

# Social

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## Social engagement: overview and measurement of success

Everyone should be able to participate in the information and knowledge society on an equal footing – and we at Deutsche Telekom want to make our contribution to this. We provide appropriate products and are committed to media literacy and democratic values through various projects and initiatives. We also promote the voluntary commitment of our employees, support charitable organizations in the fields of education, science, culture and sports, and make donations.



### Our focus areas

#### Commitment to the digital society

The internet offers us endless possibilities: searching for information, communicating with friends and family, shopping, working and being entertained. Many digital applications have now become indispensable. Nevertheless, there are still people who cannot participate fully in the digital world. We are committed to giving them access to the digital society.



At the same time, we are faced with the challenge that the internet is increasingly being used to spread hate and disinformation. To counteract this, we promote democratic principles in the digital society with various initiatives: against opinion manipulation, exclusion and hatred on the internet and for democratic values such as equality, tolerance, equal opportunities, diversity and cohesion in society.

For more information, see [Digital inclusion](#) and [Digital values](#) here in the CR report.



### Commitment to the environment

We are committed to climate-neutral business and strive for a circular economy in our products and services. In addition to these focus topics, we are also committed to biodiversity and the careful use of water. Some examples: the voluntary commitment of our green employee networks, the financial support of environmental organizations, and membership fees to foundations for climate protection. You can find more information about the commitment of our employees under [Employee initiatives for the environment and climate](#).

### Further voluntary and financial commitment



The co-creation of a democratic, participatory digital society and the promotion of climate protection and the circular economy are the focus topics of our social commitment. In addition, we also support other initiatives with different focuses. For example, we promote charitable and ecological causes through donations to non-governmental organizations (NGOs) or through the voluntary commitment of our employees. In acute crisis situations, such as environmental disasters, we act immediately – especially in the regions in which Deutsche Telekom itself is active.

For more information, see [Volunteering and financial commitment](#) in this CR report.

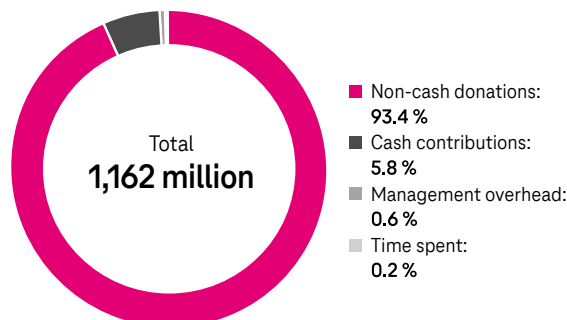
## Measuring success: ESG KPIs “Community Contribution” and “Beneficiaries”

Since 2015, we have been measuring our entire social commitment using the two ESG KPIs “Community Contribution” and “Beneficiaries”. In the calculation, we are guided by the methodology of the Business for Societal Impact (B4SI) with the aspects “input” (effort/commitment) and “impact” (change). The ESG KPI “Community Contribution” is the “input”, while the ESG KPI “Beneficiaries” represents the “impact”.

### “Community Contribution”

The ESG KPI “Community Contribution” reflects Deutsche Telekom’s financial, personnel and material commitment. We determine the personal commitment provided by the volunteer hours of our employees that were completed within working hours as part of our corporate volunteering.

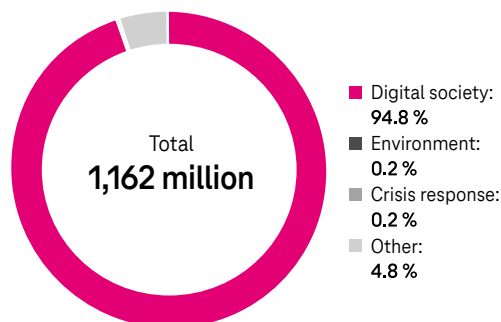
#### ESG KPI “Community Contribution” (Input Split)



Data is partly based on estimates, assumptions and projections.

In 2024, we focused 94.8 % (EUR 1,102 million) of our commitment on the area of “digital society”. 0.2 % paid into the area of “environment”, 0.2 % into the area of “crisis response” and 4.8 % into other topics.

#### ESG KPI “Community Contribution”



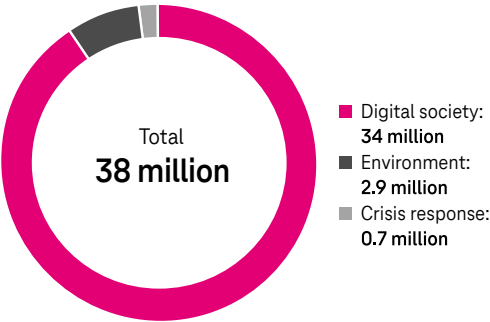
Data is partly based on estimates, assumptions and projections.

“Beneficiaries”

The ESG KPI “Beneficiaries” shows the number of people who benefit from our commitment to promoting a digital society as well as from our environmental and crisis response measures. Through our activities, primarily in the field of digital inclusion, the beneficiaries learn new skills, adapt their attitudes or behavior, or experience a change in their everyday lives. In addition to direct beneficiaries, we also consider indirect beneficiaries according to a fixed key; this is the case, for example, with a multiplier concept (when one person passes on his or her knowledge to many others), or when a discounted connection is used by several people.

In 2024, around 38 million people benefited from our measures (2023: 51 million). The year-on-year decline in value is mainly due to the completion of major initiatives such as our “ShareWithCare” campaign in 2023.

ESG KPI “Beneficiaries - Focus topics”

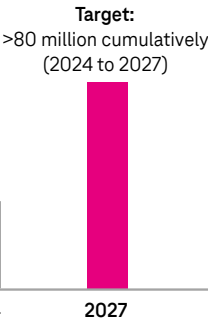


Data is partly based on estimates, assumptions and projections.

Our goal is for more than 80 million people to benefit from our commitment to promoting the digital society in the period between 2024 and 2027. You can find more information on this under [Digital inclusion](#) here in the CR report.

ESG KPI „Beneficiaries – Digital Society“ (target)

in million persons



Looking ahead

In 2025, Deutsche Telekom will be 30 years old – and social commitment has been a central pillar of our corporate responsibility since the beginning. In our anniversary year, we will not let up and want to make our contribution to positive changes in society with our diverse commitment. Because right now, we are only satisfied when everyone is there.

## Digital inclusion: overcoming the divide








The digital world is changing at an ever faster pace – currently driven primarily by rapid progress in the development of artificial intelligence (AI). At the same time, the personal, economic and social well-being of all people depends heavily on digital inclusion. That is why we are committed to breaking down barriers. With inclusive products, affordable services and measures for the competent use of digital media, we want to enable access to the digital society for everyone.

We also deal with the topic of digital inclusion in detail in the audited [Sustainability Statement in the Annual Report 2024](#). Closely linked to “Digital inclusion” is also our commitment to democratic rules of the game on the internet, which we describe here in the CR report at [Digital values](#) depict.

## Milestones achieved, ongoing projects and goals

More than 80 million – that is how many people are expected to benefit from our commitment to promoting the digital society across the Group between 2024 and 2027: As beneficiaries, they learn new skills, adapt their attitudes or behavior, or notice a change in their everyday lives. Our beneficiaries in the area of digital society include people who use our media literacy platforms, participants in workshops and users of free telephone counselling services and discounted rates (including household members). We measure our progress with the ESG KPI “Beneficiaries – Digital Society”. In the 2024 reporting year, we reached around 34 million people with our measures.

### Where we come from

- Since 2007**  In our social commitment, we are increasingly concentrating on promoting participation in the information and knowledge society.
- 2008**  Launch of the EU initiative “Teachtoday” in many European countries, together with leading telecommunications companies and the European Schoolnet (EUN).
- 2014**  Deutsche Telekom AG is taking over the “Teachtoday” initiative and has been running it independently in its own name ever since.
- Since 2015**  We measure our social commitment with a set of two ESG KPIs: “Community Contribution” (formerly “Community Investment”) and “Beneficiaries”.
- Since 2019**  We bundle our measures to promote digital inclusion under the aspects of “access, affordability, ability”.
- 2022**  We are further developing our CR strategy and identifying four focal points: climate-neutral business, circular economy, equal opportunities – and our commitment to a digital society that is based on our fundamental democratic values and enables all people to participate safely, competently and confidently.
- 2023**  We are developing our “Design for All” guideline: It is intended to ensure that our products and services are non-discriminatory and barrier-free.

## Where we stand in the reporting year

2024



With the launch of “Teachtoday International”, we are bundling our Group-wide media literacy measures on one platform.

## Where we want to go

2027



From 2024 to 2027, we will reach a total of over 80 million people across the Group in the “Digital society” sector.

## Our approach to digital inclusion

To ensure that all people can participate equally in the networked society, we promote three dimensions in particular with our activities:



### Access

In order to enable technical access, we are constantly expanding our network. We also cooperate with partners – especially in remote areas. In addition, we are driving forward the development of technology and products for different target groups and attach great importance to a non-discriminatory design.



### Affordability

Affordability where it counts: We are committed to this with products and services, e.g., special tariffs for schools, affordable devices and reduced basic fees for various target groups.



### Ability/Media Literacy

We support people in moving around the internet safely, competently and confidently. To this end, we offer free, easy-to-understand and entertaining materials and formats on the various aspects of media literacy.

## Access: access through network expansion

Our investments in network expansion are crucial for ensuring that large parts of society have access to fast internet. Our high power quality has been certified to us in independent tests for many years. For more information about our awards, please visit [CR Strategy](#) in this CR report.

In the fixed network, we are focusing on fiber-optic expansion to provide our customers with a reliable connection at gigabit speed. In the FTTH (Fiber to the Home) expansion, we install fiber optic lines directly at your home. The aim is to close network gaps in rural areas and to supply conurbations in line with the high bandwidth demand.

In addition to the pure fiber-optic connection, we also offer other solutions: For example, our hybrid router combines transmission bandwidths from fixed and mobile networks, thus enabling higher transmission speeds, especially in rural areas.



You can find out more  
about network expansion  
in our audited

[Annual Report 2024](#)



## Access: “Design for All”

We want to design our products and services in such a way that they are easy to use for everyone. In order to enable barrier-free and non-discriminatory access, we take care to take into account a wide range of human diversity during product development – in addition to different physical and mental abilities, this includes other dimensions of diversity such as age, gender and ethnic origin. The framework for this is provided by our “Design for All” guideline: We take many different aspects into account as early as the design stage in order to efficiently translate our principles into products and solutions. In this way, we create an inclusive environment that includes more people and does not exclude others. In doing so, we go beyond the legal requirements for accessibility. In our “Design for All” activities, we also incorporate the perspectives of a “Sounding Board” – this is a committee of internal experts and external representatives of organizations that focus on the diversity dimensions relevant to the guideline in their work.

In addition, we offer professional consulting services for companies, for example since 2009 through our Competence Center for Accessibility and Software Ergonomics. It is now the largest of its kind in Germany. We support companies in German-speaking countries with a “Design for All” audit in optimizing their products for as diverse target groups as possible.

