



4.

CUSTOMER RELATIONS

4.1.	Customer satisfaction	35
4.2.	Involvement of our customers	37
4.3.	Informing our customers	39



KATALIN MÉRY
CUSTOMER SERVICE
DIRECTOR,
MAGYAR TELEKOM

Our customers can contact us through numerous channels and for us the most important thing is to give quality customer experience through our services, wherever we are. This can be facilitated through online and sustainable communication channels that are very popular among young generations. It is our common interest to direct the majority of our transactions into these channels through internal and external education because this way our customers can contact us comfortably, from their homes, without queuing in shops. We devote significant resources to automate simple processes that do not require human intervention and to provide detailed information to our customers on their use. Several of our efforts prove our commitment, such as digital document management and the increasing proportion of teleworking. When selecting our partners we take into account whether their sustainability values fit into that of Telekom.

The key of quality services lies in becoming an online company and this is proven by the popularity of the chat service that develops exponentially. The same applies to our Facebook site which is already an organic part of our customer services. The entire range of potential questions appear here and our answers are read by tens of thousands of users.

The most important thing that may serve as a competitive edge in the long run is quality customer services through all channels. We cannot emphasize enough that quality is the key to the long-term success of our company, therefore we are committed to sustainable development at customer service level as well.

where actions are needed to improve quality against earlier own performance or even against the standard of competitors.

The survey is conducted by eliciting answers via telephone and personally, in the form of standard interviews, encompassing samples of a justifiable size, composition and weights. The content of the survey questions substantially remains the same from year to year, to ensure tracing changes over time, but the methodology and the structure of the sample is reviewed and updated from time to time, due to the changing expectations of the Company (group), as well as the changes of the product structure and the market.

Residential customers

Based on the customers' perception Telekom's performance in 2015 is in line with the industry's European benchmark.

Satisfaction with the operators is very balanced in the mobile market and there is no significant difference between the service providers, however, in general, the satisfaction

rate of postpaid customers is slightly better than that of prepaid customers.

Looking at the individual elements of the service one may see that Telekom's main strengths are the general network elements and coverage, new product propositions, emotional attachment to the brand and the loyalty program. Telekom's further strength in comparison to its competitors is the handset portfolio and the handset upgrade options. Compared to 2014 Telekom had a better perception in the area of billing.

The satisfaction figures of the mobile and the fixed services approximated and equaled in 2013 whereas in 2014/2015 the perception of fixed services was slightly better than that of the mobile market. The results of the fixed market have shown a slight growth in recent years.

Similarly to the mobile market certain operators' results are close to each other in this field too and they generally provide high quality services.

In 2015 Telekom's average annual performance was close to the top 10% of the European benchmark.

The principal strengths of Telekom include the entirety of the product and service portfolio and their permanently renewing choice, as well as wide network coverage. Further strengths include the information of customers, the expertise of the staff and the perception of the company's website. Similarly to the mobile market there is a very strong commitment and emotional attachment to the brand and the perception of the loyalty program is very strong too.

Business customers

The market of mobile services to businesses was stable in 2015 and the perception of the individual operators is almost identical.

Telekom's main strengths are related to the network and coverage, mobile internet as well as the perception of existing and new product

offers. The information of customers and the perception of the website – similarly to the residential market – as well as the customers' emotional attachment to Telekom is very strong too.

In the case of fixed line services in 2015 Telekom preserved and even improved its

favorable operator perception, compared to both itself and its competitors too.

Telekom is distinguished from its competitors mostly by its wide scope of product and service portfolio as well as their continuous renewal. Further strengths are the price-value ratio, billing, information of customers, exper-

tise of the customer service staff and the swift fulfillment of orders.

Similarly to the residential market the customers of the business mobile market also trust the company and look at Telekom as a reliable partner while there is a strong emotional commitment to the brand.



4.1 CUSTOMER SATISFACTION

Magyar Telekom conducts complex customer satisfaction measurements on a quarterly basis that include ongoing, detailed monitoring of the general satisfaction of customers as well as the perception of service elements that impact satisfaction (e.g. network quality, product choice, customer service etc.). The measurements can be related in terms of both their methodology and results separately to Magyar Telekom's fixed line and mobile customers, and also can be broken down to residential and business customers (even can be broken down to further, more targeted customer segments, when requested).

