6. SOCIAL ENGAGEMENT

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Support strategy
Magyar Telekom manages the selection and implementation of its social engagement activities at a strategic level. These activities are performed in line with centrally regulated and audited processes in consideration of the latest social, environmental, and economic developments.

The focus of the biennial sponsoring efforts of the company have been shifted into an integrated scheme that focuses on the support of projects that are closely aligned with the company’s profile as well as the leveraging of synergies and targeted sponsoring activities.

The Company sponsors various areas, among others professional and amateur sports, music – especially pop music festivals – professional events and social efforts.

Magyar Telekom is convinced that its long-term success depends on the company’s engagement in social matters, its openness to social needs and problems as well as the quality of its sensitivity to these topics. Besides, Magyar Telekom strives to make its social engagement and support activities an awareness-raising oriented activity, so from the very start it pays distinguished attention to the communication of its support program and the involvement and activation of its customers and employees.

It is important for Magyar Telekom to harmonize its sponsoring and donation activity with other elements of its sustainability activity. This also means that we do not only provide financial support but other types of assistance, too, and seek to aid the realization of the projects with our core activity info-communication solutions and support socially important matters with our own initiatives.

Since 2013, in line with the senior management’s decision and the corporate strategy, Magyar Telekom connects its sponsoring and donation efforts to its core activity, i.e. emphasizes programs that improve digital competences thereby creating a basis for the society to leverage the opportunities offered by the latest technologies. The Become an IT expert! program, established in 2016, is the company’s IT career orientation program for young students while joining Deutsche Telekom, the parent company’s Teachtoday initiative, Magyar Telekom conveys useful knowledge to children, their parents and teachers on the conscious use of media.

Parallel to this the Company gives high priority to supporting social issues in areas where the company has an impact and where solutions can be approached from a new angle with the use of technology. An example for this is the company’s strategic partnership with the Autistic Art Foundation whereby Magyar Telekom supports homes for autistic people with digital devices and helps organizing their development workshops, helping to elaborate methodologies and promoting the widespread use of electronic devices.

6.1 COMMUNITY INVESTMENTS
Development of communities, consciousness forming
As a responsible corporation, we believe that we are not only here to provide services to our customers but also to educate them on the safe and responsible use of internet. Along these efforts we aim to close the digital divide in Hungary, because we firmly believe that digital solutions can bring us closer to achieving our goals.

Since November, 2017, the Deutsche Telekom’s Teachtoday initiative is available with the objective to foster the safe and conscious use of the internet and to disseminate online education content to a broad audience. Teachtoday was established in 2008 upon the European Union’s initiative, under the patronage of Viviane Reding, then member of the European Commission, within the frame of the European Schoolnet (EUN) program and was implemented by numerous leading European internet, mobile telephone and telecommunication operators. In the spring of 2014 the Teachtoday initiative was taken over by Deutsche Telekom AG and since then the program has been maintained by the company. The content on the Teachtoday website is aligned to situations that we experience in our everyday lives; explaining how young generations use the internet, while taking into account potential differences in various needs and living conditions. The online interface offers practical tips and solutions to parents and children alike on topics like data protection, big data, social networks, use of mobile phones or popular applications. Teachtoday helps the work of teachers with ready-made modules that can be immediately incorporated into the digital curriculum as well as best practices and examples.

Interns’ involvement – 1 hour of charitable educational work every half year
Members of Generation NOW are aware of the multiple possibilities offered by digitization. They are resourceful, ready to adapt, they are ready to take action and lead the change. They are unstoppable, because they firmly believe in technology.

Magyar Telekom Group’s Sustainability Strategy and Brand Purpose both set the educational goal that we access 1 million people and increase awareness by means of digital and/or responsibility messages by the end of 2020. The effort encom- passes the development of digital competences, industrial suc- cession pool programs, as well as education/inspiration. The latter means of idea-transmission unleashes the potentials of digitization through inspirational story telling.

By engaging its interns, Magyar Telekom further increased the number of people directly reached by and channelled into the educational initiatives in 2018. The purpose of the “Charitable Educational Activity” program online is that with the help of our interns, we enable an even greater number of people to realize their potentials and opportunities in the context of NOW. The range of potential educational activities includes monothematic classroom lessons in primary and high-schools, digital education workshops for groups of pensioners, volunteer work at the Sustainability Day festival conference, Mobile Professor work at Tel- ekom shops and the compilation of educational articles, content and presentations. In 2018, 87 interns took part in the program, reaching 1044 people with their educational work.