### Our recent progress

- In the reporting year, we organized a hackathon for human-centered technology. At Hack4Humans 2024, 21 Deutsche Telekom teams in six countries developed barrier-free digital solutions to support people with disabilities or limitations. The winning team from Slovakia designed an object and path recognition system using a mobile phone camera for people with visual impairments.
- Also in 2024, we introduced web-based “Design for All” training for our employees (Group-wide excluding T-Mobile US).

### Accessible products and services: application examples

To ensure that seniors can easily participate in the digital society, we offer special technology and products for them: Large button settings, emergency call buttons and clear displays make it easier for them to use digital technologies.





Deaf and hard of hearing people can take advantage of special counselling services on our products and services. In Germany, for example, we offer video-based live chats in sign language and text chats in plain language for deaf and hard of hearing customers. We also offer discounted mobile and landline offers that are tailored to the needs of deaf people. Through the mandatory social security contribution to the Federal Network Agency, we co-finance a round-the-clock emergency call with sign language interpreters for hearing-impaired people in Germany.

We offer some parts of our website in easy-read language and want to give as many people as possible access to easy-to-understand information.

### Affordability: digital participation through affordability

Affordability is also an important factor in enabling digital inclusion. For this reason, we offer various products and special rates.



#### Affordable devices with 5G network

To ensure that as broad a proportion of the population as possible can benefit from our expansion of 5G networks, we currently offer the 5G smartphones T Phone 2 and T Phone 2 Pro in ten European countries. Similar products from the REVVL series are available in the USA. The T Tablet comes from the same series and is on the market in nine countries in Europe and the USA. With these comparatively affordable products, we want to give more people access to the digital world.



You can find out more  
about network expansion  
in our audited

[Annual Report 2024](#)

### Plans for different target groups



We offer social and subsidized tariffs throughout the Group. In this way, we enable eligible users to make free or discounted calls or surf the web. The offer differs from country to country and is handled differently in each case.

Our special rates are aimed in particular at:

- low-income individuals, single parents and families
- People with disabilities
- Refugees (e.g., those affected by the Russian war of aggression on Ukraine) in Germany and the USA
- People from systemically important occupational or social groups (e.g., employees of the German Red Cross and the fire brigade in Germany)
- Pupils, students, teachers, school authorities and districts
- Seniors
- Start-ups (e.g., within the framework of special programs)

### Focus on education

With special tariff offers, we promote the teaching of digital skills in educational institutions.

As part of the “Telekom@School” initiative, we offer broadband connections for educational purposes to all general and vocational schools in Germany. Depending on the bandwidth, schools receive the connections free of charge or significantly at a reduced price. In the reporting year, we supported the “Telekom@School” initiative with services worth 11.6 million euros. Around 6.7 million people benefited from this.



Since 2020, we have also been offering school authorities in Germany an education flat rate, which allows students to use unlimited data volume for educational content. Funding for the education tariff amounted to around 8 million euros in the reporting year. About 161,000 people benefited from this.

In 2024, we published our second [Education Report](#) (only available in German), illustrating our activities to promote digital education.

## United States segment: affordable internet in education

With the “Project 10Million” program, which was launched in 2020, T-Mobile US has committed to offering free and discounted internet connections and mobile hotspots to up to 10 million primary and secondary education students in the United States.



In 2024, T-Mobile US further enhanced its program by:

- Doubling the data allowance to 200 GB per year for five years for all qualifying students and for current student households for the remainder of the five-year term.
- Allowing families who hit their data limit to purchase a discounted 10 GB data pass for just USD 10.
- Offering affordable laptops and tablets for both individuals and school districts to purchase.

Through “Project 10Million”, school districts are also eligible for free and heavily subsidized student data plans. Since 2024, the districts with the greatest need are also able to receive more data for free, up to 200 GB per year.

To reach even more students, T-Mobile US partnered nationally with Boys & Girls Clubs of America (BGCA), focusing on the ten states with the highest number of disconnected students. By tapping into BGCA’s network, T-Mobile US is better able to reach under connected and lower-income communities.

Since the start of the project, T-Mobile US has done the following through “Project 10Million”

- connected over 6.3 million students to the internet and
- provided nearly USD 7.4 billion worth of products and services (as of the end of 2024).

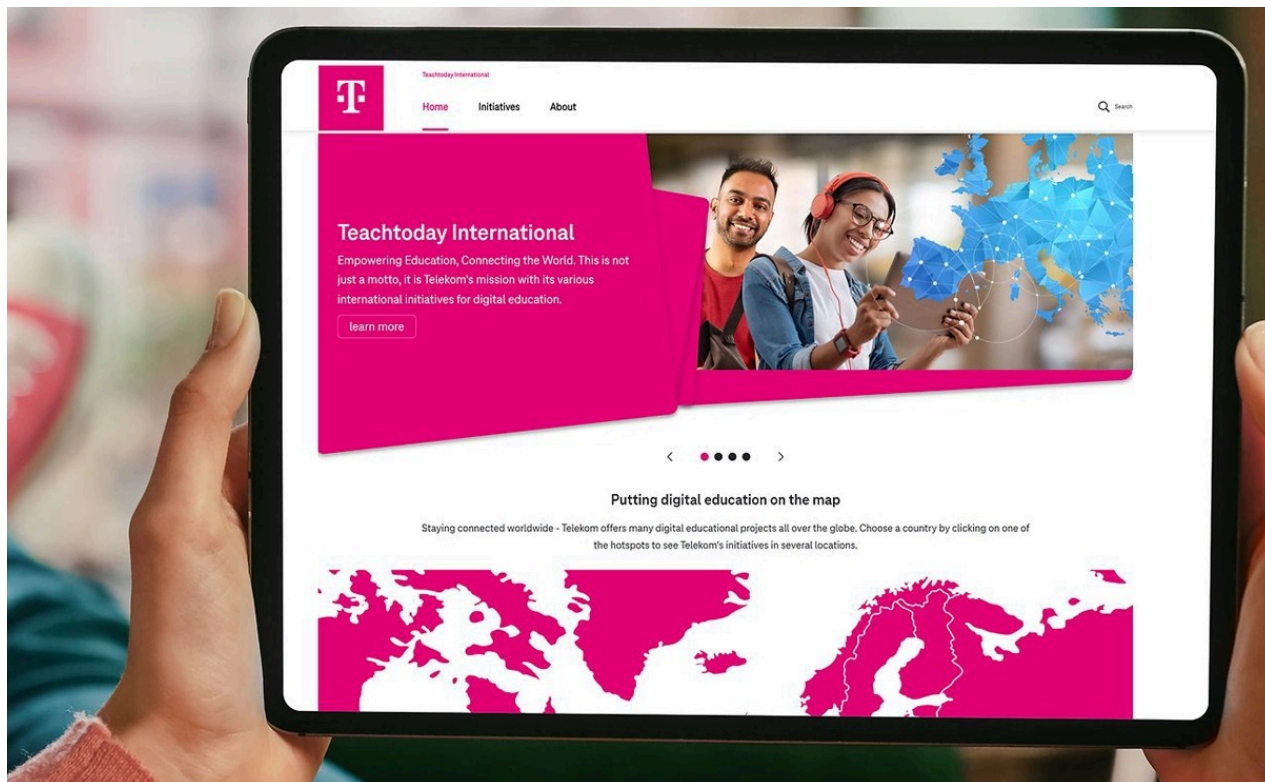
## Ability: promoting media literacy

Media literacy means being able to use digital media safely and competently. This is not only about learning basic skills for safe use – but also about knowing how to protect your privacy or deal with hate and disinformation. An environmentally friendly approach to technology is also part of this: We want to show people how they can use digital solutions cleverly to reduce their greenhouse gas emissions or save resources.



## 📍 Teachtoday International

The “[Teachtoday International](#)” provides an overview of Deutsche Telekom’s Group-wide media literacy initiatives. The platform is available in English.



## The most important target groups of our media literacy offers

- **Children and young people:** Young people today grow up in an environment that is strongly influenced by digital media. It is essential that children and young people learn to move confidently and at the same time safely on the internet. We want to support them in this and promote their media literacy with numerous measures and initiatives: in Germany, for example, with our initiative “Teachtoday.de” and the interactive children’s magazine “SCROLLER”, which are aimed at young people and their adult caregivers. Both formats received awards again in the reporting year. For more information, see [CR Strategy](#) here in the CR report. Our employees are also involved in corporate communities to promote more media literacy among children and young people. You can find more information under [Voluntary and financial commitment](#) in this CR report.

## Europe segment: digital inclusion through media literacy (Magyar Telekom)

In our Hungarian subsidiary Magyar Telekom, we launched the digital platform “Hello Parent” in 2023. It is aimed at families and supports parents in bringing their children closer to the digital world in an age-appropriate way. As part of “Hello Parent”, Magyar Telekom provided almost EUR 500,000 in the reporting year to enable measures to promote the digital society. A total of 1.5 million people benefited from this.



- **Senior citizens:** We cooperate with partner organizations such as the Federal Association of Senior Citizens' Organizations (BAGSO) to strengthen the media literacy of senior citizens: for example, we offer seminars and workshops on the safe and independent use of digital devices. Thanks to digital applications, seniors can also maintain social contacts more easily and prevent loneliness in old age.

## Excursus: digital inclusion in the healthcare sector



iMedOne®

Good medical care is by no means a matter of course. A shortage of skilled workers, complex bureaucratic processes and a lack of communication often stand in its way. How can these hurdles be overcome and better availability, higher quality and greater efficiency be ensured? Solutions from T-Systems for the healthcare sector are designed to make this possible.

- **Prostate.Carcinoma.ai:** The radiology solution based on artificial intelligence (AI) from T-Systems and the start-up Fuse-AI can detect prostate tumors faster and more accurately using MRI (magnetic resonance imaging) compared to conventional methods. Another advantage is that paper and total resource consumption in medical practices and hospitals can be reduced through digitization and automation.
- **Smart Health Chat:** The AI-powered chatbot relieves the burden on medical staff, nurses, administrative staff and patients alike. For example, when admitted to the hospital, the program can access patient data that is already available. It also supports employees with anamnesis and administration and automates routine tasks – which can help to cope with the shortage of skilled workers. The Smart Health Chat is operated in the Open Telekom Cloud.
- **Digital identities:** We have developed a solution for secure online identification for the health insurance companies Barmer and AOK. Patients can access digital health services more easily and need fewer physical documents. At the health insurance companies, the processed data can be handled securely and administrative processes can be optimized.



## Measuring success in 2024: ESG KPIs “Community Contribution – Digital Society” and “Beneficiaries – Digital Society”



EUR 1,102 million of our financial, human and material commitment have contributed to the promotion of the digital society.



34 million people have benefited directly or through multipliers such as parents or educators from our measures to promote the digital society.

You can find more information on our performance measurement under [Social engagement](#) in this CR report.



An overview of our most important initiatives to promote the digital society can be found [here](#).

## Looking ahead

34 million people benefited from our commitment to promoting the digital society in 2024. This brings us a big step closer to our goal of reaching more than 80 million people between 2024 and 2027. The rapid technological development around the topic of artificial intelligence clearly shows us that our commitment to more digital participation is and will remain important in the coming years.

