

# 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 develop products with a focus on digital inclusion and are committed to media literacy and better interaction on the internet with various projects and initiatives. We also promote the voluntary commitment of our employees and support non-profit organizations in the fields of education, science, culture and sports through donations and volunteer work.

### Our focus areas

#### Focus on digital society

The internet offers us endless possibilities: searching for information, communicating with friends and family, shopping, working and being entertained. Many digital applications are indispensable today. 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 meeting the challenge that the internet is increasingly being used to spread hate and disinformation. With various initiatives, we therefore promote fair and respectful coexistence in the digital society: against opinion manipulation, exclusion and hate on the internet and for values such as equality, tolerance, equal opportunities, diversity and social cohesion.

In the reporting year, we revised our strategic approach to promoting digital inclusion and adapted it to current social and technological developments.

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

#### Focus on the environment



The promotion of climate and environmental protection is part of our CR strategy – and also a focus of our social engagement. Some examples: the voluntary commitment of our employee networks, for example to strengthen the circular economy, 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](#).

#### Further voluntary and financial commitment



In addition to our focus topics, 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 [Voluntary and financial commitment](#) in this CR report.

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

Since 2015, we have been measuring our entire social engagement using the two KPIs “Community Contribution” (formerly: “Community Investment”) and “Beneficiaries”. Social engagement includes all voluntary and public welfare-oriented activities that we, our employees or partners implement beyond our core business. Activities without charitable motivation, purely economic measures or legally or contractually binding services are not included.

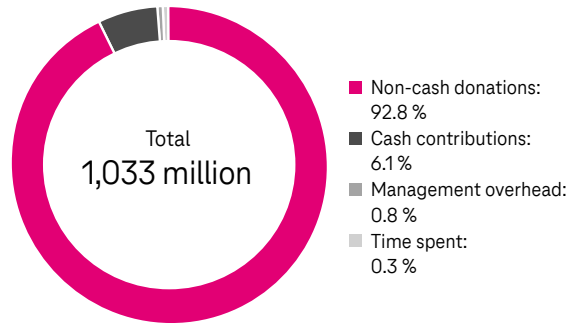
In the calculation, we are guided by the methodology of the Business for Societal Impact (B4SI) with the aspects “Input” (effort/commitment) and “Impact” (change). The KPI “Community Contribution” is the “Input”, while the KPI “Beneficiaries” represents the “Impact”.

## “Community Contribution”

The KPI “Community Contribution” reflects Deutsche Telekom’s commitment in terms of finances, personnel and material resources. It includes donations in kind, monetary contributions, overhead costs and time contributions. We determine time contributions based on the volunteer hours of our employees that were completed within working hours as part of our corporate volunteering (monetized on the basis of an average hourly wage). We evaluate benefits in kind on the basis of lost sales.

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

in €



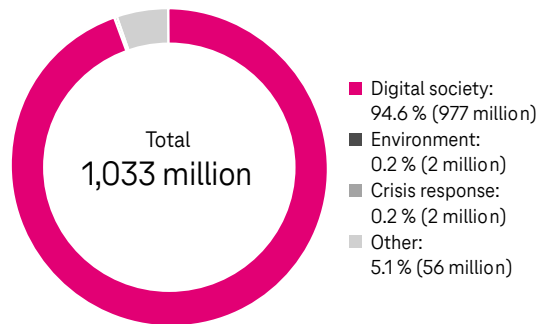
Data is partly based on estimates, assumptions and projections. If information is not available by the closing date, projections are made to determine year-end values. Figures are partly rounded.

In 2025, we focused 94.6 % (EUR 977 million) of our commitment on the area of “digital society”. These include activities that improve access to digital technologies, increase their affordability or increase digital skills – such as the provision of discounted devices, social tariffs and programs for the safe and responsible use of technology.

A further 0.2 % paid into the area of “environment”, 0.2 % into the area of “crisis response” and 5.1 % into other topics.

### KPI “Community Contribution”

in €



Data is partly based on estimates, assumptions and projections. If information is not available by the closing date, projections are made to determine year-end values. Figures are partly rounded.

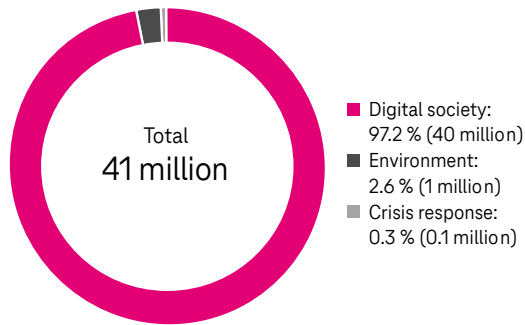
## “Beneficiaries”

The KPI “Beneficiaries” shows the number of people who benefit from our commitment, both in the field of digital society and in environmental and crisis response measures. Our activities, primarily in the area of digital inclusion, enable beneficiaries to learn, for example, new skills, change attitudes or behavior or improve 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 2025, around 41 million people benefited from our measures (2024: 38 million).

### KPI “Beneficiaries”

number of persons



Data is partly based on estimates, assumptions and projections. Assumptions relate in particular to the consideration of indirect beneficiaries; the specific derivation may vary depending on the measure and data availability. If information is not available by the closing date, projections are made to determine year-end values. Figures are partly rounded.

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.

## Looking ahead

Social engagement has been a central pillar of corporate responsibility since Deutsche Telekom was launched more than 30 years ago. In the future, we want to focus even more strongly on where we can make a social impact with our products, services and core competencies in order to contribute to positive change in society. Our claim remains: We are only satisfied when everyone is involved.

## 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, our personal, economic and social well-being depends heavily on digital inclusion. Against this background, Deutsche Telekom is committed to breaking down barriers and facilitating access to the digital world. We are investing massively in the further development of digital infrastructures, making sure that we also offer affordable services and implementing measures to strengthen the competent use of digital media.

We also deal with the topic of “digital inclusion” in detail in the audited [Sustainability statement in the Annual Report 2025](#). Closely linked to this topic is also our commitment to better interaction on the internet, which we describe here in the CR report under [Digital values](#).




### Milestones achieved, ongoing projects and goals

More than 80 million – that is how many people are expected to benefit cumulatively from our commitment to promoting the digital society across the Group between 2024 and 2027: As beneficiaries, they learn new skills or adapt their attitudes or behavior. Vulnerable and disadvantaged groups are also taken into account. 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 KPI “Beneficiaries – Digital Society”. In the 2025 reporting year, we reached around 40 million people with our measures.


#### Where we come from

- 2007** ✓ Increased focus on promoting participation in the information and knowledge society in our social engagement.
- 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 has taken over the “Teachtoday” initiative and has been running it independently ever since.
- 2015** ✓ For the first time, social engagement is measured using two KPIs: “Community Investment” (now “Community Contribution”) and “Beneficiaries”.
- 2019** ✓ Bundling of our measures to promote digital inclusion under the aspects of “access, affordability, ability”.
- 2022** ✓ The commitment to a digital society that is based on our basic democratic values and enables all people to participate safely, competently and confidently is one of four focal points in the further development of our CR strategy. For more information, see [CR Strategy](#).
- 2023** ✓ We have developed our “Design for All” guideline: It is intended to provide our employees with orientation so that they can design products and services to be as discriminatory and barrier-free as possible.
- 2024** ✓ With the launch of “Teachtoday International”, we have bundled our Group-wide media literacy measures on one platform.

## Where we stand in the reporting year

- 2025  We are revising our strategic approach to promoting digital inclusion and aligning it with current social and technological developments.
- 2025  We are introducing the AI smartphones T Phone 3 and T Phone 3 Pro and want to make AI accessible to a broad target group through comparatively affordable devices.
- 2025  We are expanding “Teachtoday” with detailed information materials for parents and guardians, including a media literacy test for children, young people and parents.

## Where we want to go

- 2027  From 2024 to 2027, we want to reach more than 80 million people in the “Digital society” area across the Group.

## 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 various target groups. Our guideline “Design for All” is intended to provide orientation for design that is as barrier-free and non-discriminatory as possible.



### Affordability

Affordability where it counts: We are committed to this with products and services, such as special rates 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.