Become an IT expert! – career orientation program
With Become an IT expert! program, Magyar Telekom and T-Systems Hungary has developed a concept that is in line with the Hungarian government’s objectives to advance the digital skills. The program provides career guidance and contributes to the promotion of professional career development within the IT sector with the objective to mitigate the shortage of IT experts in the Hungarian and European labor market.

The most important objective of the program is to rely on the collective knowledge accumulated in the company and our volun- teer spirit, and show children who soon need to choose a career what opportunities are offered by the IT profession. An inherent part of the Become an IT expert! program is the website developed for this purpose, where visitors can get useful tips relevant to the profession, IT competitions and internship positions, as well as the Become an IT expert! Facebook page, where we provide continuously updated information on technological novel- ities impacting our digital future.

Since the launch of the Become an IT expert! program, our vol- unteers have accessed more than 28 000 kids. Here are some figures describing the program’s achievements:

- 28 304 students accessed
- 673 presentations at schools
- 58 settlements across the country
- 382 participating schools

The Become an IT expert! program won a Silver EFFIE in 2018 in the “Long-term Efficiency” category (min. 3 years out- standing performance relevant to one specific product/service).

In 2018 the Become an IT expert! program went a step further when Telekom - T-Systems announced a competition for high school students under the name of Become a Creative Mind game, which aims to promote not only IT, but the wider range of educational opportunities inherent in digital devices.

In the race, teams of high-school students and mentor teachers competed against each other testing their knowledge and crea- tivity. The most important goal of the project was to demonstrate how digital solutions can make it exciting, engaging and enter- taining to transfer knowledge in specific subject matters.

The teams had to solve problems in four subjects, Instatör, Pris- maraj, Slowomőkérő and Excelfox, using digital devices and applications available to them. The history problem (Instatör) aimed to extend their knowledge about their locality and they were asked to use Instagram. The drawing exercise (Prismaraj) was aimed at providing them more extensive knowledge on the history of arts. The chemistry task (Slowomőkérő) was to shoot slow motion footage of an experiment, and the IT subject (Excel- fox) was designed to give them deeper insight into the use of Excel, as applied to organizing a soccer championship. Those competing for the audience award had to compile a video about their own schools.

Perhaps the most important lesson learned by the game was that it is worth taking a different approach to school subject: 80% of the teachers who had accompanied the students as mentors, and responded to questionnaires about their expe- rience said that the students had been a lot more motivated throughout the game than usually about traditional exercises. Several teachers underlined that the exercises encouraged the students to engage in teamwork, and that the students often spent their free time on implementing their ideas.

A total of 183 schools had signed up for the competition, and in the end, 86 teams, the same number of mentor teachers and 344 students from 70 towns took part. The chemistry exercise mobilized 100 students, who shot slow motion footage of an experiment. A total of 30 teams completed the audience award task, and close to 9000 people cast their votes on their favorite videos. Seventy-five percent of the teachers responding to the
Autistic boy’s dream comes true

Levente Tóth is an 8.5-year-old boy who lives with autism. On November 16, 2018 he was invited to Magyar Telekom Group’s headquarters to receive a gift, which is a FUTÁR passenger information system customized to his specific needs by experts of T-Systems and the Budapest Public Transportation Center, who put 20 hours into its development.

The mother of the boy had asked for help on Facebook, explaining that his son really loved the FUTÁR system, and had actually learned to ride public transportation without anxiety by using the system. T-Systems heard the mother’s request. The gift is made up of two separate parts: one is a screen that shows what passengers see, the other is the touchscreen device drivers use.

Levi can use his personal PIN code to access any bus or tram lines in Budap-
set, open and close the doors at the touch of a button, speed up or slow down his imaginary vehicle, and keep track of how he is doing compared to the official timetable. He can also play the pre-recorded passenger info mes-
Sustainability Media Club organized a cookie fair under the name of “It is good to give! Cookie Campaign” as part of the International Volunteer Day events. In the framework of the event, hundreds of volunteer colleagues and members of the Media Club offered for sale their cookies at 9 locations at Tel-

The strategic partnership cooperation between Magyar Tele-

In 2018 we provided discount priced fixed line telephone and internet services to 31 organizations for 12 months in the value of HUF 5.2 million. Applications can be submitted for the CivilNET tariff package to public benefit organizations selected through applications.