These surveys produce a composite index reflecting customer satisfaction that enables tracing and easy interpretation of the changes over time. Detailed analysis of service elements enables detecting current perception of factors impacting customer satisfaction, identifying the fields where Magyar Telekom delivers outstanding performance, according to the customers' judgment, too, and the fields

In addition to general satisfaction measurement, we also measure the satisfaction of our customers with the given customer service cases throughout the year in the framework of the Next Generation International Customer Contact Analysis (NG ICCA) research. The purpose of the survey is to monitor the quality of our customer care service as experienced by our customers and collect information about their satisfaction and experience with our customer service and self service channels.

The research is transaction based: we poll our customers within 24–48 hours of their customer care event. The research extends to the residential and business customer base as well.

Channels involved in the research:

- shop network
- connection and fault clearance of home services
- telephone helpdesk service for residential customers
- telephone helpdesk service for business customers

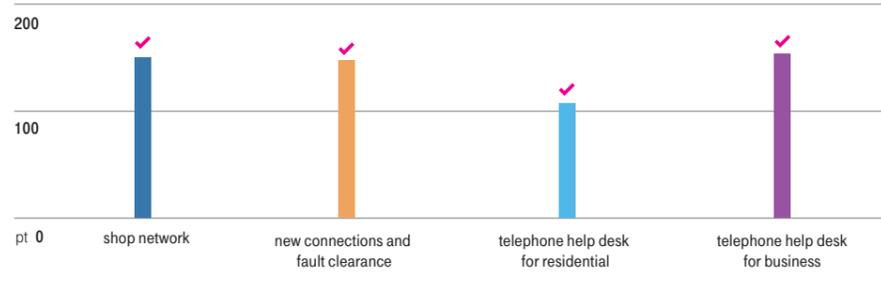
Besides general satisfaction another important indicator of the survey is the CES (Customer Effort Score). Based on the [Stop Trying to Delight Your Customers](#) study, published in the Harvard Business Review, in the case of transaction-based questions the loyalty of customers was very closely related to the degree of personal effort that they had to make when solving a problem. The CES can be measured on a five-grade scale by a single question: „How much effort does it take to solve the problem?“

Both the overall satisfaction and the CES indicators are measured in a scale from -200 to +200. The overall customer satisfaction, the CES indicator and the free text responses are continuously analyzed in their context thereby creating even more value both for our customers and the company.

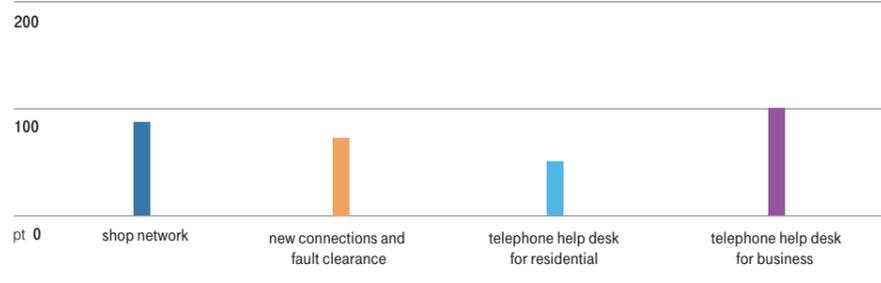
Y2015 general satisfaction results:

- Customers are generally more satisfied with the residential shop network, pursuing sales types of transactions, compared to the

OVERALL SATISFACTION INDICATOR IN 2015, BROKEN DOWN TO CHANNELS



CES INDICATOR IN 2015, BY CHANNELS



telephone helpdesk service that performs customer service types of transactions.

- Business customers give a higher score to dedicated customer care points than residential customers to bulk customer services.

T-Systems Hungary performs customer satisfaction measurements through multi-layer measurements.

Strategic satisfaction research

The annual satisfaction research is performed with the support of Magyar Telekom's Group Strategic Directorate and the involvement of an external partner. Within the survey we interview our customers' decision-makers.

Within the research we perform personal deep interviews and questionnaire based survey as well. In the questionnaire we ask questions

based on patterns from the entire customer base whereas during the deep interviews we select our biggest customers - on a weighted basis - from the respective customer segments. Both in the case of questionnaires and deep interviews the decision makers can give anonymous answers.

The annual satisfaction survey includes industrial benchmark questions too. In order to make a truly independent customer satisfaction survey the measurement and the evaluation is performed by our market research partner.

