



# CORPORATE RESPONSIBILITY REPORT

## SLOVAK TELEKOM 2013



ZAŽÍME TO SPOLU

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## Illustration on the cover page:

During International Week of the Hearing-Impaired, we launched the Love Needs No Words campaign. In the spot advertisement, whose goal was to remind the public that the Hearing-Impaired share our world, hearing-impaired actors from the Silent Sparks Theatre appeared. The sign appearing on the screen expressed "I love you", which hearing-impaired people all over the world know and understand. This was why we used this sign to mark shops whose staff knows sign language, so the Hearing-Impaired would know where they could communicate in sign language.

# ADDRESS OF THE CEO

[1.1] Dear customers and shareholders, partners, dear colleagues,

At Slovak Telekom, corporate responsibility principles are an inherent part of the philosophy, strategy and everyday market operations. Acting responsibly and with respect is one of the five values that underline business as conducted by all firms and subsidiaries within the Deutsche Telekom Group.

Responsible business involves more than a handful of activities to help the community. It is in the core of what we do, a constituent of the Company's overall functioning. The presented report illustrates how we achieve a symbiosis of successful and responsible business in all spheres of our operations, be it the community where we operate, the employees for whom we create a motivating working environment, the customers (our top priority) or the vendors we select. Minimizing the negative impacts on the living environment is a natural and obvious process.

It is not enough for us just to do good things; we also want to initiate change. This is why we help by providing funds and also by creating our own projects. The personal engagement of my colleagues keeps growing: they suggest new projects and take part in them, and meet the people who benefit from our help. And here I refer to all my colleagues, not just those whose working agenda includes corporate responsibility activities. I am especially glad to see an increasing number of our employees becoming interested in and actively involved in philanthropic activities.

We have long endeavoured to take part in the global dialogue and the trend towards doing business responsibly, which are influencing changes for the better in society. We are one of six initiators behind the Fond pre transparentné Slovensko (Fund for Transparent Slovakia). We thus subscribed to the effort to systemically contribute to improving the business environment in Slovakia. It is important to us that ethical principles and transparency become an inherent part of both business and all of public life.

Part of our corporate responsibility strategy is to return to the community what we have "borrowed". The community gives companies the right to operate and in consequence we try to give back in a way characteristic for our business: through our products, services, financial contributions and our employees' knowledge. Our brand has now been associated with the Hearing-Impaired for twelve years. In the course of those years we have developed a unique and comprehensive system of assistance. We help them to start



their own businesses under a programme we publicise via the Endowment Fund Telekom. Our contribution is in both funding and expertise, without which their first business steps would be much more complicated. We help families with hearing-impaired children of pre-school age, organise free-of-charge courses of sign language for the public, and train our sales staff in sign language. We advise the general public of the Hearing-Impaired among us: for example via broadcasting special television spots with hearing-impaired artists during the International Week of the Hearing-Impaired.

Furthermore, we have a comprehensive solution to safeguard children using the internet. We deem it important to educate children from their early years in safe and responsible use of digital technologies. In cooperation with our partners, we teach them via games and experiential learning of what to beware of, and we provide parents with controlling and protective mechanisms in our own services. Together with the non-profit organisation eSlovensko, we successfully developed a cartoon series about safe internet use: OVCE.sk (Sheeplive.eu) in a version for hearing- and sight-impaired children. The series is gaining in popularity and is particularly successful abroad. If these actions are able to help children find their way in the virtual world, then our efforts make sense.

Details of activities aimed at the community and all our business stakeholders, as well as the environment, are described in this report. In addition to the text, you will also find attractive videos about the projects supported.

The Corporate Responsibility Report is not prepared every year just to list activities through which we make our contribution to the community. We consider it important to share our experience. I believe all the information in this report will be inspiring, and you too will become part of viewing the world differently.



Miroslav Majoroš  
Chairman of the board of directors and CEO

# REPORT PARAMETERS

**[3.1] Reporting period:** calendar year 2013

**[3.2] Date of last publication of Sustainable Development Report:** 2 July 2013

**[3.3] Reporting Cycle:** annually

**[3.4] Contact person for any questions regarding the report or its contents:**  
Dominika Dvoranová, [presscentrum@telekom.sk](mailto:presscentrum@telekom.sk)

The report is available in electronic form only, at the web page:

<http://www.telekom.sk/o-spolocnosti/zodpovedne-podnikanie/sprava-o-zodpovednom-podnikani/>

**[3.5] Process for defining report content:** The report summarises Slovak Telekom's activities implemented in 2013 in the area of corporate responsibility. The activities are divided into individual sections by stakeholder group: the community, customers, employees, the environment, and suppliers and partners. The stakeholders are defined by the parent company Deutsche Telekom in its Corporate Responsibility Report. The report is intended for shareholders, investors, business partners, customers, employees, the media, and representatives of the public sector, non-governmental organisations, the non-profit sector, and others among experts and the general public.

**[3.6] [3.8] Report Scope:** This report only documents activities of Slovak Telekom itself; the activity of subsidiaries is not included.

**[3.9]** The data published come from Slovak Telekom's 2013 Annual Report, the Company's own CR database, and materials of the Company's individual units and departments.

**[3.10]** The DIGI SLOVAKIA, s.r.o. company was acquired in 2013, but this had no impact on the published information compared to the preceding reporting period.

**[3.11]** Compared to the preceding reporting period, the scope, specifications and measurement and reporting methods have not significantly changed.

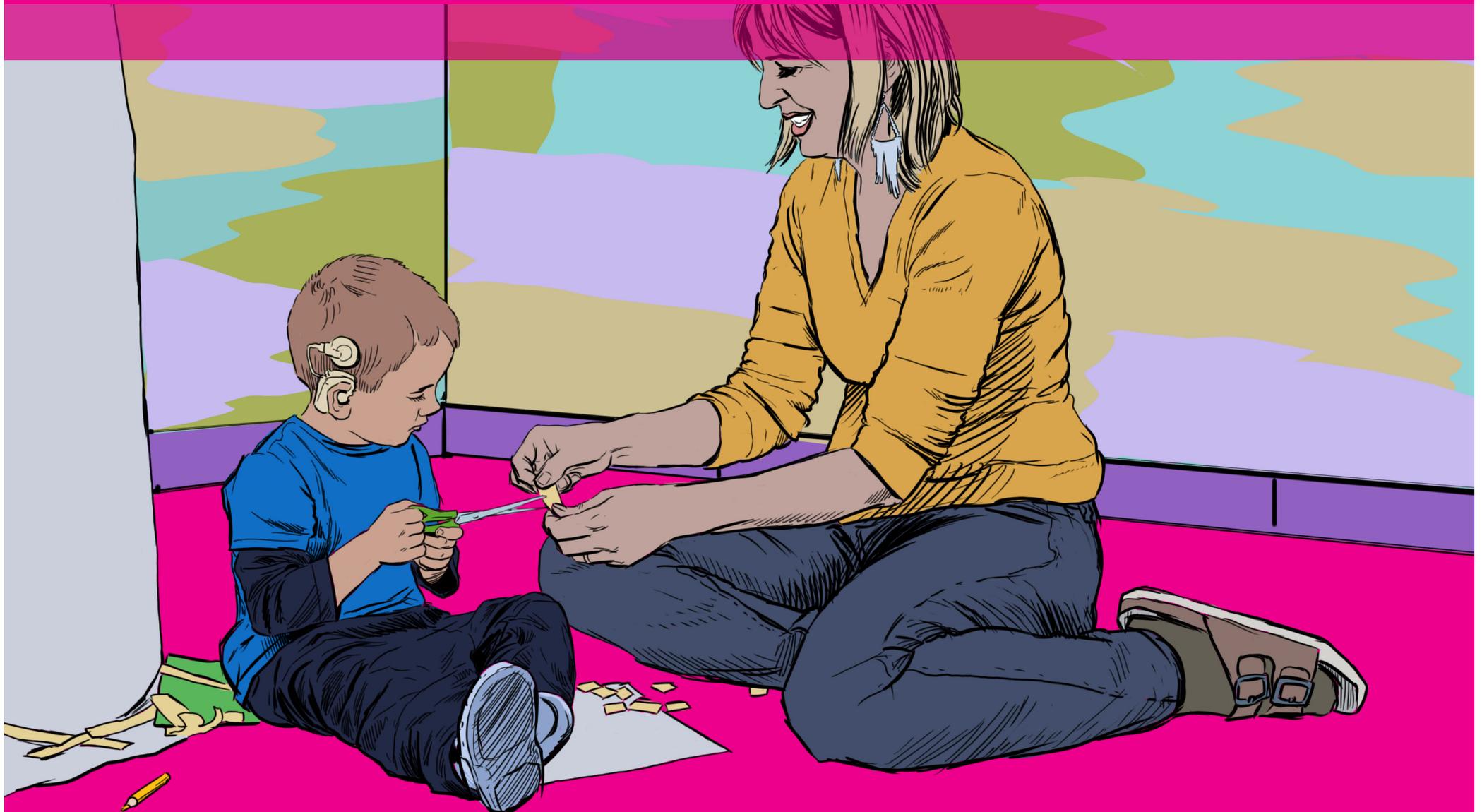
**[3.7] Specific limitations on the scope or boundary of the report:** No limitations.

**Accordance with guidelines of the Global Reporting Initiative (GRI):** This report was created based on the Sustainability Reporting Guidelines from the 3rd Global Reporting Initiative Edition, the international standard according to which companies prepare corporate responsibility reports. The report is consistent with a B+ rating. It includes the Company's profile, strategy and management approach, evaluation of 2013 goals, goals for 2014, and 51 performance indicators (including indicators from the pilot version of Telecommunications Sector Supplement). **[3.12]** The [GRI index](#) is an annex to the report, featuring a list of indicators reported in all categories – Economic (EC), Environmental (EN), Labour Practices and Decent Work (LA), Human Rights (HR), Society (SO), Product Responsibility (PR) and Telecommunications Industry complement (Sektorový doplnok pre telekomunikačný sektor (IO, PA, TA).

**[3.13]** Accordance with GRI guidelines was verified by External Assurance, carried out by the Pontis Foundation, the only organisational stakeholder of GRI in Slovakia and certified training partner of GRI for Slovakia and the Czech Republic. The Comment made by External Assurance can be found in an annex to this report. The Pontis Foundation did not perform verification of quantitative or qualitative data given in the report.

# INTRODUCTION OF SLOVAK TELEKOM

Since 2012, we have been supporting the "Mobile Teacher" project, which has the aim of teaching parents how to enhance capabilities of hearing-impaired children at home, and ease their integration into the hearing world. Twelve mobile teachers worked in the field in 2013, helping 36 families throughout Slovakia.



# COMPANY PROFILE

**[2.1]** Slovak Telekom is the largest Slovak multimedia operator with many years of experience and a responsible approach to doing business. Under the Telekom brand, it offers its products and services to individuals, households and corporate clients via both fixed and mobile telecommunications networks. In the field of the fixed network, the Company is the largest broadband provider in the country via optical and metallic networks (FTTX, ADSL and VDSL). It also offers digital television in the form of the most advanced IPTV and DVB-S2 satellite technology. In the field of mobile communication the Company provides internet connectivity via several high-speed data transmission technologies - GPRS/EDGE, UMTS FDD/HSDPA/HSUPA, FLASH-OFDM and LTE.

Its customers can use roaming services on networks of mobile operators in destinations all over the world. The Company is considered the leader in providing telecommunication services to the most demanding segment of business customers, both in service scope and quality.

**[2.2]** Slovak Telekom as a provider of comprehensive information-communication services offers its customers fixed network services, internet connection, digital and cable television services, data services, sale of terminal equipment and call centre services, mobile communication and mobile internet services and internet content (via the subsidiaries Zoznam, s.r.o. and Zoznam Mobile, s.r.o.). Within the business segment, it brings customers a wide portfolio of ICT services, operates a top-range data centre in Slovakia, and continually introduces such innovations as Cloud computing and secure mobile office solutions.

**[2.3] [3.8]** Slovak Telekom owns or co-owns the subsidiaries PosAm, spol. s r.o., Zoznam, s.r.o., Zoznam Mobile, s.r.o., Telekom Sec, s.r.o. and DIGI SLOVAKIA, s.r.o. (NOTE: this report documents activities of Slovak Telekom only; activities of subsidiaries are not included).

**[4.8]** The Company is certified for its quality management system under [EN ISO 9001: 2008](#) and its environmental management system under [EN ISO 14001: 2004](#). We have successfully passed the re-certification audit for information security management under [ISO 270001: 2005](#) and received a certificate confirming Compliance efficiency under the German IDW PS 980 standard. The integrated management system is supplemented with the Occupational Health and Safety Management system under OHSAS 18001.

**[2.10]** As to corporate responsibility, we won third prize in the competition “Zdravá firma roka 2013” (Healthy Company of the Year 2013), honouring efforts made in the field of employee health care. We won the Main prize in Podnikové médium awards (Company magazine awards) for the internal communication campaign “Zmena je to, čo nás ženie dopredu” (Change is what drives us). Our internal communication magazine T-Time won second place in the category of business magazines. Our project “Magio beach” and the campaign “Láska slová nepotrebuje” (Love needs no words) were very successful at PROKOP 2013 Public relations awards. Magio beach was awarded the second place in the category Event and PR campaign. The CR campaign “Láska slová nepotrebuje” gained third place in the category Community relations and received huge acknowledgement not only in the community of hearing impaired people.

**[2.4] Registered Office:** Bajkalská 28, 817 62 Bratislava, Slovak Republic

**[2.8] [2.6] Shareholder Structure:**

- CMobil B.V. owns 51% of shares
- The Slovak Republic, represented by the Ministry of Economy of the Slovak Republic, owns 34% of shares
- The National Property Fund of the Slovak Republic owns 15% of shares

**Legal Form:** Joint-stock company

| Shareholder                                   | Interest of Share Capital in % | Interest of Share Capital in EUR |
|---|--------------------------------|----------------------------------|
| CMobil B.V.                                   | 51 %                           | 440,697,630                      |
| Ministry of Economy of the Slovak Republic    | 34 %                           | 293,798,420                      |
| National Property Fund of the Slovak Republic | 15 %                           | 129,616,950                      |

**[2.9]** Slovak Telekom is part of the multinational Deutsche Telekom Group (Frankfurt, Amtlicher Handel: DTE/NYSE: DT). A majority share in Slovak Telekom is held by CMobil B.V. with 51% of the shares. The Slovak Republic, represented by the Ministry of Economy SR, owns 34% of the shares, and the National

Property Fund of the Slovak Republic owns 15% of the shares. **The ultimate parent company of Slovak Telekom is Deutsche Telekom AG**, which controls CMobil B.V. via T-Mobile Global Holding Nr. 2 GmbH.

CMobil B.V. became the majority shareholder of Slovak Telekom in the reporting period. CMobil B.V., with its registered office at Stationsplein 8 K, Maastricht, the Netherlands, is the parent company of Slovak Telekom. Deutsche Telekom AG, with its registered office at Friedrich Ebert Allee 140, Bonn, Germany, is the ultimate parent company of the group of which Slovak Telekom is a member and for which the group financial statements are drawn. This change had no impact on the information reported here.

**[2.5] [2.7] Market:** Slovak Telekom offers a comprehensive portfolio of data and voice services. Customers benefit from the advantages of the fixed and mobile telecommunications network, covering almost the whole of Slovakia's territory. Slovak Telekom is a broadband internet provider providing internet access over four high-speed data transmission technologies.

**[PA4]** As per the consolidated data, Slovak Telekom Group confirmed its leading position on the telecommunications market in 2013, with a market share of 40.3%.

Slovak Telekom is deemed to be the leader in providing telecommunications services in the most demanding segment of business customers, both in scope and quality of services.

Since the segment of residential customers also includes children and youth, special protection tools have been created for them in mobile handsets and in both fixed and mobile internet and digital Magio television. The Company offers services and products suitable for senior citizens, too and for hearing-impaired clients.

**[4.14] [4.15] [4.16] List of stakeholder groups involved in cooperation with the Company:** Stakeholder definition and prioritisation derive from an analysis of the Company's business activity and identification of impact, opportunities and potential risks. Priority stakeholders include customers, employees and trade unions, vendors, environment, shareholders, and the public and non-profit sectors. Their expectations for, problems with and feedback on the Company's activity are mapped in dialogue with every stakeholder.

**[4.17]** Forms of dialogue are varied and used with regard to effectiveness for a specific group (further details available in individual chapters). Because of the Company's continuing optimisation, stakeholders

with the highest priority in 2013 were Company employees and customers.

**[2.8]** Total number of employees as of 31 December 2013 (core staff, i. e. not including leased staff and part-timers): 3,312.

## FINANCIAL PERFORMANCE

Separate financial Statements prepared in accordance with International Financial Reporting Standards (IFRS) for the year ended on 31 December 2013:

**[2.8]**

- Revenue: EUR 782,510 thousand
- Total equity and liabilities: EUR 2,025,606 thousand, of which equity is EUR 1,586,847 thousand and liabilities EUR 438,759 thousand

**[EC1]**

| Indicator  | In thous. EUR |
|--|---------------|
| Revenue  | 782,510       |
| Other operating income and financial income      | 13,470        |
| Operating costs, of which:                       | (727,113)     |
| Staff costs                                      | (118,952)     |
| Depreciation, amortisation and impairment losses | (232,091)     |
| Taxes (excluding income tax) and duties          | (619)         |
| Donations  | (53)          |
| Financial expense                                | (888)         |
| Current tax - expense                            | (45,970)      |
| Deferred tax - income                            | 28,782        |
| Special duty - expense                           | (3,105)       |
| <b>Profit in the accounting period</b>           | <b>47,686</b> |

In 2013 Slovak Telekom paid dividends in the amount of EUR 70,568 thousand. **[IO1]** The Company does not publish information on investments into telecommunications infrastructure as per individual regions.

**i [EC3]** Slovak Telekom provides retirement and other long-term benefits under both defined contribution and defined benefit plans.

Slovak Telekom provides retirement and other long-term benefits under both defined contribution and defined benefit plans.

A defined contribution plan is a pension plan under which Slovak Telekom pays fixed contributions into separate publicly or privately administered entities on a mandatory, contractual or voluntary basis. Once the contributions have been paid, Slovak Telekom has no further payment obligations. The contribution is based on gross salary. In 2013 employer contributions to pension insurance amounted to EUR 11,306 thousand, and contributions to additional pension savings plans were EUR 506 thousand. Contributions to pension insurance were paid in compliance with current laws, at 7% of the base value on behalf of an employee, 17% of the base value on behalf of the employer. Contributions of the employer to the additional pension saving plans were paid in compliance with the Collective Labour Agreement.

Slovak Telekom also provides defined retirement and jubilee benefit plans granting certain amounts of pension or jubilee payments that an employee will receive on retirement, usually dependant on one or more factors such as age, years of service and compensation. These benefits are unfunded. The liability recognised in the statement of financial position in respect to defined benefit pension plans is the present value of the defined benefit obligation at the end of the reporting period. The defined benefit obligation is calculated annually by independent actuaries using the projected unit credit method. The last calculation was prepared as of 31 December 2013. The recognised liability as of 31 December 2013 amounted to EUR 7,577 thousand for retirement benefits and EUR 229 thousand for jubilee benefits.

**i [EC4]** In 2012 Slovak Telekom was granted subsidy from the Slovak Republic that amounted to EUR 1,098 thousand which it could draw during 2012 and 2013. In 2012 Slovak Telekom drew EUR 483.5 thousand and in 2013 EUR 614,3 thousand. The donation was used to cover costs of reconstruction and modernisation of the civil protection control building.

**i [EC8]** Through the products and services offered and via corporate philanthropy tools, Slovak Telekom invests in the society where it operates and participates in its development. Such investments in the public and non-profit sectors and in services developing Slovakia's information and communication infrastructure are represented for instance by the provision of public voice services, increasing 3G and 4G penetration

(population coverage by 3G network in 2013 has increased to 80.7 % and coverage by 4G/LTE has increased to 23.7 %), internet access provision, investments into tools for children's safety on the internet and in mobile communication, provision of telecommunications services to several non-profit organisations at favourable conditions, free operation and telecommunications arrangements for "Horská záchranná služba" (the Mountain Rescue Service) emergency help line 18 300, providing numbers "Linka pre budúcnosť" (Line for the Future), "Národná linka na pomoc obetiam obchodovania s ľuďmi" (National Hotline for Victims of Human Trafficking), "Linka pomoci ženám v núdzi a obetiam domáceho násillia – Áno pre život" (Help Line for Women in Need and for Domestic Abuse Victims – Yes to Life) free of charge and providing technology equipment for public fundraising (proceeds from telecommunications fundraising campaigns in 2013 was EUR 304,098,79).

## **i [2.3][4.1] CORPORATE GOVERNANCE**

**i [4.4]** The **General Meeting** is the supreme body of the Company. As a shareholder in its subsidiaries, Slovak Telekom exercises its rights by participating in annual general assemblies, or exercises the authority of the general assembly in companies where it is the sole shareholder/partner. Shareholders submit their proposals at the general assemblies, where the Annual Report and annual financial statements are also approved. The general assemblies are held at least once a year.

The **Board of Directors** has 7 members and is the Company's statutory body, authorised to act on behalf of the Company in all matters and represent it vis-à-vis third parties. The Board of Directors strategically governs the activity of the Company and decides on all Company matters, unless these are reserved by legal regulations or the articles of association to the authority of other Company bodies, or unless delegated by the Board of Directors to other bodies. The Board of Directors appoints the Company's Executive Management Board and delegates powers as necessary. Meetings of the Board of Directors are held at least six times a year. **i [4.2]** The Chairman of the Board of Directors is at the same time the Company's General Director/CEO.

**i [4.6]** To avoid conflict of interests, under Art. 8 Clauses 16 and 17 of the Company's Articles of Association, a board member must not: conclude transactions in their own name or on their own account if the transactions relate to the Company's scope of business, act as an intermediary for other persons for

business transactions, take part in the business of another entity as a partner with unlimited liability, or serve as a Supervisory Board member and act as a statutory body or member of a statutory body or another corporate body of another legal entity with a similar scope of business, save for a legal entity in the business of which Slovak Telekom is involved.

**The Supervisory Board** is the controlling body of the Company, consisting of 9 members and representing all Company shareholders as well as employee representatives. It oversees the Board of Directors in its exercise of powers and the conduct of the Company's business activities. Board meetings are held at least once per quarter-year.

**The Executive Management Board** has 7 members and is responsible for the daily running of the Company in accordance with the decisions of the Board of Directors. It approves strategic and procedural affairs of individual units. It meets on a weekly basis; at its sessions it approves proposals submitted by senior managers responsible for individual areas. Members of the Executive Management Board report on their activity to the Board of Directors. The Executive Management Board approves the Corporate Responsibility Strategy on an annual basis.

**i [4.4] [4.16]** The Executive Management Board meets employees in management and non-management positions at informal events, the so-called "Forums", several times a year, where employees are offered space for discussion. Social dialogue concerning adherence to the Collective Labour Agreement and employees' rights is maintained by the "Slovenský odborový zväz pôšt a telekomunikácií" (Slovak Trade Union of Posts and Telecommunications) and "Odborový zväz Telekom" (Telekom Trade Union), which represent Slovak Telekom, a.s. employees. In 2013, the main economic and social topics in such dialogues concerned the Company's continuing transformation programme and its impact on the employees and the Company's operation.

**i [HR5]** In 2013 there were no Company activities identified that might endanger freedom of association and the right to collective bargaining.

**i [4.7] [4.9]** Biographical data available at [www.telekom.sk](http://www.telekom.sk) in the section About Us contain information about professional competencies of the Executive Management Board members in the telecommunications

sector, as well as information about their practical experience, which guarantee effective Company management in line with the Slovak Telekom strategy in the economic, environmental and social areas. To keep the corporate bodies constantly informed, they receive monthly reports about the Company and how its objectives are being achieved, the Annual Report of Slovak Telekom and consolidated and individual financial statements, and a Corporate Responsibility Report. The Environmental Report is submitted to the corporate bodies once a year.

Employees take part regularly every two years in a large Deutsche Telekom Group employee satisfaction survey, with a Pulse Check Survey held on a regular basis, too – this latter being a survey checking the in-house mood in the Company, researching overall satisfaction with the work of the units and management. The results are reported to the Executive Management Board for review.

## **i [2.3] ORGANISATION STRUCTURE**

**The Unit reporting to the Chief Executive Officer** provides strategy and process management, corporate development, audit, carrier and wholesale, and corporate communication services.

**The Finance Unit** is responsible for the shared services centre, controlling, procurement, customer financial relations management, accounting, tax and treasury.

**The Mass Market Segment Unit** covers the activities carried out by Contact Centres, sales channel planning, marketing communication, content, premium and online services, segment sales, alternative channel management, telephone sales, the retail network, development and sales support and customer services.

**The ICT and Corporate Segment Unit** specialise in creation of products and services for the ICT and corporate segment, implementation of the ICT services and solutions, preparation of customer solutions, business services, corporate sales and sales of services to key customers.

**The Human Resources Unit** is responsible for the personnel and wage administration, employee relations,

labour safety, remuneration, benefits, employee education and development services.

The **Legal and Corporate Affairs Unit** provides services related to corporate safety, legal and regulatory affairs, public affairs, services for the Company's Board of Directors and compliance services.

The **Technology and IT Unit** deals with technology security management, network innovation, IT solutions and development, technology operation, strategy, architecture, financial management and installation and maintenance of networks and services.

**i [4.5]** The Company has developed a comprehensive system for setting and evaluating goals, which consists of several components and addresses the organisation's key areas. The system for setting and evaluating goals derives from a Company-wide integrated planning process. Corporate (Company-wide) goals are a core component of the system and are integrated in objectives on all management levels within the organisation. Individual goals, specific to the Company's individual functional areas, are directly linked to the corporate goals. The individual goals cover principal areas of the business, as well as specific areas facilitating sustainable development over the long run.

**i [4.10]** Evaluation and compensations are directly derived from the Company's overall performance for all management levels, and are interlinked. Executive Management Board regularly discusses corporate performance and evaluates overall performance quarterly. This evaluation reveals trends and indicates whether objectives are being met; conclusions are subject to approval. The evaluated performance is subsequently submitted for discussion to the Compensation Committee. The Compensation Committee is also in charge of performance evaluation for the Executive Management Board; it puts forward suggestions and approves compensation based on evaluation against the goals defined for the period under review.

## **i [4.12][4.13] IN 2013, SLOVAK TELEKOM HAS BEEN AN ACTIVE MEMBER OF THE FOLLOWING 25 ORGANISATIONS IN SLOVAKIA:**

- IT Asociácia Slovenska – ITAS (IT Association of Slovakia, since 2003),
- Slovenská asociácia pre káblové telekomunikácie – SAKT (Slovak Association for Cable Communications, since 2005),
- Slovenská asociácia pre elektronický obchod – SAEC (Slovak Association of Electronic Commerce, since 2003),
- Fórum kreatívneho priemyslu – CIF (Creative Industry Forum, since 2008),
- Inštitút pre elektronickú zdravotnú dokumentáciu – Prorec (Institute for Electronic Healthcare Records from 2008 to 30 October 2013),
- Partnerstvá pre prosperitu – PPP (Partnerships for Prosperity, since 2010),
- Klub firemných darcov (Corporate Donors Club, since 2007),
- Business Leaders Forum – BLF (since 2004),
- HN Club (HN Club, since 2006),
- Medzinárodný klub SR (International Club of SR, from 1995 to 30 June 2013),
- Slovenská asociácia finančníkov (Slovak Association of Finance and Treasury, since 1997),
- Združenie pre riadenie a rozvoj ľudských zdrojov (Slovak Association for Human Resources Management and Development, since 1998),
- HR Open Forum (since 2003),
- Slovenská asociácia BOZP a OPP (Slovak Association for Health Protection and Safety at Work and Fire Protection, since 2011),
- Spoločnosť pre projektové riadenie – SPPR (Project Management Association of Slovakia, since 2002),
- Rada pre reklamu – RPR: Etický kódex reklamnej praxe (Slovak Advertising Standards Council – Advertising Practice Code of Conduct, since 1998),
- Slovenská asociácia pre vedomostnú spoločnosť – SAKS (Slovak Association for Knowledge Society, since 2008),
- Slovenská asociácia pre informačnú bezpečnosť - SASIB (Slovak Association for Information Security, since 2012),
- Slovak Compliance Circle (since 6 December 2013).