## Deep Dive for experts

### Management & Frameworks

- In our “[Corporate Digital Responsibility@Deutsche Telekom](#)” framework published in 2022, we summarize what we mean by digital responsibility. In doing so, we focus on people. As a cross-cutting topic, Corporate Digital Responsibility (CDR) creates added value for various areas and is taken up in existing structures: e.g., with digital inclusion in the Group Corporate Responsibility (GCR) area. At the core of the CDR framework is our “House of Digital Responsibility”, which is all about human-centered technology.
- We are committed to upholding and promoting human rights – taking into account the responsibilities arising from technological change and digitalization. In our [Code of Human Rights](#), we emphasize that our technologies are based on a humanistic value system.
- Our “[Guidelines for Artificial Intelligence](#)” (AI guidelines) provide our developers and designers with clear guidelines for the responsible use of AI. In order to ensure the development of AI in the supply chain that meets our high ethical requirements, we have also anchored the essential contents of the AI guidelines in our “[Supplier Code of Conduct](#)”. In addition, we have provided the “[Professional Ethics](#)” guideline for our product developers and expanded our central quality assurance process to include a review of ethical AI requirements.

### Relevant standards

- GSMA
  - GSMA-INC-03 (Digital skills training programs)

## Further sources of information on digital inclusion

- We shape the digital society | Deutsche Telekom
- Corporate Responsibility Reporting Hub of T-Mobile US
- Leichte Sprache (easy-read language) | Deutsche Telekom (only available in German)

## Activities to promote the digital society

This is an overview of our main initiatives to promote the digital society (with the sub-themes “digital inclusion” and “digital values”). Since some values overlap, we did not sum them up. An overall presentation of the sum can be found in the ESG KPIs “Community Contribution – Digital Society” and “Beneficiaries – Digital Society” under [Digital inclusion](#) here in the CR report.

### Children and adolescents

| Activity  | Cover                                | Description  | Community Contribution (in €) | Beneficiaries (in persons) |
|---|--------------------------------------|--|-------------------------------|----------------------------|
| Teachtoday and SCROLLER                           | Deutsche Telekom without T-Mobile US | The online service “Teachtoday.de” supports families and educational professionals in various languages with practical tips and materials on safe media use. In Germany, the digital children’s media magazine “SCROLLER” teaches children from nine to twelve years of age media literacy with numerous interactive offers.   | 438.5 thousand                | 13.2 million               |
| MINT Creating the future!                         | Deutsche Telekom in Germany          | Under the motto “MINT Zukunft schaffen” (Creating a MINT Future), we are working together with the association “MINT Zukunft e.V.” to improve teaching and teaching in the STEM subjects (mathematics, computer science, natural sciences, technology) at schools and universities. We are also promoting the digitalisation of school education.  | 228.7 thousand                | 1.5 million                |
| DIGITAL@School                                    | Deutsche Telekom in Germany          | “DIGITAL@School” is a corporate community of Deutsche Telekom that aims to empower children to help shape the digital age in a self-determined way. Committed employees teach them how to use digital media responsibly and use materials from the “Teachtoday” <a href="#">toolbox</a> . In addition, the children can learn about STEM subjects and take part in programming workshops by our employees.                             | 611.2 thousand                | 13.8 thousand              |
| T-Labs  | Deutsche Telekom in Germany          | In cooperation with international universities, we want to facilitate access to scientific innovation through the research and development institute T-Labs. We finance endowed chairs and contribute to the promotion of young talent in the STEM subjects with local campaigns and events.   | 2.2 million                   | 2.5 thousand               |
| Telekom@School                                    | Germany segment                      | Since 2000, the Germany segment has been offering all general and vocational schools nationwide internet access for educational purposes with the “Telekom@School” project, free of charge or at a significantly reduced price, depending on the bandwidth.  | 11.6 million                  | 6.7 million                |
| Education tariff                                  | Germany segment                      | With this tariff, students can access digital learning content on the go, send homework or participate in video chats while homeschooling. The offer can also serve as a temporary substitute for an internal internet connection for schools. It is free to deploy and the data volume is unlimited.  | 8 million                     | 161 thousand               |
| Smart School and Experience IT                    | Germany segment                      | The Germany segment supports various initiatives of the digital association Bitkom e.V. The “Smart School” initiative promotes contemporary education and digital transformation in schools. Every year, schools that are pioneers of digital education are awarded the title of “Smart School”. With “erlebe IT”, the association has been strengthening digital skills in schools through interactive teaching materials since 2009. | 54.4 thousand                 | –                          |
| AwareNessi – the fantastic Security Activity Book | Germany segment                      | “AwareNessi” is a digital magazine from Deutsche Telekom Security GmbH that playfully sensitizes children and adults to dangers on the internet. The regularly published issues are available in several languages and deal with current information security topics.  | 300 thousand                  | –                          |
| Project 10Million                                 | United States segment                | Since 2020, T-Mobile US has been providing students with free or low-cost services and devices as part of the “Project 10Million” program.   | – <sup>a</sup>                | 6.3 million <sup>b</sup>   |
| Telekom 4 the University of Montenegro            | Europe segment                       | Crnogorski Telekom provides free 1 Gbit/s Internet access to the University of Montenegro. This allows all employees and students to become part of a larger scientific network and exchange data and information.   | 143 thousand                  | 10.8 thousand              |
| Generation NOW                                    | Europe segment                       | In Croatia, the “Generation NOW” program trains children and young people in the use of digital tools. Hrvatski Telekom and the NGO Institute for Youth Development and Innovation have set up the country’s largest educational project for the Internet of Things (IoT). Several hundred trained mentors pass on their knowledge to new generations of students every year.  | 37.9 thousand                 | 1.5 thousand               |
| Tools for Modern Times                            | Europe segment                       | “Tools for Modern Times” is a program for safe children’s behavior on the Internet by Hrvatski Telekom and the Faculty of Education and Rehabilitation Sciences of the University of Zagreb.   | 80.7 thousand                 | 2.1 thousand               |

<sup>a</sup> Value is not published at the project level.

<sup>b</sup> Value since program launch.

| Activity                           | Cover                    | Description   | Community Contribution (in €) | Beneficiaries (in persons) |
|------------------------------------|--------------------------|---|-------------------------------|----------------------------|
| Hello Parent                       | Europe segment           | “Hello Parent” (Hello Szülő) is a platform from Magyar Telekom for families. Launched in 2023, it supports parents in navigating the digital world. The site features articles, interviews, podcasts, videos, downloads, tips from professionals, and online games. In addition to the website, there are social media communities and a series of events on various parenting topics.      | 487 thousand                  | 1.5 million                |
| EDUINO School Platform Support     | Europe segment           | In North Macedonia, Makedonski Telekom is supporting the digital education platform “EDUINO” together with UNICEF. This is based on crowdsourcing and can be used free of charge.   | 8.7 thousand                  | 32.3 thousand              |
| Wise up                            | Europe segment           | “Wise up” (Zmudri) is a media platform funded by Slovak Telekom by and for young people. The content focuses on the impact of digital technologies on young people's relationships, among other things.   | 40 thousand                   | 366.3 million              |
| Keys to media                      | Europe segment           | “Keys to media” (Klíče k médiím) is a media literacy project developed by T-Mobile Czech Republic in collaboration with journalists and experts for learners and teachers at secondary schools.   | – <sup>a</sup>                | 12 thousand                |
| HejOut Generation Z                | Europe segment           | T-Mobile Polska has launched an awareness campaign against hate on the Internet together with the Sexed.pl Foundation. “HejOut Generation Z” equips the young generation with tools and knowledge to counteract hate and focus on positive feedback – both online and offline.  | 26.9 thousand                 | 93.0 thousand              |
| ConnectedKids                      | Europe segment           | In Austria, Magenta Telekom has been providing more digital literacy in the classroom since 2013 with “ConnectedKids”: The offer includes free digital workshops, technology such as tablets and mobile Internet, and pedagogical expertise.  | 90.1 thousand                 | 73.3 thousand              |
| National STEM & robotics education | Europe segment           | In Greece, the NGO for educational robotics and science WRO Hellas, in collaboration with the OTE Group, has once again hosted the “National STEM & Educational Robotics” competition. In the final of the competition, students from primary and secondary schools presented automation and technology solutions for a smart city that is friendly to people and environmentally friendly. | 61.2 thousand                 | 73.8 thousand              |
| Magenta Life – Schools of Tomorrow | System solutions segment | In Slovakia, Deutsche Telekom IT Solutions Slovakia has been promoting media literacy among elementary school students since 2014 with “Magenta Life – Schools of Tomorrow”. The aim is to promote the responsible use of digital media and to prevent cyberbullying and disinformation on the Internet.  | 22.3 thousand                 | 315.6 thousand             |

<sup>a</sup> Value is not published at the project level.

<sup>b</sup> Value since program launch.

## Seniors

| Activity  | Cover           | Description   | Community Contribution (in €) | Beneficiaries (in persons) |
|---|-----------------|---|-------------------------------|----------------------------|
| Telekom Senior Citizens' Academy                    | Germany segment | The Telekom Senior Citizens' Academy, which has been in existence since 2022, makes it easier for older people to enter the digital world, for example with workshops, and supports them in using digital devices such as tablets.                      | – <sup>a</sup>                | 3.8 thousand               |
| Generations Together                                | Europe segment  | In Croatia, we promote the digital inclusion of seniors with “Generations Together”. As part of the educational program, Hrvatski Telekom provides tablets and free internet access to the elderly and organizes training courses.                      | 9.1 thousand                  | 3.8 thousand               |
| Network of generations                              | Europe segment  | In Poland, T-Mobile Polska promotes the digital inclusion of senior citizens through the “Network of Generations” initiative, e.g. by equipping senior citizens' facilities with laptops and providing free video courses and other training materials. | 9.2 thousand                  | 300                        |
| Courses to promote media literacy in senior centers | Europe segment  | In the Czech Republic, T-Mobile Czech Republic volunteers supported courses to promote media literacy among senior citizens. They deal with topics such as the use of smartphones and apps as well as cybersecurity.                                    | 22.9 thousand                 | 2.5 thousand               |
| Click for Peace                                     | Europe segment  | “Click for Peace” (Klik pro klid) is a joint project of T-Mobile Czech Republic, the Czech Police and the Czech Ministry of the Interior on the topic of safe internet use. The initiative aims to protect older citizens from fraud on the Internet.   | 3.6 thousand                  | 80 thousand                |

<sup>a</sup> Value is not published at the project level.

