributors to such research.

AGILE PRODUCT DEVELOPMENT FOR MIDDLE AND LARGE BUSINESSES

As of February 01, 2023, Magyar Telekom Group serves its medium and large corporate customers under the Telekom brand name, and T-Systems Hungary Ltd. Co.'s new name is Telekom Rendszerintegráció Ltd. Co. Following the change, Magyar Telekom's mid and large corporate customers are provided telecommunications and IT services under the Telekom brand name, on a monthly fee basis, from a single provider, while the individual system integration needs of domestic enterprises are served by Telekom Rendszerintegráció Ltd. Co.

The primary aim of the transformation was to unlock the potential for innovation: to create an agile, start-up-like operation. T-Systems Hungary Ltd. Co. established the E2E (end-to-end testing) product development process for efficient idea management, incubation and dynamic product development. On the one hand, product development is based on the company's existing and under-utilised products and product development experience, with a focus on real customer needs, and on the other hand, independent new innovation ideas are supported and efficiently implemented, under close financial control. The competences of the different units are supported by a knowledge-based development process, the Idea Management Team and a network of Subject-matter Experts.

In the framework of E2E product development, which ensures an ownership approach throughout, the development of the ideas received is supported by incubation, and the creation of pilots and product prototypes is supported by start-up-based operations. The new approach is that the project is based on a specific market need at the start of product development, validated by continuous customer feedback and sales commitment. The prototypes produced feed back into the process of identifying customer needs as precisely as possible, so that a specific sales target can be defined at the end of product development. The method minimises risks and optimises costs, resource use.

The Investment Committee has become the main resource allocation body, with experts from finance, accounting and controlling as permanent participants, in addition to the professional, strategic and commercial areas. The Investment Committee decides on the launch of pilots, PoC (Proof of Concept) projects and the allocation of OPEX and CAPEX resources on the basis of proposals from the Idea Management Team. As part of the E2E process, all departments in the company work together to maximise the innovation potential. Sustainability is given high priority in product development.

INNOVATION PROJECTS AND PRODUCTS IN 2023

NBIoT Thermometer

Office and workplace temperature measurement and control is a key task for companies to meet sustainability targets. They are supported in this by Telekom's NB-IoT thermometer, which helps to save energy and is a new, cost-effective form of temperature measurement. Thanks to the special network provided by the solution, the thermometer's data communication is highly reliable and secure, the analysis of the measurements can be linked to the existing building management system on demand, and a multi-sensor version with humidity sensor can be added. The measured temperature data can be easily viewed on Telekom's own web interface and allows the business owner to monitor the office/work temperature remotely.

You can read more about the solution here.

4G/5G Campus Network

In parallel with the roll-out of the 5G network, the demand for fast and secure private mobile network access in the corporate environment is also steadily increasing, so Telekom also offers its business customers a Campus Network private (non-public) mobile network as a commercial service, which provides fast and flexible network connectivity disconnected from the public network. This helps to avoid unwanted interference between commercial and residential activities.
The Campus Network solution is a mobile data communications service for a well-defined geographic area that provides a suitable basis for Industry 4.0 solutions.

Campus networks are exclusive mobile networks for industrial sites or office buildings, for example. The design allows devices to use the network capacity independently of other - public - users, as the campus network gives the user exclusive use, so they do not have to share resources. This guarantees the functionality essential for modern business processes and innovative Industry 4.0 applications.

A special example of the campus network solution was the 2023 Blue Ribbon Sailing Race, where for the first time in Hungary a 5G Campus Network was used to broadcast a sports event, which was followed online in real time by nearly 62 000 fans. The private 5G network for live streaming was provided from 5 motorboats over a water surface of about 600 km2.
In addition, in 2023, three festivals, Sziget, Balaton Sound and Strand Festival, were running Telekom 5G Campus Network solutions for credit card payments.

More information about the solution is available here.

Energy management at its most efficient form: Telekom Smart Energy software

Telekom's Smart Energy software, which combines a smart approach to energy consumption and production with real-time data collection and efficient forecasting, can also make a significant contribution to companies' sustainability and climate goals. The software not only provides data on equipment, but also collects real-time consumption and production information, enabling customers to understand their energy usage accurately.
What is special about Telekom Smart Energy is that it not only collects data passively, but also actively predicts electricity consumption and production. It does this based on previously recorded data and information gathered by the software, helping customers optimise their energy use and reduce their costs.
The solution also plays a prominent role in supporting financial decisions by accurately calculating energy costs based on the data collected and the customer's electricity tariffs, enabling decision makers to make informed, data-driven decisions in financial planning and energy strategy.
The reporting feature allows detailed financial and energy reports to be generated, giving customers an overview of their costs and consumption, enabling them to use energy more efficiently and develop more sustainable business strategies.