Slovak Telekom is part of the EUROPA - EU Transparency Register, and thus it has also subscribed to the [Transparency Code](#) (since 2011). The Company is represented in the International Telecommunications Union (ITU), where it has been a member of the standardisation sector (since 1993).

In 2013, Slovak Telekom was a member of the following international organisations:

- ETNO (European Telecommunications Network Operators Association) (since 1993); Slovak Telekom is a signatory of the [ETNO Corporate Responsibility Charter](#), and as such has committed to respect economic, social and environmental aspects of doing business and promote the use of modern telecommunications services as an alternative to activities with a negative impact on the environment,
- ETIS (E- and Telecommunications Information Services) (since 1994),
- ETSI (European Telecommunications Standards Institute) (from 1996 to 31 December 2013, since 1 January 2014 as a subsidiary of Deutsche Telekom),
- GSM Association Europe (through Deutsche Telekom),
- FreeMove Alliance (through Deutsche Telekom).

The above organisations' bylaws are at the same time codes through which Slovak Telekom, as a member, declares its own objectives. One of the Company's major priorities is to act transparently, in compliance with the law and the Slovak and EU regulatory frameworks. Slovak Telekom adheres with due diligence to obligations arising from specific regulation concerning all businesses on the electronic communications market, supports open and full competition, and subscribes to correct relationships vis-à-vis competitors, customers and suppliers.

Slovak Telekom is on the founding members of an informal association called the [Business Leaders Forum](#) (since 2004). By signing the "Memorandum o spoločenskej zodpovednosti firiem" (Corporate Responsibility Memorandum) the Company declared its interest in voluntarily integrating into its corporate strategy a set of principles taking into account social, ethical and environmental aspects of doing business, and also inspiring other companies operating in Slovakia toward corporate responsibility in business. From 2007 onwards, the Company has been a member of the "[Klub firemných darcov](#)", (Corporate Donors Club), a prestigious association of companies active in business in the Slovak Republic and involved in corporate philanthropy.

**i [SO5]** The Company provides comments on inter-ministry circulation of draft laws, amendments, rulings of the Telecommunication Office of the Slovak Republic and other regulations via a legislative instrument portal – this both online and publicly, as a non-obligated commenting party. Through its activities in organisations in Slovakia, Slovak Telekom assists in the preparation of the legislative environment in electronic communications and the creative industry.

## **i [SO2] [SO4] COMPLIANCE WITH INTERNAL REGULATIONS AND LAWS**

Regulations relating to employees' obligations to transparent deepening of business relationships towards third parties have been defined by the parent company. Slovak Telekom follows the Directive on Anti-corruption Measures, and in line with the Group's methodology Slovak Telekom annually assesses compliance risks within the Company. The risk of corruption – active and passive – and assessment of business units are part of such assessment. No confirmed case of corruption has been observed by the Company to date.

Another natural part of monitoring of the Company and its employees is the [Ethics Line](#). This is a means by which employees or third parties may report cases of suspected fraudulent and corrupt conduct. Ethical issues are dealt with by the employee Ethics Committee consisting of a Compliance Officer of the Slovak Telekom Group, and representatives of HR, Security and Corporate Communication. Cases of suspected fraud are investigated by an internal security specialist, an investigation team or, in specific cases, by an Advisory working committee appointed by the Company's Executive Management Board.

## THE COMPANY'S MANAGEMENT BODIES

### EXECUTIVE MANAGEMENT BOARD OF SLOVAK TELEKOM



**Ing. Miroslav Majoroš**  
Chairman of the Board  
of Directors and Chief  
Executive Officer



**Dr. Robert Hauber**  
Chief Financial Officer  
and Vice Chairman of the  
Executive Management  
Board



**Dipl.-Ing. Branimir Marić**  
Chief Technology and  
Information Officer



**Ing. Dušan Švalek**  
Chief Mass Market  
Segment Officer



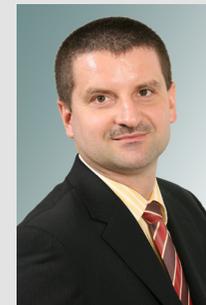
**Ing. Ján Adamec**  
Acting Chief ICT and  
Corporate Segment  
Officer  
(until 31 March 2013)  
Chief ICT and Corporate  
Segment Officer  
(since 1 April 2013)



**JUDr. Ján Pitoňák**  
Chief Legal and  
Corporate Affairs Officer



**Mgr. Petra Berecová**  
Chief Human Resources  
Officer.  
Petra Berecová was on  
maternity leave  
from 1 December 2012  
to 30 April 2013.



**Ing. Ladislav Petényi**  
Acting Chief Human  
Resources Officer  
(until 30 April 2013)

## BOARD OF DIRECTORS OF SLOVAK TELEKOM

Ing. Miroslav Majoroš – Chairman  
Ing. Michal Vaverka – Vice-Chairman

### Members

Kerstin Günther  
Dr. Robert Hauber  
Ing. Martin Mác  
Franco Musone Crispino (since 29 April 2013)  
Ing. Miloš Šujanský, PhD., M.B.A.

### Other members of the Board of Directors in 2013:

Dr. Ralph Rentschler (until 29 April 2013)

## SUPERVISORY BOARD

Dr. Hans-Peter Schultz – Chairman  
Ing. Michal Lukačovič – Vice-Chairman (since 17 September 2012)

### Members

Mgr. Martin Habán  
Denisa Herdová (since 18 March 2013)  
Miriam Kvočková (since 18 March 2013)  
Drahošlav Letko (since 18 March 2013)  
Cornelia Elisabeth Sonntag  
Ing. Peter Weber  
Tanja Wehrhahn

### Other members of the Supervisory Board during 2013:

Milan Brlej (until 28 February 2013)  
Ing. Ján Hláčik (until 28 February 2013)  
Ing. Július Maličský (until 28 February 2013)

# CORPORATE RESPONSIBILITY STRATEGY AND MANAGEMENT

**i [1.2]** Slovak Telekom has voluntarily committed to conducting business and behaving responsibly and ethically towards all stakeholders and the environment. This is why we strive to contribute to improving the quality of life of its customers, employees and their families, as well as the local community and society as a whole.

**Corporate Responsibility Principles** are part of our philosophy and strategy, which is based on the corporate responsibility principles of the parent company Deutsche Telekom.

The strategy reflects the whole Group's employee **Code of Conduct**, delineating behaviour standards towards the community, employees, customers, suppliers, partners and the environment. It includes the set social, economic and environmental goals. Objectives in these areas are set to improve the environment in which the Company conducts its business. Such objectives include reduction of CO<sub>2</sub> emissions, increasing flexibility of employees at work, customer satisfaction, and similar areas.

The plans of corporate responsibility activities pursue long-term goals in three fundamental pillars of corporate responsibility of the parent company Deutsche Telekom:

- **Connect the Unconnected:** Shaping our relationship toward the community. We support activities based on removing differences between individual communities, and activities helping hearing-impaired people and people with other impairments or social disadvantages.
- **Connect Life and Work:** Outlining our strategy in relationship to employees. By using a wide spectrum of instruments (such as various forms of remuneration, development and training), we promote a work-life balance for our employees.
- **Low Carbon Society:** Aimed at reducing the production of pollutants generated by the Company. We do this by increasing effectiveness in energy consumption, optimising work space, reducing fuel consumption, and testing use of alternative fuels.

**i [4.8]** Three international certificates awarded to Slovak Telekom are further clear evidence of the fact that the Company abides by corporate responsibility principles. **The Quality Management Certificate EN ISO 9001:2008** confirms the satisfaction of European standards, and the ability to react to customer

requirements and to improve the service provisioning system, including development of new products required by customers. Compliance with corporate responsibility principles pertaining to the environment is reflected in **the Environmental Management Certificate EN ISO 14001:2004**; and proof of good security of customers' data is fulfilling requirements for the standard **ISO/IEC 27001:2005** concerning information security management. **The Integrated Management System** is rounded out by the Occupational Health and Safety Management System under OHSAS 18001. We also received a certificate confirming Compliance management under the German standard IDW PS 980.

**i [4.1]** The primary sponsor of activities in the field of corporate responsibility is the Company's CEO. The CEO Unit includes the Corporate Communications Department, led by a Manager and including specialists responsible for monitoring and implementation of corporate responsibility activities. At the same time, they participate in an international corporate responsibility task force within the Deutsche Telekom Group and other working groups, such as those for Child Safety, the Environment, and EMF.

## KEY TASKS OF THE CORPORATE COMMUNICATIONS DEPARTMENT IN THE FIELD OF CORPORATE RESPONSIBILITY:

- preparation and implementation of the Corporate Responsibility and Philanthropy Strategy, and monitoring and coordination of activities in the field of corporate responsibility at Slovak Telekom,
- development and setting of goals and key indicators in the field of corporate responsibility,
- management and coordination of the CR Forum,
- coordination of activities in the field of corporate responsibility within the Deutsche Telekom Group,
- execution and management of activities in corporate responsibility toward the community, volunteering and corporate philanthropy,
- representing the Company in dialogue with external partners, NGOs and at specialised forums,
- review and reporting of achievements,
- development of the Company's Corporate Responsibility Report.

The responsibility for individual areas of corporate responsibility lies with the Company's Executive Management Board. **The CR Forum** working group has functions within the Company. Its members are senior managers and managers responsible for key areas (finance, the environment, employees, suppliers, customers, marketing, and technologies and networks); these individuals also guarantee that individual key indicators in the field of corporate responsibility will be delivered. The forum is chaired by the Manager for Corporate Communication. It comprises 10 members. The goal of the forum is to oversee the implementation of the local strategy for corporate responsibility, monitor performance indicators, develop proposals in the field of corporate responsibility for the Company's executive management, and closely cooperate in development of reports. Additionally, a team of employees on a lower work position level is responsible for the CR Database and fulfilment of individual key performance indicators, and reports to the CR Forum.

## 4.1 CORPORATE RESPONSIBILITY APPROACH AND MANAGEMENT

Managerial decisions in the field of corporate responsibility lie within the powers of the CEO, with all activities

being reported to the Company's Executive Management Board on a regular basis; among other things this Board also approves the Corporate Responsibility Strategy. Codes and policies pertaining to corporate responsibility are also approved by the Executive Management Board, which bears responsibility for management of all economic, social and environmental areas. Each employee of the Company is important in the implementation of corporate responsibility principles, and therefore the Company's goal is to educate and stimulate employees, ensuring that the principles and values of corporate responsibility are aligned with the values, needs and motives of every single employee. Therefore all new employees receive initial training, at which they are instructed on Corporate Responsibility Strategy activities and areas and on how they can help to fulfil these goals as individuals. Moreover, employees are regularly kept informed via internal media about Telekom's individual corporate responsibility activities.



A Code of Conduct has been implemented at Slovak Telekom, binding for all employees and based on defined corporate values, shaping the corporate culture internally and also in relation to external partners.

**i [SO4]** For us ethical behaviour is essential, and therefore we avoid any activity which might be perceived as corrupt. No such practise has been identified in the Company, either with respect to employees or in relation to third parties.

**i [SO6]** At Slovak Telekom we never offer, promise or provide illegal benefits or financial or non-financial contributions to political parties, politicians in the home country or other countries, or private sector representatives responsible for adopting decisions in order to gain an advantage or to affect a decision to the benefit of the Deutsche Telekom Group.

**i [SO3]** In order to ensure transparency and general awareness, managers and employees who are in contact with suppliers and external customers and have decision-making power or access to highly sensitive data have been trained in an anticorruption programme of Slovak Telekom. In 2013, we provided specialised Anticorruption training to selected employees. In total, 520 employees were trained. In line with the anticorruption programme, each new employee is obliged to pass an e-learning training course, where he or she is informed about the regulations applicable to the provision and acceptance of donations and about fraudulent behaviour. This information is also given to all new hires at their Start day.

Among the key areas of aid provided by Slovak Telekom in the field of corporate philanthropy, which builds on the Corporate Responsibility Strategy, are long-term support to the hearing-impaired community, projects aimed at child internet and mobile communication safety, promotion of donating in the form of telecommunication donation campaigns, improving life in the community through an employee grant programme, support to work therapy for young men from orphanages in the Half-way House Velký Slavkov, cooperation with secondary school and university students, long-term partnerships with the "Horská záchranná služba" (Mountain Rescue Service) and the Aréna Theatre, and promotion of corporate volunteering within programmes like "Naše mesto" (Our City), "Hlavy pomáhajú" (Helping Heads), regular clothing collections, and assistance in the Tatra mountains.

# CORPORATE RESPONSIBILITY MILESTONES

## JANUARY

**Project “Pomáhame komunite” (We Help the Community):** Because of recommendations from Telekom employees, 65 non-profit organisations from all over Slovakia started implementing their projects in January; they received support up to the amount of EUR 1,000 for their activities. In total, EUR 60,000 was distributed from The Endowment Fund Telekom with the Pontis Foundation.

**Fund for Transparent Slovakia:** As a member of the Fund, we promoted ethical conduct, transparency, democracy and a healthy business environment in Slovakia.

**Students Studying Business:** Through experiential education, students with hearing impairments learned how to register for a trade license and conduct their own business. The two-year extended post-secondary study of applied economics at the Secondary Professional School for hearing-impaired Students in Bratislava also launched, thanks to the Telekom Endowment Fund with the Pontis Foundation.

**Music therapy:** Hearing-impaired children attending the Hrdličkova Street residential school in Bratislava participated in music therapy throughout the whole year. They played drums with Eddy Portella, which helped them in expressing their emotions and in their development.

## FEBRUARY

**Mobile Teachers:** With support from the Endowment Fund, the Mobile Teacher Project developed further in 2013. A full 12 mobile teachers taught children in their homes all over Slovakia.

**New episodes of OVCE.sk (Sheeplive.eu), with commentary for the visually-impaired:** On February 5th, the Safer Internet Day, together with the non-profit organisation eSlovensko, we presented three new episodes of popular children’s cartoons about dangers associated with the internet. The stories featured voiceovers by Adela Banášová and Zuzana Smatanová.

## MARCH

**Choices Meetings:** We have become a sponsor for 14 interesting events: meetings in the creative venue Kontakt. Interesting guests discussed social topics not frequently covered in the daily news, but which are worthy of learning more about, among them majority and minority issues and how to help children with behavioural disorders.

**Community Center Contact:** We supported Community center Contact. Contact acts as a center of culture. It gives the opportunity to organize interesting workshops and discussions on various topics of the whole society. Even in this way we contribute to promote public space that people have the opportunity to get to know something new.

## APRIL

**Reconstruction of Cultural Sites:** We donated EUR 40,000 on reconstructing cultural sites. The projects were selected based on suggestions from employees.

**One Euro from Invoice to Good Angels:** Our customers got the opportunity to donate every month, anytime, one euro from their invoice, to help families affected by a serious illness.

**Tap Water Only:** In almost all our buildings, we stopped using water from plastic containers and started using tap water from pitchers. We thus joined the hundreds of companies that have already adopted this modern trend.

**Four new hearing-impaired entrepreneurs:** In the sixth annual grant programme “Hľadáme ďalší zmysel – PRE PODNIKANIE” (Looking for Another Sense – FOR BUSINESS), 4 Hearing-Impaired successfully presented their business plans and received grants of up to EUR 3,320 to start their businesses, joining the ranks of more than 40 hearing-impaired entrepreneurs that have been running successful businesses thanks to our assistance since 2008.

**General Partner of Via Bona Slovakia:** We consider it important to promote and reward good examples in the field of philanthropy and corporate responsibility, and therefore we supported the Via Bona Slovakia 2012 event as a sponsor.

## MAY

**Helping the Tatras:** Our volunteers planted 600 new trees in Tatranská Javorina. We have been working to help in the Tatras since the destructive windstorm in 2004, and in the last 3 years alone our employees planted 1,600 trees and cleaned dozens of kilometres of forest paths.

## JUNE

**Volunteers in cities:** Our employees participated in the exceptional corporate responsibility volunteering project "Naše mesto" (Our City), organised by the Pontis Foundation in various Slovak towns and cities; this enabled them to influence the look of their home towns.

**A town where Telekom lives:** As part of the travelling exhibition the "Town of Professions", we built a Telekom house in the EUROVEA shopping centre in Bratislava, where children could for example try operating a switchboard. The town continued its journey to Žilina, where it stayed since November.

**We donated two little sheep and one ram to the ZOO in Bratislava:** This helped remind children of the main characters of the children's cartoons on safer internet use, OVCE.sk (Sheeplive.eu). We also started an SMS collection to help projects focusing on safety and protection of children on the internet and in mobile communication.

**We published the 8th Corporate Responsibility Report:** The report was undertaken using international Global Reporting Initiative methodology, which contains various indicators that can be used to measure the success of our activities year-on-year. Many companies all over the world prepare reports using this methodology.

**We became the general partner of the fairy-tale festival KDE BOLO, TAM BOLO (Once upon a time):** The festival was held at the Hlavné námestie square in Bratislava, and included workshops focusing on children's safety.

## JULY

**Corporate Responsibility Week on Magio Beach:** Slovak Telekom prepared an interesting extra programme for Magio Beach visitors, presenting activities supported through the Endowment Fund Telekom with the Pontis Foundation.

**We supported the Afriktivity Exhibition:** Our Company's support made possible an exhibition of photographs of young photographers who wanted to present the work of Slovaks in Africa and the problems and life of local people.

## AUGUST

**Cigánsky bašavel (Gipsy Festival):** The premises of the Červený kameň Castle got a taste of traditional Gipsy music, dancing, theatre, crafts and food, thanks in part to support from the Endowment Fund.

## SEPTEMBER

**Slovak Telekom commemorated the International Week of the Hearing-Impaired:** During this week, the Company broadcast special commercials in sign language with hearing-impaired actors from the "Tiché iskry" (Silent Sparks) theatre. The Company was also a sponsor of the Open Door Day at the School for Children with Hearing Impairments, and promoted up-to-date results of the unique Mobile Teacher programme, which helps families with hearing-impaired children.



**With Sheep to School:** In the autumn, the public transport buses in Banská Bystrica offered video recordings of children's cartoons about safer internet use, OVCE.sk (Sheeplive.eu). This meant children and their parents read advice on proper internet behaviour on their way to school.

**Health Week:** During the week, our employees had the chance to have their cholesterol and triglyceride levels checked, or the CO<sub>2</sub> in their lungs. In addition, they could attend lectures on such topics as how to get rid of inflammation, reduce stress or provide first aid.

**Workshops for Employees on the Hearing-Impaired:** In a series of workshops, a sign language interpreter, Robo Šarina, who has a hearing-impaired brother and father, provided some insight as to the Hearing-Impaired community for employees.

## OCTOBER

**Sign Language Training Roadshow:** For the first time, popular sign language courses were held in each regional centre and always enjoyed full attendance.

**Kebabs from the Hearing - Impaired:** The hearing- impaired individuals who started their business with the support from the Endowment Fund expanded their operation. The Deaf kebab network, which uses sign language, expanded to Veľký Krtíš, Prešov, Krupina, Zvolen and Detva.

**Mobile Teacher:** The first meeting was held for families from the Mobile Teacher programme, focusing on teaching sign language.

## NOVEMBER

**Sheeplive.eu Book:** The book "OVCE.sk 01 Za siedmimi wifinami a siedmimi statusmi" ("Sheeplive.eu 01 Once upon a time, beyond seven wifis and seven statuses"), a free sequel to the popular cartoon series on safer internet use, hit the bookstores. This book is one of the results of our long-term cooperation in the OVCE.sk (Sheeplive.eu) project.

**Clothing for People in Need:** Our employees collected more than 340 kg of clothing, kitchen utensils, toys, jewellery, household appliances and electronics for non-profit organisations.

**Corporate Philanthropy Forum:** For the sixth time, Slovak Telekom was the main sponsor of this conference on new trends in philanthropy. The Forum was subtitled "Robme filantropiu dobre" (Let's Do Good Philanthropy) and had a full 130 participants.

**Mobile Teacher:** We organised the first weekend meeting of families, where they had the chance to share experience and learn more information necessary to developing their children's communication skills.

**Startup Weekend in Bratislava:** In November we supported a Startup Weekend in Bratislava. This event functions as a platform for young entrepreneurs to present and develop ideas, exchange feedback, and meet with others excited about new startup businesses. In this way we hope to support young people and the nurturing of innovative ideas, which we might recast as interesting new solutions for our customers.

## DECEMBER

**SMS Collections:** In 2013 we organised SMS collections for 20 organisations, the whole income from which was used for worthy causes supported by non-profit organisations. These included such collections as Biela pastelka (White Pencil), Modrý gombík (Blue Button), a collection to aid victims of the typhoon in the Philippines, and the like.

**Top firemný filantrop (Top Corporate Philanthropist):** For her volunteering activities, our Telekom colleague Zuzana Vojteková became the Employee of the Year as part of the Top Corporate Philanthropist Award, for both companies and their employees, for promoting philanthropy in Slovakia.



## CORPORATE RESPONSIBILITY OBJECTIVES

Zuzana Daubnerová and Jozef Rigo, hearing-impaired actors from the Silent Sparks Theatre, performed in a campaign launched during International Week of the Hearing-Impaired. Jozef is also a teacher in Bratislava at the vocational school for the Hearing-Impaired, where we have long cooperated.

# [1.1] EVALUATION OF 2013 OBJECTIVES

## Community

- ✓ **Organising four courses of sign language for sales staff and two courses of sign language for the general public** – We organised three sign language courses for sales staff. We succeeded in increasing the number of courses for the general public, with three weekly free sign language courses for the general public on Magio Beach in Bratislava and Košice and eleven courses in all eight regional cities.
- ✓ **Involving learning experiential techniques, to help the Hearing-Impaired to better understand what they need to know for doing business, in the 6th annual “Hľadáme ďalší zmysel” (Looking for Another Sense) grant programme** – We expanded training techniques for future entrepreneurs with hearing impairments to include experiential elements. The experiential activities help the hearing-impaired better grasp and comprehend information necessary for doing business.
- ✓ **Continue increasing support for hearing-impaired preschool-age children** – Through the Endowment Fund Telekom with the Pontis Foundation, again in 2013 we supported the “Mobilný pedagóg” (Mobile Teacher) project, intended for hearing-impaired preschool-age children and their families. It is the aim of the programme to teach parents how to enhance capabilities of preschool children with hearing impairment, easing their integration into the hearing world. For the first time in 2013 we organised a large-scale weekend meeting of hearing-impaired preschool children and their families. At the meeting, the families had an opportunity to get to know the mobile teachers better and to share experience. We also organised a three-day sign language course for those families and their children, with a special focus on children’s vocabulary.
- ✓ **Increasing the public’s consciousness regarding the problems and needs of the Hearing-Impaired** – We launched the television campaign “Láska zvuk nepotrebuje” (Love Needs no Sound) during the International Week of the Hearing-Impaired. The spot, intended to remind the public that the Hearing-Impaired live among us, featured hearing-impaired actors from the Silent Sparks Theatre.
- ✓ **Enhancing activities on Magio Beach and educating the general public about corporate responsibility** – We organised a Corporate Responsibility Week on Magio Beach. During the week we presented to the public the corporate responsibility activities we undertake through the Endowment Fund Telekom with

the Pontis Foundation. We took visitors of Magio Beach into the world of the Hearing-Impaired, giving them useful advice on safe internet use and teaching them the basic sign language gestures. They also had the chance to experience a mini “Cigánsky bašavel” (Gipsy Festival).

- ✓ **Continuing prevention education related to child internet safety** – We are a sponsor of the unique safe internet cartoons of “OVCE.sk” (Sheeplive.eu). We expanded them together with the eSlovensko organisation, to include a version intended for the blind. In 2013, they were also published in a book named “OVCE.sk 01 Za siedmimi wifinami a siedmimi statusmi” Sheeplive.eu 01 Once upon a time, beyond seven wifs and seven statuses, which became the top new book for children and won the Panta Rhei Award.
- ✓ **Extending customers’ possibilities of donating money to “Dobrý anjel” (Good Angel)** – Since April, our customers have been able to donate money to the Good Angel organisation by SMS, as well as by regularly donating one Euro from all monthly invoices.
- ✓ **Continuing support for awareness of Roma culture** – The Corporate Responsibility Week held on Magio Beach included performances of talented children from the “Divé maky” (Wild poppies) association. We also became a general sponsor of the Roma culture festival “Cigánsky bašavel” (Gipsy Festival) for the second time.
- ✗ **Continue strengthening involvement of employees in volunteer activities** – We involved employees in philanthropy activities through the “Pomáhame komunite” (We Help the Community) grant programme. They participated in an employee weekend in the High Tatras, collection of high-quality used clothing, and the “Naše mesto” (Our City) project. We however have failed to increase the number of volunteers over the long term.

## Customers

- ✓ **Continuing simplification of the menu at the customer line 123 456 in 2013** – In 2013 we reduced the number of little-used self-care IVR choices, thus shortening the customer line’s IVR menu. This made it simpler for customers to navigate through.

- ✓ **Reducing the volume of repeated calls by the customers due to the same problem; improving the provision of solutions at first contact** – We succeeded in reducing by 2% the number of cases of multiple calls for the same problem, and continue to work actively to improve on this.
- ✓ **Enhancing customer satisfaction and quality of the service provided at the customer line through additional training and coaching of agents** – We moderately improved on customer experience, and regular coaching of agents helped us significantly increase customer satisfaction with agents' approach.
- ✓ **Continuing consolidation and optimisation of the assistance service lines so as to bring them as close to the customers as possible** – In 2013, the information lines 1181 and 12111 were successfully consolidated. Both lines now have a unified scope of services and prices. They are also ready for gradual and complete integration in future, in order for the customer to be provided professional and full-format information services.
- ✓ **Extending the base of customers actively using electronic billing by another 4%** – Electronic billing was being used by 43.32% of all customers as of 31 December 2013, which is a year-on-year increase of 8%.
- ✓ **Within the Telekom Benefit loyalty programme, continuing providing the customers with attractive offers on the part of known partners, enhancing their consciousness of this programme** – We continued cooperating with partners with offers popular with customers, and concurrently enlarged the partner portfolios to include strong new brands in 2013.
- ✓ **Implement fundamental redesign (optimization) of e-shop** – Series of measures had been adopted aimed at optimizing and increasing sales via online e-commerce channel. We unified design, logics and navigation structure of all e-commerce sites in order to reduce the number of clicks and simplify the propositions view. Now, even less experienced visitors can easily navigate menus, find the information and place an order online.
- ✓ **Evolution phase II of mobile portal m.telekom.sk** – We followed the global mobile trend and offered our customers the possibility to access the mobile page m.telekom.sk not only via their smartphones

on mobile website. We moved further and released new mobile application Telekom. In less than four months it is frequently used by more than 100,000 users.

- ✓ **Develop e-care services on Telekom portal** – We simplified registration process and login procedures to our portal. We are very happy to announce that the number of new registrations increased significantly. New portlet “Spotreba” was deployed. Redesign of portlets “Invoices mobile and fixed networks” was successfully finalised.

## Employees

- ✓ **Continued work on a customer-oriented organisational culture** – Employees, especially at the front line of direct customer contact, intensively trained, partly through e-learning courses (focused on fixed-line as well as mobile products and services, work in internal systems, PC and language skills, legislation).
- ✓ **Talent development** – In 2013, we realised the T Drive talent programme. 34 employees are now registered in the programme.
- ✓ **Continued cooperation with students and universities** – 2013 witnessed the ninth annual expert conference for students, Telekom Day. Based on their consultations with our employees, students managed to complete 15 thesis papers in 2013. Through our long-term cooperation with universities, we also supported the “Aj Ty v IT” (You Too in IT) project.
- ✓ **Continued development of all employees** – In 2013, we performed 1,086 internal and external educational activities, attended by a total of 9,140 participants. We prepared 104 new e-learning courses and 113 e-tests. The number of students attending e-learning courses exceeded 53,000, and we carried out 12,000 e-tests to verify the knowledge acquired.