## Civil Society and Non-Governmental Organizations (NGOs)

| Activity  | Cover                                | Description  | Community Contribution (in €) | Beneficiaries (in persons) |
|---|--------------------------------------|--|-------------------------------|----------------------------|
| Against hate speech, media literacy workshops incl. Teachtoday, SCROLLER, Today we save the world! A little bit. and FIFA Fair Play Guide | Deutsche Telekom without T-Mobile US | With the initiative "Against hate speech", we are working together with many partners to promote respectful coexistence on the internet. Our measures aim to sensitize society and enable it to live and defend basic democratic values on the internet. We provide multipliers with training material, e.g. on the "Teachtoday.de" platform.  | 219.3 thousand                | 5.9 million                |
| Social tariff   | Germany segment                      | In Germany, we offer low-income customers and people with disabilities discounted landline connections via the "social tariff".  | 2.4 million                   | 55.3 thousand              |
| Fire brigade tariff   | Germany segment                      | In Germany, all fire brigade members (approx. 1.3 million nationwide in professional, factory, volunteer and youth fire brigades) can take out the fire brigade tariff at special conditions.  | 1.7 million                   | 18 thousand                |
| GRC Framework Agreements  | Germany segment                      | The framework agreements for all members and volunteers of the German Red Cross (DRK) – a total of about 300,000 active members – also offer special conditions.   | 120.4 thousand                | 40.3 thousand              |
| Number against grief and telephone counselling  | Germany segment                      | Since 1991, we have been a cooperation partner of "Nummer gegen Kummer" in Germany. The association is a competent contact for children, young people and parents with worries and problems. All calls to the counselling hotlines are free of charge.   | – <sup>a</sup>                | 1.7 million                |
| Telekom Foundation  | Germany segment                      | The Deutsche Telekom Foundation is one of the largest educational foundations in Germany. She has been supporting STEM projects in Germany for over 20 years. The foundation is committed to a modern education system that prepares young people for global issues such as digitalization, climate change, electromobility or biodiversity loss and promotes cooperation between different learning venues. | 5 million                     | –                          |
| Ukraine aid   | Germany segment                      | As a result of the Russian war of aggression on Ukraine, we continued to support the Ukrainian population in the reporting year: We continued to offer a special prepaid tariff for refugees from Ukraine in Germany.  | 14.9 million                  | 369 thousand               |
| Be Now Generation   | Europe segment                       | In Hungary, Magyar Telekom promotes intergenerational exchange on the topic of media literacy with "Be Now Generation" (Netrevalók): secondary school students teach older people how to use digital tools.  | 75 thousand                   | 5.7 thousand               |
| Magenta Experience Center   | Europe segment                       | In the Czech Republic, the Magenta Experience Center of T-Mobile Czech Republic offers various educational programs and events for schools and other interested parties on the topic of digital inclusion through media literacy.  | 90 thousand                   | 12 thousand                |
| Digital Academy for NGOs  | Europe segment                       | T-Mobile Czech Republic's Digital Academy promotes the media literacy of NGO employees through free training courses.  | 4.1 thousand                  | 8.4 thousand               |
| Nohatespeech Campaign   | Europe segment                       | In cooperation with the non-profit organization In IUSTITA, T-Mobile Czech Republic has been offering legal and social assistance to victims of hate crime since 2023. In addition, the partners jointly promote "Flaw in the Law": The campaign draws attention to the lack of legal protection for people exposed to hate crimes.  | 24.2 thousand                 | 6.5 thousand               |
| Safe on the internet  | Europe segment                       | In Poland, T-Mobile Polska is raising awareness of the need for greater online security as part of its "Safe on the internet" initiative.  | 111.5 thousand                | 1.3 million                |

<sup>a</sup> Value is not published at the project level.

## People with disabilities

| Activity   | Cover                                | Description   | Community Contribution (in €) | Beneficiaries (in persons) |
|--|--------------------------------------|---|-------------------------------|----------------------------|
| Design for everyone  | Deutsche Telekom without T-Mobile US | With "Design for All", we promote barrier-free and non-discriminatory access to our products and services. We strive to take into account a broad spectrum of human diversity in our product development process – in addition to different physical and mental abilities, other dimensions of diversity such as age or gender. | 165.4 thousand                | 320                        |
| Service for deaf and hard of hearing people  | Germany segment                      | In Germany, we offer deaf and hard of hearing people advice on products and services and on contract issues – via video-based live chat and in sign language.   | 281.2 thousand                | 3.1 thousand               |
| Deaf tariff  | Germany segment                      | Since 2007, the Germany segment has been offering a reduced rate for the deaf.  | 92.5 thousand                 | 4.8 thousand               |
| Special rate for people with disabilities and non-profit organizations that support people with disabilities | Europe segment                       | In Montenegro, Crnogorski Telekom promotes the digital inclusion of people with disabilities through reduced tariffs and free internet access. The offer is also aimed at non-profit organizations that support people with disabilities.   | 94.1 thousand                 | 1.9 thousand               |
| Program for the inclusion of hearing-impaired people   | Europe segment                       | In the Czech Republic, all T-Mobile Czech Republic shop employees can communicate with hearing-impaired people via a speech transcription app. Thanks to voice transcription, the infoline of our Czech subsidiary is also accessible for hearing-impaired people.  | 17 thousand                   | 3 thousand                 |

## Startups

| Activity       | Cover           | Description   | Community Contribution (in €) | Beneficiaries (in persons) |
|----------------|-----------------|---|-------------------------------|----------------------------|
| TechBoost      | Germany segment | In Germany, we support founders in their search for talent and the networking of people with our start-up program "TechBoost" and hold (digital) innovation workshops. In addition, the program helps start-ups in the areas of sales and marketing, offers access to our customer network and supports them with up to 100,000 euros in credit for the Open Telekom Cloud. | 1.1 million <sup>a</sup>      | 1.1 thousand               |
| Hello Business | Europe segment  | With "Hello Biznisz" (Hello Business), Magyar Telekom supports Hungarian medium-sized companies with challenges in the areas of business administration, human resources management, marketing, sales and finance.  | 441.6 thousand                | 688.8 thousand             |

<sup>a</sup> Does not include overheads.

## Women and girls

| Activity      | Cover                       | Description   | Community Contribution (in €) | Beneficiaries (in persons) |
|---------------|-----------------------------|---|-------------------------------|----------------------------|
| #equalesports | Deutsche Telekom in Germany | Together with SK Gaming and the esports player foundation, we have been campaigning for equal rights and equal opportunities for female and non-binary players in eSports and gaming since 2021 with the "#equalesports" initiative. The goal of "#equalesports" is to create role models and thus bring about positive changes in society. | – <sup>a</sup>                | 500                        |
| Girls' Day    | Deutsche Telekom in Germany | The "Girls' Day" is a one-day project for career and study orientation, which is specifically aimed at 11 to 16-year-old girls. As part of the initiative, we hold workshops and other events in Germany every year to introduce the participants to scientific, technical and commercial professions.                                      | 189.1 thousand                | 1 thousand                 |
| Femtec        | Deutsche Telekom in Germany | As a cooperation partner, we support "Femtec": The initiative supports female IT talents with various measures such as special training and networking.   | 104.5 thousand                | 200                        |
| ENTER         | Europe segment              | In Slovakia, Slovak Telekom is campaigning for better content in IT lessons as part of the "ENTER" educational program. For girls in primary and secondary schools, our Slovakian subsidiary also organises workshops and clubs on the subject of IT.   | 90 thousand                   | 1 thousand                 |

<sup>a</sup> Value is not published at the project level.



## Digital values: promoting democracy on the Internet






We live in uncertain times – marked by conflicts, wars and climate change. This uncertainty forms an ideal breeding ground for disinformation and opinion manipulation. Democratic values are coming under increasing pressure. As part of our commitment to promoting the digital society, we are resolutely committed to democratic values – and against the manipulation of opinion, exclusion and hate on the internet.

We also deal with the topic in the audited [Sustainability Statement in the Annual Report 2024](#). Closely linked to “Digital values” is also our commitment to digital inclusion, which we describe here in the CR report under [Digital inclusion](#).



### Milestones achieved, ongoing projects and goals

For many years, we have been committed to responsible behavior on the internet and want to stand up to false or misleading media content through various projects. With the “No Hate Speech” initiative, we have been campaigning since 2020 for an internet in which everyone can take advantage of the opportunities of the digital world – without having to fear exclusion or hatred. The origin and focus of the initiative lie in Germany. In addition, some of our national companies are implementing their own projects against hate on the internet. We want to further expand our commitment in the future.


#### Where we come from

- 2020  Our initiative “No Hate Speech” starts with the campaign “Words must not become a weapon”.
- 2022  Our “Influencer” campaign focuses on dealing with hate in social media. Hate on the Internet can affect anyone, but minorities and marginalized groups as well as influencers are particularly affected.
- 2022  In our “Together #NoHateSpeech” campaign, we focus on digital civil courage. With the motto “Be louder than the hate”, we encourage people to work together for respectful coexistence on the internet.
- 2022  In order to strengthen the commitment against hate speech, Magenta Telekom is adapting its General Terms and Conditions (GTC) in Austria: Customers will be informed there about possible criminal consequences for the spread of hate messages. Those affected by hostility can also find tips and information on reporting offices.
- 2023  With the campaign “No Hate Speech – We decide!”, we illustrate how much a single positive comment against hate on the Internet can achieve. In addition, in a joint campaign with FC Bayern Munich, we are calling for more attitude in two TV commercials.

#### Where we stand in the reporting year

- 2024  **Early 2024**  
In the “Lights on!” campaign, we highlight the power of community. The light serves as a symbol – each of us can actively take action against hatred, racism and antisemitism and make a difference.
- 2024  With the campaign “Let’s question what we share,” we are calling for the responsible use of online information. As part of T-Systems’ X-Creation innovation program, we are developing an app that uses artificial intelligence (AI) to verify the truthfulness of information on the Internet.

#### Where we want to go

- Ongoing  We continue our commitment against hate speech and continue to explore how digital spaces can be made safer.

With these measures, we are helping to achieve a key goal: Between 2024 and 2027, more than 80 million people across the Group are expected to benefit from our commitment to promoting the digital society. For more information on this goal, see [Digital inclusion](#) in this CR report.

## “No Hate Speech”: extinguishing the fire of disinformation



The focus of the initiative in the reporting year was on the message “Let’s question what we share.” Our TV spot shows the dangers of disinformation: Unverified misinformation spreads quickly and can endanger our society and democratic coexistence, complicate political processes, reinforce prejudices and contribute to social division. If everyone questions for themselves what they share, misinformation loses its effect. Our partners CORRECTIV, Digital Angel and Teachtoday support the initiative.

### Protecting those affected together

In addition to appealing to society to take a stand, we support people who are affected by hate on the Internet together with partners. In doing so, we work together with organizations that specifically oppose exclusion and promote respectful coexistence on the Internet.



You can find an overview  
of our partners on our

[website](#)

### Artificial intelligence (AI) in action against disinformation

In 2024, we developed the prototype of an AI-powered fact-checking app. Under the motto “Share it first with the app, then with the world”, the application allows users to have information verified by AI via fact-checking. It also offers the possibility to feed the results back to the “source” in order to reach people who are susceptible to and spread disinformation.

## Europe segment: for respectful coexistence (T-Mobile Polska)

At the end of November 2023, our Polish subsidiary T-Mobile Polska launched the “HejtOutLoveIn” campaign against hate speech. Educational videos by experts, anti-violence hotlines, anonymous counselling sessions with experts, workshops, webinars and other teaching material are intended to reach young people in particular.

On TikTok, the campaign has so far reached around 20 million users. The expert videos recorded an average of 2.4 million views. In total, T-Mobile Poland reached over 40 million people and media contacts with the campaign. Around 93 thousand people have dealt in depth with the contents of the campaign, for example by talking to experts or participating in events.

## “No Hate Speech”: what we achieved in 2024



**1.2 billion media contacts achieved**



**5.9 million people reached directly or through multipliers such as parents or educators**



**Multiple awards again**

### “Equal eSports”

In 2024, we continued to advocate for more diversity in eSports and gaming. Together with the eSports organization “SK Gaming” and the “eSports player foundation”, we launched the “Equal eSports” initiative in Germany in 2021. With our appearance at Gamescom 2024, we have clearly positioned ourselves for equality and diversity in eSports. Our goal remains to support people who are often affected by hostility – especially women and non-binary people – in achieving their goals in eSports.