Hosting

Telekom's physical and virtual hosting solutions enable companies to optimally scale their IT capacities and thus save significant energy. The solution is highly flexible: in case of change requests, customers can receive a quote within 24 hours via Telekom's online hosting platform instead of a lengthy procurement process, allowing them to expand the IT infrastructure they really need in the shortest possible time and in the most efficient way.

DIGITAL SKILLS DEVELOPMENT

Magyar Telekom HU, as a responsible service provider, plays a role in creating equal digital opportunities for the Hungarian society. It addresses social problems that prevent people from having equal access to the opportunities offered by the digital world. It does this in a way not only engaging them in this world, but also by guiding them to see the opportunities and the threats. Its initiatives pay particular attention to the online and physical safety of children. The effort to improve digital literacy also aims to promote the digital transformation of businesses and encourage the development and take-up of digital solutions and technologies. Magyar Telekom HU also supports the promotion of R&D and innovation activities of educational institutions and research centres.

„Be part of Generation NOW!"

The „Be part of Generation NOW!" program launched in 2019 is one of the initiatives to achieve digital skills development goals. Magyar Telekom considers it important that older people should have access to the opportunities offered by digitalisation, but knows that most of them need support and guidance to do so. In line with this thinking, it has developed a program of digital awareness for members of senior citizens' communities in cooperation with secondary schools, conducted as part of the school community service.

In 2023, the „Be part of Generation NOW!" initiative was available in schools in 16 cities across the country, and with the introduction of online tutoring, anyone could join without geographical barriers. The programme reached a total of 443 000 people, 485 secondary school students participated in conducting face-to-face sessions and preparing online learning materials, and 20 740 retired people studied the materials through face-to-face sessions and online platforms.

Netrevalók

In October 2023, Magyar Telekom Plc. in cooperation with the Szabó Ervin Library of Budapest (FSZEK) launched the renewed version of the „Be part of Generation NOW!" programme called Netrevalók, in the framework of which secondary school students introduce older people to digital solutions that can provide real help in their everyday lives, in library sessions tailored to their own level of knowledge and interest.

The renewal of the programme was necessary because previous experience had shown that in order to bring young and old together, a permanent physical space was needed that was easily accessible to both ages and where both felt at home. This common meeting point is provided by libraries: on the one hand, many children and the elderly are library users, and on the other hand, Szabó Ervin Library of Budapest has been organising basic Internet training courses for two decades now, which have already been attended by thousands of people, mainly the elderly, initially with the help of librarians, but in recent years increasingly with the involvement of community service students. The FSZEK has been working with educational institutions on school community service for 10 years and this year has already partnered more than 220 schools.

The free Netrevalók sessions take place once a month, on the second Wednesday of every month, at a fixed time in 24 designated libraries in Budapest, where students cover topics such as social media use, e-books, internet safety, online communication and administration, entertainment, hobbies, transport, travel planning, photo editing and digital photography, health and sport. During the sessions, topics of interest to older people are explored together with young people online, using the smart devices that older people often carry in their pockets, but do not yet know all their potential. The ambassadors of the programme represent the two generations targeted by the initiative, Judit Endrei, a retired television personality, and Dániel Ungvárszki, aka Ungdani, a popular young influencer.

Following the launch of Netrevalók in October, the online campaign reached 18 110 people, with 50 students and 92 seniors participating in face-to-face sessions in Budapest libraries.

Digital class trip

For Magyar Telekom Plc. it is important to show the opportunities offered by the digital world not only to the elderly, but also to young people in education, because it believes that the use of digital tools can make teaching and learning more enjoyable. As part of this, the company has organised, as in previous years, digital class trips for schools in disadvantaged municipalities in the first half of 2023, with the full cost of the trips covered by the company. In addition to the robotics programmes at the Edu&Fun Digital Experience Centre, the children were given the opportunity to learn how to install smart devices, set up a wifi password, try on VR glasses, visit Telekom's network operations centre and were introduced to Vanda, Telekom's virtual assistant, in a playful digital education session at the Future Zone in Magyar Telekom HU's headquarters. The programme was enriched by a full day of digital games featuring Sesame, Telekom's treasure hunt app.

A total of 150 children participated in the 5 class trips organised in the first semester of 2023, and gained a wealth of experiences and new knowledge.

Since autumn 2023, the digital class trips have continued with the Edu&Fun Digital Experience Centre, as part of the **Hello Parent platform**.

TALENT MANAGEMENT

In 2021 Magyar Telekom Plc. entered into a strategic cooperation agreement with the Puskás Tivadar Technical School of Telecommunications and Information Technology of Budapest, the Kandó Kálmán Technical School of Information Technology of Miskolc and the Széchenyi István Technical School of Székesfehérvár. The aim of the cooperation is to help the company update educational materials as far as possible and to support the partner institutions in promoting telecommunications professions. As part of the agreement, Telekom will also provide student work placements for students from the institutions.