The results are processed in respect to the entire T-Systems company, service areas and other areas and are presented to the representatives of the relevant professional areas.

Contact person satisfaction research

In 2015 the formerly very complex customer

satisfaction-measurement methods (project, top200, top2000) were replaced by the contact person satisfaction survey.

The contact person satisfaction survey is performed at the end of each quarter among customers who used T-Systems' telephone or email based service deficiency reporting and administration processes. Within the frame of the survey we contacted our customers' contact persons who turned to the Corporate customer support department or the T-Systems Service Desk with fault reports or complaints.

Enterprise customer support unit (VÜK)

We measure our customers' satisfaction with the activities of the business customer support area on a monthly basis. Within the frame of the measurement any customer can be interviewed who contacted the Call Center within the given period. When interviewing customers we also take into account whether the given customer has a dedicated contact person and whether the contact person agreed to contacting the customer for the purpose of the survey.

Customer satisfaction is measured with a questionnaire prepared on the basis of the ICCA methodology.

ICCA TARGET VALUE IN 2015:	ICCA RESULTS IN 2015
CC: 115	CC: 117.4
Dedicated: 145	Dedicated: 168.02
Field-visit staff: 165	Field-visit staff: 192.63
Aggregated result: 141.6 points	

Measurement of customer satisfaction with the management of fault reports

The emails sent my T-Systems' Service Desk notifying customers that their problem is resolved contain customized links to the questionnaire. The answers of customers are monitored and processed every day by a dedicated manager. If it is justified so the manager may initiate immediate investigation or measures.

We review the answers and evaluation of our services by our customers on a weekly basis and initiate actions or further measures to improve customer satisfaction.

At [Crnogoski Telekom](#) we measure customer satisfaction with the TRI*M and the NGICCA methods.

- 1) TRI*M T-Com and TRI*M for T-Mobile are measured quarterly, in the form of phone interviews. The telephone interviews and the processing of data are performed by an independent research agency both in the case of mid-, and long-term measurements.

The annual average composite index of the residential segment (comprised from the proportionately weighted fixed line and mobile indices) was reduced from 70 to 64.5 on a yearly basis.

In the case of the business segment the annual average index was reduced from 61.5 to 56.8.

The market satisfaction rate in the mobile segment decreased in general (including competitors) which is mainly attributable to the general economic situation and the increased price sensitivity of the customer base. The most complex CT project in 2015 was the implementation of the new billing and CRM system. The problems related to the implementation of the system influenced the fourth quarter's mobile and fixed line results. The freeze of the system from March until December hindered the introduction of new products.

- 2) The Next Generation ICCA-program is being implemented across DTAG NatCos with the goal of obtaining more accurate and timely assessment of the customer experience and customer satisfaction with the specific NatCo touchpoints (Customer Service, Sales, TCS, Self Service).

Customers are surveyed once in 90 days through sms and IVR based surveys.

Based on the YoY trend the ICCA points of TCS, the shops and the self-service shops improved and CS stabilized its results.

Upon the IVR update (we offer more automated options for non-value added transactions) the satisfaction rate decreased both in the case of the CS and self servicing because the customers were used to being served by an operator. We introduced the system of calling back dissatisfied customers by the managers of the call center in order to improve customer satisfaction with the channel.

It is our prime objective to provide unimpaired quality services through solutions and developments that are based on our customers' feedback and needs and thereby make the "I'm a Telekom customer" experience sustainable in all phases of customer contacts. We believe that besides fulfilling our objectives it is also very important to provide customer experience that is unparalleled by other operators.

Our approach is that complaints are such useful signals from our customers, which help us identify the process and other deficiencies therefore we deem it especially important to hear our customers' voice, be it a complaint or an expression of their opinion and find those areas that need to be improved to increase our customers' satisfaction with Magyar Telekom's services.

In recent years we experienced an increasing demand to enhance customer experience in the field of complaint management and customer satisfaction. That is why we strive to apply complaint management solutions that resolve all problems of our customers and by way of providing a customized, high quality and comforting solution we turn the complaint into customer experience.

4.2 INVOLVEMENT OF OUR CUSTOMERS

Digital bridge

Within the frame of the Digital Bridge in Small Settlements program almost 5000 persons attended Magyar Telekom volunteers' lectures in 198 small settlements accompanied by famous Hungarian media personalities, like Péter Novák, Levente Harsányi or Péter Galambos.