In the expansion of the mobile network, we are concentrating on the supply of 5G, which is currently the most powerful standard. In the fixed network, we are pushing ahead with fiber-optic expansion in order to provide our customers with a reliable connection at gigabit speeds. In the FTTH (Fiber to the Home) expansion, we run fiber-optic lines directly to households. In this way, we want to close gaps in care, especially in rural areas, while expanding in conurbations in line with demand. In addition, we offer hybrid solutions, for example by combining fixed network and mobile communications.

Our high power quality has been confirmed for many years in independent tests and awards. For more information, see [CR Strategy](#) in this CR report.



You can find out more about network expansion in our audited [Annual Report 2025](#)

### Access: AI-powered protection of critical infrastructure

Cyberattacks, system failures or undiscovered vulnerabilities can have significant consequences in highly networked areas of critical infrastructure – such as healthcare. In order to identify risks at an early stage and remain able to act even in crisis situations, Telekom MMS and the University Hospital Bonn have developed an AI-supported real-time situation picture. The solution continuously monitors sensitive IT environments and predicts potential undesirable developments before they escalate. In the long term, the solution is to be used productively in hospital operations; the approach can also be transferred to other areas such as energy, water or transport networks.

In addition, Deutsche Telekom uses AI-based network intelligence to detect and resolve disruptions in the network before they affect customers.

### Access: “Design for All”

When developing products, services and other offerings, we take care to take into account the widest possible range of human diversity – in addition to different physical and mental abilities, this includes other dimensions of diversity such as age, gender or ethnic origin. The framework for this is provided by our guideline “Design for All”. Our claim: to create an inclusive environment that involves more people and excludes no one as far as possible – even beyond legal requirements for accessibility. For example, we offer parts of our website in plain language. Another example of this is an offer from Magyar Telekom for customers who prefer or need a stimulus-reduced environment: In the reporting year, our Hungarian subsidiary introduced a monthly “quiet hour” in all shops. Due to fewer acoustic and visual stimuli, neurodivergent customers in particular should be able to use our services with less barriers.

### Our recent progress

In 2025, we tested and further developed our products and digital offerings for accessibility. For example, we have revised central solutions such as MagentaTV, our Europe-wide online shops and the Europe-wide customer service apps: for example, by adjusting contrasts, font sizes and operating sequences. In Germany, we have added additional accessibility information to our website and introduced a new process to make it easier for users to report barriers.

### Reducing barriers: application examples

To make it easier for seniors to participate in the digital society, we offer special technology and products for them, such as large button settings, emergency call buttons and clear displays.

Deaf and hard of hearing people can take advantage of special counselling services, in Germany, for example, video-based live chats in sign language and text chats in simple language. We also offer discounted mobile and landline offers tailored to your needs.

You can find out more about “Design for All” in our audited [Sustainability statement in the Annual Report 2025](#).

### Affordability: digital inclusion through affordability

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



#### Affordable devices

To ensure that as broad a proportion of the population as possible can benefit from our expansion of 5G networks, we have so far offered the 5G smartphones T Phone 3 and T Phone 3 Pro in ten European countries, and in 2025 we launched the third generation of them as AI phones. In the USA, similar products are available under the name REVVL. The T Tablet 2 comes from the same series, which is also available in ten countries in Europe and the USA. The models are aimed at a broad target group and provide selected AI functions directly on the device, including assistance and translation applications.

With these comparatively affordable devices, we want to give more people access to the digital world and AI.

### 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 designed differently in each case.

Our special rates are aimed in particular at:

- low-income individuals, single parents and families
- people with disabilities
- refugees in Germany and the USA
- people from systemically important occupational or social groups (e.g., employees of the German Red Cross or the fire brigade in Germany)
- pupils, students, teachers, school authorities and districts
- seniors
- start-ups (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 initiative with services worth around EUR 10.3 million. Around 6.6 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 this education tariff amounted to around EUR 6.6 million in the reporting year. About 138,000 people benefited from this.

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### **United States segment: affordable internet in education**

Through “Project 10Million”, launched in 2020 by T-Mobile US, the company has committed to offering free internet connections and mobile hotspots to up to 10 million eligible primary and secondary education student households in the United States. School districts can also get data plans at a reduced rate as well as access to affordable laptops and tablets.

In 2025, T-Mobile US continued to enhance “Project 10Million” to support students’ evolving connectivity needs. These included providing 5G hotspots to participating households, redesigning the online application and support pages for greater ease of use, and launching an onboarding campaign to help families maximize their connectivity benefits from day one.

In order to reach more students, T-Mobile US also continued its nationwide partnership with Boys & Girls Clubs of America (BGCA) throughout 2025. Together, they worked with 28 club organizations serving 433 total sites in 20 U.S. states to raise awareness of the program and ultimately get more student households connected.

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

- connected nearly 6.7 million students to the internet and
  - provided in-kind contributions in the form of products and services worth USD 8.3 billion (as of the end of 2025).
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## Ability: promoting media literacy

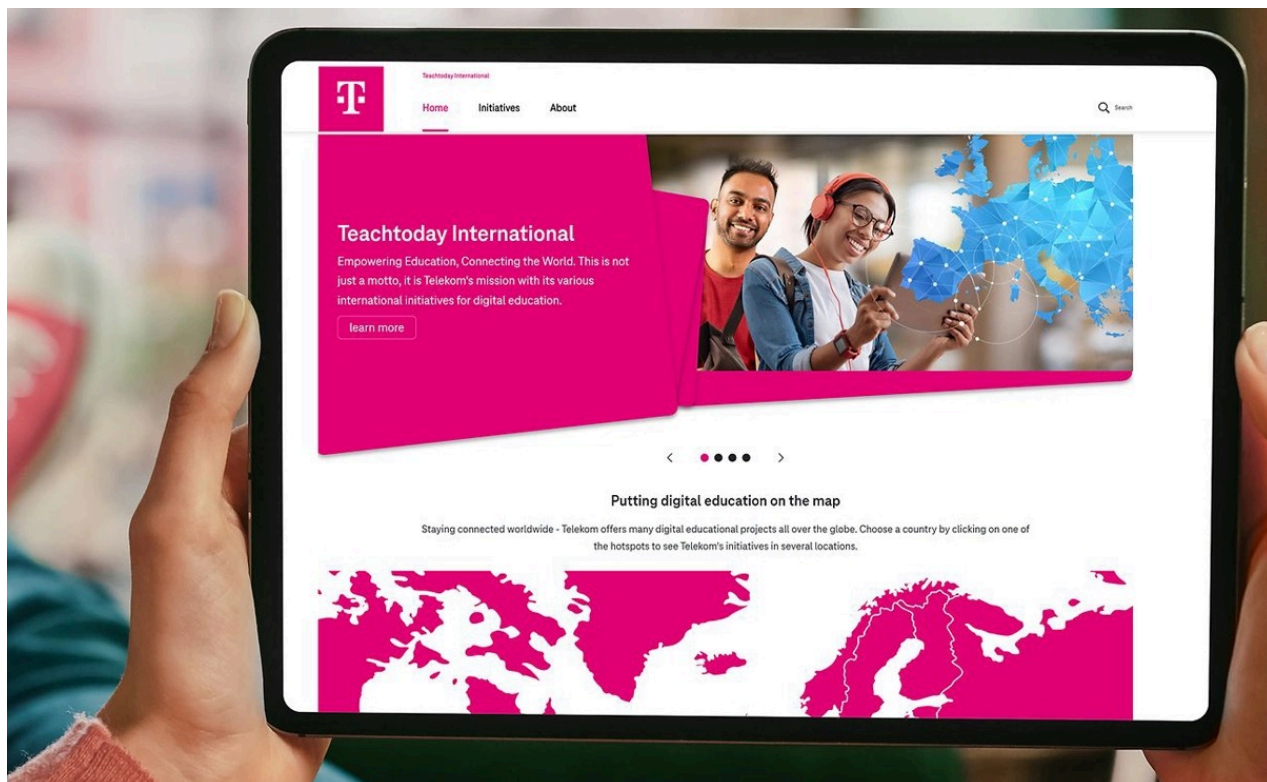
Media literacy means being able to use digital media safely and competently. This is not only about learning basic skills for safe use – but also about knowing how to protect your privacy or deal with hate and disinformation. Our measures are aimed at many different target groups, including vulnerable groups, such as people with special support needs. For more information on how to measure the success of our key initiatives to advance the digital society, click [here](#).