- ✓ **Further provide employees attractive benefits and useful discounts** – In 2013 we provided employees with “Cafeteria” benefits, in which they chose from products and services defined in advance, predominantly in health care and relaxation. We also further enhanced the portfolio of partners offering discounts on products and services to our employees.
- ✓ **Conclude a Collective Labour Agreement with our social partners for 2013** – Fulfilled.
- ✓ **Preparation and realization of another annual Health Programme** – 1,500 of our employees attended the Programme.
- ✓ **Evaluating compliance risk in the Company** – Assessment of compliance risks in 2013 covered 27 areas.
- ✓ **Training for new employees on Code of Conduct and anticorruption measures** – During “Startdays” we trained 175 newly hired employees.

## Environment

- ✓ **Removing R22 coolant from 65 air-conditioning devices; its leakage contributes to the depleting of the Earth’s ozone layer** – R22 coolant was removed from 68 devices.
- ✓ **Removing two underground fuel oil tanks, whereby the risk of hazardous substances leakage will be reduced** – We removed four underground tanks and decontaminated their vicinity.
- ✓ **Reducing electric power consumption by at least 3,500 MWh compared to 2012** – Overall electric power consumption was reduced by 5,580 MWh in 2013 compared to 2012.
- ✓ **Removing all plastic water dispensers (except for facilities where tap water does not meet drinking water quality standards), propagating drinking tap water** – We stopped using and removed bottled water dispensers (except for facilities where tap water does not meet drinking water quality standards). We ran an internal campaign communicating the positive facets of drinking tap water.

- ✓ **Implementing measures focused on the improvement of emergency security against hazardous substances leakage in at least two facilities** – We implemented measures focused on improving of emergency security against hazardous substance leakage in five facilities
- ✓ **Continuing activities focused on removing unused underground telecommunications cables and subsequently arranging to recycle at least 100 tons of cables** – We sent 270 tons of cables for recycling.

## Suppliers

- ✓ **Continuing reduction of environmental impacts of business through increasing the percentage of electronic orders** – We managed to markedly increase the percentage of electronic orders in 2013. We now submit nearly 80% of all our orders in electronic form.
- ✓ **Increasing the number of suppliers assessed on a regular basis** – We assessed all suppliers delivering goods and services in 2013.
- ✓ **Increasing the number of suppliers with whom the Company has concluded “Vyhlásenie o spolupráci a poctivom obchodnom styku” (Declaration on Co-Operation and Fair Business)** – The regular audit confirmed that Slovak Telekom applied the “Vyhlásenie o spolupráci a poctivom obchodnom styku” (Declaration on Co-Operation and Fair Business) to almost 100% of its contract-based relationships in 2013.

## [1.1] OBJECTIVES FOR 2014

### Komunita

- Organising 3 courses of sign language for sales staff and the general public.
- Extending the grant programme “Hľadáme ďalší zmysel – PRE PODNIKANIE” (Looking for Another Sense – for Business) by a mentorship programme to help entrepreneurs with hearing impairments develop their entrepreneurial skills.
- Continuing support for preschool-age children with hearing impairments.
- Enhancing public consciousness on the needs and problems of the Hearing-Impaired.
- Enhancing activities on Magio Beach and educating the general public about corporate responsibility.
- Continuing prevention education related to child internet safety.

### Customers

- Web portal redesign of www.telekombenefit.sk, including the opportunity to discover promotional prices there via mobile application.
- Expanding the base of customers actively using electronic billing by another 5%.
- Coming up with solutions to simplify connection with operators on our customer line 0800 123 456.
- Reducing the volume of repeat calls by customers due to the same problem; satisfy the customer's demand in the first call.
- Improving the quality of services provided through our customer lines, thus enhancing the customer's experience.
- Launching a new customer service system, providing us with a more transparent and more comprehensive overview of the services provided to a given customer.

### Employees

- Continuing the building of customer-oriented corporate culture.
- Talent development.
- Continuing cooperation with universities and students.
- Continuing development of all employees.
- Continuing providing attractive benefits, ensuring advantageous discounts for employees.
- Concluding the Collective Labour Agreement for 2013 with our social partners.
- Preparing and organising another year of the Health Programme.

- Assessing compliance risks within the Company.
- Educating new hires in the Code of Conduct and anti-corruption measures.

### Environment

- Removing two underground fuel oil tanks, thus reducing the risk of hazardous substances leakage.
- Reducing electric power consumption by at least 2,500 MWh compared to 2013.
- Reducing indirect production of emissions by installing a recovery unit using waste heat generated in conjunction with the operation of telecommunications technologies used for heating administration premises.
- Continuing activities focused on removing unused underground telecommunications cables and subsequently arranging to recycle at least 120 tons of cables.
- Implementing measures focused on the improvement of emergency security against hazardous substances leakage in at least three facilities.
- Removing R22 coolant from 40 air-conditioning devices; its leakage contributes to the depletion of the Earth's ozone layer.

### Suppliers

- Continuing the reduction of environmental impacts of business through increasing the percentage of electronic orders.
- Applying the “Vyhlásenie o spolupráci a poctivom obchodnom styku” (Declaration on Co-Operation and Fair Business) even to purchases based on purchase orders (i.e. with no written contract concluded).
- Introduce centralised Blacklist of suppliers with whom it will be impossible to establish a business relationship, for example due to their failure to adhere to corporate responsibility standards.

# RESPONSIBILITY TOWARDS THE COMMUNITY

For the first time last year, the popular Magio Beach was opened not only in Bratislava, but also in eastern Slovakia's largest city of Košice. Various interesting and attractive accompanying events for all age groups were prepared in at both Beaches throughout the summer. On Bratislava's Beach, we organised Corporate Responsibility Week, which took visitors into the world of the disadvantaged, giving them useful advice on safe internet use and unlocking the mysteries of sign language.



Slovak Telekom has been developing the idea of corporate responsibility for several years; it constitutes an integral part of our corporate values. We help the community in which we operate in a way characteristic of our business: through information and communication technologies. Our strategy for effective assistance, which is adapted to the regional needs of this country, is covered by the principle of the parent company **Deutsche Telekom - Connect the Unconnected**.

The Corporate Communications Department proposes the local strategy for corporate responsibility on an annual basis, and the strategy is approved by the Company's Executive Management Board. One of its most important aspects is the direction of support to areas where the Company can provide comprehensive aid. We are able to do this not only through financial contributions but also through the services we provide, our own know-how and our employees' volunteerism, which is one of the main aspects of the strategy. Along with corporate responsibility specialists, employees of the Company's other units also participate in preparing and carrying out community projects with their work, time and know-how.



YouTube

SINCE 2008, WE HAVE REGULARLY PUBLICISED THE GRANT PROGRAMME "HLADÁME ĎALŠÍ ZMYSEL - PRE PODNIKANIE" (LOOKING FOR ANOTHER SENSE - FOR BUSINESS) THROUGH THE ENDOWMENT FUND TELEKOM WITH THE PONTIS FOUNDATION. THIS PROGRAMME SUPPORTS THE EMPLOYMENT OF HEARING-IMPAIRED PEOPLE.

Large companies like Slovak Telekom are daily approached by people and organisations needing help or support, or looking for a partner for their projects. Application for support can be addressed to Slovak Telekom using an electronic form available on the Company's web site. All applications and projects are evaluated based on their accordance with the strategy for corporate responsibility, sponsoring, and the financial resources planned.

The philanthropic activities focused on investing in the community, and the development of fundraising for non-profit organisations is carried out directly by Slovak Telekom. We have also established **The Endowment Fund Telekom with the Pontis Foundation** managed by the Pontis Foundation, through which financial means are apportioned according to grant mechanisms. We allocated EUR 507,302.58 to 157 projects through the Fund in 2013. Detailed information about all of the supported projects and activities can be found at the web site: [www.nadaciapontis.sk](http://www.nadaciapontis.sk); the list of the projects supported in 2013 is in [Annex 2](#).

**Key information about aid granted through the Endowment Fund Telekom with Pontis Foundation**

Our overall support for the community amounts to EUR **507,302.58**  
(including assignment of income tax)

We received **274** requests for support

We supported **75.83 %** of the requests for support

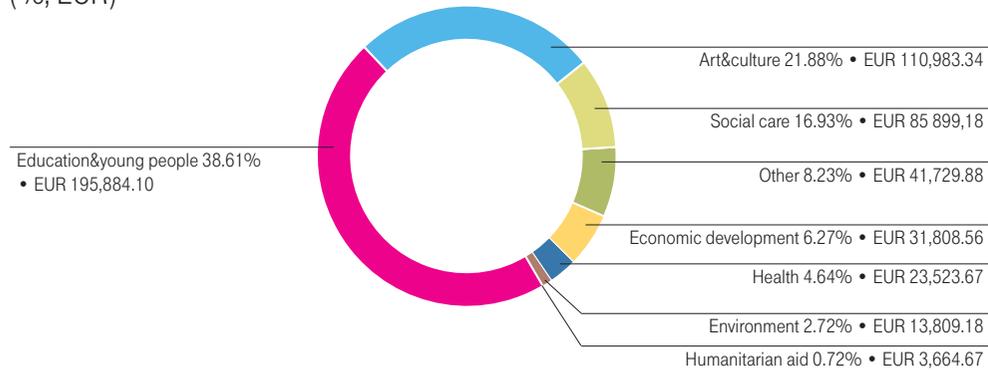
From our funds and 2 % tax assignment we supported **157** non-profit projects

The average amount of financial support was **3,231.23**

From our funds and 2 % tax assignment we assisted **150,903** people

## TO WHAT DO WE CONTRIBUTE?

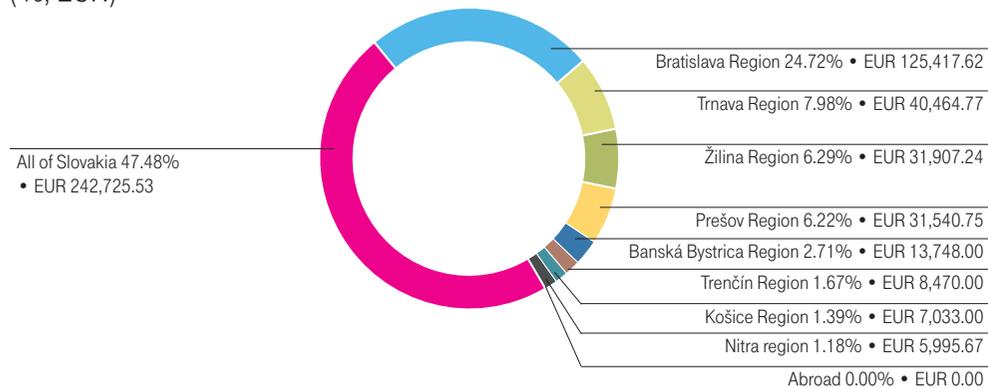
(%, EUR)



Source: Slovak Telekom

## WHERE DO WE CONTRIBUTE

(%, EUR)



Source: Slovak Telekom

### Slovak Telekom gave support to the community in 2013 through:

- Grant programmes (support for the community and the Hearing-Impaired through the Endowment Fund Telekom with the Pontis Foundation),
- Financial and non-financial donations (support of community cultural projects, support for the Hearing-Impaired, product and services support for non-governmental organisations),
- Mobile and fixed-line fundraising (with the aim of enabling fundraising development through telecommunications services),
- Voluntary activities of the employees (“Naše mesto” (Our City), “Hlavy pomáhajú” (Helping Heads), collections of clothing and toys, and helping the Tatras),
- Long-term cooperation with non-profit and partner organisations (“Úsmev ako dar” (Smile as a Gift), “Nadácia pre deti Slovenska” (Foundation for the Children of Slovakia), Veľký Slavkov – “Dom na polceste” (Halfway House), Kaspian, Hospitality, “Horská záchranná služba” (Mountain Rescue Service), and “Dobrý anjel” (Good Angel).

According to LBG, the internationally acknowledged methodology of measuring corporate donorship and community investment, Slovak Telekom invested EUR 96,328.00 in the community in which it operates in 2013.

### 4.17 WE UNDERSTAND THE HEARING-IMPAIRED

The Hearing-Impaired constitute about 1% of the population of Slovakia. Hearing impairment, a serious sensory deficit, is usually not apparent. Some people are born with hearing impairments, while others lose the ability to hear gradually or as adults. Most of them may still have some hearing, which they can use to a limited degree in everyday life.

Slovak Telekom has been helping the hearing-impaired community for 12 years. We earmark money for programmes to make their lives easier. The Company also generates programmes through the Endowment Fund Telekom with the Pontis Foundation. To support the employment of people with hearing impairments, Slovak Telekom publicises the grant programme “Hľadáme ďalší zmysel – PRE PODNIKANIE” (Looking for Another Sense – FOR BUSINESS) on an annual basis. Through the Endowment Fund, the Company supports the “Mobilný pedagóg” (Mobile Teacher) programme, intended to help children with hearing



DURING INTERNATIONAL WEEK OF THE HEARING-IMPAIRED, WE SPONSORED THE OPEN DOOR EVENT AT THE VOCATIONAL SCHOOL FOR THE HEARING-IMPAIRED IN BRATISLAVA.



SINCE 2102, WE HAVE BEEN SUPPORTING THE MOBILE TEACHER PROJECT, WHICH HAS THE AIM OF TEACHING PARENTS HOW TO ENHANCE CAPABILITIES OF HEARING-IMPAIRED CHILDREN AT HOME, AND EASE THEIR INTEGRATION INTO THE HEARING WORLD.

impairments up to four years of age. We were the first to train sales staff in the basics of sign language. We also organise sign language courses for the general public. [PA5] [PA6] We offer "Paušál pre Nepočujúcich" (Rate Plan for the Hearing-Impaired), providing unlimited SMSs, mobile internet, and 20 free minutes to all networks at EUR 12 per month; and as a special offer for the Hearing-Impaired "Neobmedzený mobilný internet 3" (Unlimited Mobile Internet for the Hearing Impaired 3) at EUR 13.99 per month. This programme provides 10 GB of data. The data above this limit are not invoiced, but transmit at a slower rate. Both the programmes can be activated by anybody who is registered as a person with a hearing impairment by the appropriate Office of Labour, Social Affairs and Family.

### Mobile Teacher

Roughly half of Slovak children with hearing impairment are educated in special schools and half are integrated into standard schools. Out of every thousand children, one child is born entirely hearing-impaired

and approximately three are moderately hearing-impaired. Over 80% of these hearing impairments are inborn or acquired during the first ten days after birth. Many families experiencing the birth of a child with hearing impairment do not know how to function around this handicap. They believe their children will be provided with special care in nursery schools or schools, which is, anyhow, too late because it is the period up to the child's third year of age which is vitally important for the development of language abilities and intellectual skills. If care is neglected at that age, the child could suffer from speech impairment and lose his or her communication skills for ever.

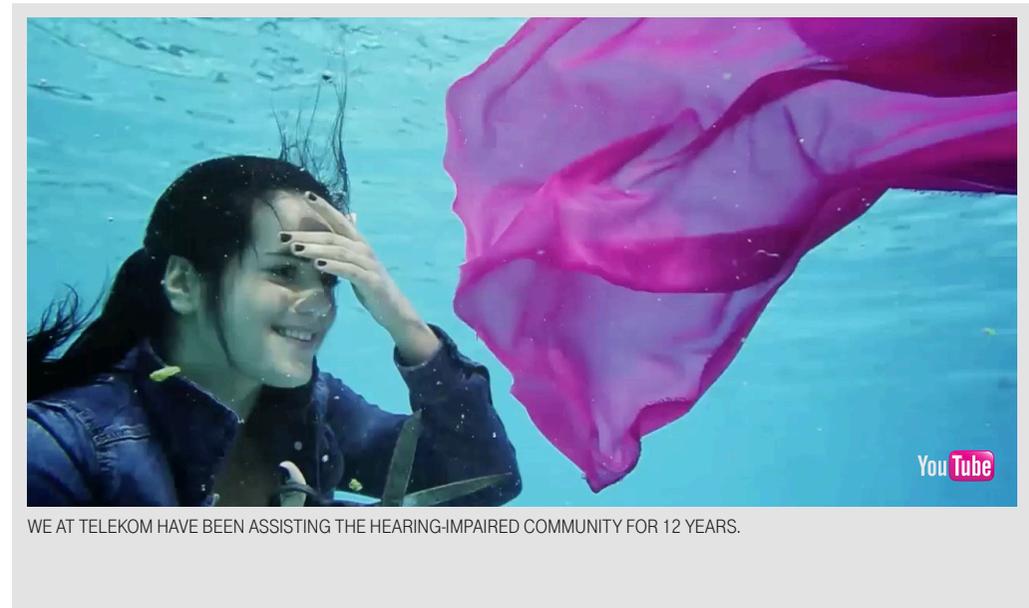
Slovakia did not have a system of specialists working directly in the families. For this reason, we began implementing a unique programme, "Mobilný pedagóg" (Mobile Teacher), in 2012 through the Endowment Fund Telekom with the Pontis Foundation. The programme is to serve families raising one or more children with hearing impairment under the age of six. It aims to teach the parents how to develop the abilities of the

child with hearing impairment in a domestic environment facilitating his or her integration into the hearing world. The psychologists, speech therapists, and sign language instructors who won the tender pay regular visits to the families even twice a week.

In 2013, 12 mobile teachers worked in the field; they helped 36 families throughout Slovakia, including the family of Martina Rzymanová from Poprad. Martina's grandparents are Hearing-Impaired. She was raised in the deaf community from her childhood and learned sign language there. Within the programme, she works with a family raising two and a half-year-old Brunko from Spišská Nová Ves, who suffers from hearing loss, and four and a half-year-old Samko from Ružomberok, who was only diagnosed with hearing loss at 3 years of age. After a year of working with Martina, the boy can even communicate verbally. Samko does not use so many gestures and uses words. The working aids Martina uses for her activities are common household items, which the parents can continue to use in a natural way. You can view Martina's work in video.

Another positive aspect of the programme is the saving of time and money. Many parents with several children can find it very difficult to create conditions for regular visits to the nearest special advisory centre, since the centres are located in bigger cities. The Novák family living in Spišská Nová Ves really appreciates such help: "If I had to choose between the advisory centre and a mobile teacher, I would choose the latter. Brunko is not stressed so much by an unknown environment and perceives the learning as a fun game with his brother and us. His behaviour has improved."

We have been publicising the "Hľadáme ďalší zmysel – PRE PODNIKANIE" (Looking for Another Sense – FOR BUSINESS) grant programme through the Endowment Fund Telekom with the Pontis Foundation since 2008. We helped four new hearing-impaired entrepreneurs, who successfully defended their business plans and won grants worth EUR 3,320 in the 6th year of the grant programme. We have so far helped 54 entrepreneurs open business and became self-employed. The grant includes not only financial aid, but necessary consultation and education as well. The hearing-impaired hair-dresser Janka is one of the successful entrepreneurs supported. With our support she even expanded her business, having opened a pleasant coffee bar where her clients can wait in comfort. The hearing-impaired hair-dresser Katka bought skin care equipment with the support of Slovak Telekom. Their stories are available in video.



WE AT TELEKOM HAVE BEEN ASSISTING THE HEARING-IMPAIRED COMMUNITY FOR 12 YEARS.

### The International Week of the Hearing-Impaired

Slovak Telekom capitalises the word "Hearing-Impaired" to show solidarity with this community. For the same reason we commemorated "Medzinárodný týždeň Nepočujúcich" (The International Week of the Hearing-Impaired, 23-29 September 2013), when we launched the Love Needs No Words television campaign. The goal of the advertisement was to remind the public that the Hearing-Impaired share our world. The spot featured hearing-impaired actors from the Silent Sparks Theatre. The advertisement was broadcast throughout the Week of the Hearing-Impaired. We also changed all advertisements to silent-movie style on 29 September, International Week of the Hearing-Impaired.

The “I love you” sign appeared in the campaign. Though sign language is not international, the Hearing-Impaired all over the world know this gesture of love. This was why we used this sign to mark shops whose staffs know sign language, so the Hearing-Impaired would know where they can communicate in sign language.

During the week dedicated to the Hearing-Impaired, we sponsored the Open Doors Days at the Hrdličkova Street vocational school in Bratislava. The students attending the school showed that, despite of their impairment, they are capable of doing interesting projects like their unimpaired peers. The children showed event visitors many beautiful products that they produce at the school. They even produced their own play and presented amazing pieces of dance choreography. Parents of the children with impairments thus had an opportunity to personally consult their problems with a mobile teacher.

We included the Hearing-Impaired related topic in the “Týždeň zodpovedného podnikania” (Corporate Responsibility Week) organised on Magio Beach on 21 to 26 July. Free sign language courses were held every day that week. As people showed great interest in the courses, we organised them once more on Magio Beach in Bratislava and Košice and then also in all regional cities. During Corporate Responsibility Week, Eddy Portella, who leads music therapy lessons at the school at Hrdličkova Street in Bratislava, taught both healthy children and children with impairments to play drums. The parents discussed children’s internet dangers during the Safe Internet for Parents and Their Children workshop. Talented Gipsy children from “Divé maky” (Wild Poppies), whom we supported through our Foundation, also appeared there. Those interested in photography and the African continent could visit the Afrikivity photo exhibition. This travelling exhibition, which was also organised with support of the Endowment Fund Telekom, presented not only the work of the Slovak people in that region, but the life and problems of the local people.



DURING INTERNATIONAL WEEK OF THE HEARING-IMPAIRED, WE LAUNCHED THE LOVE NEEDS NO WORDS TELEVISION CAMPAIGN. IT FEATURED HEARING-IMPAIRED ACTORS FROM THE SILENT SPARKS THEATRE.



IN 2013, A BOOK VERSION WAS PUBLISHED OF CARTOONS ABOUT SAFE INTERNET USE, OVCE.SK (SHEEPLIVE.EU). IT WAS TITLED “ONCE UPON A TIME, BEYOND SEVEN WI-FIS AND SEVEN STATUSES”, AND CONTAINS MANY FUNNY STORIES, ILLUSTRATIONS AND MORALS ABOUT INTERNET SAFETY.

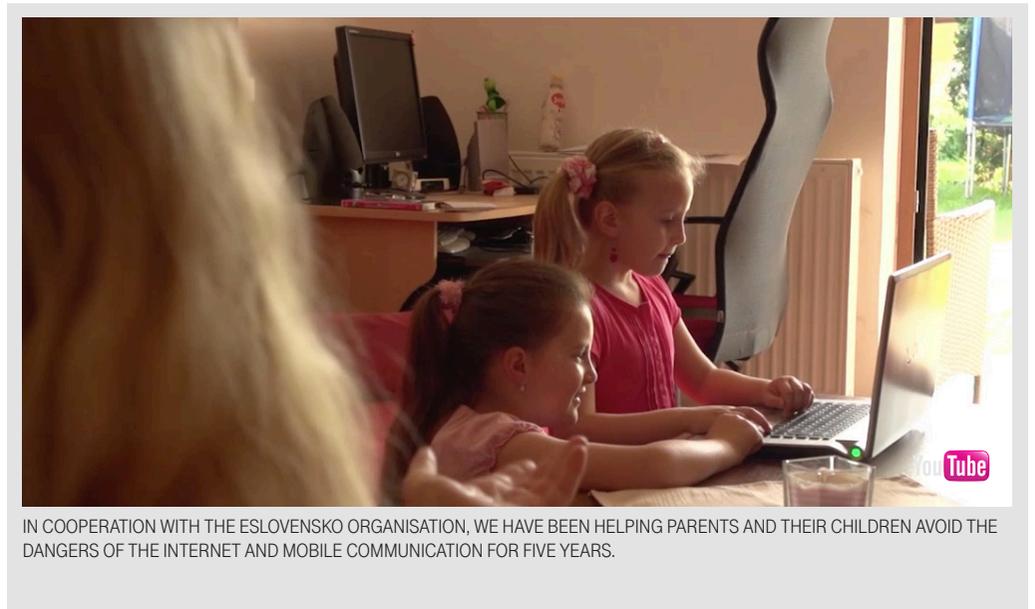


WE MADE IT POSSIBLE FOR CHILDREN FROM BANSKÁ BYSTRICA TO WATCH THE OVCE.SK (SHEEPLIVE.EU) CARTOONS ON SAFE INTERNET USE AS THEY JOURNEYED TO SCHOOL IN "SHEEP" BUSES.

## [PR6] [PR7] [PA7] SAFE INTERNET FOR CHILDREN AND THEIR PARENTS

Based on the Company's corporate responsible strategy, we give long-term and complex attention to the child internet safety issue. In cooperation with our partners we provide information dissemination and children's education, and through our own services offer their parents supervisory and control mechanisms.

Thanks to our joint initiative with the non-profit organisation eSlovensko, Child Line Slovakia and the Slovak Ministry of Interior; focusing on child protection on the internet, we have successfully carried out preventive activities dealing with internet safety. Together with the other partners of the [Zodpovedne.sk](http://Zodpovedne.sk) project we prepare various educational materials for parents, teachers and children and cooperate on various other



IN COOPERATION WITH THE ESLOVENSKO ORGANISATION, WE HAVE BEEN HELPING PARENTS AND THEIR CHILDREN AVOID THE DANGERS OF THE INTERNET AND MOBILE COMMUNICATION FOR FIVE YEARS.

projects. We not only provided financial support to the projects dealing with child protection on the internet and in mobile communication, but also offered our knowledge. Our employees were project team members and participated in staff meetings held by eSlovensko, supported development of training materials, and took part in project-related communication activities.

In cooperation with eSlovensko, we have been helping parents and their children avoid the dangers of the internet and mobile communication for five years. With the aim of assisting children to avoid the dangers of the internet and mobile communication, we sponsor a project of popular and unique cartoons about safe internet use, [OVCE.sk](http://OVCE.sk) (Sheeplive.eu) which increase awareness on child protection on the internet, educating both children and their parents. In 2013, we introduced new cartoon episodes. The cartoon series was narrated for example by Adela Banášová and Zuzana Smatanová.



TO GIVE THE SAFE INTERNET TOPIC EVEN MORE PUBLICITY, WE DONATED TO THE BRATISLAVA ZOO TWO SHEEP AND A RAM, TO REMIND CHILDREN OF THE OVCE.SK ((SHEEPLIVE.EU) CARTOON HEROES.

There are a total of 24 episodes. The stories are also very popular abroad –they have been translated into 22 languages. They also exist in versions for the deaf and blind.

The stories have been broadcast on television, and are freely accessible at [www.ovce.sk](http://www.ovce.sk) (Sheeplive.eu); they are also screened during safe internet training for schools and have been released on DVDs. The internet page [www.ovce.sk](http://www.ovce.sk) (Sheeplive.eu) is one of the most popular websites on children's safe internet use. Children from Banská Bystrica could even watch the cartoons during their journey to school in "sheep" buses, where we also placed useful advice on how to behave on the internet. Through the campaign, the advice was also transmitted to bus stops.

With a view to giving the safe internet topic even more publicity we donated to the Bratislava ZOO two sheep and a ram which, to remind the children of the OVCE.sk (Sheeplive.eu) cartoon heroes.

In 2013, they were also published as a book titled "OVCE.sk 01 Za siedmimi wifinami a siedmimi statusmi" (Sheeplive.eu 01 Once upon a time, beyond seven wifis and seven statuses). The book contains many funny stories, illustrations and moral messages about internet safety. A guide-book for parents and DVD containing cartoons supplemented the cartoon book. It is the second book dedicated to safe internet use published in cooperation with our partners. "Deti v sieti" (Kids Online) was the first freely available book published in 2012, bringing an overview of the basic virtual world danger and advice of how to explain them to children in a suitable manner.