## Looking ahead

Almost 6 million – that is how many people dealt with our content against hate speech in 2024 alone. But we know that especially in these uncertain times, it is important not to let up in our commitment to democratic values. That is why we continue to campaign for a digital world without disinformation, exclusion and hatred.

## Deep Dive for experts

### Management & Frameworks

Both within the company and outside of it, we want to promote respectful and appreciative cooperation. This also applies to our communication culture. With our [social media guidelines](#), we create transparency and security for all employees when using social media platforms. These guidelines apply to both internal and external social media platforms of Deutsche Telekom as well as to privately used social media accounts of employees if posts published there have a reference to Deutsche Telekom. The principles also have a practical function, as they help to protect us from harm. In the digital space, there are numerous stumbling blocks that need to be considered and that we want to avoid.




Against the backdrop of human-centered AI, in 2018 we were one of the first companies in the world to develop [AI guidelines](#). They illustrate how we deal responsibly with AI. Our AI guidelines follow the approach of AI that develops around and for humans and refer to legal foundations as well as to our [Code of Human Rights](#). In it, we commit ourselves to respecting and promoting human rights and taking responsibility. T-Mobile US steers the responsible use of AI through its Responsible AI Policy and Guidelines.

In our “[Corporate Digital Responsibility@Deutsche Telekom](#)” framework, we summarize what we mean by digital responsibility. At the core of the CDR framework is our “House of Digital Responsibility”, which is all about human-centered technology.

### Relevant standards

- GSMA
  - GSMA-INT-03 (Online safety measures)

## Other sources of information on the topic of Digital values

-  Topic special No Hate Speech | Deutsche Telekom
-  No Hate Speech | Magenta Telekom (only available in German)
-  Equal eSports

## Voluntary and financial commitment: engagement for the common good

Our employees spent more than 200,000 volunteer hours, or the equivalent of 25,000 eight-hour days, volunteering in 2024. We are proud of the commitment of our employees and promote it as part of our corporate volunteering offers. In addition to our focus topics, such as the promotion of the digital society, we are committed to education, science, culture and sports, among other things. We cooperate with partner organizations and provide financial support in the form of sponsorship and donations. Last but not least, we provide emergency aid in crisis situations, for example after natural disasters.

### Driving employee engagement

As part of corporate volunteering, our employees contribute their time and expertise to social and ecological causes. With their commitment, they strengthen social cohesion, broaden their perspectives and further develop their skills. This can have a positive effect on the team spirit in the company.

### 📍 Volunteering highlights in 2024 ↘

In Germany, more than 2,000 Deutsche Telekom volunteers spent an evening accepting donation calls for children in need during the “Ein Herz für Kinder“-Gala. In the U.S., T-Mobile US employees volunteered more than 21,000 hours and donated to charity during Magenta Giving Month in April 2024. Through T-Mobile Czech Republic’s “A day for a good deed” campaign, our employees were able to use one working day in 2024 to volunteer at a non-profit organization of their choice. Almost 400 volunteers took part in the program, and around 40 aid organizations were supported.





## Corporate communities

In various corporate communities, our employees are committed to the focus topics of our [CR Strategy](#) on a long-term basis.



### Climate protection and the circular economy

are among the focuses of our employees' group-wide engagement in "[green](#)" networks.



### Shaping the digital society

– this topic is central to fostering [inclusion in the digital world](#). This involves, for example, promoting media literacy.



### Corporate culture and inclusion

are central to the employee networks on [diversity, equity and inclusion](#).

The "[DIGITAL@School](#)" community (only available in German), for example, stands for strengthening the media literacy of young people: Our employees help children and young people to understand the opportunities and dangers of the digital world. They also introduce them to STEM content (science, technology, engineering and mathematics) in a playful way and support teachers and parents in building up knowledge.

Another example of our corporate communities is the "Human-centered technology" community, which puts people at the center of technology and innovation. Its goal is to promote the responsible use of technologies and ensure that they are used for the benefit of humanity and without harm to it. The community organizes events such as barcamps that promote exchange among each other – mainly in Germany, but also internationally. In the reporting year, the Hackathon for Human-Centered technology was held as a cross-border event. You can find more information on this under [Digital inclusion](#) here in the CR report.

## This is how much our employees have done in volunteer work in 2024

In the reporting year, our employees worked a total of around 200,000 hours on a voluntary basis.<sup>a</sup>



## Sponsorship for more social participation

As part of our sponsorship activities, we support numerous artists, athletes, event organizers, leagues and clubs. In doing so, we attach great importance to regional commitment at our locations. One focus is on the social sector, including partnerships in inclusive sports – with the aim of promoting athletes with intellectual and multiple disabilities and integrating them into our society.



An overview of our diverse sponsorship commitment in Germany can be found on our

[website](#)

## Inclusion through sports: breaking down barriers and bringing people together

With targeted initiatives and campaigns, we campaigned for sport for people with disabilities and inclusion in the reporting year. Since the beginning of 2024, we have been supporting the Special Olympics Germany association as a partner. Together, we want to make the impressive achievements of athletes with intellectual and multiple disabilities visible, building on our successful commitment to the Special Olympics World Games 2023 in Berlin.

<sup>a</sup> The figure includes volunteer hours during and outside the working hours of our employees. We support the latter, for example, through premises, insurance or donations.



A highlight in 2024 was the national Special Olympics Winter Games in Germany. We were there as a sponsoring partner, and some employees helped as volunteers on site. On Magenta TV we reported on the Winter Games.

The 2024 Paralympic Games in Paris were also something very special: As a sponsoring partner of the Germany Paralympics team, we actively supported the athletes there. We also reported on this on MagentaTV and thus made the athletes and their achievements known. We are also a long-term partner of the German Disabled Sports Association.

In the reporting year, we also worked to facilitate encounters between people with and without disabilities outside of major events – e.g., in initiatives with national wheelchair basketball players and national blind soccer players as well as other top athletes in the para sector.



You can find more highlights of our “Inclusion through sports” initiative from 2024 on our

[website](#)  
(only available in German)

### Official partner of UEFA EURO 2024

Our sponsorship of football underlines our role as a promoter of sport and our connection to society. In Germany, we support various Bundesliga clubs and are involved in the German Football Association (DFB). We are present at matches of the German national team (men and women). In the reporting year, we were the official partner of UEFA EURO 2024 in the areas of telecommunications services, sponsorship and media rights. In the course of the European Football Championship, we also called for the DFB-Telekom mobile phone collection campaign. You can find out more about this under [Circular economy](#).

## Corporate giving: helping with donations

With our corporate giving, we support the work of aid organizations – preferably in long-term partnerships. We select organizations that share our values and mainly support our focus topics, such as the Deutsche Telekom Foundation, which is committed to improving education in STEM subjects. We also support the aid organization “Ein Herz für Kinder” of BILD hilft e.V., the “Nummer gegen Kummer” and the “Telefonseelsorge” as well as the “Federal Association of Senior Citizens’ Organizations e.V.” (BAGSO) for many years. In addition, we work with some partner organizations in campaigns, e.g., “No hate speech”. We also provide financial support to organizations in which our employees are active on a voluntary basis.



You can find more detailed information about our cooperations on our

[website](#)

Information on the total financial sum of our social commitment in the reporting year can be found under [Social engagement](#) here in the CR report.

## Responding directly in the event of a crisis: assistance in the event of natural disasters

For us, responsibility means reacting immediately in times of crisis. In the event of acute crises, we act immediately, especially where Deutsche Telekom has its own locations and where employees are also affected. With our core business activities and strategic partnerships, we are engaged locally to achieve the greatest possible impact. Our employees can voluntarily contribute their time and skills where they are needed – and are released for this purpose by arrangement.

### Flood disaster support in Europe

Heavy rainfall led to flooding and flooding in large parts of Europe in 2024, including Austria, the Czech Republic, Poland, Slovakia and Spain. Our national companies there are committed to helping those affected with various measures.

To ensure that those affected and helpers in the fight against the floods could stay connected, Magenta Telekom enabled unlimited data and free call minutes within Austria for all mobile phone tariffs within a fixed period of time. The activation was automatic, so mobile phone customers did not have to do anything additional. These measures reached around 500,000 people.

In Spain, T-Systems ITC Iberia participated in an emergency relief campaign of the Valencia Food Bank, which collected food and basic supplies for those affected in the eastern Spanish province. In Poland, employees of T-Mobile Polska donated their own amounts, which the Board of Management eventually doubled. The money raised – just under EUR 36,000 – went to an orphanage that was destroyed by the floods.

In addition to Deutsche Telekom’s financial support, our employees also volunteered: For example, employees in Poland collected emergency aid packages for a total of 65 families affected by the floods.

### Ensuring accessibility during hurricanes in the USA

In the fall of 2024, two hurricanes wreaked havoc in the southeastern United States, and T-Mobile US took immediate action to restore the network connection for millions of customers. To best support critical operations, T-Mobile US prioritized recovery requests from government agencies and identified site-specific requirements. The supportive use of artificial intelligence (AI) and data solutions helped support a faster recovery.



In the affected areas, T-Mobile US extended the run-time for the site back-up power, optimized network signals, and enabled the transmission of emergency warnings and SMS messages via a new direct satellite connection. This contributed to an almost complete restoration of the affected network locations and connections within 72 hours. In addition, T-Mobile US provided 46 emergency shelters and distribution points of the American Red Cross with free Wi-Fi, chargers and other aids. To further support first responders during emergency situations and times of extreme network congestion, T-Mobile US also unveiled T-Priority, a new solution featuring America's first network slice for first responders. The solution offers lower latency, faster 5G speeds, and the highest priority for network congestion, among other things.

↓  
You can find out more  
about our disaster  
recovery management in  
our audited

[Sustainability Statement in the Annual  
Report 2024](#)

We are there when we are needed. This is also demonstrated by our “ESG Community Contribution” KPI in the “Crisis response” area: In 2024, we supported those affected by natural catastrophes, among other things, with a total of around EUR 2.5 million. Of this, we donated over EUR 1 million in cash and made a further EUR 1.2 million in the form of donations in kind. The remaining share was accounted for by the monetary value of the volunteer hours worked and by the overhead costs.

## Looking ahead

In recent years, our commitment has been in demand again and again – whether during the pandemic, in the event of sudden natural disasters or as a trustworthy partner for social organizations. In the future, we want to continue to be an anchor of stability in uncertain times and continue our commitment reliably. In doing so, we can count on the support of our employees, who have proven their great willingness to help time and again.





## Deep Dive for experts

### Management & Frameworks

Deutsche Telekom's **Donation policy** is intended to ensure a uniform and consistent commitment to donations in Germany. It defines guidelines and framework conditions for assessing and managing donations legally, bindingly and transparently.

The **sponsorship policy** specifies Deutsche Telekom's sponsorship strategy and defines the decision-making process for specific sponsorship measures. It is intended to ensure that funds are used efficiently, that the relevant departments are involved and that all parties involved are legally protected.