Educating people on how to use technology in the most environmentally friendly way possible is also part of our media literacy: We want to show people how they can use digital solutions cleverly to reduce their greenhouse gas emissions or save resources. One example are the [Teachtoday sustainability detectives](#): In this initiative for children, we explain in various videos how they can contribute to ecological sustainability in everyday life, for example by using a certain search engine or consciously streaming video.

In the reporting year, the Teachtoday sustainability detectives were awarded the GreenUp label for sustainable educational media. For more information, see [CR Strategy](#) here in the CR report.

## 📍 Teachtoday International

The platform “[Teachtoday International](#)”, launched in 2024, 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 they learn to move confidently and safely on the internet at the same time. 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. 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.
- **Parents:** Digital inclusion of children and young people can only succeed if parents, as the most important caregivers, have sufficient media competence and can teach their children how to deal with digital content safely, critically. That is why we want to dispel uncertainties about topics such as disinformation, cyberbullying or age-appropriate media use and strengthen parents in their role as companions, e.g. with a [guidebook](#) and a media literacy test on “Teachtoday.de”. Since 2023, our Hungarian subsidiary Magyar Telekom has been supporting parents on the digital platform “Hello Parent” in bringing their children closer to the digital world in an age-appropriate way.

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### Europe segment: Parents’ guide to digital media literacy (T-Mobile Czech Republic)

With a printed parenting guide and supplementary [online content](#), T-Mobile Czech Republic wants to help parents better understand their children’s online lives, accompany them safely and promote conversations about digital topics. The focus of active parental support is on online safety and responsible media use. Almost 450,000 people benefited from this offer in 2025.

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- **Seniors:** Together with partner organizations and through our own offers, we are committed to strengthening the media literacy of seniors: For example, we offer seminars and workshops on the safe and independent use of digital devices, for example in our shops. This is intended to help them make better use of digital services – such as telemedicine and health apps – to maintain social contacts more easily and to prevent loneliness in old age. You can find more information about current activities for seniors [here](#).

## Excursus: digital solutions for healthcare

Good medical care is by no means a matter of course. A shortage of skilled workers, complex bureaucratic processes and inadequate 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 intended to make a contribution here.

For example, the start-up Fuse-AI, which is supported by T-Systems, develops AI-based applications to assist with medical diagnoses. They are intended to relieve radiologists of the burden of evaluating MRI images, increase the quality of diagnosis and reduce costs. The results from the AI analyses can help specialists, for example, to detect abnormalities such as potential cancers more reliably. For the comprehensive analyses, Fuse-AI draws on IT resources from T-Systems’ T Cloud Public.

## Measuring success in 2025: KPIs “Community Contribution – Digital Society” and “Beneficiaries – Digital Society”



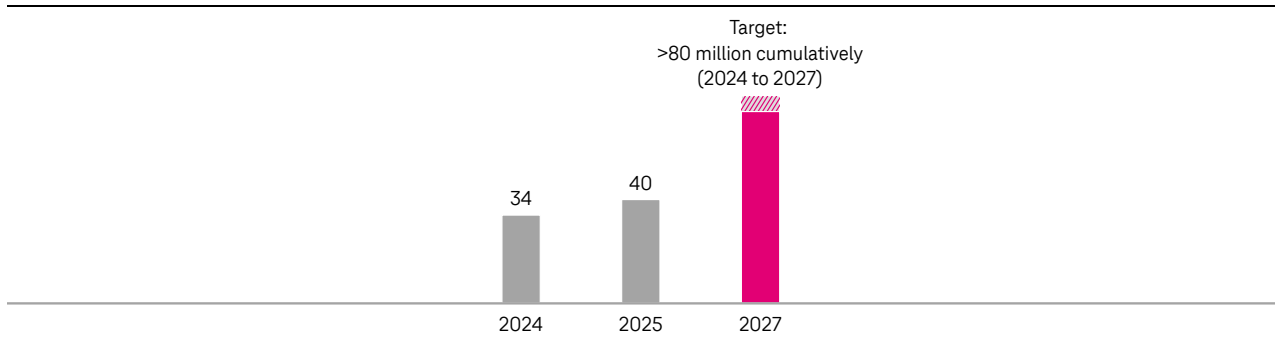
EUR 977 million of our financial, human and material commitment contributed to the promotion of the digital society (2024: EUR 1,102 million).



Almost 40 million people have benefited directly or through multipliers such as parents or educators from our measures to promote the digital society (2024: around 34 million).

### KPI „Beneficiaries – Digital Society“ (target)

in million persons



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

### Digital society initiatives at a glance

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

### Looking ahead

Around 40 million people benefited from our commitment to promoting the digital society in 2025. This brings us a big step closer to our goal of reaching more than 80 million people cumulatively between 2024 and 2027. Based on this development, we expect to achieve the target as early as 2026. For next year, we have set ourselves the goal of supporting parents in particular in providing their children with a safe digital environment.

## Deep Dive for Experts

### Management & Frameworks

- In our “[Corporate Digital Responsibility@Deutsche Telekom](#)” framework published in 2022, we outline 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 technology with people at the center.
- 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 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.




### Impact measurement of ecological and social impacts

- Deutsche Telekom uses a multi-step impact measurement approach to assess the potential ecological and social impacts of selected products, services and digital solutions. The process was externally validated in 2023. Further information can be found [here](#).

### Relevant Standards

- GSMA-INC-03 (Digital skills training programs)
- GSMA-INT-03 (Online safety measures)

## Further sources of information on digital inclusion

-  We shape the digital society | Deutsche Telekom
-  Corporate Responsibility Reporting Hub from 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 key initiatives to promote the digital society. Since some values overlap, we have not added them up. An overall presentation of the sum can be found in the KPIs “Community Contribution – Digital Society” and “Beneficiaries – Digital Society” under [Digital inclusion](#) here in the CR report.

### Children, adolescents and parents

Activity	Cover	Description	Community Contribution (in €)	Beneficiaries (in persons)
Teachtoday and SCROLLER	Deutsche Telekom excluding 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 aged nine to twelve media literacy with numerous interactive offers.	433.3 thousand	12.6 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 digitalization of school education.	4.5 thousand	1.8 million
DIGITAL@School	Deutsche Telekom in Germany	“DIGITAL@School” is a corporate community of Deutsche Telekom that aims to enable 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” toolbox. In addition, the children can learn about STEM subjects and take part in programming workshops from our employees.	666.9 thousand	10.6 thousand
T-Labs & T-Challenge	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.	2.6 million	10 thousand
Telekom@School	Germany segment	Since 2000, the Germany segment has been offering internet access for educational purposes to all general and vocational schools nationwide with the “Telekom@School” project, free of charge or at a significantly reduced price.	10.9 million	6.6 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.	6.6 million	137.6 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.	53.1 thousand	210.8 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.	56.9 thousand	–
Project 10Million	Segment USA	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>	6.7 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	150
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.	64.3 thousand	4.1 thousand
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.	481.8 thousand	1.4 million