In 2013, our Company participated as general sponsor in the NEHEJTUJ.sk project preparation, through which we hope to flag the intolerant behaviour of teenagers. This multimedia project is intended for elementary and secondary schools. It comprises a methodology handbook and double DVD containing 12 Slovak and foreign movies dealing with intolerance. The project aims to educate through both facts and emotions. Each of the films presents a different intolerance theme, chosen by professionals from the audiovisual production area in cooperation with experts in the field of hate crimes, journalists, teachers, the Slovak Film Institute, and organisers of the "Jeden svet" (One World) human rights film festival.

Together with these projects, through our own services we offer parents supervisory and control mechanisms. [4.17] The free service Parental Control on mobile and fixed internet allows parents to block inappropriate internet pages depending on a child's age, without installing special software. Internet pages are divided into 54 categories, and grouped into four levels of protection depending on the age of a child, following the recommendations of child psychologists:

- Strict – suitable for children up to 6 years of age,
- Medium – suitable for children from 7 to 12,
- Moderate – suitable for children from 13 to 18,
- Low – suitable for adults, with no content blocked.

We offer parental services for pre-paid Easy cards and FIX programmes, which are ideal for a child customer, due to low prices of calls and SMS service. Parents can choose from five services, with most of them offered free of charge:

- The parent will receive a free informative SMS message in case the child's credit drops below EUR 0.50,
- The parent can verify if the child complies with school rules and his/her mobile phone is turned off during classes by sending a single SMS message,

- The parent can track the child's location if necessary,
- The parent can set allowed telephone numbers on the child's phone to which the child can make calls and send SMS,
- The child can reach parents at any time with the Sponsor service, even though the remaining credit is too low.

Magio TV is another product offering a parental control. It allows locking of selected programmes and movies in rental or individual TV channels, and selected programmes on TV channels. As of 2009, we offer automatic blocking of all pages with illegal content to all mobile and fixed internet clients, along with the possibility for parents to block paid adult services from the child's mobile phone.

**i** [4.8] [4.12] Slovak Telekom is one of the signatories of the National Code of Safe use of mobile services. We also actively implement measures defined by the European Framework for Safer Mobile Use by Younger Teenagers and Children. Reporting of internet pages with child pornography, xenophobia and racism is one of our activities in the field of child protection. Customers who accidentally come across such pages when browsing the internet can report them through an on-line form that is re-directed from the Slovak Telekom web page to [Stopleveline.sk](http://Stopleveline.sk) – the National Centre for Reporting Illegal Content or Activities on Internet. We also support operation of the shared Line “[Pomoc.sk](http://Pomoc.sk)” ([Help.sk](http://Help.sk)), for children who need advice or want to talk with someone other than their parents about something relating to safe use of the internet or mobile phones.

Along with those two main areas of philanthropy, we also provide help through telecommunications fundraising, we have long been cooperating with several non-profit organisations, and our employees also participate in the activities as volunteers.

## TELECOMMUNICATIONS FUNDRAISING

We organise mobile and fixed-line fundraising in a transparent way, respecting relevant legislative norms. The collections are organised free of charge. We thoroughly scrutinise the flow of the collected money so that it ends up with the final recipient as identified by the customers. In 2013, we organised **SMS collections for 20 organisations**; all the amounts collected were donated to non-profit organisations, for

particular purposes, including “Biela pastelka” (The White Pencil), “Modrý gombík” (Blue Button), aid for victims of Typhoon Haiyan in the Philippines, and others. Starting in April, our customers were able to make contributions to “Dobrý anjel” (Good Angel) not only by sending SMS message, but regularly donating EUR 1 from all monthly invoices.

We raised **EUR 304,098.79** for charity purposes. We also continued to operate three toll free numbers as a public service – the National Hotline for Victims of Human Trafficking, Line for the Future and Hotline for Hardship Facing Women and Domestic Violence Victims -Say Yes to Life.

## LONG TERM PARTNERSHIPS

We operate telecommunication services for various organisations, such as the “Horská záchranná služba” (Mountain Rescue Service), “Dom na polceste Veľký Slavkov” (The Halfway House of Veľký Slavkov), “Úsmev ako dar” (Smile as a Gift), Plamienok (civic association), and the Aréna Theatre, as long-term partnerships. The statements of our partners clearly show that the cooperation is highly appreciated.

**Plamienok, c.a.:** “Thanks to your flat-rate voice plans, our incurable children can be at home, where they feel best. We pay them regular visits and perform medical check-ups; we are here for them, undertaking stand-by duty and reachable by telephone 24 hours a day. We can call the families back at any time, in order not to burden their family budgets (which is very often tight due to the other costs related to the child's illness). We are able to provide them with sufficiently long consultations by telephone, while they need not be afraid of exceeding the flat-rate voice plan or our budget.”

**Mountain Rescue Service (we have provided them a toll-free emergency line number, 18 300):** “The service provided by Telekom has first of all made us able to use another communication channel via a mobile network, which is, along with the radio connection, the most commonly used communication used by our rescuers in mountain and alpine environments. We also use it to transmit data from weather stations directly to the terrain, whereby we can communicate to the general public topical mountain-related information, thus better contributing to their safety.”

**Smile as a Gift:** “The toll-free services have enabled us to streamline the activity we perform and increase

its efficiency, primarily in the area of work with children coming from socially disadvantaged families and young people directly 'in the street'. Thanks to the money saved, which otherwise would be used to pay the telecommunications fees, we have better possibilities to provide our clients with social advisory services and communicate with both existing and potential partners and colleagues. We can also save postal fees thanks to the services, which we appreciate very much since they are becoming more expensive and therefore restrict communication".

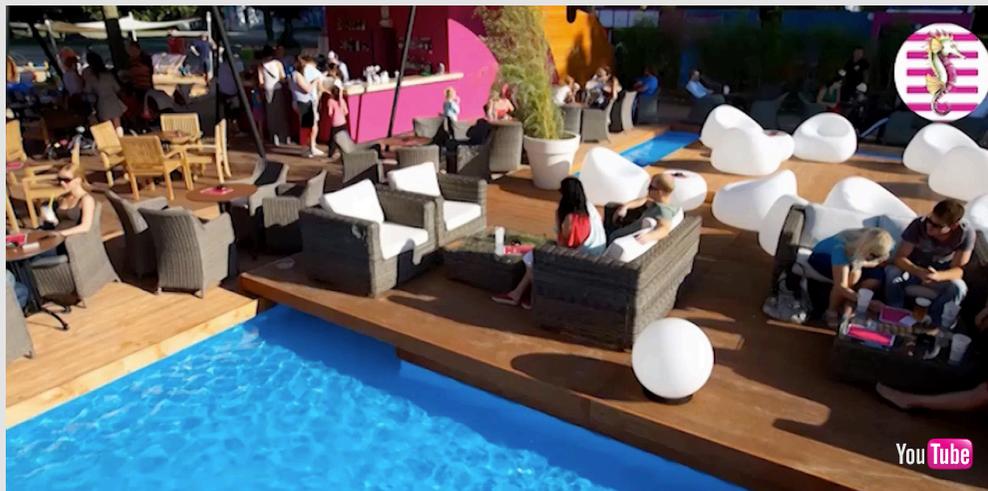
We also provide a toll-free "Linka pre budúcnosť" (Line for the Future) – **0800 800 123**, as well as **0800 800 818** intended for providing assistance to people who have been involved inhuman trafficking or abused for various kinds of exploitation for economic gains.

We have systematically been supporting the "Dom na polceste Veľký Slavkov" (The Halfway House of Veľký

Slavkov) since 2008. The organisation provides aid to children raised in orphanages to learn to stand on their own two feet and become socialised through the working process. In 2013, we helped them start up a farm. An opportunity to work was thus also provided to those who are incapable of finding other types of work. The farm will concurrently help the organisation on its journey to become self-financing.

## AGAINST CORRUPTION EVEN WITHIN CORPORATE RESPONSIBILITY

We have been members of the Fund for Transparent Slovakia for two years. We are striving to develop ethics, transparency, democracy, and a sound entrepreneurial environment in Slovakia by fostering watchdog and analytic organisations. Through the Foundation, we provide support to the Transparency



FOR THE FIRST TIME LAST YEAR, THE POPULAR MAGIO BEACH WAS OPENED NOT ONLY IN BRATISLAVA, BUT ALSO IN EASTERN SLOVAKIA'S LARGEST CITY OF KOŠICE. VARIOUS INTERESTING AND ATTRACTIVE ACCOMPANYING EVENTS FOR ALL AGE GROUPS WERE PREPARED IN AT BOTH BEACHES THROUGHOUT THE SUMMER.



WE WERE THE GENERAL SPONSOR OF THE 5TH ANNUAL RUNNING EVENT IN BRATISLAVA, TELEKOM NIGHT RUN 2013.

International Slovakia organisation, which can therefore fight for better transparency in the areas of health care, public procurement, lobbying and the judiciary, and against corruption, as well as the Via Iuris organisation monitoring the judiciary, or the Fair Play Alliance, which warns about legal violations or cases of uneconomical or unethical behaviour.

## EMPLOYEE VOLUNTEERING

Slovak Telekom's employees contribute in philanthropy activities with their experience or offer their direct participation in particular events. In 2012, through the Endowment Fund Telekom with the Pontis Foundation, we announced another round of the employee grant programme "Pomáhame komunite" (We Help the Community). The projects for the programme were recommended by the Company's employees themselves. The 65 non-profit organisations which were selected started executing the projects in January. We supported the projects, through the Endowment Fund, with EUR 60,000.

Based on proposals of the Company's employees, we reconstructed several Slovak castles in summer. We supported the renewal of the cultural sites with EUR 40,000.

We also helped the Tatras in 2013, thus continuing the nine-year tradition which we began after the wasting windstorm in 2004. Having planted 600 trees, we revitalised Tatranská Javorina, which was devastated by wood-destroying bark-beetles. Our participation in the "Naše mesto" (Our City) project through which we provided assistance throughout Slovakia, is a matter of course.

## MAGIO BEACH

For the first time, the popular Magio Beach was opened not only in Bratislava, but also in eastern Slovakia's largest city of Košice last year. Magio Beach in Bratislava offered an interesting new attraction: the lagoon and waterfall, and exotic tropical shower. The Beach in Košice was built in the city leisure zone in the Nad Jazerom district. Both Beaches offered several thematic zones suitable for various forms of passive rest or active relaxation. Various interesting and attractive accompanying events for all age groups were prepared at both Beaches during the summer months.

## CORPORATE RESPONSIBILITY EXPERIENCE EXCHANGE

Slovak Telekom was a sponsor of the [Corporate Philanthropy Forum](#). Conference attendees exchanged experience in organising philanthropy projects, also discussing how companies can contribute to building a strong and sustainable civil society. A philanthropic map was compiled at the forum, showing the particular areas where the donorship of the companies is executed and also specific money amounts donated.



## RESPONSIBILITY TOWARDS CUSTOMERS

In 2013, we redesigned the retail shop in Bratislava shopping center Polus, featuring digital technologies, which put the finishing touches to the atmosphere, becoming an integral part of it. 28 LED screens make it possible to alter advertisements remotely within minutes, removing poster printing and distribution costs.

**i [4.17]** Customer satisfaction with the products and services provided is the main priority of our Company, governing all our internal and external processes aimed at bringing out innovative products and services, and high-quality customer care. Thanks to our wide offering, we can provide solutions customised to the customers' needs; we approach them on an individual basis and, in cooperation with them, look for solutions tailored to suit the needs of the customer. Our goal is not only to win customers but, through unique offerings meeting the customer's requirements, retain them too. Our customer care does not therefore end with a sale; this is just the beginning. We are interested in the customer's feedback, which we gain through various tools and work with it intensively.

A quality management system has been established in Slovak Telekom since 2004. Holding the [EN ISO 9001: 2008](#) quality certificate confirms that the Company meets European standards, and that we are capable of reacting to customer requirements and improving the customer service system, including development of new products as required by the customers. The Certificate covers customer service processes, customer acquisition and customer care processes, and design-related and development-related processes. Holding this certificate helps Slovak Telekom enhance the overall management of the organisation, improve the Company's image within the scope of providing high-quality service, and set forth key measures to reduce customer complaints and claims.

We also succeeded in preventing customer claims and complaints through having implemented process solutions, on the initiative of both Slovak Telekom and the parent company Deutsche Telekom.

## **i [4.17] COMMUNICATION WITH CUSTOMERS**

**i [PR6]** Slovak Telekom has been a member of the Slovak Advertising Standards Council since 1998. We have committed to respect the Ethical Principles of Advertising Practice. We first of all take care to provide decent, honest and truthful advertising, respecting by its form and content the advertisement practice principles respected on an international level as prepared by the International Chamber of Commerce. At the same time we comply with the Act on Advertising and Act on Customer Protection in all our published advertisements and promotional information.

**i [PR7]** In 2013, 6 petitions were filed with respect to our advertising compliance with the Code of Conduct of Advertising Practice of the Slovak Advertising Standards Council. All 6 petitions were negative, not being in contradiction to the Code of Conduct of Advertising Practice.

Customers also learn about new products and the Company's operation from media outputs. In 2013 we replied to 700 journalists' questions from various areas related to the Company's operation.

The customers can directly order new products and services in the stores (Telekom Centres) or via the [www.telekom.sk](http://www.telekom.sk) portal; starting in 2013, they can also be offered directly by the technicians during servicing visits. The technicians can issue orders, sign contracts, and install and present Magio TV and internet services, including receipt of terminal equipment.

**Telekom Centres:** Since Telekom Centres proportionally cover all important regions in Slovakia, they are available to all customers. They provide a comprehensive portfolio of voice, data, internet and television products and services, including attractive terminal equipment (mobile and fixed-line telephones), notebooks, tablets, routers, etc. Naturally, the staff working in the centres is highly qualified and customer oriented.

In 2013, we redesigned the retail shop in Bratislava shopping center Polus in compliance with DT 2010+. The design involved digital technologies which put the finishing touches to the atmosphere of the shop, becoming an integral part of it. 28 LED screens make it possible to alter advertisements remotely within a few minutes, which removed the costs of printing and distribution of printed advertisements. The staff of the redesigned store can attend to 350 customers per day. Employees in 52 Telekom Centres throughout Slovakia can communicate in sign language. The Telekom Centres directory, including contact and operating details, is available on our web page.

**Digitised signature in shops:** The customers sign documents in soft copy format in shops with a digitised signature in a special signature tablet. We thus help the sales staff reduce paper work and safety risks related to storage, transmission and final scanning of the customer contracts. In the selling process itself, the sales person then only prints one copy of the document in hard copy format for the customer. The other copy, which is to be processed and registered internally, remains in soft copy format, and the sales person thus need not send it to any other place. The document is available much earlier in the Company's archives and can be handled immediately.

**Call Centres:** The role of the call centres is to provide Telekom brand customer care services. The customer can obtain complex information on products of the fixed and mobile portfolios, and conveniently order or change those services at the toll free **customer line 0800 123 456**.

Technical support and fault clearance is insured through certified operators at the toll free **Technical Support Line 0800 12 777/ 12129** 24 hours a day.

Slovak Telekom is the only company that provides its customers a nonstop and complete information and assistance service in Slovakia: **"Geniálna infolinka 1181" (Ingenious Infoline 1181)**. The customers can get quick and professional answers to any question 24 hours a day and 7 days in week, and obtain information from various fields, such as travel schedules, telephone numbers, opening hours of banks, insurance agencies and other offices, doctors' hours, sports results, cinema and theatre listings, winning lottery numbers and sports results for those who bet, and job offers.

Since 2008 we have been offering the operator lines **12 999 ("Volá Nepočujúci počujúcim", The Hearing-Impaired calling the hearing)** where the operator reads the text written by a hearing-impaired customer via a text phone to a hearing network user, and **12 777 ("Volá počujúci Nepočujúcim", the hearing calling the Hearing-Impaired)** where the operator converts spoken words into written text for a hearing-impaired user and then will read the text written by the Hearing-Impaired to the hearing network customer. In this way a hearing-impaired network user can communicate with other network users who have standard telephones.

Portal [www.telekom.sk](http://www.telekom.sk)

Online service further solidified its position, also confirmed by the increasing visit rates of the [www.telekom.sk](http://www.telekom.sk) site. At the end of 2013, more than 20 percent of all accesses to the site came from mobile telephones. We responded to this by launching the very successful mobile application Telekom and a new mobile version, the [m.telekom.sk](http://m.telekom.sk) site. We also redesigned and optimised the e-shop and developed services on the Telekom portal last year. We want to go further in the same direction. The visits and the number of online transactions increased steadily testifying to the customer's shift to this channel, creating conditions for further activities in the corporate web area and general shifts for e-sales and e-care activities. The Company organised several successful contests on the Telekom SK Facebook page. We succeeded at more tightly interlinking the customer care teams with the questions posed by the fans, recording an 82.5 percent increase in fans compared to previous year. At the end

of 2013, Telekom had over 130,000 fans. After adding lifestyle topics to the PR content, Twitter also registered an increased interest of the users. In summer, an account on the Instagram photonetwork was added. In autumn, regular updating of the content and offer of free job positions started on the LinkedIn network, intended mainly for business clients; Telekom had 2,200 users by year-end. The Company also communicates on Google+. We have the highest number of users on YouTube from among all operators, up to 2,103, which indicates that it is very popular and its content is attractive.

**Telekom Benefit** is a loyalty programme for all Telekom's customers (fixed and mobile) launched in February 2012. We promote loyalty offers regarding our own products and discounts with other partners through the portal [www.telekombenefit.sk](http://www.telekombenefit.sk) and internal marketing channels. The most popular discounts in 2013 included two-for-one cinema tickets each Wednesday, two-for-one ski passes in the High and Low Tatras, and a 10 percent discount for fuel.

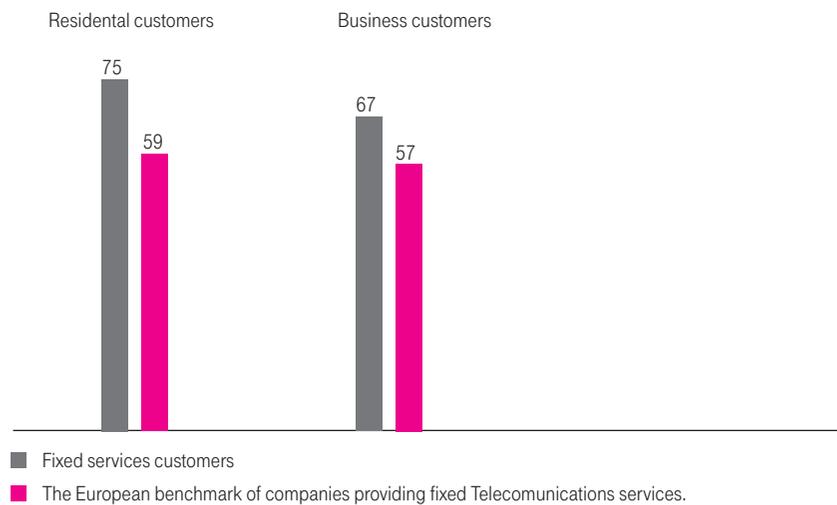
## [4.17] [PR5] OBTAINING FEEDBACK

We receive feedback from our customers primarily through the automatic system ICCA (International Customer Contact Analysis), which runs a customer survey directly after they contact a Call Centre, technical line, visit a Telekom Centre, receive a technician, or meet sales representatives. The survey is carried out through text messages or IVR. It covers all of our customers, both mobile and fixed. Thus we essentially obtain on-line feedback from customers, which allow immediate reactions in terms of changes in processes, communication, or the environment where we meet our customers.

The main tool to measure customer satisfaction is the TRI\*M survey, conducted quarterly by an independent research agency. The result of this survey is the TRI\*M index (customer satisfaction and loyalty index), which allows benchmarking not only with other telecommunications operators in Slovakia and across Europe, but also with a variety of industries. Slovak Telekom has used this tool to measure customer satisfaction since 1998.

The results of the TRI\*M survey for 2013 show that we have managed to maintain customer satisfaction on a very high level. In all the areas analysed, the Company's results were above average when compared to European benchmarks, while the overall satisfaction rate of the residential customers of both mobile and fixed services increased compared to 2012.

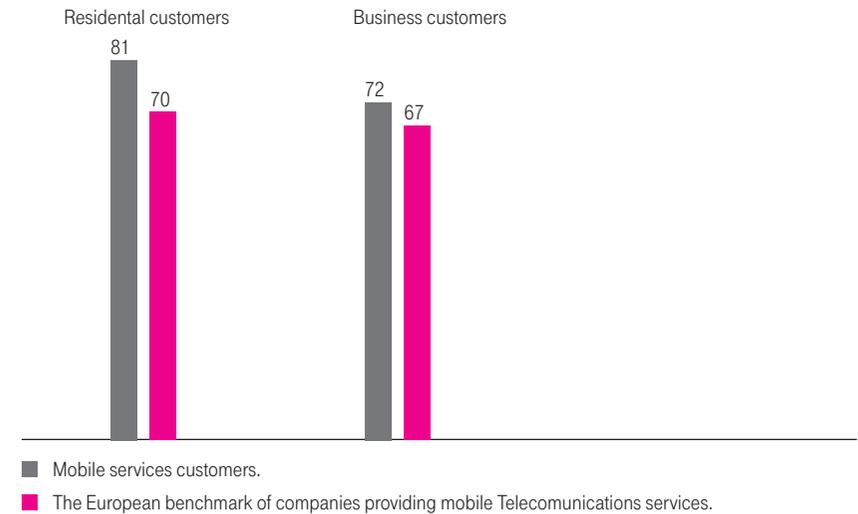
**[PR8] TRI\*M INDEX OF CUSTOMERS OF THE SLOVAK TELEKOM FIXED SERVICES FOR 2013**



Source: Slovak Telekom

**[PR8]** When contacting customers, we take care to protect their privacy and personal data. Therefore we train our employees regarding direct contact with customers' data, and we check data processing at individual retail shops. In 2013, we did not find any justified complaint on breach of customer privacy, nor did we discover any customer data loss. We duly comply with legislative requirements, and take a proactive approach when it comes to the obligations regarding customers' right to information.

**[PR8] TRI\*M INDEX OF CUSTOMERS OF THE SLOVAK TELEKOM MOBILE SERVICES FOR 2013**



Source: Slovak Telekom

**ELECTRONIC INVOICING**

**[PA10]** In 2013, we focused on improving the electronic invoices or, more precisely, making the electronic invoice more attractive for the Company's customers, both new and existing. We enabled customers using mobile network services to have online access to their electronic invoices. We also made it possible for them to administer their e-mail addresses for electronic invoice delivery via Telekom's mobile application.

As of 31 December 2013, electronic invoices were used by 43.32 percent of customers, a year-on-year increase by 8 percent.

On the corporate website: [www.telekom.sk](http://www.telekom.sk) in the section: "O nás – Zodpovedné podnikanie" (About Us – Corporate Responsibility): <http://www.telekom.sk/o-spolocnosti/zodpovedne-podnikanie/enviro/>, we are counting invoices that do not have to be printed thanks to customers using electronic invoices, and also the number of trees saved. So far, customers who use electronic invoices have saved more than 7,000 trees, which represent roughly 46.5 million electronic invoices.

**i [PA10]** In 2013, we started preparing a new layout of mobile services invoices, bringing customers several new improvements including significantly more transparent invoices. The new layout will for example include charges related to all a customer's numbers, broken down. This means the customer will be able to see in the invoice the amount of call plan payments and number of minutes used for each telephone number. The invoice will also include "explanatory text", bringing customers additional information. We have also prepared pop-up windows for electronic invoices, describing to customers the individual items in greater detail.

## ELECTROMAGNETIC RADIATION

**i [PR6]** In connection with mobile communication operations, we regularly measure base stations and closely follow research and scientific publications, at both the local and Deutsche Telekom Group levels. So far, no scientific papers have proven the direct influence of electromagnetic radiation from mobile telephones and base stations on the public's health.

**i [IO7]** When deciding about the location of the base stations, we take into consideration the customer structure and the neighbouring base stations, urban density, terrain and obstacles therein. Before being launched into commercial operation, all base stations are thoroughly assessed by the National Health Authority, which measures the electromagnetic field level. Only if it complies with applicable Slovak and European standards, which are very strict, can it be put into operation. Furthermore, once in a three year period, all mobile operators in Slovakia are obliged to have the intensity of the electromagnetic field checked by an independent certified company, which sends the outcomes to the Regional Authority of Public Health.

When building the base stations, we closely cooperate with local authorities and communities. Our team of experts is ready to deal with their questions and solve problems in the event of conflicting opinions.

**i [IO6] [IO7]** Our customers have a publication available on our web page under the section About us – Corporate responsibility, providing answers on electromagnetic radiation, and our mobile handset offering includes information about the telephones' electromagnetic radiation and SAR values. **i [IO4] [IO5]** Our base stations meet the international ICNIRP limits.

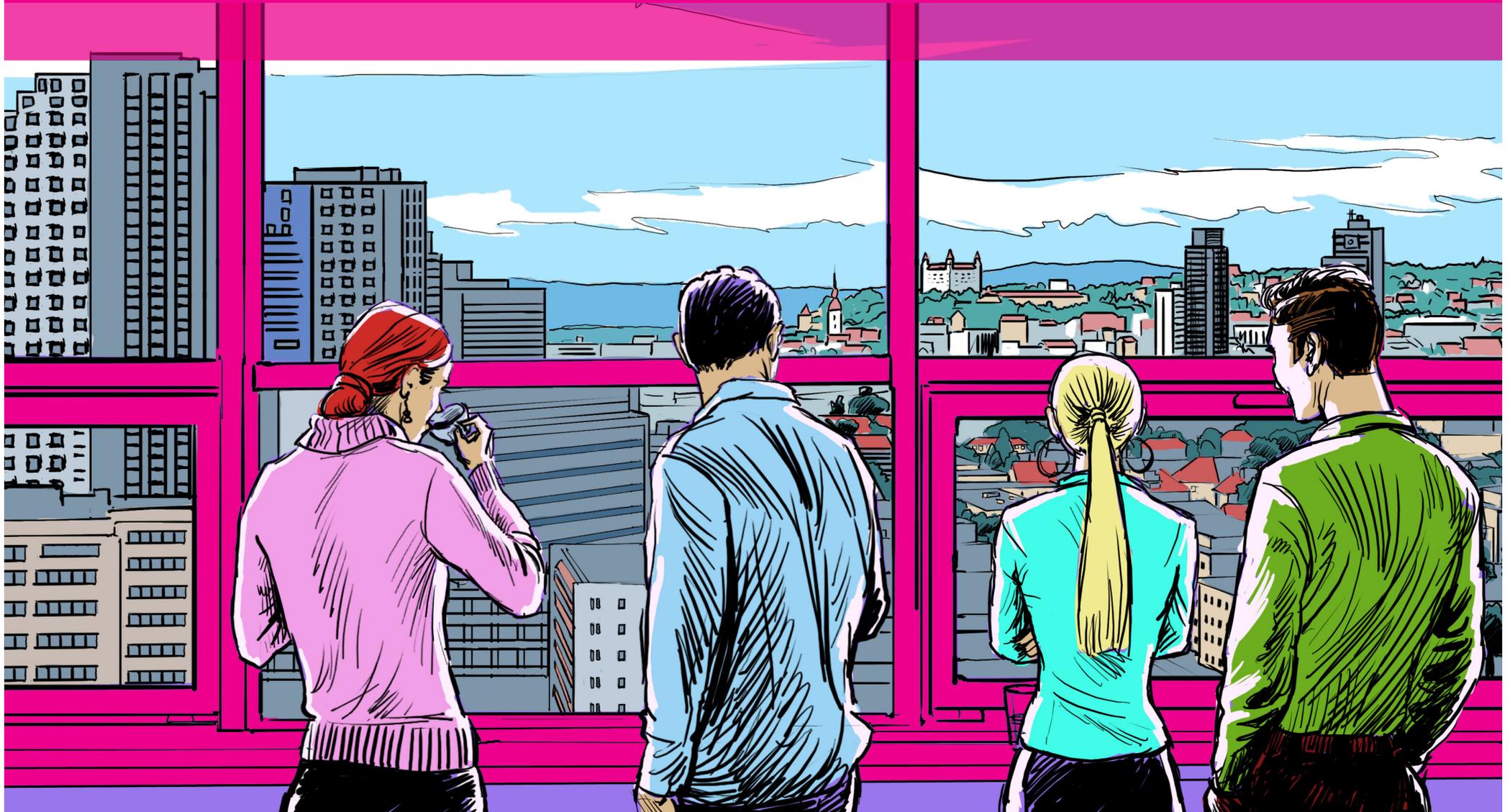
## **i [PA5] [PA6] PRODUCTS FOR THE DISADVANTAGED**

We provide mobile telephones equipped with voice output for severely visually impaired customers. The application installed makes the mobile screen content available to visually-impaired customers through a synthetic voice. Those with partial sight can, if necessary, magnify their screens. The telephone providing the application costs only as much as a standard telephone does. People preferring fixed lines can choose a cordless telephone with enlarged display and bigger buttons. Visually-impaired customers also have toll free access to information on telephone numbers through a 100 per cent discount to calls using the information service 1181. The discount is applied on calls made from Telekom's fixed network.