### Further sources of information on our voluntary and financial commitment

-  [Telekom Sponsoring \(Germany\)](#)
-  [Compliance Policies | Deutsche Telekom](#)
-  [Topic special Special Olympics](#)
-  [Topic special UEFA EURO 2024](#)



## Employees: promoting co-determination and strengthening employer attractiveness

Our nearly 200 thousand employees are critical to our business success. We offer them competitive remuneration, attach great importance to cooperation and fairness-oriented cooperation. In addition, we operate a systematic health management system.

We deal with these and other employee topics in more detail in our audited [Sustainability Statement in the Annual Report 2024](#) and in the [HR Factbook 2024](#). Here in the CR report you will also find information on [employee development](#) as well as [corporate culture and inclusion](#).

### Key employee figures 2024



The collectively agreed coverage rate was 45.8 %. (Germany: 75.6 %) <sup>a</sup>



The satisfaction of our employees has risen by two percentage points to 80 % compared to the previous year. <sup>b, c</sup>



Almost 42,000 employees took part in our employee share program “Shares2You”.



The health rate in Germany, including long-term illnesses, was 94.4 %.

Further key figures relating to Deutsche Telekom’s employees can be found in the [HR Factbook 2024](#). In our audited [Annual Report 2024](#) we also provide detailed information on the development of the workforce.



### Dialogue & co-determination

We maintain an open dialogue with our employees. We work together with employee representatives and trade unions throughout the Group in a spirit of trust and constructiveness. Because there are different legal and contractual requirements in the individual countries, we manage co-determination issues in a decentralized manner – and always together with the company and inter-company stakeholders.

You can find out more about dialogue and co-determination in the audited [Sustainability statement in the Annual Report 2024](#) and more details on the mood in the Group in the [HR Factbook 2024](#).

From the employee survey, we also deduce how much our employees identify with our CR commitment and how satisfied they are with it. In the reporting year, 84 % of respondents believed that Deutsche Telekom was taking its responsibility for society and the environment seriously. 83 % identified with our commitment.

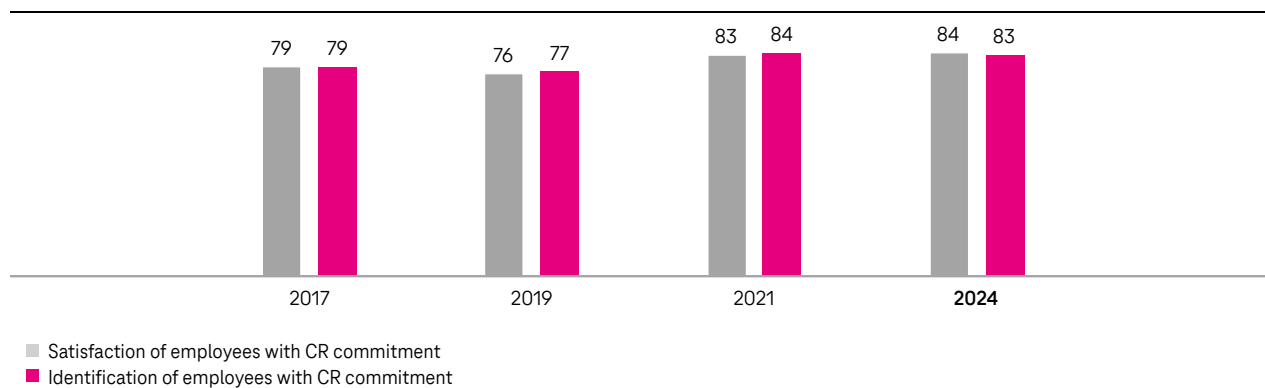
<sup>a</sup> The figure covers all companies with at least 100 FTEs.

<sup>b</sup> Agreement value regarding the mood in the Group determined as part of the pulse survey in November 2024

<sup>c</sup> Excluding T-Mobile US.

## Employee identification with CR commitment ESG KPI

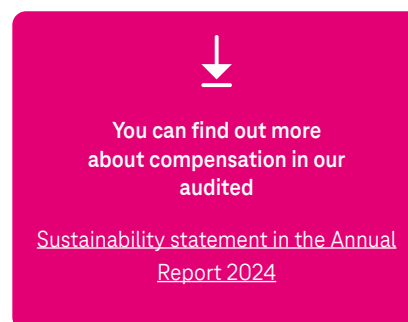
in %



Data is partly provided by external service providers.

## Compensation & benefits

We offer our employees competitive and performance-related remuneration that is based on the respective national labor market. With our collective agreements and other collective bargaining regulations, we ensure transparent and gender-neutral remuneration and remuneration. The “Global Compensation Guideline” regulates the remuneration of senior executives.



## Excursus: salary developments in Germany

We have entered into negotiations with the trade union ver.di during the term of the collective wage agreements in order to provide our employees in Germany with collective bargaining agreements with clarity about future salary developments at an early stage.

An agreement has been reached for all collectively agreed Group companies in Germany.

### The key points of the results:

#### Deutsche Telekom in Germany (excluding the T-Systems companies)

- October 2024<sup>d</sup>: collectively agreed wage increase of 6 %
- August 2025<sup>d</sup>: permanently EUR 190 more per month

For trainees and dual students, the social partners agreed on EUR 95 more per month and a salary increase of 6 %.

In 2024, all employees of Deutsche Telekom covered by collective bargaining agreements in Germany as well as employees not covered by collective bargaining agreements in Germany (excluding T-Systems companies) received an inflation compensation payment of EUR 1,550, and trainees and dual students received EUR 775.

The following was decided in the reporting year for employees not covered by collective bargaining agreements:

- October 2024: introduction of a “Benefit Budget” with an average of 2.5 % more total compensation and planned future expansion
- January 2025: additional budget for salary increases equal to 3 % of the total salary; Managers can distribute this individually and performance-related to the non-tariff employees (excluding T-Systems companies).

#### Systems Solutions segment (T-Systems companies in Germany)

<sup>d</sup> For Group companies with different terms from their respective company collective agreement, implementation will be delayed.

<sup>d</sup> For Group companies with different terms from their respective company collective agreement, implementation will be delayed.

The following salary development has been agreed for all employees of T-Systems covered by collective agreements in Germany:

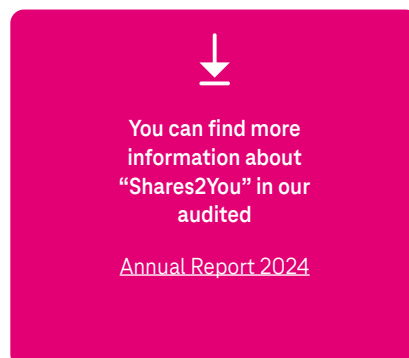
- December 2024: inflation compensation bonus of EUR 1,550
- August 2025: permanently EUR 190 more per month
- August 2026: collectively agreed wage increase of 4 %

The following was decided in the reporting year for employees not covered by collective bargaining agreements:

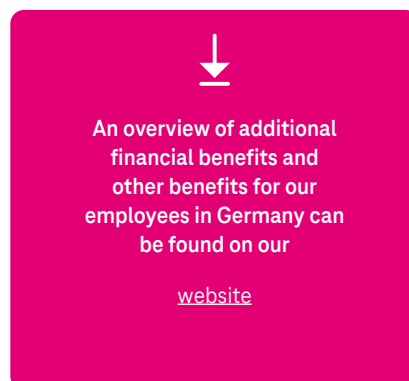
- October 2025: additional budget for salary increases amounting to 2.5 % of the salary bill for the non-cash employees of the T-Systems companies; managers can also distribute this sum individually and performance-related to the non-tariff employees.

In addition, we offer our employees additional benefits, e.g., through discounted share purchases as part of our “Shares2You” program. We have been enabling employees of Group companies in Germany to do this since 2021. Following a test introduction in the Czech Republic and Slovakia in 2023, employees of participating Group companies have been able to purchase the discounted shares in a total of 14 countries since 2024. More countries will be added in 2025.

In Germany, almost 38,000 employees took part in “Shares2You” in 2024; more than 92,000 employees were eligible to participate. Outside Germany, more than 4,000 of around 25,800 eligible employees took advantage of the offer.



In addition, we offer our employees in Germany discounts on landline and internet connections. There is also the possibility of leasing bicycles via salary conversion. For more information, see [Mobility](#) here in the CR report.



## Provision for old age

### Company pension scheme at Deutsche Telekom in Germany



<sup>a</sup> The volume comprises the assets of the Telekom-Pensionfonds in the 2001 pension plan.

The company pension scheme for employees in Germany consists of two main components: Employer-financed pension commitments can be implemented via the capital account plan. In addition, employees can have parts of their remuneration converted into pension benefits for old age and risk protection as part of gross and/or net deferred compensation via the Telekom pension fund. The company pension scheme in Germany is usually based on collective bargaining commitments.



You can find out more  
about the company's own  
pension fund on the

[Telekom Pension Fund website \(only  
available in German\)](#)

We also offer pension and risk commitments within the Group outside Germany. Depending on country-specific regulations and market-typical median values, they vary greatly from country to country. However, they should always contribute to a reasonable standard of living and adequate financial security in old age.




## Health & occupational safety



We attach great importance to safety in the workplace and promote the health awareness and health literacy of our employees with a wide range of products and services tailored to specific target groups. Occupational health and safety are firmly anchored in our structures through certified management systems and corresponding guidelines. We manage the topics throughout the Group with a quality, occupational health and safety and environmental protection management system. It is based on the international standards ISO 9001, ISO 45001 and ISO 14001.

Depending on the segment and location, we also offer our employees numerous other health programs and measures – covering topics such as exercise and fitness, nutrition, addiction, stress prevention and mindfulness.

## Mehr zum Thema Gesundheit & Arbeitsschutz

-  Sustainability statement in the Annual Report 2024
-  HR Factbook 2024
-  CR-facts

## Looking ahead

80 % of our employees were satisfied with Deutsche Telekom as an employer in 2024 – a result that confirms the direction of our work. At the same time, the value spurs us on not to let up in our commitment to transparent dialogue, fair remuneration, reliable preventive care and broad health promotion in the future.

## Corporate culture and inclusion: valuing diversity and respecting needs

We are committed to ensuring that all people are offered fair opportunities and are committed to inclusion. Our value-based corporate culture is characterized by diversity, equity, and inclusion. It not only influences how we work, but also the satisfaction of our employees and our business success.

We present these topics in detail in the audited [Sustainability Statement in the Annual Report 2024](#) and in the [HR Factbook 2024](#).

### Lived values: facts and figures 2024

We want to offer all our employees the opportunity to develop professionally and develop individually – regardless of age, nationality and ethnic origin, gender and gender identity, physical and mental abilities, religion and ideology, sexual orientation or social background. Our employees are involved in various communities for the aforementioned diversity dimensions and thus actively shape our corporate culture. At the same time, we also serve the various legal requirements that we encounter in the area of equal treatment.

The following key figures from the reporting year show where we stand in terms of corporate culture and inclusion:

1. Women on the Board of Management and Supervisory Board: The proportion of women on the Board of Management of Deutsche Telekom AG was 37.5 % – making us one of the top 5 in the DAX 40. The proportion of female members on the Supervisory Board was 45 %.
2. Employees with severe disabilities: The proportion of our workforce in Germany was 7.6 %.
3. Part-time: 11.9 % of our employees (excluding T-Mobile US) used part-time models. In Germany, the figure was 12.2 %.
4. Employee networks: Over the course of the year, employees (excluding T-Mobile US) have been involved in our corporate culture in over 50 communities.