Further information on Digital Bridge in Small Settlements program is in 2.1 Closing the digital divide chapter.

Earth Hour

The **Earth Hour** worldwide voluntary community event was organized on March 28, 2015, from 08.30 pm to 09.30 pm. In 162 countries around the world, including Hungary, many people joined the initiative - which was simply to turn off the lights for an hour. In Hungary 10 Telekom shops took part in the effort and used candles instead of electric energy for lighting and projected Earth Hour material on displays in the company's shops.

hello holnap! mobile application

The application made its debut on the Sustainability Day in 2014 and by the end of 2015 it was downloaded almost 7500 times. Based on the ratings of various software stores the hello holnap! application is rated as one of the best Telekom apps.

Users may collect points through the application that can be exchanged into money then donated to non-profit organizations available in the application.

The first donation period of the hello holnap! application was closed on April 22, 2015. Users collected a total of 6135 points and donated 1132 points, i.e. 113,200 HUF to the beneficiaries. The donation period was restarted on June 12 with the involvement of new NGOs.

Vivicittá

The 30th jubilee run was extended into a 2-day event. The Vivicittá attracts tens of thousands of people as all family members may find a challenge corresponding to their actual level of fitness: Vivicittá (10 km), Midicittá (7 km), Minicittá and walking (2.5 km), 3-member relay (3x2 km), Family Run (700 m) and half-marathon (21 km) that requires serious training and preparation. At the two-day running event Telekom welcomed children with a smart digital playground where, together with their parents, they could try the latest smart devices of the company, solve digital challenges, familiarize with skill development applications and play with various logic games.

The Sustainability Media Club (FMK) also joined the initiative and several members of the editorial panel completed various distances to call attention to the importance of preserving the physical and mental health of our children while popularizing running as a sport.



The Telekom Vivicittá Run for the City event visited two more Hungarian cities, Nyíregyháza and Pécs, where runners could complete a 2.8 km long course in the nicest parts of the two cities.

hello holnap! points at the Vivicittá Run for the City!

Both the cheering spectators and runners could collect 5 hello holnap! points at the event, while participants of the special Suhanj! run could collect 5 extra points if supported the runners of the civilian organizations.

The biggest community garden of the capital was opened in Telekom's property

The biggest community garden of Budapest was opened on May 27 by Katalin Szomolányi, head of the Corporate Sustainability Center, Sándor Finta, Chief Architect of Budapest and Monika Kertész, trustee of the Contemporary Architecture Center (KÉK). The 2600 square meters, formerly unused Telekom property is located in the corner of Soroksári and Határ street in Budapest. Local residents may grow vegetables, fruits, herbs, spices in the fields with the professional support of KÉK. There are approximately 100 fields in the **Kerthatár Community Garden** out of which 60 was already occupied at the time of the opening thus several families, approximately 150 people, could start growing their own vegetables here.

Besides the Kerthatár Community Garden two more Telekom properties give home to other community gardens in the **Csárdás Garden** and the **Kékvirág Community Garden**.



GÁBOR PENDERT
COMMUNICATION
SENIOR MANAGER,
MAGYAR TELEKOM

Telekom Vivicittá City Run – the first running event of the year. The Vivicittá was organized for the 30th time in 2015! All runners were preparing for it. And not only runners, but all those who like sports as well.

Magyar Telekom has been a naming sponsor of the event for almost 20 years. We helped its development and worked together with the organizers to make it the biggest mass sport event in Hungary. We did it because sustainability, environment protection and the health of city dwellers are important for us alike. And last, but not least, the event adds to the value of the Telekom brand. As the project manager of the Telekom Vivicittá run I'm always excited as I start working on it each year. As there are numerous challenges in this work, more than 10 departments help me year by year and I still see the same enthusiasm on their faces. Who would not like to work for a good cause, that brings happiness to tens of thousands of people?