Magyar Telekom also has cooperation agreements with several technical universities, such as Széchenyi István University, where it provides the dual electrical engineering faculty's apprenticeship, and the Faculty of Electrical Engineering and Information Technology of the Budapest University of Technology and Economics, where it is part of the plant engineer-IT cooperative training to enable students to learn the practical part of their future profession under the guidance of experienced professionals. And in December 2021, the „Deutsche Telekom Group IT External Department" was established at the University of Óbuda, which is a joint educational platform of Deutsche Telekom IT Solutions and Magyar Telekom.

A total of 90% of the first class of the Kickstart career programme launched by Magyar Telekom in 2020, i.e. 18 people, continued their careers in full-time positions at Magyar Telekom. In September 2021, 22 higher education students joined the second class of the programme, while the third class started with 27 participants and the fourth class, in 2023, with 30 participants. During the one-year programme, the trainees will participate in professional, soft-skills and design thinking training sessions, working on joint six-month project assignments in all areas of the company, using the agile methodology, thus strengthening the ability to work in cross-functional teams, which is increasingly important today. Joint project assignments are based on real business needs, reinforcing the relevance of the programme.

Magyar Telekom has re-opened the 24-hour trainee hiring initiative in 2023. In the unique selection process, the company recruited 30 talented young people out of more than 300 applicants in one day. In the spring of 2023, the „Own your magenta career" internal career day was held again, giving trainees the opportunity to learn more about the job opportunities within the company, while inspiring them with presentations encouraging them to take the first step towards the next stage of their career .

TELEKOM KRAFT

Telekom Kraft, which was launched in March 2020, gives young people the chance to demonstrate their skills. On the one hand, it does this through the KraftRoad programme, which helps participants to design and develop their own projects through training and events. But young people cannot only present ideas, they also have the opportunity to participate in various Telekom projects and thus gain professional experience: for example, the work of a talented young person who has since become a Kraft graphic designer was placed on the wall of a Telekom store, and a young, freshly graduated director contributed to several Kraft films.

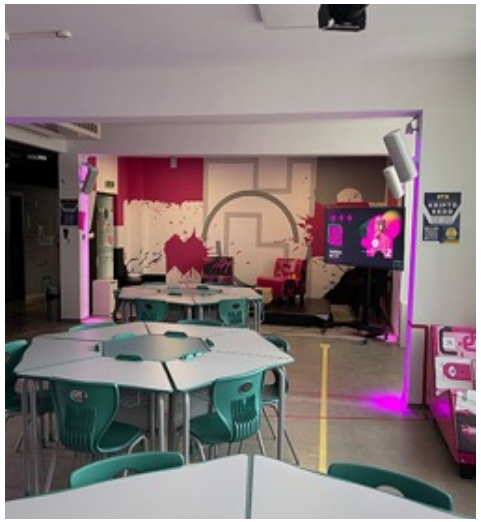
Debrecen KraftLab community creative space

KraftLab, Telekom's community creative space in Debrecen, opened in September 2021, providing young people with opportunities and tools for their development, allowing them to experiment without risk and to use digital tools and the possibilities of the digital world for their own development, alone or in collaboration with each other. To do this, they have a range of tools at their disposal, from video studios to podcast studios and programmable robotic arms.

In 2023, the community space ran again a full house, with nearly 3,500 visitors. This was the number of people who used the Podcast, Video and Music rooms, who organised programmes and events in the KraftLab and attended events organised by Telekom.

Arena mall hybrid shop

In December 2023, Telekom's completely renovated store reopened in the Arena Mall in Budapest. The Telekom Arena Shop has been significantly enlarged to include a studio for recording and streaming audio and video, a 20-seat event hall and a point of sale. The new space can be booked free of charge for workshops, events, vlogs or podcasts, after registration.



EDUTAINMENT, INSPITAINMENT

Hello Parent digital platform for parents

Magyar Telekom launched its new platform for parents and families in mid-October 2023, under the title of Hello Parent, which aims to serve as a versatile, continuously expanding digital knowledge repository for families. A platform that helps them to navigate the ever-changing modern world and, among other things, to better understand and use digital opportunities in their everyday lives.
The platform addresses a myriad of family issues, dilemmas and taboos, and offers a wealth of methods, practical knowledge, articles, interviews, podcasts, video content, and Telekom commercial topics and propositions, organised around four themes: staying safe online, smarter everyday, learning and development, happy family.
The themes of the previous I am a Digital Parent initiative were also integrated into the Hello Parent platform, including the cooperation with the Hintalovon Foundation, where representatives of the Foundation participate as experts in the development of the Hello Parent platform content, and a child protection workshop was held for the stakeholders who shape the Hello Parent platform and produce content for it. Since its launch, the Hello Parent platform has had nearly 130,000 visitors by December 31.
One of the key partners of the platform is the Edu&Fun digital experience centre. Within the framework of this cooperation, it is possible to apply through the site for programmes aimed at young people and digital learning and development. Since the launch of Hello Parent until the end of 2023, a total of 200 students participated in such programmes.