Our corporate culture and the key figures mentioned above illustrate our commitment to diversity, equal opportunity and participation. In addition, we want to ensure that our employees also find support in their private lives. We offer them relief so that they can stay healthy and productive and develop individually.

### Reconciling work and private life



With flexible working models, we want to make it easier for our employees to reconcile work and private life and help to prevent possible symptoms of overload. Our regulations are diverse and cannot be presented in full for the entire Group at this point. In Germany, the focus is on the following measures:

### Promotion of part-time and partial retirement

We enable our employees to reduce their number of hours, unless there are operational reasons to the contrary. You can return to your original weekly working hours at any time. Trainees and dual students can also be trained part-time or complete their studies under certain conditions. Partial retirement is possible after the age of 55.



You can find out more  
about partial retirement in  
our

[HR Factbook 2024](#)



## Mobile working



Mobile working is established at Deutsche Telekom. Our employees in Germany, but also in other European countries, can arrange their work flexibly at their location. In Germany, the regulations on mobile working are anchored in collective agreements. Since January 2024, our employees in Germany have also had the opportunity to work remotely from other EU countries for up to 20 days a year.

## Time off from work

With a lifetime working time account, most employees in Germany can save up a credit balance and use it for a sabbatical, an earlier exit from working life or the top-up of a part-time salary. At the end of 2024, around 16,700 employees and 600 managers were using the model. In addition, our employees in Germany can take unpaid leave from work (at short notice), e.g., to raise or care for children, care for relatives or to carry out a paid job with another employer.

With the employee-financed “Buy Vacation” model, all employees in Germany have had the option of financing additional days off through their salary since January 2024. In contrast to the lifetime working time account, it is more flexible, because there are neither application deadlines nor savings periods. More than 1,000 employees applied for the model in the reporting year.

To study or do a doctorate, employees in Germany can take up to four years of so-called educational leave. During this time, the employment relationship is suspended and no remuneration is paid.

## Holistic support for families and challenges using Germany as an example



As a family-friendly employer, we take the everyday requirements of our employees seriously and want to support them in mastering them with a wide range of offers.

- **Childcare:** In addition to company-owned daycare centers, employees at many Deutsche Telekom locations can use parent-child offices, e.g. if regular childcare is canceled. In addition, we support our employees all year round in their search for childcare options, even for the holiday periods. As part of this, Deutsche Telekom is offering additional holiday offers during the summer holidays. If, for example, regular care is cancelled, emergency care can be organized at short notice.

- **Parental leave:** Through the “Stay in contact” network, which is anchored in Germany, employees on parental leave have the opportunity to stay in touch with the company and also receive support in re-entering working life. Our “Fathers’ network” promotes the open exchange of experiences between fathers. In addition, we offer (expectant) mothers and fathers in our company the option of being digitally accompanied on their parental leave journey with a specially designed app. Support in balancing the work-life cycle is also provided by the counselling and mediation services on care, support and household-related services.
- **Inclusive working environment:** In order to equip the working environment of our employees in a way that is accessible to the disabled and also inclusive, we promote physical and digital accessibility with various measures, e.g., by providing technical aids.
- **Programs for better work-life balance:** We offer various training courses and workshops that are specially tailored to employees in the early family phase. In the reporting year, for example, we once again implemented the mentoring program “Careers with children”. In addition, we have provided learning opportunities such as the lecture “Parent couples between kitchen table and laptop” as well as lectures on the topic of menopause.
  
- **Support in dealing with professional and private challenges:** For concerns from everyday professional and personal life, our employees are supported by the Employee and Management Advisory Service (MFB) throughout the Group. For example, our employees can turn to MFB’s external experts in the event of stress at work, private changes, but also problems in the partnership, in the family or with children.
- **Family Fund and Social Fund:** In Germany, we also support our employees with financial resources: As a start-up aid, the Family Fund supports employee projects that make it easier to reconcile work and private life – such as specially established childcare services, parent coaching or courses for family caregivers. Employees in an economic emergency can receive support from the Social Fund. We also subsidize recreational measures for children with severe disabilities.
- **Betreuungswerk:** We support our employees in Germany in emergency situations and in regeneration. They can turn to the care center in the event of family deaths, serious illness, social emergencies or natural disasters, for example. For example, we offer courses for women with cancer. We also provide help for the children of employees who are students.
- **ErholungsWerk:** The ErholungsWerk offers inexpensive holidays in attractive European holiday regions, e.g., in one of the 16 own holiday resorts.



You can find out more  
about our workplace  
health promotion  
measures in our audited

[Sustainability Statement in the Annual  
Report 2024](#)

## Looking ahead

For 30 years, our values have formed the basis of a corporate culture in which we want to empower everyone to reach their full potential. Our brand, the “T”, stands for connection and cohesion – both externally and internally, today and tomorrow.

## Deep Dive for experts




### Management & Frameworks

- Our values form the basis for our corporate culture: We have laid them down in our [Guiding Principles](#). They form the basis for our internal cooperation, but also for cooperation with our customers, shareholders and the public.
- Based on this, the codes of conduct of Deutsche Telekom and T-Mobile US define the rules for our daily work – both internally and externally. In this way, they build a bridge between the corporate guidelines and the many different guidelines in the Group as well as the legal regulations.
- The basis for the promotion of DE&I is our Group-wide “[Diversity, equity, and inclusion](#)” policy and our [Code of Human Rights](#).
- A uniform leadership framework applies to all segments and countries. It describes the expectations of how leaders act and represent our company. Six [Leadership Anchors](#) show how each manager contributes to Deutsche Telekom becoming the Leading Digital Telco.

### Relevant standards

- **Global Reporting Initiative (GRI)**
  - GRI 2–7 (Activity and employees)

## Other sources of information on corporate culture and inclusion

-  Initiatives for culture and inclusion | Deutsche Telekom
-  Sustainability Statement in the Annual Report 2024
-  Overview of benefits and support options for our employees

## Employee development: promoting digital skills and showing future prospects







A future without digitization has long been unthinkable, neither in private nor at work. We recognized this early on and focus on skills for the digitalized world of work in personnel development. We offer individual training and development opportunities, create jobs in growth areas and build up qualified personnel.

We also cover the topic of employee development in detail in our [HR Factbook 2024](#).





### Milestones achieved, ongoing projects and goals

We want to anticipate technological trends at an early stage and foster a culture of continuous learning. To this end, we are constantly creating new offers for our employees. Our goal is to support the transformation of skills, especially because digital expertise will be increasingly in demand in the coming years.

#### Where we come from

- 2014  The digital learning platform Magenta MOOC (Massive Open Online Course) is launching for the first time. In addition to the transfer of knowledge by video lecturers, the focus is primarily on virtual collaboration between participants in small teams.
- 2019 to 2022  With the “youlearn” initiative, we are developing Deutsche Telekom into a learning organization. At the same time, we are increasingly converting our training to digital learning.
- 2020  By the end of 2020, we will be holding around 3,000 sessions as part of our employee initiative “Learning from Experts” (LEX).
- 2020  For the first time, we determine the proportion of digital experts in our Group (excluding T-Mobile US): It is 13.2 %. By 2024, we want to increase this figure to 17 % and are taking steps to create the necessary framework conditions for the acquisition of digital skills in our company.
- 2021  We are increasingly offering so-called Explorer Journeys: These programs are intended to prepare as many employees as possible for future skill requirements in the areas of big data, digital marketing, artificial intelligence (AI) and software development.
- 2023  66,000 employees are taking part in training courses on AI.

#### Where we stand in the reporting year

- 2024  Our Explorer Journeys attract over 15,000 employees.
- 2024  We focus on the practice-oriented use of AI and train 30,000 internal users on how to use AI effectively (prompting skills).
- 2024  The proportion of digital experts among our employees (excluding T-Mobile US) rises to 22.7 %. This means that we are significantly exceeding our original target of 17 % by 2024.
- 2024  We are launching the Telekom Sustainability Campus: Web-based training courses are intended to familiarize our employees with challenges, tools and solutions in the field of sustainability.

## Where we want to go

- 2025

✓

Prompting skills will be anchored as a standard competence for all employees. In this way, we want to increase the efficiency of our workflows, especially in functions such as HR and finance. We also train our digital transformation teams to make the most of internal AI tools.
- 2027

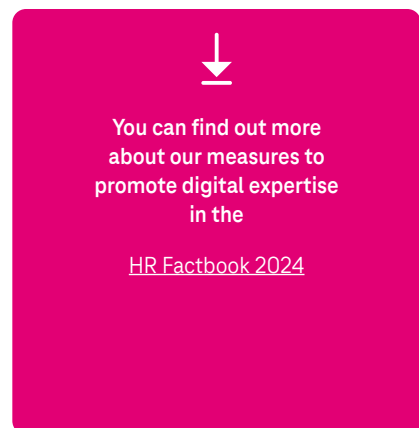
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We continue to prioritize the promotion of future-proof digital skills and further increase the share of digital experts to 25 to 30 %.

## Our approach

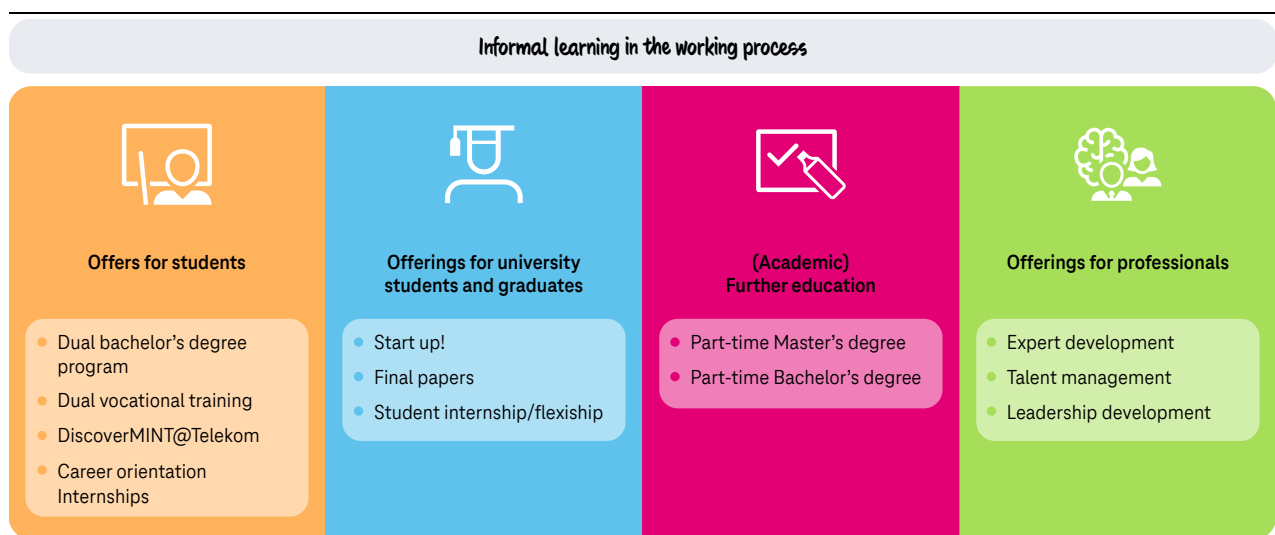
We promote lifelong learning and accompany our employees on their individual learning path. To this end, we offer them tailor-made education and development programs. One component is the opportunity to study alongside your job: With “Bologna@Telekom”, we enable part-time Bachelor’s and Master’s degree programs.