In 2009 – responding to the demands of the NGOs - Magyar Tel-
ekom extended its Civil Tariff Package service to Internet access as well, by launching its CivNet tariff package, which provides Internet access service without connection fee and monthly fee to public benefit organizations selected through applications. Applications can be submitted for the CivNET tariff package along with the Civil tariff package.

In 2018 we provided discount priced fixed line telephone and internet services to 31 organizations for 12 months in the value of HUF 4 million.
6.2 OUR EMPLOYEES AND SOCIAL ENGAGEMENT

What volunteering means to us?

Being a digital company, we consider it one of our primary goals to spread digital optimism, and to ensure that anybody is able to seize the unlimited range of opportunities offered by the digital world. we provide the knowledge one can build upon and enjoy the community experience inherent in it.

At the same time, we know that many need support and guidance in that. Our goal is to make sure that they get that help from Telekom colleagues who navigate this field in full competence and are happy to volunteer to share their experience with those who wish to learn.

“It was a great experience to work with the kids, and to test my abilities in a new, challenging task and role!”

“I had had my reservations about digital education before, I just wanted to give it a try, and find it very useful, so I went for it. It turned out to be a very positive surprise. The kids were so cool, and they were really interested in the subject. We could also possibly solve the problem at hand.”

“We also learned and received a lot from them, not only gave to them. It was a great feeling to be the Telekom-person who helps others. We were very much needed there.”

These and similar feedback from our colleagues justify that our workforce in 11,988 hours. With these, Magyar Telekom volunteers contributed more than 1,059

Close to 1,000 employees of the Group attended the countrywide volunteer event organized by Magyar Telekom and T-Systems Hungary. They put in more than 5,000 hours at 25 locations, renewing public grounds and facilities, as well as conducting digital education. Relying upon the collective knowledge that exists within the company and the employees’ experience, the volunteers held interactive presentations to more than 2,000 pupils aged 10-14 of 13 schools in four topics: social media and personal brand, internet security, vocational orientation aimed at IT jobs and professions of the future.

As part of the traditional types of volunteer efforts organized in Budapest and its vicinity, colleagues cleaned up the yards of the Heim Pál Pediatric Hospital and the Túzoltó Street Pediatric Hospital, among others, as well as painted the walls of the gym located in the latter. The Normafa and Széchenyi Hegy stations of the Hungarian State Railway Children’s Railway, as well as 18 kennels of Ebremény Association’s Strázsa Dog Shelter were also cleaned up and renewed in their appearance. Efforts to push back invasive species of plants that spread to the detriment of native ones and to restore the original environment took place at several nature reserves simultaneously. In the countryside regions, volunteers built walls, painted benches and cleaned up gardens in three boarding homes, located at Kozáromány, Szakál and Miskolc, supported by the company’s strategic partner, Autistic Art Foundation, among other efforts. And at Szeged, they held action workshops for the customer service staff, the shops’ staff and our customers’ convenience at the busiest peak times. In 2018 there were two other popular forms of volunteer activities that help Magyar Telekom has been a key supporter of the “Vivicitta” city run since its beginning. In 2018 as many as 1,100 colleagues worked, helped and completed the run to make the event as popular and successful as in previous years. Besides offering the entry fee to charities our company’s volunteers helped to organize the event, too. Our charity runner team undertook to raise awareness for people living with autism. The company collected donations for people living with autism at Vivicitta race, in 2018 too. Out of the donations collected among the colleagues, committed by them at the time of their entry into the race, more than HUF 900,000 went to the maintenance budget of the boarding homes maintained by Autistic Art Foundation.

The volunteers were not only active in the international event but also supported the company’s internal events, like the “Move Telekom” sport day and helped to make it an entertaining and relaxing event.

The traditional “It is good to give!” cookie campaign was organized in December at 9 sites of the company. Our volunteers offered homemade cookies, organization work, donations and raised HUF 1.2 million donation that was offered to improve the living conditions of people living with autism.

There are other popular forms of volunteer activities that help the customer service staff, the shops’ staff and our customers’ convenience at the busiest peak times. In 2018 there were two occasions where colleagues working in various departments helped Telekom experts in the technical connection of customers to our network, fault clearance activities, to respond to calls center calls and to help the staff’s work in crowded shops.