Taking into consideration the requirements of older adults, we provide the special programme "Magio pre seniorov" (Magio for Seniors), through which they can connect to the internet at the favourable price of EUR 8.99 per month for two years. Significantly, the sum remains the same regardless of how much data they download per month or, in other words, how much time they spend on the internet.

# RESPONSIBILITY TOWARDS EMPLOYEES

In 2013 we combined Telekom's two headquarters buildings into one joint head office. The building has a modern and inspiring design, a greater number of conference rooms and the fastest lifts in Slovakia.



Slovak Telekom is a member of the global group of Deutsche Telekom companies. The magenta “T” is a visual symbol of its associated companies and at the same time represents international values recognised by employees of all its companies.

The corporate values shared and adhered to by employees the Deutsche Telekom Group companies are:

- Customer delight drives our action;
- Respect and integrity guide our behaviour;
- Team together– Team apart;
- Best place to perform and grow;
- I am T – count on me.

## NEW HEADQUARTERS IN THE CAPITAL CITY

Prior to integration, there were two HQ buildings (CBC on Karadžičova Street and Polus Tower on Vajnorská Street), each of the companies (Slovak Telekom and T-Mobile Slovensko) had its own head offices. It was a priority to concentrate employees into a new shared modern headquarters building, and this was achieved in the summer of last year. The HQ building has a modern and inspiring design, a greater number of meeting rooms, the fastest lifts in Slovakia, and ventilation windows.

**i [4.8]** Our employees have been abiding by the **Code of Conduct** in their work since 2006. The Code of Conduct is uniform to all Deutsche Telekom Group companies and embodies their connection to the vision, values and strategy of the parent company. Compliance with it is binding to all employees. The Code of Conduct is available on our website in the About Us– Corporate Identity section:

<http://www.telekom.sk/o-spolocnosti/o-nas/firemna-identita/eticky-kodex/>.

The Code of Conduct defines the organisational culture, rules of processing information, and standards of conduct. It also defines what conduct is desirable in relations among employees, and with contractual partners, suppliers and customers. It defines what corporate principles mean in everyday work and what benefit they provide. The Code also updates commitments and obligations of employees arising under business relations and provides more details about requirements concerning adherence to the standards of conduct.

We receive feedback about the adherence of employees to the principles of ethical business and conduct by means of a control mechanism: the **Ethics Line**, which is available to all employees as well as external partners. Any comments concerning violation of internal directives, laws or the Code of Conduct can be reported by phone to **0800 111 711**, by post to the Legal and Corporate Affairs Unit – Compliance, Bajkalská 28, 817 62 Bratislava or by e-mail to [etickykodex@telekom.sk](mailto:etickykodex@telekom.sk). The basic principles of decision making of all employees are morals, ethics, legal standards and corporate values. A fair approach to customer needs and desires is the priority of our employees.

**i [4.8] [HR4]** The Company has defined **Standards of Conduct** for its employees, who are also subject to the **Social Charter of the Deutsche Telekom Group**, in which the Group declares its fundamental social principles, respecting the cultural, ethical, social, political and legal diversity of nations and companies in which the Company is established.

Assessment of compliance risks in 2013 covered 27 areas. Telekom defined 5 personal data protection measures in connection with: the amended Act on Personal Data Protection; competition law and economic competition protection in order to increase information provision and awareness; telecommunications law in order to ensure adherence to “Chinese walls”; and fraudulent actions and thefts in order to reduce the number of mobile phones disappearing. The defined measures cover deficiencies identified by those who carry these risks.

**i [SO3]** Also in 2013, we held training which presented to employees ethical principles as applied in Telekom, the culture of the Deutsche Telekom Group and applied anti-corruption rules. E-learning courses were attended by 423 people, and 175 newly hired employees were trained in person during “Startdays”.

**i [LA4]** The 2013 Collective Labour Agreement was concluded with our social partners. It applied to all regular employees (i.e. not to employees through personnel leasing agencies and part-time employees). The Company’s Collective Labour Agreement regulates individual and collective relations between the employer on one side and employees represented by trade unions (Slovak trade union of post and telecommunication sector, Telekom Trade Union) on the other side. It sets out employees’ entitlements and rights arising through employment in our Company beyond the scope of generally applicable legislation.

**i [LA5]** Employees whose contracts are to be terminated due to restructuring changes (§ 63 par. 1 section a) and b) of the Labour Code) are notified of the prepared restructuring changes no less than one month prior to the delivery of the notice of termination.

## EMPLOYEE STRUCTURE

**i [EC7]** For the purposes of employee selection, we use interviews and an assessment centre, with the decisive factors being candidates' professional skills and previous work experience, regardless of the region of their origin.

**i [LA13]** On 31 December 2013, we employed **3,312** employees, of which approximately 61% were men and 39% women. The executive management consisted 83% of men and 17% of women as of 31 December 2013. Of the men, 80% were aged 30 to 50 and 20% were 50 years and older. On the other hand, 100% of the women in the executive management are aged between 30 and 50.

**i [LA1]** There were **3,298** full time employees and **14** part-time employees. **2,964** of these employees had employment contracts for an indefinite period of time, and 348 employees were employed for definite periods of time.

**i [LA13]** Data from the last day of 2013 indicate that the average age of our employees was **39 years**; 53% of employees had a university degree and 47% of employees completed secondary school with school leaving examination. 24% of employees had been working in the Company for less than 5 years, with 26% working from 5 to 10 years (inclusive) and 50% with us for more than 10 years. As of 31 December 2013, our Company was employing **35 people with physical impairments**, of whom 16 were on partial or full invalidity pension.

In the course of the year, there were **242 new employees hired** from the external environment.

**i [LA2]** In 2013, 239 men and 212 women left the Company, which represents a total decline in the headcount of 5.75%.

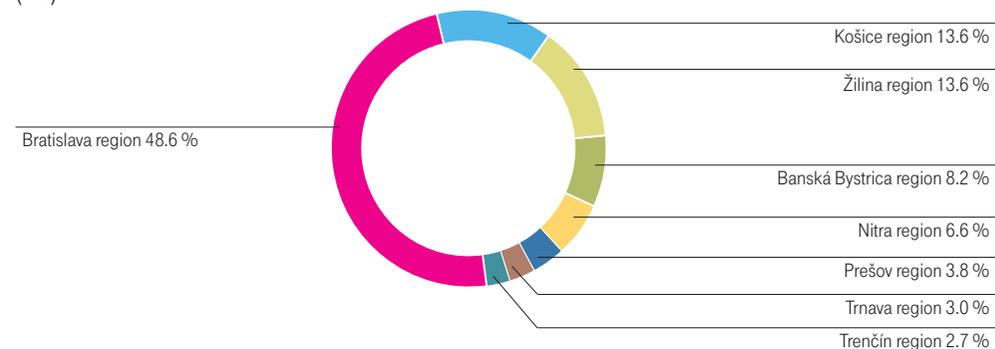
**i [EC7]** The share of members coming from the local community in upper operating management is considerable, over 96%.

**i [LA13]** Number of employees by citizenship:

| Nationality  | Number      |
|--------------|-------------|
| Albanian     | 1           |
| Brazil       | 1           |
| Bulgarian    | 1           |
| Czech        | 16          |
| Croatian     | 3           |
| Hungarian    | 40          |
| German       | 3           |
| Romanian     | 1           |
| Russian      | 2           |
| Slovak       | 3240        |
| Ukrainian    | 4           |
| <b>Total</b> | <b>3312</b> |

## WORKFORCE BY REGIONS IN PER CENT

(%)



Source: Slovak Telekom

## COMPENSATION AND EMPLOYEE BENEFITS

Only marginal changes were made to the remuneration scheme in 2013 – carried out with regard to the situation in the Slovak remuneration market, as well as the fact that the sector of information technologies and telecommunications has been preserving one of the leading positions in remuneration in the long term. The Company's employees were remunerated on the basis of individual performance that is connected to payment of the variable component of the salary to frontline employees and individual component of the bonus for other colleagues.

**i [LA12]** All our permanent employees were assigned to the performance management system, as a part of which they receive assessment of their performance and are notified of the options for their personal development and careers. Moreover, executive employees have been assigned to the international Performance and Potential Review assessment system, used to assess executive employees across the entire Deutsche Telekom Group.

Also in 2013, we provided employees with “Cafeteria” benefits, in which they could choose from products and services defined in advance, predominantly in the field of health care and relaxation. At the same time, we further enhanced the portfolio of partners offering discounts on products and services to our employees. We increased the value of food vouchers for our employees that are paid for in full by the employer.

Employees appreciated the option of selecting, as their working tools, mobile phones and data devices for mobile internet based on their own preferences (we added BlackBerry, tablets and other catalogue phones), products and services for more favourable prices for the employees as well as their family members, with the option of product testing. This is how employees could make use of Telekom services and spread their experience and recommendations to their families and friends. We also offer employment contracts with reduced working hours, work from home, work rotations, flexible working hours, two extra days of paid leave without stating the reason, partial compensation of salary while on sick leave, financial social assistance in the case of adverse life events in the family and extra contribution to supplementary retirement savings.

**i [EC3]** We provide retirement savings contributions and other long-term contributions in schemes with set contributions and allowances. In schemes with preset contributions we pay, on a mandatory basis (social security retirement insurance) or contractual basis (supplementary pension saving), contributions to public or private pension funds or schemes for payment of money at the point of retirement. The amount of the contribution is derived from the amount of the gross salary. We provide severance payment and jubilee rewards as a part of schemes with pre-set benefits.

**i [LA3]** Benefits to which only full-time employees are entitled include: “Cafeteria” benefits, supplementary pension insurance contributions, food vouchers paid in full by the Company, allowance paid at the adoption of a child, advantages in cases of obstacles at work (extra days off at wedding, relocation or death in family), favourable sick-leave pay in line with the Collective Labour Agreement, and two extra paid days off per year beyond the scope of paid holidays.

## EDUCATION AND DEVELOPMENT

**i [LA11]** In 2013, we performed 1,086 internal and external education activities, which were attended by a total of 9,140 participants. **i [LA10]** Average costs of education per employee amounted to EUR 215. Internal trainers providing development of front lines delivered 13,555 training hours.

Employees, especially at the front line, were intensively trained and developed also in the form of e-learning courses (focused on the fields of fixed as well as mobile products and services; work in internal systems; PC and language skills; and the legislative field). We prepared 104 new e-learning courses and 113 e-tests. The number of students attending e-learning courses exceeded 53,000. In order to verify the knowledge acquired, we carried out 12,000 e-tests.

Executive employees were provided with the opportunity to develop their managerial skills in the Leading Right programme and its successor, which is titled Management. Managers received not only basic coaching skills for the work with their subordinates but also learnt current managerial situations.

In 2013, talent development was driven by the T Drive talent programme. The programme focused on identifying and development of talents for 17 strategic areas of the Company. After the selection process, 34 employees were registered to the programme and were provided the chance to develop their talent under the auspices of mentors in each expert area. In the course of the year, the programme provided its participants with individual as well as group development activities, combined with lectures from interesting speakers. Also thanks to the programme, almost 20% of “T Drivers” progressed in their career paths during the year.

As part of internal activities, we organised our traditional motivational competitions: Service Hero, with a strong focus on supporting pro-customer behaviour, and Best Performer, which supports the long-term initiative of the Company’s high performance. To support the pro-customer behaviour and increase engagement, we held an internal T-conference for employees on the topic of improving customer orientation titled “Extra Mile” – take the extra step. The goal of the conference with an employee participation of 70, was to incorporate pro-customer behaviour into everyday work. For the second time, we held the Week of Development. During those days, there were short lectures and workshops on development topics held in Bratislava as well as in Žilina. They were attended by as many as 820 employees.

In order to establish more efficient professional development for various target groups of employees, at the end of 2013 we launched a system of consultation for education and development. In this way, we managed to manage development not only at the individual level but also at the level of strategic needs.

**i [LA11]** We have no specific programmes for employees who terminate their employment with our Company. Employees are provided with the chance to get educated on a continuous basis during their employment with us, which naturally increases their competitiveness in the labour market. Employees leave on the basis of an agreement with the employer under conditions agreed in the Company’s Collective Labour Agreement, which ensure care for those people beyond the scope of legislative obligations, including assistance and support by the Human Resources Unit in the form of consulting and providing practical advice concerning the search for employment. In individual cases, this is assistance with the entire package of skills necessary for finding new jobs or preparing career maps. Upon employment termination, priority attention is paid to care of disadvantaged, disabled employees and single parents with children.

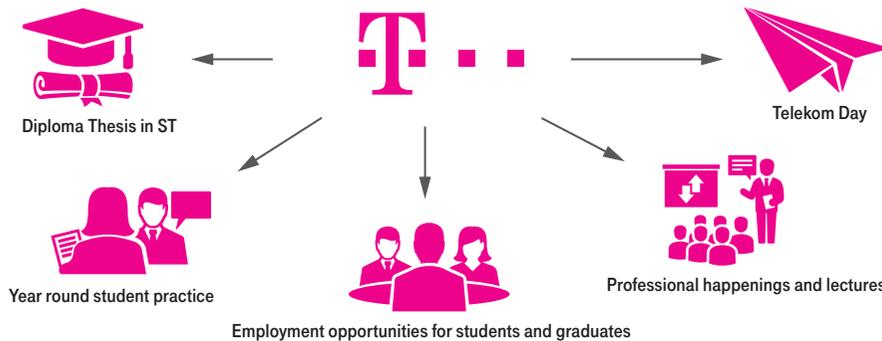
**i [TA2]** Employees can communicate with each other using the Lync application. It works like a chat forum, and it is very easy to work with. Employees can find out easily if their colleagues are online and if they are able to reply immediately. The application also makes it possible to view colleagues’ desktops even if they do not sit in the same office. Every day, employees make more than 4,500 contacts over this communication platform.

## COOPERATION WITH SECONDARY SCHOOLS AND UNIVERSITIES

Thanks to the programme for Professional internship in Slovak Telekom (Odborná stáž v Slovak Telekom), 9 selected students were given the opportunity to participate in work, for six to twelve months, on real projects. Based on consultations with our employees, we managed to assist students to prepare 15 thesis papers in 2013.

Based on our long-term cooperation with universities, we also supported the You Too in IT (Aj Ty v IT) project, aimed at increasing awareness of students about the study of IT and thus increasing interest in it.

We held the ninth annual Telekom Day expert conference, designed for students of technical universities. Students were provided with an introduction to the latest technologies supporting interactivity of households. The conference was attended by 70 students from Slovakia and 10 from Germany, accompanied by 15 academic experts.



## HEALTH PROTECTION AND SAFETY AT WORK

We pay continuous attention to the protection of health and safety (BOZP - Health Protection and Safety at Work) at work. We have implemented a BOZP management system in accordance with the OHSAS 18001 international standards. **[IO3]** This is based on prevention, thorough inspection activity, a system of cyclic education and overall increase of BOZP awareness.

**[LA6]** At the Company level, there is an BOZP Committee that oversees health protection and safety at work. It was appointed by the executive management, in line with Section 20 of Act No. 124/2006 on health and safety, as well as on the basis of an internal directive for BOZP assurance in Slovak Telekom. The BOZP Committee is composed of representatives of the employer (25 to 50%) with employee representatives, i.e. trade union representatives, forming the majority of its members.

**[LA9]** We cooperate with two trade unions: the Slovak Trade Union of Posts and Telecommunications, and the Telekom Trade Union. The Collective Labour Agreement, Section III, Paragraph 10, provides for cooperation with trade union representatives in applying all measures in order to ensure health protection and safety at work in Slovak Telekom.

The internal directive for BOZP assurance in Slovak Telekom, which was approved by the management, specifies in Art. 8 the rights of trade union bodies in inspections, collection of information, participation in negotiations and assuring BOZP.

**[LA9]** Trade union bodies cooperate in the following fields of BOZP:

- allocating personal protective equipment, cleaning and washing agents and protective drinks,
- participation of trade union representatives in everyday inspections of the working environment and working conditions, inspections by state administration authorities, investigation of job related accidents, and complaints concerning employee health and safety,
- yearly inspections performed by the trade union's worksafety inspector, and alcohol and extraordinary inspections,
- BOZP Committee comments on all internal regulations to assure BOZP,
- training of employee representatives in BOZP regulations, held once every two years,
- regarding the right to refuse dangerous work, as laid down in Art. 7 of the internal directive for BOZP assurance in Slovak Telekom.

**[LA7]** Number of injuries, number of lost and omitted days as result of work

|  | Number |
|--|--------|
| Total number of injuries   | 7      |
| Total number of occupational diseases  | 0      |
| Number of days lost due to injuries  | 183    |
| Total number of days of absence (exclusive of holidays, study leave, maternity/parental leave, and care for sick family members) | 1      |
| Rate of absences (percentage of absences to the total number of business days)   | 0,000% |

## CARE FOR EMPLOYEES

In 2013 we continued the Health Programme, intended to support care for one's own health and attended by 1,500 employees. We mainly focused on healthy working conditions, preventions of injuries, healthy nutrition, and employee sporting activities. During specific event days (Health Week, Technicians' Sports Day, Health Days) employees were able to take part in vital functions tests (for BMI, blood pressure, body fat, blood sugar, smoking analysis, blood typing), medical tests and blood-drop cholesterol measurement, and eye tests. At the same time, they could attend interesting lectures about risk factors of cardio-vascular diseases, protection at work with computer monitors, healthy nutrition, protection from stress, and so on. Employees could also take part in training focused on first aid skills.

As a part of interrelating work and leisure activities, we organise, at least once a year, a meeting of employees from all over Slovakia. We also usually invite parents on maternity and parental leave to those events, and many of them are happy to attend. Employees on maternity or parental leave can also make use of other benefits, such as discount coupons for fixed and mobile services, Company mobile phones and regular delivery of the Company magazine.

## WE HAVE OUR EMPLOYEE OF THE YEAR

Our employee Zuzana Vojteková became the Employee of the Year in the Top Corporate Philanthropist Award, which recognises companies as well as their employees for promoting philanthropy in Slovakia. We nominated Zuzka for her distinct personal engagement in volunteering and philanthropy. For several years, she has been a devoted volunteer, not only in her leisure time but also getting involved in our volunteer activities Naše mesto (Our Town) and planting trees and cleaning in the High Tatras. In Žilina, where she works, she actively helps organise collections and workshops, and often manages to engage her colleagues in corporate responsibility activities.

## [4.17] EMPLOYEE SURVEYS AND DIALOGUE WITH EMPLOYEES

 [4.4] Again in 2013, the **Day with a top management member** platform reinforced closer contact and communication of employees with top management. Employees got the chance to get to know the views of each top manager on topics in their fields of responsibility, and meet with them in group discussions or individually, as part of the "open door" events or informal evenings. The informal events also included **Hot Chair** discussions on current topics, the opening of the Magio Beach with an invitation for employees to join in the first drink, and a Christmas meeting, as thanks to employees for their continuous year-long effort in achieving corporate goals.

As usual, the Company's management met with managers at regular **managerial meetings** and with employees at the **Employee Forum**; employees could also watch this online on the intranet (and later as a video recording). Almost 1,400 of them made use of that opportunity. The purpose of meetings was to present all substantial financial indicators, introduce the goals and strategy of the Company, and motivate employees for the period to come.

 [4.16] Teambuilding activities, which support working teams and their performance, are a place of dialogue among colleagues and with superiors. Primarily, they focus on the needs of each particular team as well as on the objectives the team intends to achieve. We have especially positive experience with activities that, while being entertaining, offer the opportunity to look into the functioning of teams and communication between their members. Teambuilding activities of management employees are mostly connected to particular business topics or workshops. Combining teambuilding activities with volunteering is becoming a popular way of organising events for employees.

Our employees engage in employee surveys at regular intervals. In 2013, they had the opportunity again to comment on aspects concerning corporate culture, employee satisfaction, the working environment and loyalty to the Company. On a semi-annual basis, the international Pulse survey (occurring throughout the Deutsche Telekom Group) was run. We also participated in the Best Employers Slovensko survey, carried out by Aon Hewitt.



## RESPONSIBILITY TOWARDS THE ENVIRONMENT

We also helped the Tatras, continuing the nine-year tradition begun after the wasting windstorm in 2004. Planting 600 trees, we revitalised Tatranská Javorina, which was devastated by forest pests.

As a member of the international Deutsche Telekom Group, respecting the environment is one of our elementary ethical values. At the same time, we are fully aware that the field of telecommunications, too, has a significant impact on the environment. The environmental viewpoint is therefore incorporated into the management of our Company and its internal processes, in order to minimise impact on the environment. The public, employees and shareholders are informed about the conditions of environmental protection at Slovak Telekom through internal and external communication channels on a regular basis.

From our suppliers too, we require a socially and environmentally responsible approach, meeting environmental goals and adhering to the principles of the Slovak Telekom policy. We monitor suppliers' environmental behaviour, both while selecting them and during the term of the contract.

In 2012, we joined an effort of the most developed European companies to reflect, in an equal manner, financial, social and environmental aspects of doing business. We are promoting the idea of utilising modern telecommunications services as an alternative to activities with negative impact on the environment by joining the Sustainability Charter of the European Telecommunications Network Operators' Association (ETNO). The Charter came into existence through gradual extension of commitments in the 1996 Environmental Charter and 2004 Sustainability Charter, which we signed as a founding signatory. The new Sustainability Charter reflects the current level of development of telecommunication technologies and their effect on the Company, as well as current view of the European Commission on corporate social responsibility.

In 2013, we successfully recertified our [system of environmental management in line with the ISO 14001:2004 standard](#), which helped us reaffirm our adherence to these international norms. The environmental management system is our fundamental instrument for managing our Company's effect on the environment and is constantly developing. Execution of our primary goal – to provide top level telecommunications services to the largest possible number of satisfied customers – requires everyday interaction with the environment. However, we are clearly aware that this likewise increases the importance of environmental protection, and therefore we set demanding environmental targets. In our Company, we act in line with the Deutsche Telekom Group's environmental targets, as defined in the "[Low Carbon Society](#)" principle. These long-term goals include, in particular, reducing CO<sub>2</sub> emissions and energy consumption, and recycling waste.

Equally, in 2013, we actively pursued tasks arising from international commitments and conventions in the field of environmental protection, as well as from the Environmental Policy adopted by the Company, which often go beyond the scope of obligations under applicable legal regulations.

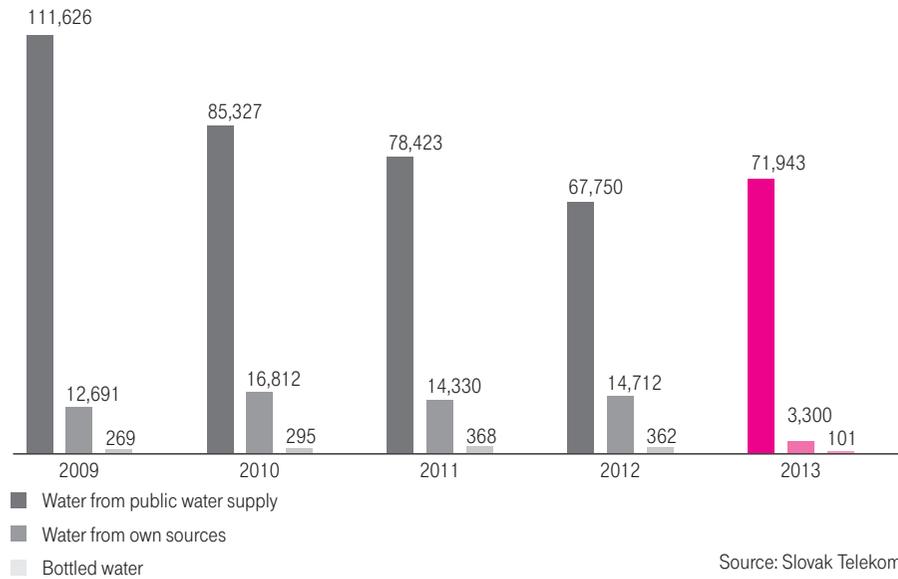
## WATER MANAGEMENT

Activities in the field of water management constitute some of our principal activities in environmental care. Those activities focus particularly on economical use of water (both from our own sources and from external supply), as well as on the quality of waste water, particularly water from our own treatment equipment (waste water treatment plants, grease traps and oil retainers). We thus contribute, directly and indirectly, to improving the quality of environment and its components and to comprehensive water conservation.

There are three water sources used in various Company premises and buildings: water from the public water supply, water from our own sources and bottled water. In general, we can state that the total volume of water consumed has been declining in recent years. In 2013, as a result of optimising processes and attitudes to water use, the total volume of water consumed and the water from our own sources declined compared to preceding years.

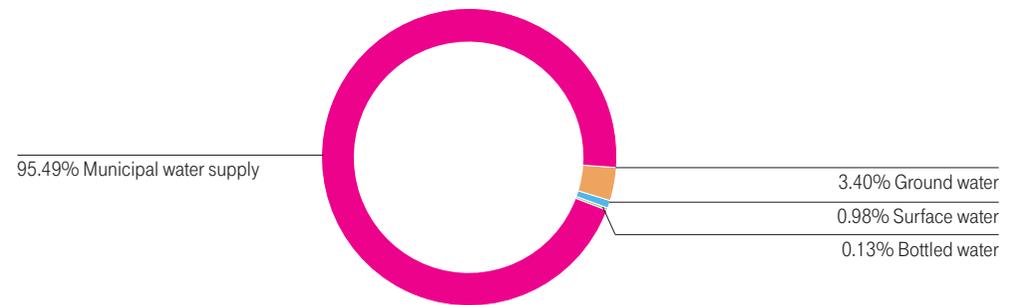
The quantity of water used is influenced by several factors; in this case, the significant factors are, in particular, the technical condition of equipment used and behaviour of employees in the use of water sources. In order to increase environmental awareness of employees, we organise internal information campaigns on this topic. As a part of caring for equipment used, we perform as necessary renovation or maintenance of selected equipment. Those activities will also contribute to a more efficient use of various water sources. One of our goals last year was to remove bottled water dispensers (except for premises where tap water does not meet potable water standards) and promote the use of water from the tap. A successful accomplishment of the goal also partially caused increase of the volume of water taken from public water supply in 2013, compared to the preceding year. Long-term monitoring of water consumption can serve to identify possibilities of its further reduction and thus to find possible increased efficiency of use.

### WATER CONSUMPTION IN SLOVAK TELEKOM 2009 - 2013 (M<sup>3</sup>)



To save potable water, we focus on increasing the use of service water, especially when watering greenery, and of recycled water for washing vehicles. **[EN10]** The volume of recycled water in 2013 amounted to 16 m<sup>3</sup>, which represents 0.021% of the volume of water consumed.