We are guided by the Group’s strategic goals and promote the acquisition of technical and digital skills in particular. Various programs help to expand our own candidate pool – including the Explorer Journeys: They equip employees with knowledge and skills, e.g., around artificial intelligence (AI), software development or digital marketing. In addition, we support young people in their career orientation and enable them to enter the world of work with a comprehensive range of technical and commercial training and dual study programs.



Education@Telekom

... takes a look at the entire range of training and continuing education opportunities:





## Approach training and development individually

We enable our employees to manage their further training largely themselves with the help of digital learning opportunities and to integrate it into their everyday working lives.

On our learning platform “Percipio”, our employees worldwide (with the exception of T-Mobile US) can access educational offers anytime and anywhere via desktop or app, including training materials for online courses at university level.

In 2023, our focus was on creating a fundamental awareness and understanding of new tools and technologies, especially generative AI. In the reporting year, we shifted the focus to the practical empowerment of our employees. We focused on three areas: prompting, the application of AI tools, and the adaptation of local learning opportunities. Our employees tested their knowledge and thus empowered 30,000 users in the formulation of prompts. Initiatives such as Explorer Prompting, Explorer GenAI, DT Digital Promptathons, Train the Promptathon Trainers and targeted tool training have been instrumental in supporting this progress.



Another example of self-determined and self-organized learning is our employee initiative “Learning from Experts” (LEX). Experts from the Group pass on their knowledge to their colleagues in various ways. In the reporting year, our experts conducted over 6,500 LEX sessions.

## Progress 2024 <sup>a</sup>



**93 % of the training courses bookable across the Group were available digitally.**



**Employees invested an average of 4.8 training days in their own training.**



**The proportion of digitally conducted qualification days was 68 %.**

## Identifying Needs and Expanding Skills: Skill management

We want to align our learning and development opportunities with the knowledge and skills of our employees. In doing so, we are pursuing the goal of becoming a “skill-based organization”. We can use an intelligent tool to identify skills gaps as part of our skill management and provide our employees with targeted training. We offer them suitable learning opportunities and show target profiles that they can achieve. Since 2023, we have been applying skill management throughout the Group and across divisions (Deutsche Telekom without T-Mobile US). So far, around 50,000 employees have successfully completed the skill management process.

Since 2024, we have been introducing “growth hub”, a new AI-based platform, on a trial basis. It is intended to bundle central processes such as recruiting, skill management, talent management and resource management throughout the Group. By the end of 2025, we want to convert these processes to “growth hubs” as far as possible and thus offer our employees a central platform for their personal development.

<sup>a</sup> Excluding T-Mobile US.

## Systems Solutions segment: “10,000 Future Skills by 2024”



Developing 10,000 urgently needed future skills – that was the goal of T-Systems’ “10,000 Future Skills” initiative, which ran from 2022 to 2024. In doing so, we wanted to ensure that T-Systems remains competitive in the long term and that employees can adapt to new market and customer requirements. Specially appointed skill managers steered and supported the development process and also ensured the participation of all managers and employees. Our efforts have paid off: Even before the end of 2024, we achieved the goal we had set ourselves and applied the skills we acquired directly in projects. In total, participating T-Systems employees acquired 12,271 Future Skills from January 2022 to December 2024.



The project was also awarded the HR Excellence Award 2024 (Employee Development category) – the most important award for outstanding human resource management in the German-speaking world. The prize is awarded by a jury of around 50 HR professionals.

## Training sustainability

In June 2024, the “Deutsche Telekom Sustainability Campus” launched web-based training courses on ESG (environmental, social, governance) aspects for our employees. In addition, our segments have their own continuing education programs on these topics, such as the “susTain program” from T-Systems. A new learning opportunity in this context is called “Climate Fresk”: Since July 2024, ten trained moderators have been offering online workshops on climate change for all employees. The aim of this program is to provide employees with in-depth knowledge of our sustainable design principles. Sustainability issues are also an integral part of the onboarding process for new employees at T-Systems: They learn about T-Systems’ sustainability strategy and how they can get involved in the environment and society right from the start.

## Developing talent and promoting individual careers

We always keep an eye on the increasing demand for qualified workers, especially IT and tech experts, and face the competition for the best talent. We conduct targeted recruiting for our apprenticeships and dual study places, internships, trainee programs or the entry of experts. Investing in our own junior staff is another pillar for securing skilled workers. In programs such as the “Junior Software Development Academy”, our employees can develop in new areas – e.g., by retraining customer advisors to become software developers.



You can find out more  
about careers at

[Deutsche Telekom](#)

We also promote the compatibility of career and private life. Further information can be found here in the CR report under [Co-determination and employer attractiveness](#) and under [Corporate culture and inclusion](#).

## Excursus: Cyber Security Professional training initiative

Experts in IT security are still rare on the German labor market. That is why we have been offering the two-and-a-half-year part-time IHK training to become a cyber security professional since 2014 and are continuously developing it further in order to take current and future IT security requirements into account. The topic of AI in IT security is included in all modules of the program. Our highlights:

- In 2024, the program entered its eleventh year with a total of 19 participants.
- In the reporting year, 14 participants successfully passed the certificate examinations to become cyber security professionals.
- At the end of 2024, we had a total of 114 certified graduates to date.
- 95 % of the graduates remained employed by Deutsche Telekom.

Further information on the topic of IT security can be found under [Cybersecurity and data protection](#) here in the CR report.

## How we identify and develop talent

Our fundamental goal is to develop suitable talent for important positions in the Group. To do this, we connect talents and managers, ensure transparency in our talent pool and establish direct contact with potential managers.

We identify and empower talent according to our performance development approach “WeGrow”. To this end, we have developed four comparable criteria – our “4A”: Achievement, Ambition, Attitude and Ability. As part of “WeGrow”, we organize the “People Days” every year. This is where leadership teams meet to identify talent among their employees.

## Magenta Exchange program with T-Mobile US

In the spring of 2024, we conducted the first cross-company exchange program between Deutsche Telekom and T-Mobile US: In the Magenta Exchange program, high-potential employees from both companies gained new insights into the business and culture of the other organization. A total of 15 talents took part in each.

## Promoting experts and managers

levelUP! | NEXTGEN

Our program “levelUP! NextGeneration” is aimed at (future) executives as well as tech and digital experts. At the beginning of September 2024, around 1,100 participants from all segments and 22 countries started the predominantly virtual training on leadership and collaboration topics. The proportion of international talent increased compared to the previous year, from 30 % to 39 %.

Global  
Talent  
Hub

In the global talent initiative “Global TalentHub”, we promote (prospective) managers. Up to 300 talents with potential for an executive role participate in the program. In the reporting year, we filled 25 % of our executive positions with “Global TalentHub” talents (excluding T-Mobile US).



You can find out more  
about our development  
programs in the

[HR Factbook 2024](#)

## Systems Solutions segment: supporting managers in performance management

T-Systems launched the “Unfolding Performance” initiative in Germany in 2023 to strengthen managers in performance management and promote employee development. To this end, the segment has created a comprehensive wiki for managers with practical instructions and necessary knowledge for effective collaboration with and support of team members. In “Enabling Leaders” events, managers get an overview of all of T-Systems’ performance management measures.

Success rate so far:

- 88 % of the participants found the exchange with other managers helpful.
- 73 % have integrated the methods and tools discussed into their daily work.

## 👤 United States segment: learning and career development

T-Mobile US introduced various career initiatives and tools in the reporting year, including:

- **Job Shadow and Stretch Assignment Toolkits:** These programs help employees make new contacts and explore different roles and career paths at T-Mobile US. Employees can gain practical experience in new roles and learn directly from peers in different parts of the business.



- **Level Up Library:** This library allows employees to optimize their skills in a targeted and individual way. The available learning materials are tailored to areas of expertise that are in high demand, including adaptability, change management, growth thinking, and innovation.
- **Career Pathfinder:** This dashboard allows employees to get detailed information about job descriptions, salary ranges, and open positions. It also shows typical career paths and helps to plan your next career steps.
- **How We Lead:** This leadership initiative pursues a values-based approach for unified action by all managers to develop self, lead teams with positive intention, and prioritize customers' experience. It empowers managers to further develop the necessary skills to succeed in their positions.

## Offers for the skilled workers of tomorrow

As one of the largest training companies in Germany, we support pupils, students and graduates in choosing a career and starting a career. In a career orientation internship, young people gain valuable insights into the everyday work of a telecommunications company, for example.

In 2024, we offered more than 1,800 apprenticeships in Germany, of which more than 1,200 were for vocational training and around 600 places for dual bachelor's programs. In addition, we offered up to 20 young people the chance to familiarize themselves with the prospects of the digital world of work in the twelve-month orientation program "DiscoverMINT@telekom".

Top graduates get to know how to get to know their skills as part of the individually configurable trainee program "Start up!" know various areas of the international group within 18 months and gain practical experience through challenging projects and customer-oriented assignments. In the reporting year, 59 new trainees started, 41 % of whom were women.



You can find out more  
about training and career  
entry in the

[HR Factbook 2024](#)

## Investments in our employees and future specialists: successes in 2024



We were able to fill 56 % of our open positions with internal candidates (2023: 51 %, 2022: 33 %; 2021: 51 %).



In addition, we have once again received several awards as an attractive employer.

## Strategic personnel restructuring and transfer management

The increasingly digitalized world of work is also accompanied by a complex personnel restructuring. We are creating new jobs in growth areas and building up qualified personnel for them. In other business areas, we are repositioning ourselves and reducing the number of employees. We have always designed all measures for staff restructuring to be socially responsible for our employees. To this end, we relied in particular on instruments such as committed retirement, partial retirement and severance payments in the reporting year.



You can find out more about staff restructuring and fluctuation in the

[HR Factbook 2024](#)

### Finding perspectives in close exchange

In Germany, we have a holistic personnel restructuring and transfer management system. The goal: to win over employees for career changes at an early stage. If tasks are eliminated in the short or medium term or other qualifications become necessary, we advise the affected employees in advance on the possibilities of professional reorientation. Together with the managers, internal and external employment alternatives are considered and personal labor market profiles are developed. In addition, we support individual application processes and offer qualifications where necessary.



Since 2018, we have advised around 3,200 employees in the Germany segment nationwide. Around 70 % of them were able to open up new options as a result.

## Looking ahead

An important focus of our employee development is the continuous acquisition of digital skills. As the digital transformation progresses, we want to further expand the AI skills of all employees.

## Deep Dive for experts

### Management & Frameworks

Important foundations for the various training, further education and development measures are laid down in our [Code of Human Rights](#) and in our [Guiding Principles](#). For many areas of Deutsche Telekom, concrete agreements have also been reached with the social partners and the works councils on the subject of further training.