In 2015, the year of the 30th event, we built our efforts on a 360 degree communication campaign. As part of the campaign runners could buy 30 types of smart accessories (smart watch, cell phone armband, sport earphone, etc.) for 30 days at 30% discount with which they could measure their performance and make sports an even more pleasant experience. We set up Vivicittá corners in 7 Telekom shops across the country where customers could try all these products. After several years of suspension we again organized the event in the countryside too: there were several thousands of runners in Nyíregyháza and Pécs. We built Smart Digital playgrounds in the start area where we educated participants on the safe and conscientious use of

the internet, familiarized parents with content filtering software and presented skill development applications. The members of the Sustainability Media Club helped us to promote internet security by calling their readers' attention to this topic in their articles, reports published in connection with the Telekom Vivicittá run. We further developed and built new functions into our own "Running Mate" application which is the only Hungarian language application that helps to prepare exercise plans and register runners' results. Users can collect hello holnap! points with the application that can be donated to any of the NGOs listed in the Running Mate app. We encouraged runners to train for the event through our social media sites with motivation videos, posts of Hungarian sportsmen while we followed a family with three children how they prepare for the event. As a result of our internal communication efforts almost 1500 employees and their family members took part in the run. We managed to significantly increase nationwide awareness on the Telekom Vivicittá run and researches prove that this efforts has a positive impact on the Telekom brand as well.

The greatest experience for me is to see the excited faces waiting for the start of the race, lining up hundreds of meters long, cheering, encouraging each other – or themselves. No matter if one goes for the half-marathon, the 7 km or 10 km distance, we have a common goal: to overcome the distance and prove the strength of willpower. My objective, as a runner, is the same and somehow I always manage to perform better among several thousands of other runners at the Telekom Vivicittá. Running is joy and I'm proud to take part in the organization of the Telekom Vivicittá run.



Sustainability panel discussion and DELFIN Award

In 2015 any Hungarian enterprise could apply for the DELFIN Award (Award for a Committed, Sustainable and Innovative Generation), established in 2008, with already implemented projects or operating programs. Further information on DELFIN Award and Sustainability panel discussion is in Stakeholders chapter.

The Sustainability Day 8's earth ball was exhibited in Sopron and Velence!

Festivalgoers of the VOLT and EFFOTT festivals were given some insight into the Sustainability Day's atmosphere. Simon Szabó, screenwriter and film director "threw" the earth ball into the partying crowd that was enthusiastically holding up planet "Earth" in their caring hands.

MAGENTAXI - success story in Kapolcs

The 25th Kapolcs Festival offered outstanding programs to visitors who are open to new cultural impulses. One could "recharge his batteries" by visiting the programs organized in Kapolcs, Taliándörögd and Vigántpetend: there were concerts, theatrical performances, discussions, films, tale telling, yoga, handicraft sessions and many other programs. Telekom supported the event with network coverage which was quite a challenge in the undulating terrain.

There were not only technological challenges, as it was not easy to travel to and from the three villages. The traffic was so heavy that it was quite a challenge even to cross the road on foot and the cars were recognizably polluting the air. This is where Telekom came into the picture: between July 30 to August 2

the company offered free electric car rides to the visitors of the festival between the villages. In return of the lift the company only requested passengers to tell their ideas on sustainability to an actor from the Momentán theatre.

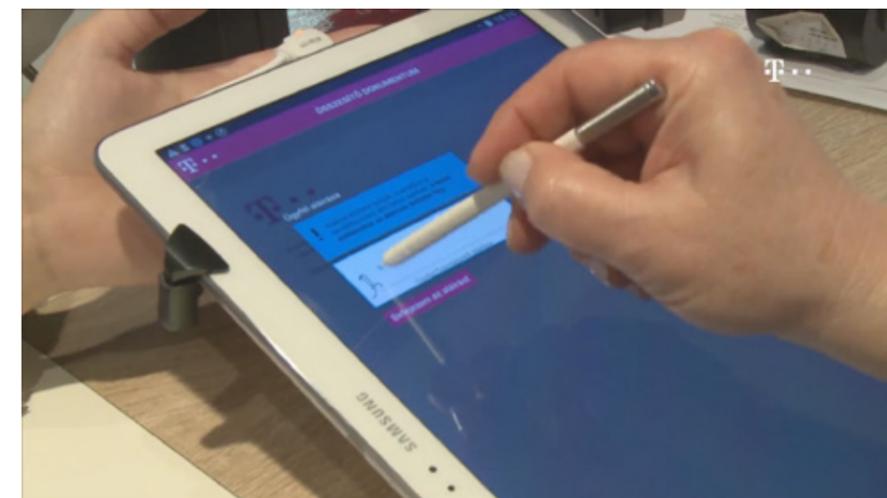
Telekom's green cars were a tremendous success. During the entire festival the cars were used at full capacity and everybody was enthusiastic about the noiselessly rolling vehicles. When talking with the festivalgoers about sustainability it turned out that they are much aware of the topic and some of them consciously lead a sustainable lifestyle.