Activity	Cover	Description	Community Contribution (in €)	Beneficiaries (in persons)
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.	9.5 thousand	32 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	14.9 thousand
#HejtOutLoveIn	Europe segment	T-Mobile Polska has launched an awareness campaign against hate on the internet together with the Sexed.pl Foundation. "HejtOutLoveIn" equips the young generation with tools and knowledge to counteract hate and focus on positive feedback – both online and offline.	403.3 thousand	652.6 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.	90.2 thousand	78.3 thousand
National STEM & Robotics Education	Europe segment	In Greece, the NGO for educational robotics and science WRO Hellas, in cooperation 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.	69.2 thousand	48.7 thousand
No Hate Speech Youth	Europe segment	In North Macedonia, Makedonski Telekom is working with UNICEF to support the youth movement "No Hate Speech", which is supported by young people and addresses hate on the internet through educational work, formats of joint design, campaigns and concrete actions.	105.4 thousand	1.1 thousand
Graduates of Bullying	Europe segment	In Slovakia, Slovak Telekom offers support services against cyberbullying among students with "Graduates of Bullying" (Absolventi šikany) – from comprehensively prepared information to psychological support.	40 thousand	48.7 thousand
Parental Guide	Europe segment	T-Mobile Czech Republic supports parents with a printed guide and supplementary online content to better understand their children's digital lives and to accompany them safely and responsibly.	18.8 thousand	448.5 thousand
Connected Schools	Europe segment	In Greece, OTE Group provides high-speed internet connections to 574 remote schools nationwide with "Connected Schools" and complements the connection with the provision of a T tablet.	1.2 million	23.6 thousand
Child Alert	Europe segment	"Child Alert" is a warning system triggered by the Polish police that accompanies T-Mobile Polska through information and social media measures; customers can voluntarily register for photo alerts via MMS to be informed in critical missing person cases.	37 thousand	68.8 thousand
Magenta Life – Schools of Tomorrow	Systems Business 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.	16.9 thousand	2.7 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 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>	2.7 thousand
Network of generations	Europe segment	In Poland, T-Mobile Polska promotes the digital participation 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.	42.9 thousand	9.1 thousand
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.	30.5 thousand	16 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)
No Hate Speech, media literacy workshops incl. Teachtoday, SCROLLER, Today we save the world! A little. and FIFA Fair Play Guide	Deutsche Telekom excluding T-Mobile US	With the initiative “No 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.	344.4 thousand <sup>a</sup>	6.5 million <sup>a</sup>
Social tariff	Germany segment	In Germany, we offer low-income customers and people with disabilities discounted landline connections via the “social tariff”.	2 million	45.3 thousand
Framework agreements for fire brigades and paramedics	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. 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.	1.7 million	54 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>b</sup>	1.7 million
Telekom Foundation	Germany segment	The Deutsche Telekom Foundation is one of the largest educational foundations in Germany. It 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 places of learning.	5 million	–
Ukraine aid	Germany segment	We continued to support the Ukrainian population in the reporting year as a result of the Russian war of aggression on Ukraine: We continued to offer a special prepaid tariff for refugees from Ukraine in Germany.	2 million	351 thousand
Telekom Help Videos	Germany segment	The YouTube channel “Telekom Hilfe” and our landing page offer numerous videos on mobile communications, landlines, the internet and television, which provide users with practical tips and help to strengthen media literacy.	330.2 thousand	4.2 million
Chatting network	Germany segment	In Germany, we provide a free telephone number and technical infrastructure for the hotline against loneliness initiated by Malteser Hilfsdienst.	298.5 thousand	9 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.	26 thousand	8.6 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 participation through media literacy.	–	10.5 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.	9.9 thousand	3.8 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.	–	7.8 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 Net” initiative.	120.2 thousand	944 thousand

<sup>a</sup> Values refer only to Germany.

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

## People with disabilities

Activity	Cover	Description	Community Contribution (in €)	Beneficiaries (in persons)
Design for All	Deutsche Telekom excluding 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.	1.4 million	101.5 thousand
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.	292.4 thousand	3.3 thousand
Deaf tariff	Germany segment	Since 2007, the Germany segment has been offering a reduced rate for the deaf.	96.2 thousand	3.9 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 participation 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.	102.1 thousand	2.2 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 info line of our Czech subsidiary is also accessible for hearing-impaired people.	17.4 thousand	610

## Start-ups

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, provides access to our customer network and supports them with up to EUR 100,000 in credit for the Open Telekom Cloud.	1.9 million <sup>a</sup>	2.6 thousand
Hello Business	Europe segment	With "Hello Business" (Hello Biznisz), Magyar Telekom supports Hungarian medium-sized companies with challenges in the areas of business administration, human resources management, marketing, sales and finance.	–	374.8 thousand

<sup>a</sup> Value 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>	2.6 thousand
Girls'Day	Deutsche Telekom in Germany	"Girls'Day" is a one-day career and study orientation project aimed specifically 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.	223.8 thousand	1.1 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.	94.4 thousand	80
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 organizes workshops and clubs on the subject of IT.	8 thousand	2.5 thousand

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

## Digital values: for better interaction on the Internet

Interaction with each other has become noticeably rougher in recent years – both online and offline. Hatred, exclusion and looking the other way endanger social cohesion. This makes it all the more important to look, take a stand and stand up for each other. With initiatives to promote the digital society, Deutsche Telekom is committed to solidarity, cohesion and civil courage. We want to encourage people not to look away, but to support those affected and to actively work for a better togetherness.

We also address this topic in the [Sustainability statement 2025](#). Closely linked to “Digital values” is also our commitment to digital inclusion, which we describe here in the CR report under [Digital inclusion](#).

### Milestones, initiatives, measures and goals achieved




For many years, we have been campaigning for respectful behavior online and against the spread of disinformation.

With the initiative “No Hate Speech”, 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 initiative began in Germany, but has since expanded significantly: Many of our national companies now implement their own programs against hate on the internet. We will continue this long-standing commitment beyond the reporting year.


#### Where we come from

- 2020** ✓ Our initiative “No Hate Speech” started with the campaign “Words must not become a weapon”.
- 2022** ✓ Our “Influencer” campaign focused on dealing with hate in social media. Hate on the internet can affect anyone, minorities and marginalized groups as well as influencers are particularly affected.
- 2022** ✓ In our “Together #NoHateSpeech” campaign, we focused on the power of community. Under the motto “Be louder than the hate”, we encouraged society to work together for respectful coexistence on the internet.
- 2022** ✓ In Austria, Magenta Telekom amended its general terms and conditions, where customers were informed about possible criminal consequences for spreading hate messages. Those affected also found tips and information on reporting offices.
- 2023** ✓ With the campaign “No Hate Speech – we decide!”, we illustrated the effect that even a single positive comment against hate can have.
- 2023** ✓ Together with FC Bayern Munich, we called for more attitude in the digital space in two spots.
- 2024** ✓ In the “Lights on!” campaign, we emphasized the power of community. The light as a symbol showed: Each of us can actively take action against hatred, racism and anti-Semitism and make a difference.
- 2024** ✓ With the campaign “Let’s question what we share”, we called for the responsible use of information on the internet.
- 2024** ✓ In T-Systems’ X-Creation innovation program, we worked with various partners, including NGOs, AI experts and start-ups, to develop digital approaches to competently counter disinformation.

## Where we stand in the reporting year

- 2025**  With our “Open your eyes!” campaign, we are making the increasing brutalization in the digital space visible and, with a campaign film, we are calling on people to take a look and take action against hate wherever it manifests itself.
- 2025**  Together with FC Bayern Munich, we are calling for a responsible use of information on the internet in two additional campaigns. We encourage respectful behavior, fair play and civil courage and show ways to actively counteract hate and disinformation.
- 2025**  Our initiative “No Hate Speech” is also growing outside Germany: In Slovakia, we are launching “Absolventi šikany” to prevent cyberbullying, while T-Mobile Polska’s campaign #HejtOutLoveIn is calling for online hate not to be accepted and to take an active stance. A total of six European national companies are participating in the initiative.

## Where we want to go

- Ongoing**  We intend to continue and further develop our commitment to combating hate speech on the internet beyond the reporting year. Among other things, we want to focus on children and young people, as they need special protection and orientation in the digital space.

With our measures, we are contributing to our Group-wide goal of reaching more than 80 million people cumulatively between 2024 and 2027 with offers to promote the digital society. For more information on this goal, see [Digital inclusion](#) in this CR report.


### “Together – No Hate Speech”: open your eyes

In the reporting year, the initiative focused on the “Open your eyes!” campaign. It picks up on the increasing brutalization in the digital space and shows how much hate on the internet endangers our social interaction. A central campaign film transfers digital hostility into real everyday situations. This is to make it clear that looking the other way exacerbates the problem. The message: “Turning a blind eye is not a solution”. With it, we call on people to take a stand and actively take action against hate wherever it manifests itself. The initiative is supported by our partners ichbinhier e. V. and the Internet-Beschwerdestelle.de. Parents and educators can find further materials and information via our media literacy platform Teachtoday.



### Protecting those affected together

Together with partners, we support people who are affected by hate on the internet with concrete offers of help. In several countries, including Germany, Poland, the Czech Republic, Austria and North Macedonia, we work with organizations that specifically oppose exclusion and promote respectful cooperation on the internet.