Hello Parent Roadshow

In connection with the launch and promotion of the platform, Telekom held roadshow sessions in Debrecen, Szeged and Győr in the autumn of 2023, where they explored the topics presented on Hello Parent with the help of professionals working with children, young people and families. **The roadshow was attended by around 150 participants.**

Hello Business

The Hello Business programme helps small businesses in Hungary navigate the maze of administration, workforce management, marketing, sales and finance. The initiative provides practical news and information in video and written formats on the Hello Business website. The programme's Facebook page already has 34,000 followers thanks to the continuous production of content. In addition, a dedicated Facebook group with twelve experts helps SMBs with their tax, legal, marketing and other questions.

Hello Business Plan D

In the summer of 2021, a digitalisation programme to support the digital development of Hungarian SMBs was launched on the Hello Business education platform under the name Plan D. The epidemic in 2020 showed that digitalisation can be not only a way to proceed under difficult circumstances, but often the only way: entrepreneurs now know how important digital tools and solutions are, but not all small businesses are confident in using them, and some still have reservations about them. Telekom Hello Business Plan D provide businesses with easy-to-use, replicable practical guides and proven, ready-to-use digital case studies, which are available free of charge to anyone on the programme's website. The success of the programme is demonstrated by the fact that since its launch, more than 21 000 Plan D templates had been downloaded by December 2023.

Mobile Professors

Mobile Professors in the Telekom shops are ready to help all customers with information about devices and services. They also explain how and what to use the Internet for, and how it can help you in everyday life (administration, shopping, banking). The Mobile Professors also share their knowledge online: the Mobile Professor blog about the latest technical achievements, devices, useful information and interesting facts can be found on Telekom's Facebook-page.

Telekom Forum

Telekom Forum is a community platform where existing or prospective Telekom customers can discuss and exchange information about Magyar Telekom's services, as well as get information on a variety of topics related to internet, smart device and content usage. It's worth a visit for everyone: many questions can be answered by those most knowlegable: the users. The platform is moderated by experts from the company.

Teachtoday – Telekom stands up for internet awareness

As a responsible large enterprise, Magyar Telekom's task is to help people use the Internet safely. Through the initiatives and programmes mentioned above, it aims to ensure that all age groups make smart and informed use of the opportunities offered by the digital world and to close the digital divide between different areas of the country. One of these initiatives is Deutsche Telekom's Teachtoday programme and platform, launched in November 2017, which Magyar Telekom also joined. The articles here are tailored to everyday life situations, tracking and explaining young people's internet usage habits, taking into account their different needs and life circumstances. The platform offers practical tips and solutions for parents, children and teachers on current topics such as data protection, Big Data, social networks, mobile use and popular apps. The topics are addressed in various formats: case studies, interviews, tips, infographics, magazine, games. The site also offers media-competence tests for two age groups.

In 2023 Magyar Telekom's digital responsibility programmes reached more than 2 million people nationwide.

PROTECTING CHILDREN IN THE DIGITAL WORLD

Magyar Telekom is committed to supporting the safe consumption of content by children and their parents. It aims to ensure that all children and minors have access to the information they need in an enjoyable and safe environment. Magyar Telekom's Child Protection website helps children and their parents to prepare themselves for the threats of using digital interfaces by providing verified content, advice and education for children.

Be safe while browsing the net!

Magyar Telekom firmly believes that all children have the right to benefit from the achievements of technology, to use the opportunities of digitalisation to live a better life, develop and succeed. Its aim is to ensure that children have the widest possible access to information, freedom of expression, privacy and equal treatment, at the same time it feels responsible for ensuring that they do so safely, behave appropriately online and do not become victims in any way.

What does Magyar Telekom do?

It ensures all children have access to technology and a safe, age-appropriate online environment to minimise risks.

- In the shops, Mobile Professors provide technical assistance in setting up security features and installing content restriction software on the devices.
- The company sells devices with default high privacy settings.
- It keeps children's rights in mind when designing, developing and implementing products and services.
- It also provides parents with an easy-to-follow, illustrated guide to the security settings of the devices (phone, tablet, PC/laptop) used by children on the website tudatosdigitalis.hu.

It shares educational material on its online platforms to promote safe internet use and quality online content consumption .

- The company regularly participates in centrally organised programmes aimed at creating a safe environment and promoting digital literacy (e.g. Digital Theme Week).
- It supports parents in keeping their children safe online through the Hello Parent platform, including the distribution of educational materials.
- It provides educational materials for home and school use (e.g. AwareNessi publications, child protection e-learning)