MAGENTAXI at Kapolcs Festival

Electronic customer service with e-signature!

Printed documents are now replaced by electronic docs: customers may electronically sign documents in Telekom shops. Shops manage almost half million transactions per month and print almost 3 million pages. In order to reduce costs and simplify processes the company reorganized the shops' operation. By the end of 2016 Telekom transformed 100% of its customer service activities into electronic processes, the first step of which was the implementation of e-signature on tablets. The objective is to reduce the amount of printed documents as well as printing, archiving and storage costs to a minimum thereby accelerating and automating document management and administration processes.



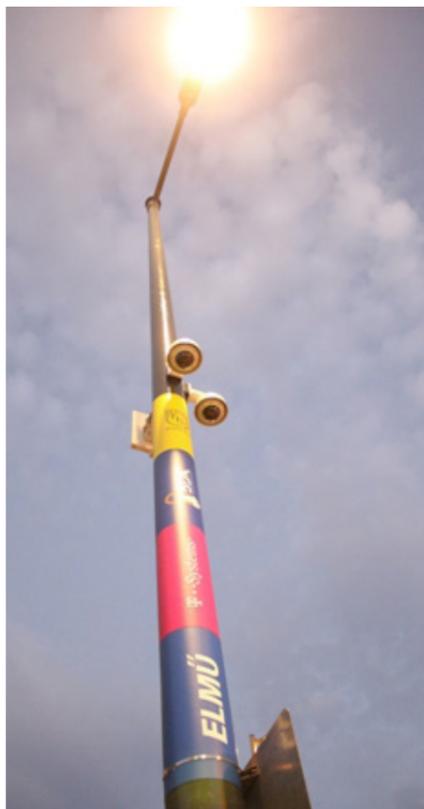
E-signature in Telekom shops

Closer to paperless operation - Telekom implemented the electronic General Contract Conditions (GCC)!

Upon the implementation of electronic signature, at the beginning of November, the company started to deliver the e-GCC tablets to its shops to replace the printed version of the General Contract Conditions. Upon changes of the document the tablets are automatically updated and thanks to the online operation almost one ton of paper and printing costs can be saved per year, also, the document is now accessible for people with physical disabilities too.



Electronic General Contract Conditions (GCC)



Intelligent public lighting pole

The first smart street lighting pole has been installed in Budapest

As a result of the joint development by ELMŰ-ÉMÁSZ and T-Systems Hungary the first smart public lighting pole has been installed in Budapest on November 12, integrating several IT devices and solutions as part of the Smart City concept.

The first intelligent lighting pole joins five systems and functions. The smart electric car charger, built on the ELMŰ Budapest Electric-

ity Works' infrastructure, supplies 22 kW (3x32 A) energy and is compatible with the company group's e-kWh application. It is important to note that this is the first case when an electric car charger is installed in a public lighting pole in Hungary, that can be used 24 hours per day. The device also offers free Wi-Fi connection that can serve 200 users simultaneously in a 180-meter radius circle. The pole is also equipped with a security camera and a panic button connected to the city surveillance camera system and the police to enhance the safety of residents and passers by. The lighting is provided by modern and energy efficient LED light sources.

The intelligent lighting pole has a modular structure thus further system components can also be integrated into the device.

Carbon neutrality

Magyar Telekom Group (including foreign subsidiaries, Makedonski Telekom and Crnogorski Telekom) is the first Hungarian company, and is among the first European leading telecommunication operators that has become entirely carbon neutral.

One of the biggest challenges of our age is climate change which is mainly attributable to carbon dioxide emission. Telekom recognized the importance of climate protection back in the 90s and now it is an integral part of the company's day-to-day operation. In line with the Sustainability Strategy and implementing innovative solutions the company continuously decreased its energy consumption and increased its energy efficiency.

By modernizing the network and data centers and increasing the proportion of hybrid and electric cars in its vehicle pool the company

applies more and more efficient tools and solutions. Several telco infrastructures are supplied with wind and/or solar energy sources and the company gives priority to purchasing sustainable info-communication products and services. Two priority projects contributed to the achievement of carbon neutral operation. Telekom Group purchases its electric energy consumption from 100% renewable energy sources and the company's emission from fossil energy has been neutralized with the support of green projects.