You can find an overview of our partners in Germany on our [website](#)

## Artificial intelligence (AI) in action against disinformation

Disinformation is a growing societal challenge. To counter it, we continued to work on digital solutions in 2025. This includes the further development of an AI-supported fact-checking app that is intended to support users in critically reviewing content before sharing. In the 2025 international innovation competition “T-Challenge”, we also awarded Resemble AI, whose AI solution can detect manipulated audio and speech content. This should help to better identify deepfakes and false information.

Further information on our initiatives for the responsible use of AI can be found in our audited [Sustainability statement in the Annual Report 2025](#).

## 📍 Europe segment: when online hate does not remain without consequences (Slovak Telekom & T-Mobile Polska)

Online hate often affects young people. In 2025, Slovak Telekom and T-Mobile Polska therefore continued their initiatives to support affected young people. In Slovakia, Absolventiškany.sk offers concrete help against cyberbullying among students, from understandable information to psychological support. In Poland, T-Mobile Polska is calling on #HejtOutLoveIn to stop accepting online hate, but to take a stand and actively stand up against it.

## “Together – No Hate Speech”: what we achieved in 2025



**Around 1.4 billion media contacts achieved <sup>a</sup>**



**More than 7.2 million people reached with our content – directly or through multipliers such as parents or educators**



**Multiple awards again**

## “Equal Esports”: for respectful interaction in gaming

In 2025, we continued to advocate for more diversity and respect in Esports and gaming. Our goal is to empower people who are particularly often confronted with hostility in Esports – especially women and non-binary people. Together with the Esports organization “SK Gaming” and the “esports player foundation”, we therefore launched the “Equal Esports” initiative in Germany in 2021. At our appearance at Gamescom 2025, we once again made our commitment visible.

## Looking ahead

In 2025, more than 7.2 million people engaged with our content against hate online – directly or through multipliers such as parents or educators. At the same time, we see that especially in uncertain times, it is important to actively strengthen digital cohesion and digital skills. That is why we continue our commitment against exclusion, hatred and disinformation. In the future, we will focus even more on children and young people who need special protection and orientation in the digital space.

<sup>a</sup> The number of media contacts describes how often our communication measures on “No Hate Speech” were viewed in total within a calendar year. Individual persons can be counted several times. The determination of media contacts is based on external reach data from media studies as well as on data from marketers, platforms and internal evaluation systems.

## 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 principles apply to both internal and external Deutsche Telekom platforms 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.
- Deutsche Telekom’s brand positioning provides a clear guideline for our communication: It translates our purpose and values into tonality and behavior – clearly, transparently and fairly. In this way, our statements remain consistent and comprehensible.
- In 2018, we were one of the first companies in the world to develop [digital ethics guidelines on AI](#). 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 this agreement, we commit ourselves to respecting and promoting human rights and to assuming 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 how we understand 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-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

In 2025, our employees volunteered more than 215,000 volunteer hours, or the equivalent of around 27,000 eight-hour days. 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, e.g., after natural disasters.

### Driving employee engagement

As part of corporate volunteering, our employees contribute their time and expertise to social and environmental 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 2025

At Living Culture Day 2025, our employees around the world showed how we live corporate volunteering at Deutsche Telekom. Under the motto “The Power of We – Together for Good”, our teams have been involved in social and environmental projects in the company – from education and health initiatives to local aid campaigns and fundraising campaigns. In addition, as part of the Living Culture Day, we carried out a Group-wide donation initiative in favor of “Aktion Deutschland Hilft”, which included a central donation of EUR 10,000 from Deutsche Telekom as well as other contributions from employees.

Another focus was the activities for the anniversary “30 Years of Telekom” in Germany. On this occasion, we have financially honored the voluntary commitment of our employees with donations to charitable projects and called for further voluntary activities with the initiative “30 Years of Telekom – 3,000 Good Deeds”.



### 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 the focus of various environmental communities.



**Helping to shape the digital society** – this topic is at the heart of promoting inclusion in the digital world. This includes, for example, promoting media literacy.



**Corporate culture and inclusion** are also at the heart of our employee networks.

The “DIGITAL@School” community (only available in German), for example, stands for strengthening the media literacy of young people. The members of this community want to help children and young people understand the possibilities and dangers of the digital world. Teachers and parents are supported in building up knowledge. Whether at events or workshops in educational institutions, the Digital@School community makes innovative technologies accessible and at the same time wants to strengthen creativity, critical thinking, communication and collaboration. A special highlight in 2025 was the support of the “European Girls Olympiad in Informatics”: In cooperation with the nationwide computer science competitions (BWINF), the members of the DIGITAL@School community enabled girls from over 60 countries to participate in this computer science competition and expand their knowledge in workshops with experts from Deutsche Telekom.

Another example of our corporate communities is the human-centered technology community. Its goal is to put people at the center of the development and use of technology and innovations. The community organizes events such as barcamps that promote exchange among each other – mainly in Germany, but also internationally. In the reporting year, cross-border events such as a hackathon and the “Responsibility Campus” on the topic of responsible AI development took place. The human-centered technology community disbanded at the end of 2025, and its activities and results were integrated into operations.

**This is how much our employees did in volunteer work in 2025**

In the year under review, our employees volunteered a total of around 215,000 hours. <sup>a</sup>



**Sponsorship for more social participation**

As part of our sponsorship activities, we will continue to support numerous artists, athletes, event organizers, leagues and clubs in 2025. In doing so, we attach great importance to regional commitment at our locations. One focus is on the social sector, for example through partnerships in inclusive sports.

**Inclusion through sport: breaking down barriers and bringing people together**

Sport has the power to connect people, open up perspectives and break down barriers. That is why Deutsche Telekom has been involved in competitive and popular sports for many years – always with a special focus on inclusive and Paralympic athletes and sports projects. In doing so, we work closely with Sporthilfe, Team D Paralympics and Special Olympics. The aim is to make people with disabilities visible as role models, to honor their impressive achievements and to bring their stories closer to the general public.

A highlight of 2025 was the Special Hockey European Championship (EM) in Mönchengladbach. The German national special hockey team won the European championship title here. The finals took place parallel to the classic European Hockey Championship and were broadcast live by us via our platform. We were also the jersey sponsor of the winning team.

In 2025, the “Special Olympics Athlete of the Year” award, initiated by Deutsche Telekom, was presented for the first time as part of the renowned Athlete of the Year election in Baden-Baden. We were also a partner and host of the “Para Athletes of the Year 2024” award ceremony, which was held in April 2025 at the Telekom Forum in Bonn.



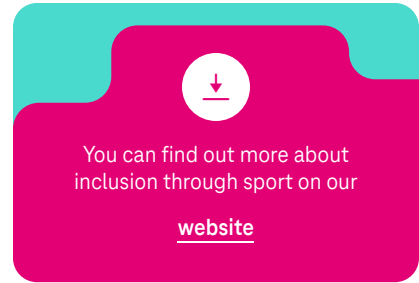
<sup>a</sup> The figure includes volunteer hours during and outside the working hours of our employees. We support the latter, for example, through premises, insurance or donations.

In the run-up to the 2026 Paralympic Winter Games in Italy, together with FC Bayern Munich, we set an example for greater visibility of ParaBiathlon. Two top athletes explained to the professional footballers at FC Bayern’s training ground the technique, the procedures and the special challenges that their sport entails.

In the reporting year, we also worked to enable people with and without disabilities to meet people outside of major events. For example, we participated in initiatives with national wheelchair basketball players and national blind soccer players as well as other top athletes from the para sector.

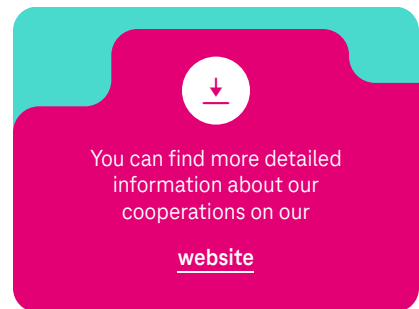
**Partner of football**

Our sponsorship in football is intended to further underline our role as a promoter of the sport. 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).



**Corporate giving: help 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: in Germany, for example, 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., against hate on the internet. We also provide financial support to organizations in which our employees are active on a voluntary basis.