In addition to the traditional activities, the Digital Education for Pensioners Program was launched as a new bottom-up initiative, in the framework of which, our enthusiastic colleagues provide personal support regarding internet security, smartphone and internet use to members of the elder generation, who can ask their questions and get immediate answers and solutions from the volunteers.

As a responsible large enterprise employing thousands of people, Magyar Telekom Group encourages its employees to assume active roles in society by organizing countrywide corporate volunteer day events each year. I am especially happy that our company’s volunteers helped to organize the event, too. Our charity runner team undertook to raise awareness for people living with autism. The company collected donations for people living with autism at Vivicita race, in 2018 too. Out of the donations collected among the colleagues, committed by them at the time of their entry into the race, more than HUF 900,000 went to the maintenance budget of the boarding homes maintained by Autistic Art Foundation.

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6.3 SPONSORSHIP

The goals of the Company Group’s sponsoring activities are the creation of experience and value for customers and business partners.

As one of the major sponsors in the country, the group has spent significant amounts in the past decades to support Hungarian sport and culture.

Magyar Telekom has been the committed supporter of the Hungarian sport life for decades and considers sport a cornerstone of its sponsoring strategy. The Company is proud to have contributed to many prominent international sport successes of several domestic sport branches and athletes outstanding as a sponsor. Part of its support was its sponsorship of the Hungarian team and the Hungarian Olympic Committee (HOC) in the 1996 Olympic Games in Atlanta, and later in Sydney, Athens, Beijing, London and Rio, too.

As a key sponsor of the paralympic movement, Telekom considers important providing equal chances to everyone, including the handicapped. As the main sponsor of the Hungarian Paralympic Team, Telekom will support the preparations in the next paralympic cycle.

As a further important element of its sports sponsorship strategy, in 2018 Telekom signed a renewed four-year agreement with the Ferencvárosi Torna Club, in the scope of which not only male but already the female football teams as well as men’s gymnastics, water polo, ice hockey and gymnastics sections are also prominently supported.

Since 2014, Telekom has been supporting the football succession training program of the Ferencvárosi Torna Club, in 2015, as the FTC’s prominent sponsor and under the new agreement, the FTC’s main sponsor of the adult male football team. The company also contributes to the club’s success as brand name sponsor of the sections FTC-Telekom Waterpolo, FTC-Telekom Ice Hockey, FTC-Telekom Women’s Football and FTC-Telekom Men’s Gymnastics. The agreement announced in 2018 fits into Telekom’s overall sponsorship strategy, and to the parent company’s international support system: as the country’s leading telecom provider, the company is helping the work of the most popular and successful players in domestic sports life. Part of its sponsorship, it prominently supports the FTC-Telekom Active Fans lifestyle change program, as well as a number of digital solutions such as 360-degree sports ground tracks, AR and VR activities or the E-fan program to make fans’ cheering experience even more exciting.

In addition to Telekom Electronic Beats’ impressive domestic media portfolio, in 2018 we also put much more emphasis on the representation of the local electronic music scene in the program. In 2018, its prominent domestic partner was Zagar, founded by Balázs Zságer, who is the forerunner of the Hungarian electronic music. We shared special contents through our online channels, (website, facebook, instagram, youtube channel, stream). Between September 13-15 the fresh-air house and techno fan club gathered at the Telekom Electronic Beats Festival in the Castle Bazaar, where there was a nighttime party with not only strong names from abroad, but there were also additional programs: at the beginning a special Pop-Up Hotel party at the top of the Rum Hotel, and then lifestyle market and boat party during the day added colour to the three days Festival.

Magyar Telekom is present as sponsor at the biggest Hungarian festivals: in 2018 we were present at the Telekom VOLT at Sopron and at the Sziget Festival in magenta colors. At the Effott Festival we provided WIFI, which was sponsored by T-Systems in 2018. Last year, at Telekom VOLT Festival and Sziget Festival, we encouraged visitors to leave their comfort zone! For to get acquainted and to party for concerts of bands that they may not have heard before. After connecting to their Spotify account at the site komfortzonankivul.hu, we have created them personalized music playlists for the music of the ensembles performing at the festivals.

Similarly to the reduction of our trucks’ mileage we successfully reduced the use of paper: the majority of our formerly printed documents (e.g. regulations, promotion material) were released in a digital form.