Support of talented hard-of-hearing young people

Upon the initiative of the Hearing Fund the joint effort of Belsound, selling Beltone hearing aid equipment, Samsung Electronics, Telekom and Auditus.Net helped hard-of-hearing young people to successfully attend higher education institutions with a donation of 10 million HUF. As a result of the joint effort 5 young persons were given aid in 2015. The internet access of the devices was provided by Magyar Telekom while the hearing aid device was provided by Belsound and Samsung.

Similarly to previous years, in March 2015, Crnogorski Telekom participated in the Earth Hour and Earth Day global campaigns with the aim of raising awareness about climate change issues. The company invited customers through mobile broadcast to support the campaign and raise awareness of importance of environmental protection. Crnogorski Telekom is constantly promoting usage of sustainable solutions among its customers and employees, e.g. promoting e-mail bills, online registration, etc. instead of using printed forms, documents.

4.3 INFORMING OUR CUSTOMERS

Magyar Telekom Group is making ongoing efforts to simplify its propositions as much as possible and to make them available to the widest possible scope of customers.

You can read more about the services and tariff packages of Magyar Telekom Plc.'s business units on the below websites:

<https://www.telekom.hu/lakossagi/english>
<https://www.telekom.hu/lakossagi/english/plans/mobile>
<http://www.telekom.hu/uzleti/main>

Information about the services of our most important member companies is available here:

- **T-Systems:**
<http://www.t-systems.hu/home-page>
- **Kitchen Budapest:**
<http://www.kitchenbudapest.hu/en/kibu/projects/>
- **KalászNet:**
<http://www.kalasznet.hu/>
- **Makedonski Telekom:**
<https://www.telekom.mk/>
- **Crnogorski Telekom:**
<http://www.telekom.me/private-users.nspk>

Customers can inquire about Telekom tariff packages and services or even request modifications 24 hours a day through the consumer customer service call center, which can be called free of charge from Telekom's Hungarian mobile network at 1430 or the 1777 (Domino center) number in case



LEVENTE LÉGRÁDY
CUSTOMER SERVICE
CONTACT CENTER
REPRESENTATIVE,
MAGYAR TELEKOM

I started my career at Telekom at the beginning of 2013. First I worked as the member of the General incoming call center team and I took calls wearing a headset. After that came the Video Call Center project where I experienced truly interactive discussions with customers because in this position we talked face to face through a webcam. From this position I was transferred my current workplace, to the Online channels team, where we communicate with customers through chat. Based on our customers' feedback it works great!

In the meantime I saw an internal opportunity to apply for a Mobile Scientist blogger position. I instantly submitted my application together with my first draft articles that have been followed by many more by now. It is an interesting work, mainly for me, and it feels as if it was

Christmas every day because we are the first to test the latest devices and applications. I could even try HTC's Vive VR helmet and could look around in the virtual world. While I'm writing this I'm preparing for the Smart Mobile 2016 conference. We share our insight in Telekom's Facebook and Twitter site where we already have our own reader community with whom we are in continuous contact. I do love this work because while quenching my thirst for new technologies I also develop professionally. Thanks to our blog posts Telekom's customers do not only receive dry technical data on their phones but also receive detailed explanation on their features too.

they hold top-up card.

We have made Telekom website more user-friendly, among others through highlighting search keywords and developing the webshop service to enable quick, simple purchase. The services are available on the following website: <https://www.telekom.hu/lakossagi/english/plans>.

The integrated servicing of T-Systems customers is provided through the 1400 telephone number and the TS_ugyfelkapcsolat@t-systems.hu e-mail address.

Magyar Telekom considers it top priority to communicate its advertisements to the existing and prospective consumers in compliance with the relevant regulations. We do everything to ensure that our advertisements carry our proposals accurately and clearly, excluding any deception. In view of the above, com-

pliance with the consumer protection and GVH (Competition Office) guidelines, and checking regulatory compliance are important requirements of the work processes of producing advertisements. We convey our proposals to everyone by using the greatest number of communication tools possible and with maximum exploitation of the possibilities offered by the given advertisement carrier. In this way we provide everyone the possibility of gaining all-around information and also the option to make well-considered and responsible decision.