As part of our social engagement, we have also been supporting the “Plaudernetz” in Germany since the summer of 2025 – a hotline against loneliness launched by the aid organization Malteser. We provide a free phone number and technical infrastructure. Since its launch, more than 10,000 telephone calls have already taken place via the hotline. Originally, the chat network was initiated in Austria, where it has been active since 2020 and is being implemented by Caritas of the Archdiocese of Vienna together with Magenta Telekom and the Kronen Zeitung.

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

**Responding directly in the event of a 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 from work for an agreed period of time after consultation.

**Support for those affected by natural and fire disasters in Europe**

In Greece, we provided free voice and data packages to customers in areas affected by natural disasters, especially floods and fires, in 2025.

In North Macedonia, Makedonski Telekom made a donation to the Red Cross to help the families of the more than 60 dead and nearly 200 injured following a fire disaster at a discotheque in the town of Kočani. In addition, employees also took part in an internal fundraising campaign.

### Accessibility ensured during wildfires and flash floods in the USA

In early 2025, severe wildfires in Southern California caused significant damage in Los Angeles County. T-Mobile US responded with rapid support for those affected and emergency services. The company automatically adjusted around 12,000 antennas to keep the mobile networks in the affected areas functional. In addition, T-Satellite, the satellite-to-mobile service, was made available ahead of its commercial launch, enabling 198,000 users to send and receive text messages and emergency alerts.

Additionally, the company supported relief efforts by setting up a Mobile Command Center to provide connectivity to emergency teams on the ground and activated T-Priority for many first responders. T-Priority is the first 5G network slice offering for first responders in the United States. Through T-Priority, a portion of the network’s bandwidth is reserved in the existing mobile network, which enables first responders, such as police, firefighters and paramedics, to communicate reliably and quickly even in the event of network congestion.

Six months later, T-Mobile US supported relief and recovery efforts after severe flash floods hit communities in Central Texas. The T-Satellite service was deployed for emergency alerts and essential text messaging and a mobile radio station (SatCOLT), was used to improve network coverage on site. Drones also helped with search and rescue operations.

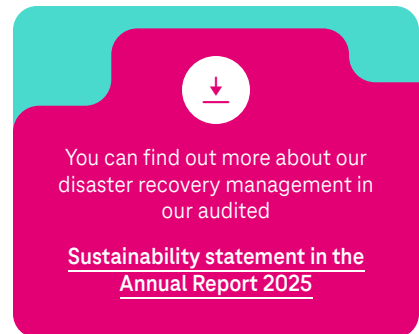
As part of the company’s ongoing support to the first responder community in the United States, they also donated USD 2 million to the Tunnel to Towers Foundation, which supports families of emergency responders through initiatives such as scholarships for children of emergency responders who died in the line of duty.

### T-Systems: coordination of spontaneous aid in the event of a crisis or disaster

How can clubs, associations and committed citizens be better involved in coping with crises and disasters? The Software-as-a-Service platform KatHelper is intended to significantly simplify the coordination of spontaneous offers of help for authorities and organizations with security tasks.

KatHelper uses communication channels that many people already have on their smartphones: via RCS, WhatsApp or Telegram, potential helpers can contact us directly via their smartphone and provide information on location, availability and skills. The AI compares the information with the need, identifies suitable people for spontaneous help and informs them about the operation.

KatHelper was developed by T-Systems in the “KatHelper PRO” project together with stakeholders from civil protection, science and industry and funded by the German Federal Ministry of Research, Technology and Space. Since December 2025, the platform has been used by the first customers at the state level.



We are there when we are needed. This is also reflected in our “Community Contribution” KPI in the “Crisis response” area: In 2025, we supported those affected by natural disasters, among other things, with a total of more than EUR 1.8 million. Of this, we donated over EUR 250,000 in cash and made a further EUR 1.6 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 – for example, in the event of sudden natural disasters or as a trustworthy partner for society. These experiences have deepened the exchange with key stakeholders and helped us to identify needs at an early stage and jointly develop viable solutions.




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 worldwide.

## 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 Guidelines | Deutsche Telekom](#)
-  [Topic special Special Olympics](#)

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

Deutsche Telekom’s approximately 200 thousand employees are of crucial importance to our business success. We offer them competitive remuneration, attach great importance to participation and promote 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 2025](#) and in the [HR Factbook 2025](#). Here in the CR report you will also find further information on [Employee development](#) as well as on [Corporate culture and inclusion](#).

### Key employee figures 2025



The collectively agreed coverage rate was 41.2 %. (Germany: 75.4 %). <sup>a</sup>



Employee satisfaction increased by one percentage point to 81 % compared to the previous year. <sup>b, c</sup>



Almost 45,000 employees took part in our employee share program “Shares2You”.



The health rate including long-term illnesses in Germany was 94.6 %.

You can find more key figures about Deutsche Telekom’s employees in the [HR Factbook 2025](#). In our audited [Annual Report 2025](#), 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 our audited [Sustainability statement in the Annual Report 2025](#). Further information on the mood in the Group can be found in our [HR Factbook 2025](#).

Our employee survey shows how strongly our employees identify with Deutsche Telekom’s CR commitment and how satisfied they are with it. In the reporting year, 83 % of respondents believed that Deutsche Telekom was taking its responsibility for society and the environment seriously. 82 % said they identified with our commitment.

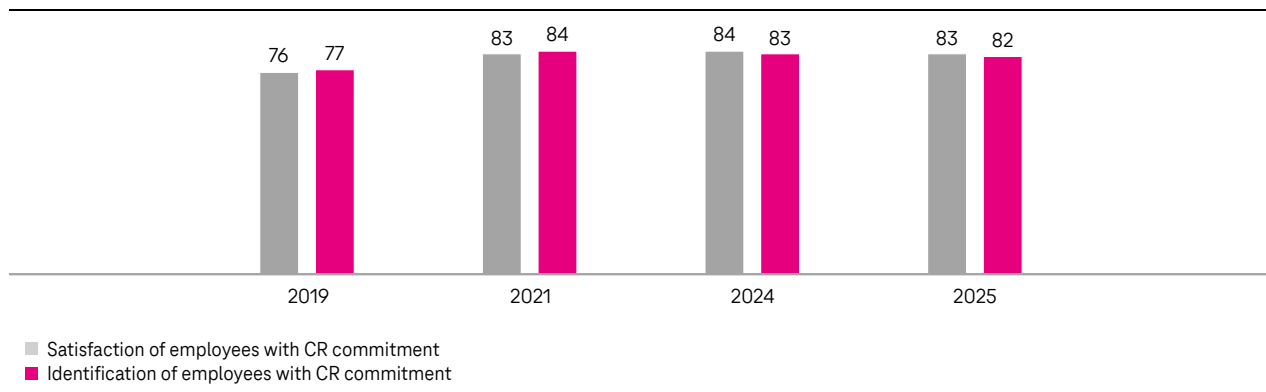
<sup>a</sup> The figure covers all companies with at least 100 FTEs.

<sup>b</sup> Agreement value regarding the mood in the Group determined as part of the pulse survey in November 2025.

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

## KPI “Employee Satisfaction CR”

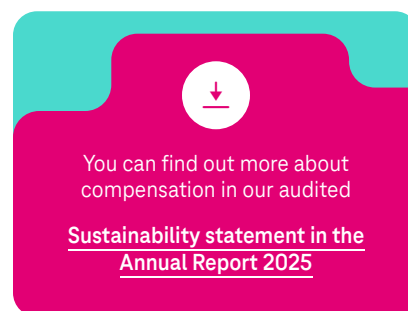
in %



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. Collective agreements and other collective bargaining regulations support transparent and gender-neutral remuneration. The “Global Compensation Guideline” regulates the remuneration of senior executives.



### Excursus: salary developments in Germany

In the 2024 collective bargaining round, we also agreed on salary developments for employees covered by collective bargaining agreements with the trade union ver.di for 2025. The collective wage agreements can be terminated for the first time at the end of 31 March 2026<sup>d</sup>. The key results of the collective agreements for 2025:

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

- August 2025<sup>d</sup>: permanently EUR 190 more per month

For trainees and dual students, the social partners agreed on a 6 % increase in remuneration from August 2025.