### **[EN8]** SOURCES OF WATER CONSUMPTION IN SLOVAK TELEKOM IN 2013 (%)



Source: Slovak Telekom

Most waste water released from our buildings is sewage (i.e. used water from bathrooms, offices, canteens and other similar facilities) and water released from surface outlets (i.e. rainfall collected from external parts of buildings and adjacent plots). That water is collected by the intra-premises drainage system, which is equipped with own cleaning devices, as appropriate (e.g. waste water treatment plant, grease trap, oil retainer). Thanks to correct setting, regulation, and cleaning of equipment, and operation of the cleaning equipment in accordance with applicable rules of operation, the prescribed efficiency of the cleaning process of the equipment was achieved.

## WATER PROTECTION WHEN HANDLING HAZARDOUS SUBSTANCES

Protection of water when handling hazardous substances is one of the most important activities in the field of water management. When operating telecommunications equipment, among other things we use potentially substances hazardous to certain components of the environment, such as water and soil. In particular, these include petroleum products (for backup sources of electricity), acids and heavy metals (especially in battery rooms). One of the important risky activities that is paid a high level of attention is handling of fuels, in particular diesel fuel for the operation of electricity backup sources. According to applicable water management legislation, diesel fuel is a hazardous substance that may endanger the health quality of water.

In the field of the prevention of environmental damages, we set a goal for 2013 to take steps aimed at improving the emergency measures in buildings in order to prevent the leakage of hazardous substances from backup sources of electricity to the environment in at least two buildings. That goal was exceeded as the level of emergency protection from leaks of hazardous substances was improved in five buildings.

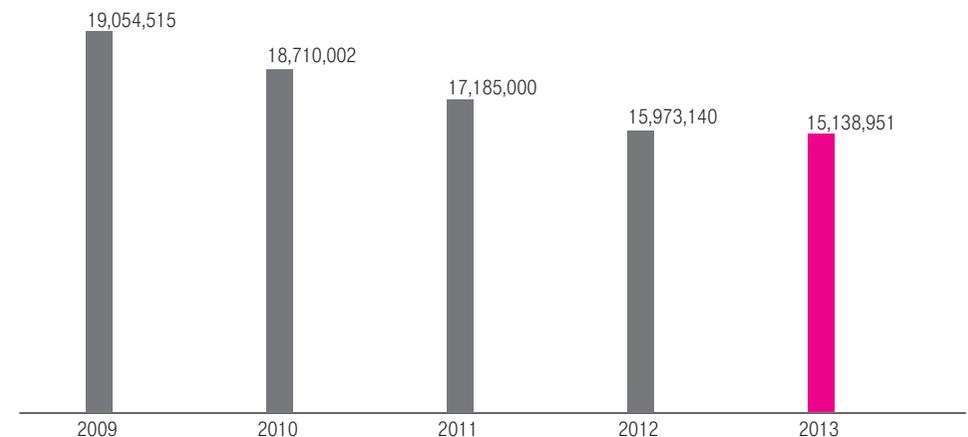
From the viewpoint of the protection of water in handling hazardous substances, we consider it very significant that we managed to further develop the solution of subterranean storage facilities for diesel fuel. These tanks pose a potential threat of pollution of surface and ground water sources and that risk increases in proportion to the duration of the use of the tanks.

Therefore, this risk is continuously assessed and, depending on set parameters (age of tank, technical condition, distance from sources of ground water or water courses), we are gradually selecting tanks whose operation will be terminated or which will be physically removed. In 2013, there were four underground storage tanks removed, which led to a material elimination of the risk of water pollution by hazardous substances.

## AIR PROTECTION

Thanks to the continuous monitoring of consumption and a systematic increase of efficiency in energy and fuel use, we have been reducing our negative impact on the air quality in the long run.

### GAS CONSUMPTION IN SLOVAK TELEKOM, 2009 - 2013 (KWH)



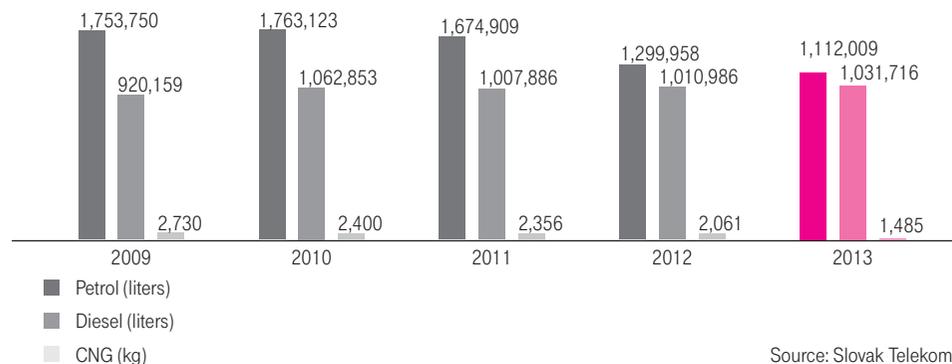
Source: Slovak Telekom

We use natural gas to generate heat in certain buildings. For a long time, we have been successfully reducing gas consumption, especially thanks to saving measures we introduced: regulation of heating systems and installation of thermostatic heads. There is also in progress a continuous replacement of boilers with higher efficiency models. Consumption reduction has also been assisted by the sale of redundant real estate or use of only part of real estate and the minimal heating of sections that are not in use.

Ongoing investment activities focused on the reconstruction of real estate will reduce their overall energy demands in the future and will also help to compensate, in a more efficient manner, for the effects of seasonal temperature fluctuations on gas consumption.

As can be seen in the following table, energy consumption decreased by approximately 6% year-on-year. We can therefore conclude that the measures adopted are effective and it is reasonable to continue.

### FUEL CONSUMPTION IN SLOVAKTELEKOM, 2009 - 2013 (LITER, KG)



We use petrol, diesel and compressed natural gas (CNG) in our motor vehicles. We also use petrol and diesel in backup energy sources, but such consumption is negligible compared to the consumption of motor vehicles.

The number of Company motor vehicles has been declining in the long run, and concurrently we have been increasing the share of Company cars equipped with GPS. As a result of those efficiency measures, the total consumption of fuels has been systemically decreasing. A slight increase in diesel consumption is a result of an increase of the share of vehicles running on diesel in our vehicle fleet. However, total fuel consumption decreased by more than 7%.

### [EN3] Direct energy consumption in Slovak Telekom, 2009 – 2013

| Year / Fuel | Natural gas (GJ) | Diesel (GJ)   | Petrol (GJ)   | CNG (GJ)  | Total (GJ)     |
|-------------|------------------|---------------|---------------|-----------|----------------|
| 2009        | 68,596           | 33,491        | 58,140        | 148       | 160,375        |
| 2010        | 67,336           | 38,770        | 58,814        | 130       | 165,050        |
| 2011        | 61,866           | 38,109        | 56,618        | 128       | 156,721        |
| 2012        | 57,503           | 38,405        | 43,584        | 112       | 139,605        |
| 2013        | <b>54,500</b>    | <b>39,193</b> | <b>37,283</b> | <b>81</b> | <b>131,057</b> |

Source: Slovak Telekom

### [EN20] Consumption of the above fuels produced the following emissions, 2009 – 2013

| Emission reference / year | TZL (kg)        | SO <sub>2</sub> (kg) | Nox (kg)         | CO (kg)        | VOC (kg)      | TOC (kg)      |
|---------------------------|-----------------|----------------------|------------------|----------------|---------------|---------------|
| 2009                      | 3,972.76        | 58.76                | 17,729.54        | 2,598.71       | 518.82        | 425.55        |
| 2010                      | 4,169.42        | 60.63                | 18,322.73        | 2,648.80       | 526.23        | 431.62        |
| 2011                      | 3,947.28        | 56.55                | 17,227.86        | 2,449.57       | 486.41        | 398.96        |
| 2012                      | 3,426.77        | 51.72                | 15,074.64        | 2,294.26       | 452.03        | 370.77        |
| 2013                      | <b>3,179.04</b> | <b>48.78</b>         | <b>13,961.14</b> | <b>2176.24</b> | <b>426.24</b> | <b>350.03</b> |

Source: Slovak Telekom

**Legend:**

- TZL: solid pollutants
- SO<sub>2</sub>: sulphur oxides expressed as sulphur dioxide
- NOx: nitrogen oxides expressed as nitrogen dioxide
- CO: carbon monoxide
- VOC: organic gases and vapours expressed as the total weight
- TOC: organic gases and vapours expressed as the total organic carbon

Emissions were calculated on the basis of general emission factors issued by the Ministry of Environment of the Slovak Republic. The necessary scope of data for specific calculation methods was not available.

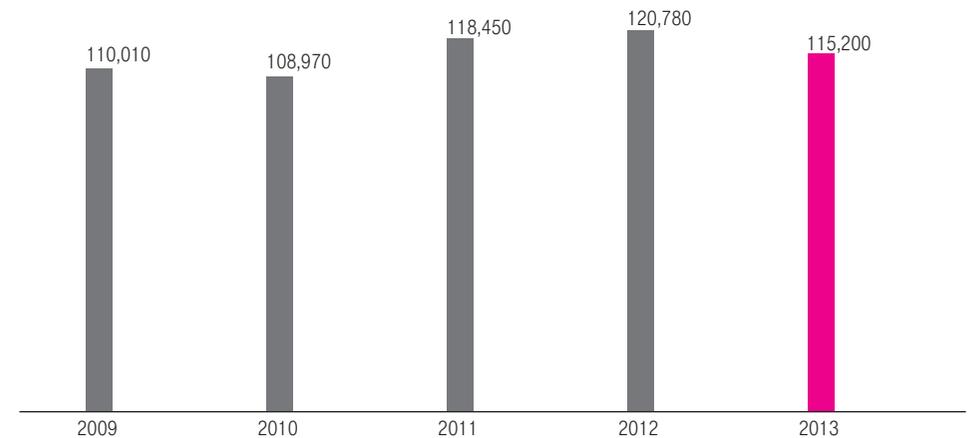
In addition to direct emissions, we also influence air quality indirectly, by using electricity and heat purchased from suppliers. Due to inaccessibility of data on the primary energy sources from which they were generated, it is not possible to quantify that impact exactly. Details of indirect energy consumption are provided in the following section.

## PROTECTION FROM CLIMATE CHANGE

We are aware of our share of responsibility towards the environment regarding climate impact as well. Production of greenhouse gases has an important effect on climate change. We have contributed directly to this by burning natural gas and consuming fuels in transportation, as well as indirectly when using heat from district heating systems, and in particular by consuming electricity.

In 2012, we completed a thorough analysis of electricity consumption. Outputs of the analysis led to adoption of a number of measures aimed at increasing the efficiency of electricity use in 2013, particularly concerning the telecommunication network and real estate. The year-on-year decline of electricity consumption by 4.6% confirms that the measures adopted were correct. We will continue taking economy measures in the future, and expect that they will yield savings of around 10,000 MWh of electricity.

### ELECTRICITY CONSUMPTION IN SLOVAK TELEKOM, 2009 – 2013 (MWh)

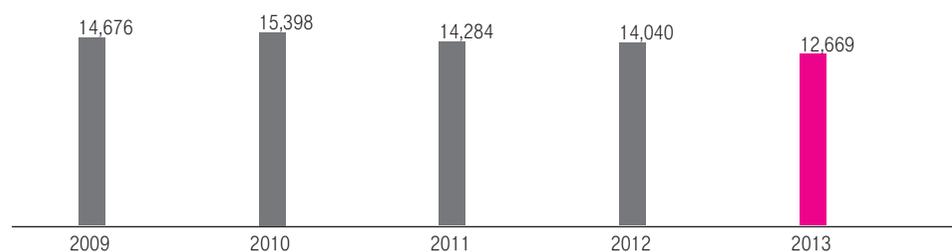


Source: Slovak Telekom

Note: Data is not equal to data provided to the 2013 Deutsche Telekom AG CR Report, as there were only estimates available at the time when it was collected.

Consumption of heat for district heating largely depends on the size of the heated area, outdoor temperatures during the heating season, and the energy efficiency of buildings. It was energy efficiency that was the focus of measures adopted, as described above in the gas consumption section. Thanks to these measures we managed to reduce heat consumption by almost 10% year-on-year.

### CONSUMPTION OF HEAT FOR DISTRICT HEATING IN SLOVAK TELEKOM, 2009 – 2013 (MWH)



Source: Slovak Telekom

Thanks in part to decreased indirect energy consumption, total consumption decreased, by 5.3% compared to 2012. The result reaffirms our belief that even despite an increase in demand for variety and quality in telecommunications services, it is possible to provide them in a highly energy-efficient manner.

### Consumption of indirect energy in Slovak Telekom, 2009 – 2013

| Type of energy | Electricity (GJ) | Heat (GJ) | Total (GJ) |
|----------------|------------------|-----------|------------|
| 2009           | 390,036          | 52,834    | 448,870    |
| 2010           | 392,292          | 55,432    | 447,724    |
| 2011           | 426,420          | 51,422    | 477,842    |
| 2012           | 434,808          | 50,546    | 485,354    |
| 2013           | 414,720          | 45,607    | 460,327    |

Source: Slovak Telekom

Note: Data is not equal to data provided in preceding CSR Reports due to different reporting methods.

The priority of rational energy management is systemic reduction of energy use. A managed decrease in the final consumption of heat, electricity and fuels has a decisive impact on reducing operating costs, overall financial stability, and independence on imports of energy and fuels and, last but not least, it significantly contributed to reducing climate change or related effects.

### [EN5] Consumption of energy in Slovak Telekom, 2012 – 2013

| Year | Direct energy consumption (GJ) | Indirect energy consumption (GJ) | Total energy consumption (GJ) |
|------|--------------------------------|----------------------------------|-------------------------------|
| 2012 | 139,605                        | 485,354                          | 624,959                       |
| 2013 | 131,057                        | 460,327                          | 591,384                       |

Source: Slovak Telekom

Compared to 2012, Slovak Telekom managed savings of 33,575 GJ of energy in 2013, thanks mainly to rationalising measures in the use of technologies in the telecommunications network, by means of increasing the efficiency of heating and economy measures in transportation.

Reduction of energy consumption also resulted in a significant reduction in produced emissions of one of the most important greenhouse gases: carbon dioxide. Emissions originating from the use of direct and indirect energy decreased by more than 3,000 tons on a year-on-year basis.

### [EN16] Production of CO<sub>2</sub> emissions in Slovak Telekom in 2013

| Source of CO <sub>2</sub> emissions     | Emissions from the use of Company motor vehicles | Emissions from the generation of electricity | Emissions from the generation of heat for heating properties | Total  |
|---|--|--|--|--------|
| Volume of CO <sub>2</sub> emissions (t) | 5,290  | 23,040                                       | 8,210  | 36,540 |

Source: Slovak Telekom

One of the measures aimed at protecting against climate change is care for facilities with fluorinated greenhouse gases. Fluorinated greenhouse gases are used less than greenhouse gas production, but their heat absorption effect is much greater (as much as 22,000 times more than carbon dioxide) and their retention in the atmosphere without decomposition is lengthy. We own more than 1,500 facilities containing such gases, and more than 55% of them contain 3 kg or more. Leakage tests of those facilities were made in line with legislation, and all such facilities are kept in good condition in order to prevent leaks of fluorinated greenhouse gases.

## OZONE LAYER PROTECTION

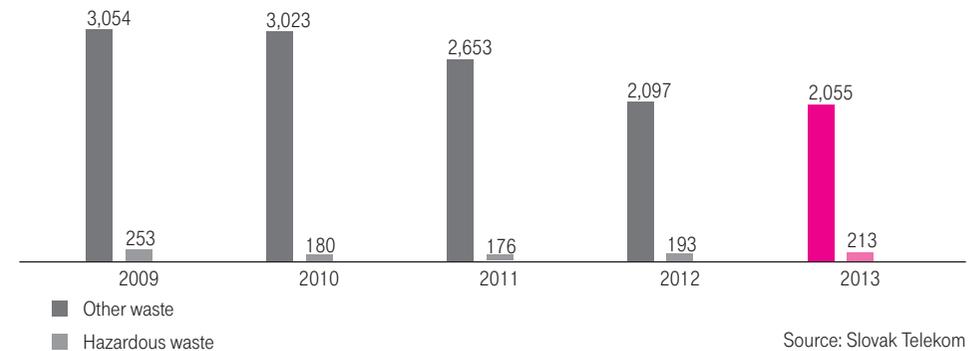
In order to provide for telecommunications technology cooling, we use equipment cooled by Chlorodifluoromethane (R22). This coolant is one of the CFCs known for their high reactivity with ozone. Thus when leaked into the atmosphere they damage the Earth's ozone layer. For this reason, European Parliament and Council adopted Regulation (EC) No. 2037/2000 and subsequently Regulation (EC) No. 1005/2009, imposing the obligation to gradually cease use of the substances. Their use for maintenance and repairs of air conditioning devices will be banned after 31 December 2014.

We adopted a plan of gradually replacing or adapting such devices, where possible replacing the coolant with another type or the entire device or removing the device without replacement. In 2013, we planned to remove R22 coolant from 65 devices, and ultimately managed to do so with 68 devices.

## WASTE MANAGEMENT

As with any other activity, telecommunications services too have by-products in the form of waste. For environmental protection, it is crucial to give attention to preventing waste production, or to utilising it to the maximum possible extent. After waste is produced, it must be handled in line with applicable legal regulations. One of the main principles of waste management legislation is to reduce the use of landfills and increase the recycling ratio. With regard to the above, our priority is to recycling in various ways to the maximum extent, with a strong preference

### TOTAL WASTE PRODUCTION IN SLOVAK TELEKOM, 2009 – 2013 (IN TONS)

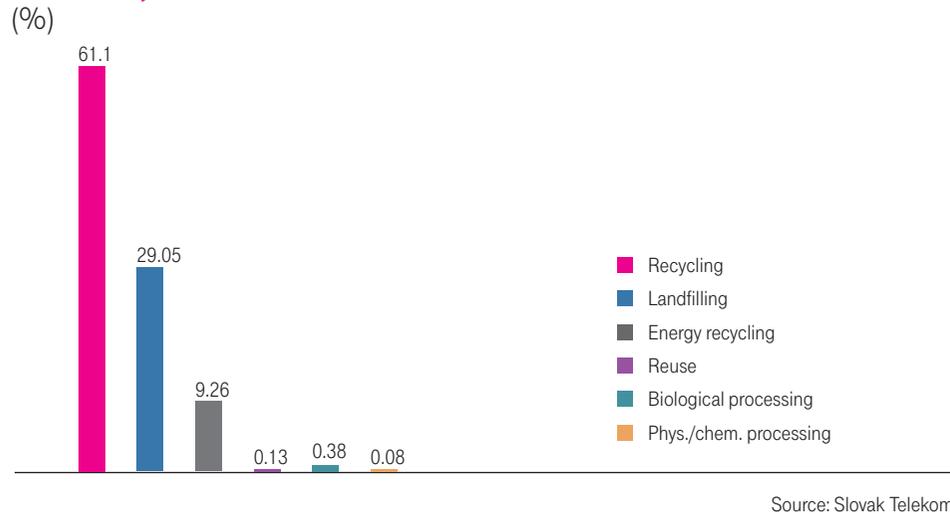


In 2013, we managed to increase the share of recycled waste to 61.10%, which represents an increase by 2.73% compared to 2012 and by 11.13% compared to 2011.

The share of landfill waste slightly increased in comparison to 2012 by 6.27%, but is lower compared to the preceding years.

Also, the total quantity of waste shows a continuously declining trend.

**[EN22] METHODS OF RECYCLING OR DISPOSAL OF WASTE IN SLOVAK TELEKOM, 2009 TO 2013**



**[EN24]** In 2013, all produced waste was recycled or disposed of in the territory of the Slovak Republic. Hazardous waste (213 t) was transported exclusively within the territory of the Slovak Republic in 2013.

Also in 2013 we continued the trend of reducing waste production compared to preceding years. There was a slightly lower decline in the quantity of waste compared to preceding years as a consequence of a higher rate of renewal of telecommunications technologies (resulting from introduction of new services). The quantity of waste recalculated per employee has remained stable.

Production of waste per employee in Slovak Telekom, 2009 – 2013, in tons

|  | 2009 | 2010 | 2011 | 2012 | 2013 |
|--|------|------|------|------|------|
| Quantity of waste per employee in tons | 0.66 | 0.67 | 0.66 | 0.64 | 0.67 |

Source: Slovak Telekom

Since 2008, we have been extracting and recycling unused underground telecommunication network cables.

One of the goals for 2013 was to ensure extraction of 100 tons of underground cables. We managed to extract and subsequently recycle as much as 270 tons of cables. We also recycled more than 531 tons of electrical waste and 113 tons of lead batteries.

We comply with our legislative obligations as a distributor of electrical equipment and batteries. Customers can bring their old phones to our shops and we provide for their ecological disposal. Equally, we provide ecological disposal of wired and wireless phones, batteries, modems and routers if customers bring them to our shops. In 2013, we collected 216 kg of electrical waste and 272 kg of portable batteries. Additionally, we contribute to collection of electrical waste and batteries through the SEWA collecting system, which runs a collection network covering the entire territory of Slovakia. We support collection and recycling of waste from packages by means of the NATUR-PACK collection system. All limits of collection and recovery of individuals commodities established by legislation, were met in 2013.

## EXPENSES ON THE ENVIRONMENT PROTECTION

Activities aimed at reducing the unfavourable impact of our business on the environment require considerable financial resources.

Expenditure on activities in environment protection amounted to EUR 617,381 in 2013. These expenditures were mainly for recycling and disposal of waste, prevention of leaks of hazardous substances and compliance with electromagnetic radiation limits. Additionally, in 2013 we invested EUR 532,561 in environment protection. The investments went to projects of emergency protection from leaks of hazardous substances into surface and ground water sources; renovation of heating systems in order to increase their efficiency and reduce the volume of emissions; and replacement of older types of air conditioning devices to prevent coolant leaks, which would damage the Earth's ozone layer, or leaks of greenhouse gases into the atmosphere.

**i [EN30]** Total expenditure on environmental protection in 2013 categorised according to EN 30 indicator methodology:

| Costs of waste disposal, processing of emissions and remedial measures | Costs of prevention and environment management |
|--|--|
| € 548,082  | € 601,860                                      |

Source Slovak Telekom

## CONCLUSION

**i [4.11]** In 2013, in creating conditions for improving environment protection, we actively cooperated with companies in the Deutsche Telekom Group as well as in the European telecommunications Network Operators' Association ETNO.

We successfully accomplished recertification of the environmental management system, introduced in accordance with the EN ISO 14001:2004 standard; external auditors expressed their recognition of Slovak Telekom for activities performed in developing that system. We further reduced production of emission from our own sources and continued achieving a high level of waste recycling. We satisfied the recycling limits for electrical equipment and packages.

**i [EN28]** Activities of our Company in 2013 were fully in line with legal and other environment protection requirements, and the Company has been achieving a high level of environment protection in the long run.

We worked to increase employee environmental awareness by means of activities such as separated household waste collection, volunteering activities aimed at nature conservation, and involvement in the European Mobility Week. We also held an information campaign focused on the use of tap water instead of bottled water.



## RESPONSIBILITY TOWARDS SUPPLIERS AND BUSINESS PARTNERS

For five years now we have sponsored the popular children's cartoons OVCE.sk (Sheeplive.eu). They increase awareness of how to protect children regarding the internet, educating children and parents. For children from Banská Bystrica, we made it possible to watch these cartoons as they journeyed to school in "sheep" buses.

In 2013, we cooperated with more than 3,400 suppliers. The main challenge in the field of procurement was outsourcing of operations purchasing activities and related changes in internal processes and methods of communication with suppliers.

As one of the largest corporate customers of goods and services in Slovakia, we run procurement by means of a central organisational unit responsible for purchasing, whose task is to ensure that we get the most favourable conditions of purchase of goods and services

Our goal is to execute all suppliers tenders in electronic form. In the supplier selection process, the Company emphasises, along with optimum purchasing conditions, transparency and high quality.

The purchasing process is certified in line with the quality management system standard EN ISO 9001: 2008. The fundamental tasks of the internal control systems carried out in compliance with ICS (Internal Control System) standards include establishment of a transparent control environment that will prevent tampering with the Company's financial data.

We invite potential bidders to electronic tenders and auctions, which increase transparency of purchasing; at present, we are one of the leaders in this field in Slovakia as well as within the Deutsche Telekom Group. If the communication in a tender includes sensitive information, we enter into agreements on protecting confidential information and facts constituting trade secrets or non-disclosure agreements with bidders. Details of bids submitted in tenders are subject to trade secret protection. Adherence to the principles of responsibility towards the competition has been incorporated into fundamental documents, such as the Code of Conduct and other ethical conduct directives.

We regularly audit the level of services and quality of suppliers from vendors of important commodities. Transactions are documented and archived in accordance with our rules of registry and archiving. The four eye principle and obligatory segregation of authorities, which inhibit conflict of interest, significantly reduce the probability of possible dishonest practices.

We favour business partners with certification in their field of activity and make sure that they adhere to regulations and standards applicable in the European Union, and that they carry out their business in an ethical manner and in compliance with the laws valid in the Slovak Republic. Moreover, we perform extensive assessments of selected vendors focused on safety and environmental impact of their business activities, as well as on certain aspects of the business that are sensitively perceived by the international community (e.g. child labour abuse, etc).



## ANNEXES

In 2013, a book version came out of the cartoon series on safer internet use OVCE.sk (Sheeplive.eu), titled "Sheeplive.eu 01 Once upon a time, beyond seven wifis and seven statuses". Celebrities came to help celebrate its launch. The publication contains many funny stories, illustrations and morals about internet safety.