We agreed on the following increases for non-tariff (AT) employees:

- January 2025: additional budget for salary increases equal to 3 % of the total salary; Managers were able to distribute this individually and performance-related to the AT employees (excluding T-Systems companies).
- October 2025: increase of the “Benefit Budget” introduced in 2024 by a further 1 % of total remuneration.

#### System solutions segment (T-Systems companies in Germany)

In 2024, we agreed and implemented the following salary development for 2025 for all T-Systems employees covered by collective agreements in Germany:

- August 2025: permanently EUR 190 more per month

For T-Systems employees in Germany, we implemented the following in 2025:

- October 2025: additional budget for salary increases amounting to 2.5 % of the salary bill for the non-employee employees of the T-Systems companies; managers were also able to distribute this sum individually and performance-related to AT employees.
- October 2025: increase of the “Benefit Budget” introduced in 2024 by a further 1 % of total remuneration.

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

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In addition, we offer our employees more extensive benefits, for example through discounted share purchases as part of the “Shares2You” program. The program is now open to employees of participating Group companies in 17 countries (as of the end of 2025). In 2025, Belgium, Greece and North Macedonia were added.

In Germany, around 39,000 employees took advantage of the offer in 2025; more than 90,000 employees were eligible to participate. Outside Germany, more than 6,000 of almost 39,000 eligible employees took part.

↓

You can find more information about “Shares2You” in our audited

[Annual Report 2025](#)

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.

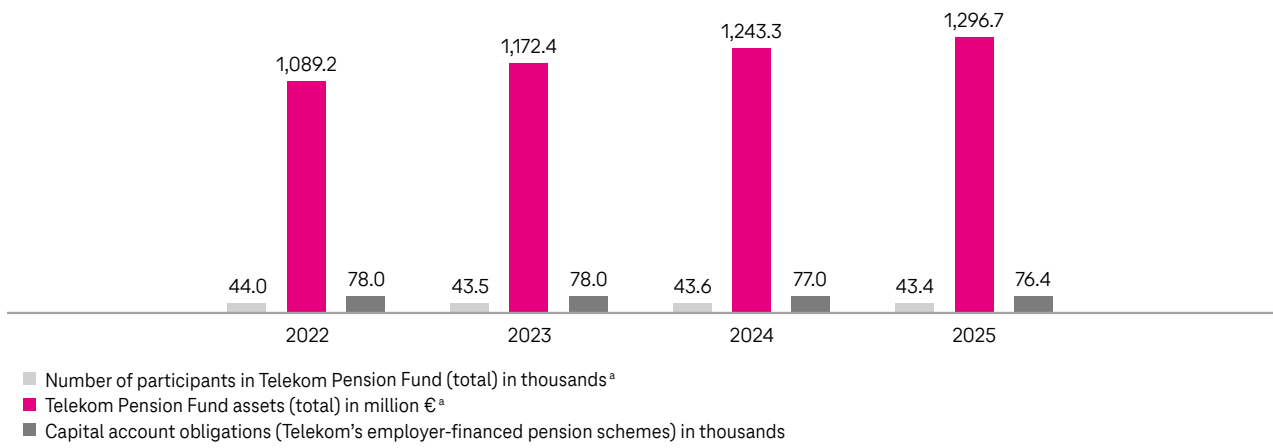
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An overview of additional financial benefits and other benefits for our employees in Germany can be found on our

[Website](#)

## Provision for old age

### Company pension scheme at Deutsche Telekom in Germany



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

The company pension scheme for employees in Germany is made up of two main components: Employer-financed pension commitments can be implemented via the capital account plan. In addition, employees can have part of their salary 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.

We also offer pension and risk commitments within the Group outside Germany.

The design is based on country-specific regulations and customary market conditions, with the aim of supporting an adequate standard of living and financial security in old age.

↓

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

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

## EU segment: digital support in everyday work (Magyar Telekom)

With the Intelligent Digital Assistant (IDA), Magyar Telekom uses an AI-based HR chatbot that supports employees in their everyday work with administrative and HR-related issues. IDA automatically answers general HR questions around the clock, such as holidays, benefits, deadlines or other work-related topics, and is available regardless of office hours. This reduces routine activities and provides information quickly and easily. This relieves employees in their everyday lives and creates freedom for tasks that require personal expertise, creativity or conceptual work.


## Health & occupational safety



The health and safety of our employees is an essential part of our responsibility as an employer. That is why we attach the highest importance to safety in the workplace. Occupational health and safety are firmly anchored in our structures through certified management systems and binding policies and guidelines.

In addition, we promote health awareness and competence among our employees with a wide range of target-group-specific offerings. As part of workplace health promotion, we offer numerous health programs and measures – around topics such as exercise and fitness, nutrition, addiction, stress prevention and mindfulness.

## More on the topic of health and occupational safety

 Sustainability statement in the Annual Report 2025

 HR Factbook 2025

## Looking ahead

In 2025, 81 % of our employees were satisfied with Deutsche Telekom as an employer – 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 enabling fair opportunities and are committed to inclusion. Our value-based corporate culture is characterized by diversity, equal opportunities and participation. 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 2025](#) and in the [HR Factbook 2025](#).

### Lived values: facts and figures 2025

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 committed to these diversity dimensions in various communities and actively shape our corporate culture.

We implement legal requirements that we encounter in the area of equal treatment with various measures.

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:** As in the previous year, the proportion of female members on the Supervisory Board was 45 %. The proportion of women on the Board of Management of Deutsche Telekom AG was 25 % (2024: 37.5 %). In addition to the proportion of women, different international experiences and professional backgrounds contributed to broadening the range of perspectives on the Executive Board.
2. **Employees with severe disabilities:** The proportion of our workforce in Germany was 7.7 % (2024: 7.6 %).
3. **Part-time:** 10.1 % of our employees (excluding T-Mobile US) used part-time models (2024: 11.9 %). In Germany, the figure was 11.6 % (2024: 12.2 %).
4. **Employee networks:** Over the course of the year, employees (excluding T-Mobile US) once again committed themselves to our corporate culture in over 50 communities.

We are continuously working to strengthen diversity, equal opportunities and participation. In addition, we want to ensure that our employees also find support in their private lives. We want to relieve them so that they remain healthy and productive and can 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

Employees in Germany can reduce their number of hours in accordance with the legal requirements, provided that there are no operational reasons against it. 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. In principle, partial retirement can be started from the age of 55.

You can find out more about partial retirement in our

[HR Factbook 2025](#)

## 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 law. In addition, since 2024, employees in Germany have had the opportunity to work remotely from other EU countries for up to 20 working days per 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 2025, almost 18,000 employees were using the model. In addition, 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 work for another employer.

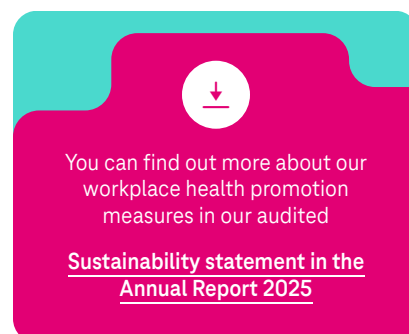
With the employee-financed “Buy Vacation” model, all employees in Germany have had the option of financing additional days off through their salary since January 2024. In contrast to the lifetime working time account, it is more flexible, because there are neither application deadlines nor savings periods. More than 1,200 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.

## 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 bridge the gap between the corporate guidelines and the many different guidelines in the Group as well as the legal requirements.
- Our [Diversity, equity, and inclusion](#) policy and our [Code of Human Rights](#) provide the basis for promoting the various dimensions of diversity and eliminating discrimination within Deutsche Telekom (excluding T-Mobile US).

### Relevant Standards

#### Global Reporting Initiative (GRI)

- GRI 2–7 (Employees)

## Other sources of information on corporate culture and inclusion

- 📘 Initiatives for culture and inclusion | Deutsche Telekom
- 📘 Sustainability statement in the Annual Report 2025
- 📘 How we work

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

A future without digitization has long been unthinkable, neither in private nor at work. That is why Deutsche Telekom places a clear focus on the requirements of the digitalized world of work in the further development of its employees. We offer individual training and development opportunities, create jobs in growth areas and develop the skills of our employees in a targeted manner. We also deal with the topic of employee development in detail in our [HR Factbook 2025](#).