# ANNEX 1: LIST OF REPORTED PERFORMANCE INDICATORS ACCORDING TO GLOBAL REPORTING INITIATIVE

## PROFILE DISCLOSURE

| Aspect                 | GRI  | Description   | Page      |
|------------------------|------|---|-----------|
| Strategy and Analysis  |      |   |           |
|                        | 1.1  | Statement from the most senior decision-maker of the organization (CEO).  | 3, 22, 25 |
|                        | 1.2  | Description of key impacts, risks, and opportunities.   | 15        |
| Organizational Profile |      |   |           |
|                        | 2.1  | Name of the organization.   | 7         |
|                        | 2.2  | Primary brands, products, and/or services.  | 7         |
|                        | 2.3  | Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.   | 7, 9, 10  |
|                        | 2.4  | Location of organization's headquarters.  | 7         |
|                        | 2.5  | Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.                    | 8         |
|                        | 2.6  | Nature of ownership and legal form.   | 7         |
|                        | 2.7  | Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).  | 7         |
|                        | 2.8  | Scale of the reporting organization.  | 7, 8      |
|                        | 2.9  | Significant changes during the reporting period regarding size, structure, or ownership.  | 7         |
|                        | 2.10 | Awards received in the reporting period.  | 7         |
| Report Parameters      |      |   |           |
|                        | 3.1  | Reporting period (e.g., fiscal/calendar year) for information provided.   | 5         |
|                        | 3.2  | Date of most recent previous report.  | 5         |
|                        | 3.3  | Reporting cycle.  | 5         |
|                        | 3.4  | Contact point for questions regarding the report or its contents.   | 5         |
|                        | 3.5  | Process for defining report content.  | 5         |
|                        | 3.6  | Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers).  | 5         |
|                        | 3.7  | State any specific limitations on the scope or boundary of the report.  | 5         |
|                        | 3.8  | Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations. | 5, 7      |
|                        | 3.9  | Data measurement techniques and the bases of calculations.  | 5         |
|                        | 3.10 | Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement.   | 5         |
|                        | 3.11 | Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.   | 5         |

|   |      |  |                       |
|---|------|--|-----------------------|
|   | 3.12 | Table identifying the location of the Standard Disclosures in the report.  | 5                     |
|   | 3.13 | Policy and current practice with regard to seeking external assurance for the report.  | 5                     |
| Governance, Commitments, and Engagement |      |  |                       |
|   | 4.1  | Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.   | 9, 15, 16             |
|   | 4.2  | Indicate whether the Chair of the highest governance body is also an executive officer.  | 9                     |
|   | 4.3  | For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.   | not relevant          |
|   | 4.4  | Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.  | 9, 10, 48             |
|   | 4.5  | Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).  | 11                    |
|   | 4.6  | Processes in place for the highest governance body to ensure conflicts of interest are avoided.  | 9                     |
|   | 4.7  | Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization's strategy on economic, environmental, and social topics.  | 10                    |
|   | 4.8  | Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.   | 7, 15, 34, 43         |
|   | 4.9  | Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles. | 10                    |
|   | 4.10 | Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.  | 11                    |
|   | 4.11 | Explanation of whether and how the precautionary approach or principle is addressed by the organization.   | 11                    |
|   | 4.12 | Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.  | 58                    |
|   | 4.13 | Memberships in associations (such as industry associations) and/or national/international advocacy organizations.  | 11, 34                |
|   | 4.14 | List of stakeholder groups engaged by the organization.  | 8                     |
|   | 4.15 | Basis for identification and selection of stakeholders with whom to engage.  | 8                     |
|   | 4.16 | Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.  | 8, 10, 48             |
|   | 4.17 | Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.  | 8, 28, 33, 38, 39, 48 |

## PERFORMANCE INDICATORS - ECONOMIC (EC)

| Aspect                    | GRI | Description   | Page   |
|---------------------------|-----|---|--------|
| Management Approach       |     |   | 8 - 10 |
| Economic Performance      |     |   |        |
|                           | EC1 | Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments. | 8      |
|                           | EC3 | Coverage of the organization's defined benefit plan obligations.  | 9, 45  |
|                           | EC4 | Significant financial assistance received from government.  | 9      |
| Market Presence           |     |   |        |
|                           | EC7 | Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.   | 44     |
| Indirect Economic Impacts |     |   |        |
|                           | EC8 | Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.  | 9      |

## PERFORMANCE INDICATORS - ENVIRONMENTAL (EN)

| Aspect                         | GRI  | Description  | Page       |
|--------------------------------|------|--|------------|
| Management Approach            |      |  | 15, 50, 58 |
| Energy                         |      |  |            |
|                                | EN3  | Direct energy consumption by primary energy source.        | 53         |
|                                | EN5  | Energy saved as a result of higher savings and efficiency. | 55         |
| Water                          |      |  |            |
|                                | EN8  | Total water withdrawal by source.                          | 51         |
|                                | EN10 | Percentage and total volume of water recycled and reused.  | 51         |
| Emissions, Effluents and Waste |      |  |            |

|            |      |   |    |
|------------|------|---|----|
|            | EN16 | Overall emissions, both direct and indirect, of greenhouse gases mentioning their weight.   | 55 |
|            | EN20 | NOx, SOx, and other significant air emissions by type and weight.   | 53 |
|            | EN22 | Total weight of waste by type and disposal method.  | 57 |
|            | EN24 | Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally. | 57 |
| Compliance |      |   |    |
|            | EN28 | Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.  | 58 |
| Overall    |      |   |    |
|            | EN30 | Total environmental protection expenditures and investments by type.  | 58 |

## PERFORMANCE INDICATORS - LABOUR PRACTICES AND DECENT WORK (LA)

| Aspect                         | GRI | Description   | Page            |
|--------------------------------|-----|---|-----------------|
| Management Approach            |     |   | 8 - 11, 43 - 48 |
| Employment                     |     |   |                 |
|                                | LA1 | Total workforce by employment type, employment contract, and region.  | 44              |
|                                | LA2 | Total number and rate of employee turnover by age group, gender, and region.  | 44              |
|                                | LA3 | Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.  | 45              |
| Labour/Management Relations    |     |   |                 |
|                                | LA4 | Percentage of employees covered by collective bargaining agreements.  | 43              |
|                                | LA5 | Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.   | 44              |
| Occupational Health and Safety |     |   |                 |
|                                | LA6 | Percentage of total workforce represented in formal joint management - worker health and safety committees that help monitor and advise on occupational health and safety programs. | 47              |
|                                | LA7 | Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.  | 47              |
|                                | LA9 | Health and safety topics covered in formal agreements with trade unions.  | 47              |

|                                 |      |  |        |
|---------------------------------|------|--|--------|
| Training and Education          |      |  |        |
|                                 | LA10 | Average hours of training per year per employee by employee category.  | 45     |
|                                 | LA11 | Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.                 | 45, 46 |
|                                 | LA12 | Percentage of employees receiving regular performance and career development reviews.  | 45     |
| Diversity and Equal Opportunity |      |  |        |
|                                 | LA13 | Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity. | 44     |

## PERFORMANCE INDICATOR - HUMAN RIGHTS (HR)

| Aspect   | GRI | Description  | Page   |
|--|-----|--|--------|
| Management Approach                              |     |  |        |
|  |     |  | 43, 60 |
| Non-discrimination                               |     |  |        |
|  | HR4 | Total number of incidents of discrimination and actions taken.   | 43     |
| Freedom of Association and Collective Bargaining |     |  |        |
|  | HR5 | Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights. | 10     |

## PERFORMANCE INDICATORS - SOCIETY (SO)

| Aspect              | GRI | Description  | Page                           |
|---------------------|-----|--|--------------------------------|
| Management Approach |     |  |                                |
|                     |     |  | 8 - 12, 16, 17, 27, 34, 35, 60 |
| Corruption          |     |  |                                |
|                     | SO2 | Percentage and total number of business units analyzed for risks related to corruption.    | 12                             |
|                     | SO3 | Percentage of employees trained in organization's anti-corruption policies and procedures. | 17, 43                         |

|               |     |  |        |
|---------------|-----|--|--------|
|               | SO4 | Actions taken in response to incidents of corruption.  | 12, 17 |
| Public Policy | SO5 | Public policy positions and participation in public policy development and lobbying.                                       | 12     |
|               | SO6 | Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country. | 17     |

## PERFORMANCE INDICATORS - PRODUCT RESPONSIBILITY (PR)

| Aspect                        | GRI | Description  | Page       |
|-------------------------------|-----|--|------------|
| Management Approach           |     |  | 38, 41     |
| Product and Service Labelling | PR5 | Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.  | 39         |
| Marketing Communications      | PR6 | Programmes for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.                                     | 32, 41, 38 |
|                               | PR7 | Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes. | 32, 38     |
| Customer Privacy              | PR8 | Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.   | 40         |

## PERFORMANCE INDICATORS - TELECOMMUNICATIONS INDUSTRY COMPLEMENT (IO,PA)

| Aspect                  | GRI  | Description  | Page         |
|-------------------------|------|--|--------------|
| Investments             |      |  |              |
|                         | IO1  | Investing in telecommunications infrastructure split according to regions.   | 8            |
|                         | IO2  | Net costs of the Universal Service provision. Describe the relevant legislative and regulatory mechanisms.   | Not relevant |
| Health and Safety       |      |  |              |
|                         | IO3  | Procedures to ensure health protection and safety of employees charged with installing, operating and maintaining poles, base stations, cable laying (work at height, electrical accident, and hazardous chemicals). | 47           |
|                         | IO4  | Compliance with the ICNIRP (The International Commission on Non-Ionizing Radiation Protection) – compliance with the standard relating exposure to radiofrequency field emissions from mobile phones.                | 41           |
|                         | IO5  | Compliance with the ICNIRP (The International Commission on Non-Ionizing Radiation Protection) – compliance with the standard relating the exposure to radio frequencies from base stations.                         | 41           |
|                         | IO6  | Policies and procedures taking cognizance of the Specific Absorption Rate (SAR) of mobile phones.  | 41           |
|                         | IO7  | Policies and procedures regarding placement of poles and transmission points (consultations with the parties affected etc.).   | 41           |
| Access Provision        |      |  |              |
|                         | PA4  | Quantify the availability level of the telecommunications products and services in the area where the company operates (market share and particular market).   | 8            |
|                         | PA5  | Quantify the precise number and types of products and services for low-income people.  | 29, 41       |
|                         | PA6  | Quantify the type and number of products and services for low-income people.   | 29, 41       |
|                         | PA7  | Policies and procedures to find solutions to human rights issues related to usage of telecommunications products and services.   | 32           |
|                         | PA10 | Describe initiatives aimed at ensuring transparency of tariffs and fees for the customers.   | 40, 41       |
| Technology Applications |      |  |              |
|                         | TA2  | Give examples of telecommunications products, services and applications having potential to replace material objects (such as Telephone Directory with database on the web, or travelling with video conference).    | 46           |

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## HLADÁME ĎALŠÍ ZMYSEL - PRE VZDELANIE (LOOKING FOR ANOTHER SENSE - FOR EDUCATION) 2013

| Beneficiary   | Project   | Inputs in total    | Community benefit  |
|---|---|--------------------|--|
| Základná škola pre žiakov so sluchovým postihnutím internátna (Residential elementary school for the Hearing-Impaired)  | Language classroom for hearing-impaired pupils                                      | € 1,987.00         | Thanks to this project, supplementary learning apparatus was acquired for teaching hearing-impaired pupils various subjects in the language classroom.   |
| SOŠ pre žiakov so sluchovým postihnutím internátna (Residential vocational school for the Hearing-Impaired)   | Perspektívy histórie (Perspectives on History)                                      | € 1,871.10         | Thanks to this project's realisation, 47 students per month learned of Kremnica town history, or went on outings to the castles of Červený Kameň, Spišský hrad and Kremnica's Mestský hrad.  |
| Spojená škola Jána Vojšťáka internátna - Základná škola pre žiakov so sluchovým postihnutím Jána Vojšťáka internátna (Ján Vojšťák residential school and elementary school for the Hearing-Impaired)                          | "Zlepšíme komunikáciu - skvalitníme život" ("Improved Communication - Better Life") | € 1,684.00         | Thanks to this project, 20 hearing-impaired and 20 communication-or multi-impaired children progressed faster in their learning through the purchase of the FONO2 programme.   |
| ZŠ s MŠ pre deti a žiakov so SP (Elementary school and kindergarten for the Hearing-Impaired), Drotárska cesta 48, Bratislava   | UŠKO  | € 2,000.00         | Thanks to this project's realisation, 30 children per month can get therapy that supports their development in learning and psychological independence.  |
| Spojená škola internátna (Residential school)   | Reading development and comprehension for deaf students                             | € 2,000.00         | This project when realised assisted 150 students in improving their conditions and motivation for concentrated learning. The project helps enhance hearing-impaired students' communication, language and reading abilities.   |
| Stredná odborná škola pre žiakov so sluchovým postihnutím, Gymnázium pre žiakov so sluchovým postihnutím, Odborné učilište pre žiakov so sluchovým postihnutím (High school with vocational schools for the Hearing-Impaired) | Logopédia modernejšie a efektívnejšie (Speech Therapy, More Modern and Effective)   | € 1,510.20         | Thanks to this project's realisation, 48 students per month can use two speech therapy computer programmes: - Fono2 and SpeechTrainer. This successful project contributed to the modernisation of the school's speech therapy equipment, and expanded possibilities for speech therapy. |
| Stredná odborná škola pre žiakov so sluchovým postihnutím, Gymnázium pre žiakov so sluchovým postihnutím, Odborné učilište pre žiakov so sluchovým postihnutím (High school with vocational schools for the Hearing-Impaired) | Slová sú aj na hranie (Words are for playing with, too)                             | € 651.72           | More than 45 students learned to communicate together during social activities, enabling them to integrate into non-hearing-impaired children's activity. Both groups of children thus developed spatial orientation as well.  |
| <b>Total of 7 projects</b>  |   | <b>€ 11,704.02</b> |  |

## HĽADÁME ĎALŠÍ ZMYSEL - PRE PODNIKANIE (LOOKING FOR ANOTHER SENSE - FOR BUSINESS) 2013

| Beneficiary                            | Project  | Inputs in total    | Community benefit   |
|--|--|--------------------|---|
| Peter Hoang                            | Techno Deaf Underground Event & Records          | € 3,320.00         | Thanks to this grant, start-up equipment was purchased for work as a DJ, in the total value of € 3,320.   |
| Štefan Racek                           | MALPISTA   | € 3,320.00         | Thanks to this grant, start-up equipment was purchased for work as a painter, in the total value of € 3,320.  |
| Mgr. Jana Filipová                     | Administrative services, consulting and graphics | € 3,320.00         | Thanks to this grant, office equipment was purchased, in the total value of € 3,320, which helped undertake new business activities.  |
| Nadácia Pontis (The Pontis Foundation) | Education of hearing-impaired entrepreneurs      | € 19,162.70        | In 2013, as part of Looking for Another Sense - FOR BUSINESS, 1 training was delivered for beginning entrepreneurs, attended by nearly 20 potential entrepreneurs with hearing impairments. |
| <b>Total of 4 projects</b>             |  | <b>€ 29,122.70</b> |   |

## POMÁHAME KOMUNITE (WE HELP THE COMMUNITY) 2013

| Beneficiary   | Project  | Inputs in total | Community benefit   |
|---|--|-----------------|---|
| Hasičský zbor (Fire brigade) Priekopa   | Mladí hasiči (Young Fire Fighters)                                     | € 977.31        | Thanks to this grant, the Priekopa fire brigade was able to cover the expenses to support youth actively engaging in this organisation as volunteers.   |
| Základná škola (Elementary school)  | Čítajme radi (We Like to Read)   | € 1,000.00      | This project's aim was to contribute to developing literacy, primarily among school-age children but not least to attract their parents, who likewise supported the project.                      |
| Rada rodičov pri Materskej škole, Fándlyho 2, 903 01 Senec (Parents' association for kindergarten in Senec) | Poznaj a chráň svoju Zem (Know and Protect your Earth)                 | € 1,000.00      | Financial support for this project enabled kindergarten pupils to participate in growing fruit and vegetables in their own gardens, thus learning a more responsible attitude to the environment. |
| Rádioklub OM3VSZ  | Renovating radio club workshop   | € 1,000.00      | This refurbished a workshop for radio/electronic courses, endeavouring to offer youth activities.   |
| Občianske združenie (civic association) diabetikinfo.sk   | Sacharidy do vrecka (Pocket Carbohydrates)                             | € 600.00        | This helped create the mobile application Sacharidy do vrecka, to help all diabetic patients know the carbohydrate contents of individual foods.  |
| Pomôžme si, o.z. (civic association)  | Collection centre volunteers   | € 1,000.00      | Team building activity took place for 10 volunteers, with the aim of relieving work tension and responding to work and stress.  |
| Mažoretky (Majorettes) TINA Bratislava  | Preži detsvo s mažoretkami (Experience your childhood with majorettes) | € 1,000.00      | Receiving these finances made it possible to support majorette activities. They participated in 4 training sessions.  |
| Cirkevná základná umelecká škola (Parochial elementary school) sv. Gorazda                                  | Sound system   | € 1,000.00      | This was for purchase of technical equipment, particularly micro ports (non-stationary microphones), a key part of theatre, dance and singing performances.                                       |

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|   |   |            |   |
|---|---|------------|---|
| Špeciálna základná škola a Špeciálna materská škola<br>(Special elementary school and kindergarten)   | Naša zmyslová záhrada (Our Garden of Senses)                | € 835.00   | With the financial assistance, the special school and kindergarten acquired snoezelen stimuli and equipment to remove barriers to movement.   |
| Občianske združenie (civic association) sv. František   | S deťmi za snehom (Children to the Snow)                    | € 1,000.00 | With this financial support, the sv. František civic association organised a winter camp for 20 children, leading to both mastering winter sport and improving relationships and strengthening friendship.  |
| PŠC (sport club) Pezinok Junior   | Mladí Hamšíkovci  | € 1,000.00 | Organisation of winter training for 50 young footballers, comprising intensive day-long exercise, with the aim of strengthening the team and improving their health.  |
| Kindergarten  | Športujeme s Lesinkom (Sport with Lesinko)                  | € 1,000.00 | In this project, the kindergarten refurbished part of the schoolyard, creating a more pleasant setting and new play surfaces, enabling movement activities for children and their parents.  |
| Spoločnosť priateľov detí z detských domovov Úsmev ako dar (Association of Friends of Orphans from the Smile as a Gift orphanages), Ševčenkova 21, Bratislava | Second Summer Low-threshold Olympiad, 2013                  | € 994.00   | Thanks to this project's realisation, 140 children from 8 low-threshold contact centres participated in the Second Summer Olympiad organised by volunteers of the Fun club Fortuna low-threshold contact centre. 50 volunteers got involved in organising the sport competitions for the contestants. |
| ARS for ART   | "for4"  | € 1,000.00 | This was to realise a workshop in the High Tatra Mountains, with the aim of propagating painting outside of official art centres.   |
| Obecný úrad (town hall) of Predmier   | Family Olympics   | € 685.30   | This project was based organising a family olympiad on the Predmier sport club's premises; the main aim was to foster outdoor physical activity, nurture sporting habits and improving physical health.   |
| Cirkus49  | Kino Pocity (Cinema of Feelings)                            | € 1,000.00 | Thanks to this project, more than 140 young spectators had the chance to watch a high-quality selection of Slovak and international cinema, which they would probably not otherwise see.  |
| Town of Mojmírovice   | Rozpohybujme sa (Let's Get Moving)                          | € 953.70   | This was to establish a line of trees in a new movement park, with the aim of creating a fully-functioning park with two sporting areas, an in-line skate track and a seniors relaxation zone.  |
| LP DOMINO   | Chceme byť s našimi deťmi (We want to be with our children) | € 1,000.00 | Building spaces for pleasant sitting, with a gazebo, and refurbishing of a public area.   |
| Óvoda kindergarten  | Zdravý životný štýl (Healthy lifestyle)                     | € 1,000.00 | Preparation of a herb and vegetable garden helped expand the gardening and environmental knowledge of 94 children through the year.   |
| Town seniors' club  | Pestrý život seniorov (A Lively Life for Seniors)           | € 1,000.00 | In the "Pestrý život seniorov" project, conditions were created for more than 250 seniors to spend their free time effectively, on activities like sport and hobbies, discussions and handicraft workshops.   |
| Elementary school with kindergarten, Slobodné 23, Lutilla   | Detské mestečko (Children's town)                           | € 1,000.00 | Financial resources obtained made possible the construction of a recreation area, featuring a wood-frame sandbox, wooden house, drawing boards and benches. The whole area was beautified with plantings of bushes and trees.   |
| Ulita, o.z. (civic association)   | Miesto pre mňa (Place for me)                               | € 1,000.00 | Arranging for meetings of groups at which 42 children and young people met. The group activities gave the children and youth the chance to spend free time in a safe space supervised by experienced staff.   |
| Pristav nádeje, o.z. (civic association)  | Work therapy training for the handicapped                   | € 999.00   | Thanks to this activity, 68 individuals with handicaps (mental and physical) successfully engaged in safe workshop activities, to teach and prepare them for the open labour market.  |

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| Ludia pre Malacky (People for Malacky)   | Town arboretum  | € 849.12   | The project's goal was to mark rare trees in the protected park by the Pálfi Mansion. The essence of the project was enhancing arboretum visitors' knowledge of the importance of greenery.                                  |
| Združenie Bludní rytieri (The Errant Knights society)                          | River journey with the Eridanos II  | € 1,000.00 | The project made it possible to equip a boat functioning as a floating museum, including exhibits describing the equipment and the life of that period's society.  |
| Town of Lupoč  | Športu zdar (Cheers to Sport)   | € 1,000.00 | Thanks to the realisation of this activity, 20 families with youth and children will know where their children are and what they are doing. A weight room was refurbished, giving the youth a place to spend time.           |
| Občianska iniciatíva (civic initiative) GRINAVA                                | GREEN CLASS   | € 1,000.00 | Thanks to this activity, more than 100 children per week were able to use an outdoor classroom for teaching and activity. Further, over 1,000 local residents can use the green classroom for various events and activities. |
| Občianske združenie (civic association) Púpavienka                             | Environmentálne už aj v materskej škôlke (Environmental in kindergarten)              | € 999.00   | 95 children of the Magurská engaged in planting garden plants and building a children's learning path. More than 120 children in the Magurská kindergarten neighbourhood joined in on the project.                           |
| Kindergarten, Bratská 9, Banská Štiavnica                                      | Čistinka (Clean-up)   | € 1,000.00 | 100 children joined in on experiential environmental education and improving interpersonal relationships. 200 mothers on maternity leave also participated with neighbourhood children.                                      |
| Jesienka facility for seniors and day centre                                   | S úsmevom na tvári lepšie sa darí (Everything is Better with a Smile)                 | € 1,000.00 | 30 social services recipients enjoyed a carnival masquerade, with a folk band, creating decorations and singing with local art class children.   |
| Special residential elementary school with kindergarten                        | Magnetotherapy  | € 980.00   | 39 children and 15 adults can now get new therapy every day thanks to the purchase of a Melio low-frequency pulse magnetotherapy set.  |
| Nadácia detského kardiocentra (Children's cardiology foundation)               | Preparing children and parents for examination, procedures, operations and home care. | € 999.30   | About 70 children every month will, thanks to this project, prepare better for their hospital stays. Their parents will also have an easier time coming to terms with the situation of their children's hospitalisation.     |
| ŠK SokoLH o.z. (civic association)   | Pláž pre deti (Children's beach)  | € 1,000.00 | 150 children participated in preparing playgrounds. More children and adults will use the resulting playgrounds in their free time.  |
| Centrum nadania, n.o. (Non-profit centre for gifted children)                  | Information/play laboratory – social-oriented education for young gifted children     | € 1,000.00 | More than 140 children participated in 108 play activities aimed at supporting group cooperation and helping form friendships with peers. This activity is meant to repeat every year.                                       |
| OZ Zemplínsko-užská hradná cesta (Civic association of the Zemplín Castle Way) | Tri pece pre jednu komunitu (Three ovens for one community)                           | € 996.00   | 3 regular staff, who live at the castle during the tourism season, now have better living conditions. The 30 to 50 tourists daily will also appreciate the new ovens that heighten the experience of visiting the castle.    |
| Základná umelecká škola Jozefa Kresánka (elementary arts school)               | Lanofest 2013   | € 970.00   | During the festival, 60 pupils and another 300 festival visitors came to understand that art is an important part of educating children. It gives them freedom of expression and fosters individuality.                      |
| Náš Bardejov (Our Bardejov)  | Bardejovské potulky trochu inak (A different take on Bardejov wanderings)             | € 970.00   | The more than 10,000 visitors to the park annually will appreciate this project, with 4,000 square metres of designed grounds and 35 newly planted trees.  |
| Kindergarten   | Zvedavé deti v akcii (Curious kids in action)   | € 1,000.00 | 164 children attending the kindergarten and another 31 elementary school children had the chance to learn through play the knowledge and skills they need to develop.  |
| Elementary school with kindergarten P.V.Rovnianka                              | Literárna čajovňa (Literary tea room)   | € 992.53   | 203 children will have the opportunity throughout the year to use a reading room in their free time. They can also use the space during the learning process.  |

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| Domka Košice   | Pod jednou strechou (Under one roof)   | € 1,000.00 | Thanks to the project, every week 100 children, 60 teenagers and 40 adults can make use of a safe space for community meetings, in the setting of the youth centre and adjacent buildings.  |
| Račianský spolok (Rača society)  | Obecná záhrada (District Garden)   | € 1,000.00 | The more than 100,000 visitors to the museum every year will now be able to enjoy a new face on the District Garden.  |
| Športový klub (sports club) HRS  | Freestyle inline battle  | € 1,000.00 | Undertaking this project allowed over 100 competitors to participate in 3 freestyle inline battle competitions in 3 cities throughout Slovakia.   |
| Rodičovské združenie pri MŠ (parents' association for kindergarten)                  | Sníčkovno (Dreamland)  | € 1,000.00 | The project gave 7 children from a special class, and 150 additional kindergarten pupils, access to the "Sničkovno" relaxation room. It helps them make new connections, and know and stimulate their senses.                                   |
| Centrum voľného času Ahoj (free time centre)   | Objavovanie sveta papierovým okom (Discovering the World with an Eye of Paper) | € 194.00   | 10 elementary school pupils and four seniors joined in the project. Participants learned about analogue photography.  |
| Elementary school with kindergarten Maňa   | (C)EZPRES  | € 900.50   | 8 members of the media club will now be able to use modernised school radio equipment. Another 140 pupils and teachers will benefit from higher-quality broadcasts.   |
| Bol raz jeden človek (Once there was a person)                                       | Tancuj, tancuj, vykrúcaj (Dance, dance)  | € 1,000.00 | 21 youth and adults with mental impairments (folk dancers) had the chance to participate in training that let them work intensively with dancers, resolve individual needs and create new choreography.   |
| Historicko - Astronomická Spoločnosť (History and Astronomy Society)                 | Hradné kosačky (Castle Grass-Cutters)  | € 1,000.00 | 1,025 residents of the town of Lednica, including volunteers, shared in realising this project. The perimeter was expanded to several thousand square metres and collect dozens of bags of waste.   |
| Slovak Blind and Partially Sighted Union   | Reset – a youth computer camp for the visually-impaired                        | € 1,000.00 | During the camp, 21 visually-impaired youth took part in 18 computer workshops, learning web-page creation and other computer knowledge.  |
| Klub modernej gymnastiky Charm (modern gymnastics club)                              | Prešov Gymnastics Cup  | € 990.00   | The project enabled 50 high school girls from the Prešov region and 20 high school girls from the Tania Martin club to participate in this competition.   |
| Združenie rodičov pri MŠ - Na Starej Tehelni (parents' association for kindergarten) | Čo je za plotom? Kto za ním býva? (What's Behind the Fence? Who Lives There?)  | € 1,000.00 | The project enabled 44 children and 80 adults to learn about relations with neighbours, and the lives of adults, children and animals who have a hard life.   |
| FONTIS - Civic association   | Honey production demonstration   | € 1,000.00 | 200 children, youth and adults got the chance to visit a bee farm and watch honey extraction. Additional visitors can watch this procedure thanks to the purchase of a honey extractor.   |
| Kindergarten   | Stop - červená ničeniu prírody (Red Card to Destroying Nature)                 | € 797.30   | Each month, 60 children and 60 legal guardians engaged in bettering and beautifying the kindergarten's schoolyard.  |
| JOP - Jednotka oduševnených Petržalčanov (Unit of Enthusiastic Petržalkans)          | Pomahadlo.sk (later changed to Susediasebe.sk)                                 | € 748.50   | Thanks to the project's realisation, the web page susediasebe.sk is functional, bringing together volunteers in Petržalka. 6 civic associations joined in this activity.  |
| Town of Gyňov  | Aby nikto nebol sám (So Nobody has to be Alone)                                | € 800.00   | During the project, 50 elderly, lonely and unemployed individuals met with members of a singing group, in crafts workshops and at a concert. They shared experiences and helped each other in preparing Christmas decorations and refreshments. |
| Vae Victis o.z. (civic association), Lietavská Lúčka                                 | Keltský deň na Havránku (Celtic Day at Havránok)                               | € 835.00   | 690 visitors participated in the "Celtic Day" event.  |

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| Miesto v dome (A Place in the House)   | Tešíme sa do školy (We're Looking Forward to School)                     | € 645.00           | 12 pre-school children learned basic issues of hygiene and eating, and basic skills for working with pencil, crayons, and pen.   |
| Občianske združenie (civic association) Zelená deťom                             | Dopravné ihrisko - hrajme sa bezpečne (Driving area - Let's Play Safely) | € 550.00           | 95 children per day now have the chance to get familiar with driving and traffic rules. The range was constructed, and 15 children's vehicles, new and old, were purchased.  |
| FCM (Forum for Communication in Mediation), Hlohovec                             | Šikana - pomoc k svojpomoci (Bullying - Helping you Help Yourself)       | € 835.97           | 75 children participated in bullying-related exercises in schools.   |
| OZ Detská komunita (Children's community civic association)                      | Tvorivé dielne II. (Workshops II)  | € 950.00           | 37 clients of this specialised facility for individuals with autism joined this project, where they learned new artistic and work techniques.  |
| Východoslovenská Hasičská Superliga (Eastern Slovakia Fire Brigade Super-League) | PRVÝ DOTYK S HASIČINOU (A FIRST TOUCH OF FIRE-FIGHTING)                  | € 750.00           | 166 children were involved in this event, which introduced them to the world of fire fighters. As a result, the children want to form their own fire fighting teams and have a better understanding of the importance of being a fire fighter. |
| Elementary school with kindergarten, Rakovec nad Ondavou                         | Živá voda (Living water)   | € 765.00           | 200 children were informed about water and its qualities. They took part in two expeditions to the Ondava River and three excursions in eastern Slovakia.  |
| RENOVA   | Koniec jednej čiernej skládky (The end of an illegal dump)               | € 700.00           | 29 volunteers succeeded in making great progress in cleaning up an illegal dumping ground near Dobrej Vode. The more than 2,000 tourists and visitors annually will appreciate the change.   |
| Sport and outdoor club   | Building a youth centre in Bánovce nad Bebravou                          | € 470.00           | 400 children from the Gorazdová elementary school in Bánovce nad Bebravou will be able to visit the centre in the afternoons.  |
| <b>Total of 63 projects</b>  |  | <b>€ 57,731.53</b> |  |

## WE PROTECT THE CULTURAL HERITAGE 2013

| Beneficiary  | Project  | Inputs in total | Community benefit  |
|--|--|-----------------|--|
| Združenie na záchranu hradu Šášov (Šášov Castle preservation society)          | Záchranné práce na hrade Šášov 2013 (Preservation activities at Šášov Castle 2013) | € 500.00        | Thanks to the grant finances, the society purchased tools and refreshments for volunteers, who removed and trimmed the overgrown vegetation from Šášov Castle and its surroundings. The castle receives 2,00 visitors each years, and volunteers were able to make the cellars accessible to them. |
| OZ Zemplínsko-užská hradná cesta (Civic association of the Zemplín Castle Way) | Oživujeme hradnú pivnicu (Reviving the castle's cellars)                           | € 1,000.00      | 31 association members, with the grant's assistance, arranged for safe access to the nad Vinným castle cellars, thus preparing it for future use. More than 3,000 tourists per year will appreciate this achievement.  |
| MLOK, o.z. (civic association)   | Reconstruction of the oldest gravestone in the town of Malacky                     | € 1,000.00      | Through the grant, the association arranged for restoration in Malacky's old cemetery on its oldest gravestone, which for several years has been in a critical condition.  |

## ANNEX 2: EXCERPT FROM THE ANNUAL REPORT ON THE USE OF RESOURCES FROM ENDOWMENT FUND TELEKOM WITH THE PONTIS FOUNDATION FOR 2013

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| OZ (Civic association) Hrad Tematín  | Tematín 2013  | € 1,500.00 | The Hrad Tematín civic association used the grant to purchase material needed to repair its damaged walls, which were hazardous to the 10,000 castle visitors each year. It also provided food for volunteers.  |
| Novum castrum  | Shoring up the northern wall of the castle's palace                       | € 1,499.75 | The civic association Novum castrum used the grant to purchase food for volunteers and material to shore up the northern wall of the castle's palace. Volunteers thus provided a safer and easier entry to Hanigovský Castle's 1,300 annual visitors.                                 |
| Občianske združenie (civic association) Hrad Čeklís                                    | Podzemné tajomstvo hradu Čeklís<br>(Underground Secrets of Čeklís Castle) | € 1,104.60 | Thanks to this grant, the civic association purchased materials to uncover a large area of Čeklís. The archaeological finds were presented publicly to 3,000 visitors. The association used the finances to give lunch to volunteers and coordinate cooperation via mobile telephone. |
| Združenie priateľov Hričovského hradu (Friends of Hričov Castle association)           | Preserving the eastern window of Hričov Castle's palace                   | € 1,445.00 | Thanks to this project, 60 volunteers were able to share in preserving the eastern window of Hričov Castle's palace. This also contributed to the preservation of precious details of the stone casing, as well as to castle safety.  |
| Združenie kresťanských spoločenstiev mládeže (Christian youth associations league)     | Zachráňme naše dedičstvo (Let's Protect our Heritage)                     | € 1,500.00 | This group of Christian youth associations used the grant to purchase food and insurance for volunteers, who through the summer worked to preserve the ruins of the sv. Katarína church and monastery, which some 200 people visit weekly.  |
| Združenie na záchranu hradu Revište (Revište Castle preservation society)              | Záchrana hradu Revište 2013 (Protecting Revište Castle 2013)              | € 1,500.00 | The realised project allowed masons, over 10 weeks, to repair about 20 cubic metres of palace wall debris, and about 10 cubic metres of fortification wall, at Revište Castle.  |
| Slovak University of Technology in Bratislava, Faculty of Chemical and Food Technology | Preservation of sv. Ursula statue   | € 1,492.00 | We were able to gain knowledge about the analysis of cultural heritage objects made of natural waxes, as well as to gain experience with their handling and preservation of parts of the clothing on a statue of the sv. Ursula.  |
| CASTRUM GHYMES   | Zachráňme spolu hrad Gýmeš (Let's Preserve Gýmeš Castle)                  | € 660.50   | This civic association used the financial support to purchase food for volunteers and materials for the preservation and shoring-up of endangered sections of masonry at Gýmeš Castle, which receives thousands of visitors every year.   |
| Town of Kapušany   | Reconstruction of Kapušany Castle roof                                    | € 1,500.00 | Thanks to this project, 10 volunteer actions were organised to remove debris. The castle's more than 8,000 visitors per year will appreciate this activity.   |
| o.z. (Civic association) Ľudia a energia   | Hlas Gelnice (Voice of Gelnica)   | € 1,472.00 | In a direct conversation with a clockmaker, three events relating to the serious malfunction of the clock were documented. Two archive documents relating to the clock's construction were acquired, as well as one archive document related to clock servicing and upkeep.           |
| Národný Trust n.o. (National Trust, non-profit organisation)                           | The last straw-roof house in Bartošová Lehôtka                            | € 1,500.00 | Thanks to this project, a straw roof was preserved in the town of Bartošová Lehôtka.  |
| o.z. (civic association) Ľudia a energia   | Renovation of Šerediovský chateau in the town of Zborov                   | € 1,500.00 | Renovation of Šerediovský chateau in the town of Zborov   |
| Združenie na záchranu Lietavského hradu (Lietavský Castle preservation society)        | Riešenie bezpečného vstupu do hradu (Creating a safe entry to the castle) | € 1,500.00 | Thanks to this grant, 20 volunteers participated in reconstruction work, and 10 of the donor's employees participated in their free time.   |
| Town of Špania Dolina  | Chapel preservation   | € 1,500.00 | The financial resources awarded helped replace shingles and roof frames, as well as other work for the chapel in the village of Špania Dolina. Approximately 1,000 tourists per year visit this location.   |
| Diadém - združenie záchranu hradu Blatnica (Blatnica Castle preservation society)      | Kameň na kameň (Stone on Stone)   | € 1,487.10 | Thanks to the grant, 15 weekend volunteer actions could take place, in which four of the donor's employees also took part.  |

## ANNEX 2: EXCERPT FROM THE ANNUAL REPORT ON THE USE OF RESOURCES FROM ENDOWMENT FUND TELEKOM WITH THE PONTIS FOUNDATION FOR 2013

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| Town of Muráň  | Cleaning of the Muráň Castle well   | € 1,500.00         | The awarded grant supported participation of 7 volunteers in cleaning Muráň Castle's well, and purchased resources necessary for the cleaning.   |
| Nadácia pre záchranu kultúrneho dedičstva<br>(Foundation to Protect Cultural Heritage) | Uhrovec Castle 2013   | € 1,500.00         | During a 10-day summer camp, 18 participants shared in archaeological research in the castle's kitchen and workshop building.  |
| Dubova Colonomum   | Záchrana kostolíka v Sedliackej Dubovej (Restoration of Sedliacka Dubová church)                          | € 1,500.00         | Thanks to this project, 30 young volunteers received weekend training, and three summer restoration actions were organised for 55 youth from all over Slovakia.  |
| Beskydy Military History Club  | Reconstruction of Výrava - Pod Kudrovcem military cemetery  | € 1,497.00         | Undertaking this project enabled 45 volunteers to participate in work days during which the World War I Výrava - Pod Kudrovcem military cemetery was reconstructed. About 2,000 people visit the cemetery each year.   |
| Liptovská Anna   | Church restoration  | € 1,200.00         | Realising this project put the entire neglected area around the Liptovská Anna church into a preserved and partially-restored condition. About 20 cubic metres each of earth and of stones from collapsed walls was shifted by hand.   |
| Dubnické múzeum, m.r.o.  | Tajomstvo studne v Dubnickom kaštieli<br>(The Mystery of the Well at Dubnica chateau)                     | € 800.00           | Thanks to this project, the well in the Dubnica chateau has been opened to the public, allowing the more than 1,500 annual visitors to the museum in the chateau to appreciate it.   |
| Obnova Slovenskej Zeme (Renewing Slovakia society)                                     | Stabilisation and preservation of Sv. Helena church ruins, using original techniques and youth volunteers | € 1,200.00         | 33 volunteers worked on the ruins of this Gothic church in Stránske. 1,000 tourists every year marvel at this site.  |
| Združenie (society) RONDEL   | Krok za krokom k záchrane hradu Čabrad' (Step by Step to save Čabrad' Castle)                             | € 1,000.00         | This grant to the RONDEL society provided food to volunteers and lime for decontaminating wall damage at Čabrad' Castle, which some 1,500 people visit annually.   |
| Združenie hradu Bystrica (Bystrica Castle Society)                                     | Resolving the poor condition of the gate bastion, phase 2   | € 700.00           | Thanks to this grant, 25 volunteers engaged in the renewal and conservation of Bystrica Castle's entry bastion. This makes it possible for more than 6,000 visitors per year to enjoy the site.  |
| Združenie na záchranu Brekovského hradu (Brekov Castle Preservation Society)           | IVW Brekov 2013   | € 500.00           | Thanks to the awarding of this grant, volunteers from several countries (including Slovakia) worked on Brekov Castle. This was a service to the castle itself and the 1,000 residents of the area who benefit from this attractive site.   |
| MAS Vršatec  | Revitalisation of Vršatec Castle  | € 1,000.00         | The finances awarded made possible successful cleaning of the castle, mowing the courtyard and tidying the grounds after its summer season. The project served castle visitors and the 2,300 residents of nearby towns.  |
| Pour Art   | Restoration and conservation of 1706 gravestone   | € 500.00           | Thanks to this grant, the civic association Pour Art purchased material needed for restoration and conservation of a Stupava gravestone dated 1706.  |
| Združenie na záchranu Zborovského hradu (Zborovský Castle Preservation Society)        | Repair of western bastion and adjacent parts - phase I  | € 1,350.00         | The society used the grant's resources to feed and house volunteers who took part in repairing a bastion at Zborovský Castle. The finances also helped purchase building materials and material transport.   |
| Náš Bardejov (Our Bardejov)  | Kamenné hradby - živá retaz (Stone Fortifications - a Living Chain)                                       | € 1,280.00         | The association used the grant for costs related to demolition work on an illegal building standing directly on the fortifications of the Franciscan monastery, for the removal and disposal of debris, and for the purchase of a spray to remove weeds from the monastery fortifications. |
| Združenie na záchranu Jasenovského hradu (Jasenovský Castle Preservation Society)      | Zachráňme hrad (Let's Protect the Castle)   | € 800.00           | 40 volunteers took part in stabilising the castle's walls, preventing further damage. This was of assistance to over 1,500 visitors enabled to participate in 3 cultural events at the castle.   |
| <b>Total of 32 projects</b>  |   | <b>38 487,95 €</b> |  |

## ST DIRECT SUPPORT 2013

| Beneficiary   | Project   | Inputs in total | Community benefit   |
|---|---|-----------------|---|
| Stredisko evanjelickej diakonie „útulok Dom na polceste" (Lutheran diaconate centre, "Halfway House Sanctuary")           | Farma - štart - III. (Farm – start – phase III)   | € 5,000.00      | Thanks to this grant, a farm building was prepared for use. 10 "Halfway House" clients will work here, learning work habits and independence.   |
| Juraj Želinský  | Rýchlé občerstvenie Fast Food 3 in 1  | € 1,242.12      | Fast Food 3 in 1  |
| KASPIAN   | Učíme sa byť lepší 2 (We're Learning to be Better)  | € 3,000.00      | Thanks to the support, 130 children and youth each month had the chance to enjoy free time at this centre.  |
| Občianske združenie (civic association) Roma Production   | World Roma Festival "International Gipsy Fest"  | € 2,000.00      | Grant helped cover expenditures connected with hosting the gala closing programme.  |
| Základná škola pre žiakov so sluchovým postihnutím internátna (Residential elementary school for the Hearing-Impaired)    | Celoštátne športové hry sluchovo postihnutých žiakov (Nation-wide sports games for the Hearing-Impaired)                    | € 1,000.00      | Thanks to this project, 100 pupils with hearing impairments visited the fascinating Filakovo Castle, and enjoyed vitamin-enriched food and attractive prizes.                               |
| Slovenská agentúra na podporu zdravotne postihnutých občanov (Slovak Agency for Support of the Handicapped)               | Národná prezentácia umenia handicapovaných umelcov SR (National Presentation Handicapped Artists of the Slovak Republic)    | € 600.00        | 200 copies of a CD video presentation were prepared, which will be supplemented with sound and appropriate subtitles. The video features photographic material from this exhibit.           |
| Spolok Martina Rázusa (Martin Rázus society)  | Monument to Martin Rázus in Bratislava  | € 2,000.00      | Thanks to this grant, a monument to Martin Rázus was created at Rázusovo nábrežie in Bratislava. Individual monument artefacts and installation were realised.                              |
| Divé maky, o.z. (civic association)   | Gipsy Festival 2013   | € 30,000.00     | Thanks to this project support, 200 Roma performed at the Cigánsky bašavel festival. Some 2,500 paying spectators actually attended the festival, learning more about Roma culture and art. |
| o.z. (Civic association) Pomoc obetiam nášlapných mín (Aid for Landmine Victims)  | Želkova kindergarten  | € 3,000.00      | Thanks to the support, the second part of an animated documentary was created. The aim is to help prevent dangers to children from ignoring rules by railroads and on trains.               |
| Asociácia nepočujúcich Slovenska, Centrum nepočujúcich Žilina (Slovak Association of the Hearing-Impaired, Žilina centre) | Medzinárodný deň nepočujúcich a Miss nepočujúca Slovenska 2013 (International Day of the Deaf, and Miss Deaf Slovakia 2013) | € 2,000.00      | Thanks to this project, a cultural event was created for the hearing-impaired. 658 people attended.   |
| Divé maky, o.z. (civic association)   | Cigánsky Fun Bašavel (Gipsy Festival)   | € 1,625.08      | Thanks to this project, 12 Divé maky performing artists brought their art to Magio Telekom Beach on Tyršovo nábrežie, in the form of a concert, a dance workshop and Roma language lessons. |
| Voices, n.o. (non-profit organisation)  | Choices II  | € 6,000.00      | The project gave young people the chance to meet and discuss various topics with experts. 300 people attended offline, and more than 4,000 online.  |

## ANNEX 2: EXCERPT FROM THE ANNUAL REPORT ON THE USE OF RESOURCES FROM ENDOWMENT FUND TELEKOM WITH THE PONTIS FOUNDATION FOR 2013

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| Manageria  | Support for education in Slovakia - Učiteľ 2020 initiative   | € 5,000.00 | 30 volunteers took part in the project, awakening the interest of students and the public to the theme of high-quality teachers in Slovakia.  |
| Amity  | Festivalu perkusii (Percussion Festival) 2013  | € 2,000.00 | Grant helped improve the publicity and preparation for Percussion Festival 2013, helping organise cooperation and sponsor services for administration, realisation, PR and print materials.   |
| OZ (civic association) SECRETevents  | KDE BOLO, TAM BOLO... (ONCE UPON A TIME)   | € 5,000.00 | Many interesting professions and their significance were presented to 650 children and their parents, in an interactive and creative form.  |
| Ivana Daučíková  | SLOVAK NATIONAL PETANQUE TEAM  | € 1,000.00 | The project made possible the national women's team's participation at the 2013 World Championship in Montauban, France.  |
| Terézia Grešnerová   | Rozumiem tomu, čo čítam (I understand what I read)   | € 1,250.00 | Thanks to this project, 9 pupils a year will be able to enjoy the storybook Tri múdre kozliatka (Three Wise Goats), written especially for children with hearing impairments.   |
| Domov sv. Jána z Boha, n. o. (non-profit organisation)   | Replacement of old furnace in Domov sv. Jána z Boha  | € 5,000.00 | Thanks to this project, the home Domov Sv. Jána z Boha, visited last year by 21,091 individuals dependent on aid, will operate more safely.   |
| Fond pre podporu výchovy a vzdelávania sluchovo postihnutej mládeže, n. f. (Fund for supporting the education of hearing-impaired youth) | Medzinárodný týždeň Nepočujúcich (International Week of the Hearing-Impaired)                                  | € 3,998.00 | 30 volunteers took part in this project, which during an open-door day enabled 90 students with hearing impairments to present their work, education and extra-curricular activity.   |
| Amity o.z. (civic association)   | Music therapy  | € 1,500.00 | Each year, 20 children with hearing impairments can enjoy making their own music in music therapy.  |
| Voices, n.o. (non-profit organisation)   | Assessment of informal education in 2013 and preparation for the project Choices 2014                          | € 6,000.00 | 150 participants experienced "Trampoline" training in 2014, and thanks to this project receive a better education.  |
| Slovak UNICEF Committee  | Support for distance consultation through the Linka detskej istoty (Children's Support Line)                   | € 2,000.00 | Thanks in part to this project, bolo 2,315 children had the chance to discuss their problems using long-distance consultation.  |
| Mládež ulice (Street Youth)  | Low-threshold activities in housing estates  | € 2,000.00 | The project contributed to the smooth operation of low-threshold programmes for children and youth in three localities around Bratislava, visited each month by about 70 children.  |
| Janka Repaská Černáková  | Pohodička u Janky (Good Times with Janka)  | € 1,005.08 | Thanks to this grant, bola a new entrepreneur with hearing impairment received material support to arrange for her new business.  |
| Eduplex Občianske združenie (civic association)  | Mesto povolaní pre deti - Tichý workshop Žilina (City of Professions for Children – Silent Workshop in Žilina) | € 4,500.00 | 800 children each month got to know about various professions and current issues. Children with hearing had the task to get into the world of the hearing-impaired, and use the gestures they learned to work their way through life. |
| Lutheran diaconate centre  | Farma – final  | € 8,400.00 | Thanks to this project, 7 milking cows were purchased. Halfway House clients now have the chance to learn animal husbandry and dairy product production. In this way they learn independence.   |
| Nadacia Dystrofica (Dystrophy foundation)  | Swimming pool reconstruction   | € 5,000.00 | Thanks to this support, 113 permanent residents of the Slniečko social services and special home can now use the rebuilt pool for therapy.  |
| Občianske združenie (civic association) Bagar  | Koncerty porozumenia (concerts of mutual understanding)  | € 2,000.00 | 100 actively-engaged individuals from vulnerable groups joined in the Slovensko bez barrier (Slovakia Without Barriers) competition. 40 local governments and other organisations also got involved.                                  |

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| Fórum donorov (Donors' Forum)                                       | Škola filantropie (School of Philanthropy)  | € 4,998.60          | Thanks to this project, 120 individuals took part in 7 workshops and 1 discussion.   |
| Manageria   | MLP - Managerial development program  | € 10,000.00         | 60 of Manageria's leadership programme participated in a summer leadership camp, where they improved their leadership skills.  |
| DOMKA - Združenie saleziánskej mládeže (Salesian youth association) | Musical in Trnavka  | € 500.00            | Thanks in part to this grant, it was possible to build a stage for performances, seen by about 3,000 people during the course of the project.  |
| Inštitút pre verejné otázky (Institute for Public Affairs)          | Digitálna gramotnosť na Slovensku 2013 (Digital Literacy in Slovakia 2013)                    | € 5,000.00          | Within 20 days of being publicised, research outputs were downloaded 150 times, and there were 500 unique visits to the web site.  |
| Voices, n.o. (non-profit organisation)                              | Choices   | € 5,000.00          | 8 morning discussions were organised with experts from various helping professions, and enjoyed by 320 participants.   |
| Eduplex Občianske združenie (civic association)                     | Mesto povolání pre deti - Tichý workshop (City of Professions for Children – Silent Workshop) | € 6,000.00          | 2,500 children each month learned of the world of the hearing-impaired: how they understand things, in what jobs they work, and what problems they have with the hearing world.  |
| Združenie Maxa Reihardta (Max Reihardt Society)                     | Venuša v kožucho (Venus in Leather)   | € 30,000.00         | This project supported the theatre Venuša v kožucho, which 600 spectators attend every month.  |
| Nadácia Pontis (The Pontis Foundation)                              | Admin Fee   | € 52,476.11         |  |
| Nadácia Pontis (The Pontis Foundation)                              | Naše mesto 2013 (Our City 2013)   | € 6,000.00          | This was to support realisation of Naše mesto (Our City), the largest volunteer event in Central Europe. In 2013, 6,000 corporate volunteers took part, in 11 cities in Slovakia.  |
| Nadácia Pontis (The Pontis Foundation)                              | Fórum o firemnej filantropii 2013 (Corporate Philanthropy Forum 2013)                         | € 12,000.00         | Thanks to Slovak Telekom's support, the Corporate Philanthropy Forum took place, with talks from local and international experts from this area, and participation from over 100 company representatives.  |
| Nadácia Pontis (The Pontis Foundation)                              | Dobrá krajina 2013 (Good Country 2013)  | € 5,000.00          | Thanks to Slovak Telekom's support, a communication campaign supported new projects at the Dobrá krajina portal.   |
| Nadácia Pontis (The Pontis Foundation)                              | Mobilný pedagóg 2013 (Mobile Teacher 2013)  | € 42,367.78         | Thanks to Slovak Telekom's support, the first annual Mobile Teacher concluded successfully. This is the first field programme of early childhood care in Slovakia. In 2013, 12 special teachers visited a total of 36 families throughout Slovakia.  |
| Nadácia Pontis (The Pontis Foundation)                              | Sign language courses for ST sales staff  | € 8,054.00          | As part of our strategic support for the Hearing-Impaired, a total of 4 sign language courses for sales staff were held in 2013, where 47 Slovak Telekom employees took part.  |
| Nadácia Pontis (The Pontis Foundation)                              | Sign language courses for the public  | € 25,401.00         | As part of our strategic support for the Hearing-Impaired, a total of 12 sign language courses for the public were held in 2013, and 15 workshops in Slovakia's regional centres. Over 200 people interested in sign language participated.  |
| Nadácia Pontis (The Pontis Foundation)                              | Medzinárodný týždeň Nepočujúcich (International Week of the Hearing-Impaired)                 | € 10,436.90         | As part of our strategic support for the Hearing-Impaired, in September 2013 we launched a communication campaign with the aim of bringing the life of the Hearing-Impaired closer to the general public. The campaign included a press conference and a Open Doors Day at the Kočelova vocational school. |
| <b>Total of 42 projects</b>   |   | <b>€ 336,354.67</b> |  |

## ST DIRECT SUPPORT 2012

| Beneficiary                                   | Project  | Inputs in total    | Community benefit   |
|---|--|--------------------|---|
| KASPIAN                                       | KASPIAN for children   | € 5,000.00         | This support enabled the Kaspian civic association to provide for field and club-based low-threshold services in Petržalka. Roughly 100 children and youth use the services monthly.  |
| Občianske združenie (civic association) AMITY | Music therapy  | € 3,600.00         | Thanks to this support, about 20 children of the Hrdličkova school regularly participated in music therapy lessons throughout the 2012/2013 school year. This fostered their personal development, self-confidence and easier integration among the hearing population. |
| Slovak Olympic Committee                      | Koncepcia financovania športu v Slovenskej republike                       | € 10,000.00        | Thanks to this project, KPMG made a study for the Slovak Olympic Committee, titled Concept for Financing Sport in the Slovak Republic. Outputs included proposed changes in financing sports in Slovakia.   |
| Maroš Krajňak                                 | Prose publication  | € 2,000.00         | Thanks to this support, a prose book titled Entropia was published, and will be available to the general public.  |
| Občianske združenie (civic association) Bagar | Koncerty porozumenia (concerts of mutual understanding)                    | € 500.00           | Thanks to this support, 2 concerts of mutual understanding were successfully staged, in Bratislava and Trenčianske Teplice. 105 performers, from various disadvantaged groups, participated. Altogether 500 spectators attended the performances.                       |
| Slovak UNICEF Committee                       | Help lines 116 111, 116,000 - distance consultation for youth and children | € 2,000.00         | Thanks to this project and the grant awarded, operation of UNICEF children's help lines was made possible, which in December assisted over 1,300 children.  |
| Nadácia Pontis (The Pontis Foundation)        | Fond pre transparentné Slovensko (Fund for Transparent Slovakia)           | € 10,000.00        | Slovak Telekom's support significantly contributed to establishing the Fond pre transparentné Slovensko, the first initiative of its kind in Slovakia. Its aim is to foster ethics, transparency, democracy and a healthy business environment.                         |
| Nadácia Pontis (The Pontis Foundation)        | Mobile teachers  | € 801.71           |   |
| <b>Total</b>                                  |  | <b>€ 33,901.71</b> |   |





# CERTIFIKÁT

**TÚV SÚD Slovakia s.r.o.**  
Certifikačný orgán systémov manažérstva  
akreditovaný SNAS  
osvedčenie o akreditácii č. R-074  
potvrďuje, že organizácia



**Slovak Telekom, a.s.**  
Bajkalská 28  
SK – 817 62 Bratislava  
IČO: 35 763 469

zaviedla a používa  
systém manažérstva bezpečnosti informácií  
v oblasti  
Vývoj a poskytovanie dátových služieb, desktop services  
a LAN services, vrátane helpdesku pre zákazníkov biznis segmentu  
v podnikateľskej oblasti a v štátnej a verejnej správe.

Prehlásenie o aplikovateľnosti: Verzia P1\_3\_7\_050502\_v4\_101001  
z 01.10.2010.

Auditom, správa č. 1174/20/13//IAS/R1  
bolo preukázané, že sú splnené  
požiadavky normy

**ISO/IEC 27001:2005**

Certifikát je platný do 2016-11-05  
Registračné číslo certifikátu I 1174-1

Bratislava, 2013-11-06



  
TÚV SÚD Slovakia s.r.o.  
Certifikačný orgán systémov manažérstva  
člen skupiny TUV SÚD  
Jasíkova 6, 821 03 Bratislava

# ANNEX 4: COMMENT BY EXTERNAL ASSURANCE



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tel.: +421 2 5710 8111, fax: +421 2 5710 8125  
e-mail: pontis@nadaciapontis.sk, www.nadaciapontis.sk

## Statement on the 2013 Corporate Responsibility Report of Slovak Telekom, a.s.

In 2013, Slovak Telekom, a.s. publishes its 4<sup>th</sup> Annual Corporate Responsibility Report (the Report) created according to the third version of Global Reporting Initiative Sustainability Guidelines (GRI G3 Guidelines). Slovak Telekom contracted Pontis Foundation to provide an Application level check on the usage of the GRI Guidelines. The Report was prepared solely by Slovak Telekom and the company is fully responsible for its content and the accuracy of information provided in the report.

The Report meets the content and quality requirements of the GRI Guidelines, Application Level B+ and exceeds the number of required indicators by 18.

We highly appreciate that Slovak Telekom included further 13 indicators from the pilot version of the Sector Supplement for Telecommunications that enables companies to inform more transparently on the impact of their activities.

The Report is prepared in a very good quality with the amount of indicators exceeding the required number of indicators for Application Level B (20 indicators). We appreciate transparent information about fulfilled or unfulfilled goals in the CR field and setting goals for the next reporting period.

We advise the company to consult its stakeholders more thoroughly in the process of defining themes for the Report and describe how the company uses the materiality principle in the process of choosing performance indicators. In the next reporting period, we propose to use the newest version of the Global Reporting Initiative Guidelines for Sustainability Reporting G4.

Bratislava, 30 May 2014

Michal Kišša  
Reviewer  
Pontis Foundation

Beata Hlavčáková  
Program Director for CSR  
Pontis Foundation