### Milestones achieved, ongoing projects and goals

We want to anticipate technological trends at an early stage and promote a culture of continuous learning within the company. To this end, we are constantly creating new offers for our employees. Our goal is to support the transformation of professional skills, especially because digital expertise, in particular AI, is becoming increasingly relevant.




#### Where we come from

- 2014** ✓ Launch of the digital learning platform Magenta MOOC (Massive Open Online Course). 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 developed Deutsche Telekom into a learning organization. At the same time, we increasingly switched our training to digital learning.
- 2020** ✓ By the end of 2020, we had held around 3,000 sessions as part of our employee initiative “Learning from Experts” (LEX).
- 2020** ✓ For the first time, we determined the proportion of digital experts in our Group (excluding T-Mobile US): 13.2 %. At the same time, we set ourselves the goal of increasing the value to 17 % by 2024 and took steps to create the necessary framework conditions for the acquisition of digital skills in our company.
- 2021** ✓ Offer of 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 took part in training courses on AI.
- 2024** ✓ Over 15,000 employees took part in the Explorer Journeys.
- 2024** ✓ We trained 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) rose to 22.7 %, significantly exceeding our original target of 17 % by 2024.
- 2024** ✓ We launched 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 stand in the reporting year

- 2025**  We expand our offerings for dealing with AI: 30,000 employees acquire prompting skills as a standard competence. This allows us to increase the efficiency of our workflows, especially in areas such as HR and finance. We also train our teams specifically on how to make the most of internal AI tools.
- 2025**  LEX is being expanded: With over 6,500 sessions, we promote the continuous exchange of knowledge and record 52,000 participations in sessions on the topic of AI alone.
- 2025**  Our digital learning offerings are firmly anchored in everyday work: 47,000 active users regularly use our “Percipio” learning platform, and the number of digital qualification days per employee increased from 3.2 to 3.5 compared to 2024 – thus strengthening “Percipio” as a central learning ecosystem and thus creating an integrated, scalable learning environment for the Group.

## Where we want to go


- 2026**  The productive use of AI is to be anchored in everyday work: 90 % of our employees (excluding T-Mobile US) are to use AI tools regularly.
- 2027**  We want to further increase the proportion of digital experts to 25 to 30 % by 2027.
- 2028**  We want to achieve complete AI competence in the Group: 100 % of our employees (excluding T-Mobile US) should have the necessary skills to use AI confidently, responsibly and in a way that adds value.

## Our approach

We promote lifelong learning and accompany our employees on their individual learning path. In the reporting year, we strategically developed the approach to lifelong learning and aligned it more closely with our Group strategy. For example, we have expanded the “Percipio” learning platform.





Teaching technical and digital skills is at the heart of our qualification strategy. Various programs help to expand our own candidate pool – including the Explorer Journeys: They equip employees with knowledge and skills, e.g., around AI, software development or digital marketing.

We support young people in entering the world of work through comprehensive technical and commercial training and dual study programs. With “Bologna@Telekom”, we also enable our employees in Germany to complete bachelor’s and master’s degree programs alongside their jobs.



For more information on our progress in advancing digital expertise, please visit the [HR Factbook 2025](#)

**Education@Telekom – Training and education for all target groups**

 <p><b>Offerings for students</b></p> <ul style="list-style-type: none"> <li>• Dual Bachelor's degree program</li> <li>• Dual vocational training</li> <li>• Career orientation Internships</li> </ul>	 <p><b>Offerings for university students and graduates</b></p> <ul style="list-style-type: none"> <li>• Start up!</li> <li>• Final papers</li> <li>• Student internship/flexiship</li> </ul>	 <p><b>(Academic) Further education</b></p> <ul style="list-style-type: none"> <li>• Part-time Master's degree</li> <li>• Part-time Bachelor's degree</li> </ul>	 <p><b>Offerings for professionals</b></p> <ul style="list-style-type: none"> <li>• Expert development</li> <li>• Talent management</li> <li>• Leadership development</li> </ul>
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**Approaching training and development individually**

Our employees can largely manage their further training themselves with the help of digital learning opportunities and integrate it into their everyday working life.

On our learning platform “Percipio”, all full- and part-time employees of Deutsche Telekom (with the exception of T-Mobile US) can access educational offers, including training materials for online courses at university level, anytime and anywhere via desktop or app. T-Mobile US provides its employees with alternative training opportunities.




You can find out more about our learning culture in the [HR Factbook 2025](#)




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 with over 52,000 participants.


**Progress 2025 (excluding T-Mobile US)**



**94 % of the training courses that could be booked throughout 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 70 %.**

**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. Suitable learning opportunities and clearly defined target profiles support personal development. After a pilot phase lasting several years, we have been applying skill management throughout the Group and across divisions since 2023 (Deutsche Telekom without T-Mobile US). So far, around 70,000 employees have successfully completed the skill management process.

In 2025, we anchored the AI-based platform “growth hub” centrally in personnel development. It bundles processes such as recruiting, skill, talent and resource management and offers personalized development offers, including jobs, training, projects, talent programs as well as mentoring or experience days. At the official launch in November 2025, 110,000 users were registered. In 2026, the services will be gradually expanded to other units globally.

## T-Systems: competencies for the digital future

With “HerCode”, T-Systems launched a targeted support program for female IT talents in 2025. Twelve participants were selected from 40 applicants from nine countries, who will go through a structured development journey with training, coaching, mentoring and global networking within 12 to 18 months.

In addition, since 2023, Talents@T-Systems has been the first global talent initiative to annually support selected talents worldwide on the basis of transparent criteria and uniform governance. Impact measurements show a high level of satisfaction, faster career progress and significantly higher internal mobility: around 40 % of talents achieve measurable development steps within a year.

With the Career & Growth Day 2025, T-Systems also set an example for transparent career development: Around 4,000 employees worldwide were given insights into career paths, development opportunities and future prospects. Supplementary specials deepened these impulses in the course of the year.

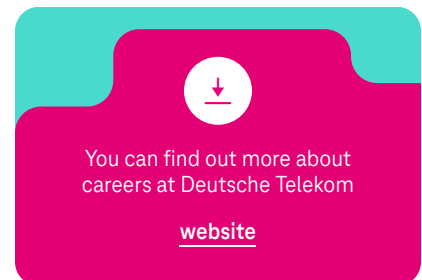
### Training sustainability

In 2024, the “Deutsche Telekom Sustainability Campus” started with web-based training courses on ESG (environmental, social, governance) aspects for our employees. In our segments, our own continuing education programs complement the portfolio. One learning opportunity in this context is called “Climate Fresk”: Since 2024, ten trained moderators have been offering online workshops on climate change for all employees. In addition, T-Systems developed a training program on “Green IT” in 2024 in collaboration with external partners such as universities. The aim is to provide employees with knowledge of ecological aspects in the development of IT solutions. Sustainability issues are also an integral part of onboarding at T-Systems: New employees learn about the 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.

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



## **Excursus: Cyber Security Professional training initiative**

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

Our highlights:

- In 2025, the program entered its twelfth year with another cohort with a total of 20 participants.
- In the reporting, 19 participants passed the IHK certificate examinations for cyber security professionals.
- At the end of 2025, we had a total of 196 participants and 134 certified graduates.
- 96 % of the graduates remained employed by Deutsche Telekom.
- Many graduates continue to work as specialist coaches, thus strengthening knowledge management.
- Since 2018, the Cyber Security Professional training course has also been open to employees of external companies and authorities; a total of 17 external participants have taken part so far.

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 talented employees specifically for important positions in the Group. To this end, we connect talents and managers, create transparency in our talent pool and establish direct contact with potential managers.

We identify and empower talent according to our performance development approach “WeGrow”, based on the four criteria of 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 2024, we conducted the Magenta Exchange program for the first time as a cross-company exchange between Deutsche Telekom and T-Mobile US. High-potential leaders from both companies gained new insights into the business and culture of the other organization. In the reporting year, we developed the program in a targeted manner: The focus was on certain key business areas, and virtual pre-sessions were also introduced to optimally prepare participants for the subsequent attendance phase. A total of 15 talents took part in 2025.

## **Promoting experts and managers**

Our program “levelup! NEXTGEN” is aimed at future managers as well as tech and digital experts. In 2025, more than 1,100 participants from all segments and 20 countries started the predominantly virtual training on leadership and collaboration topics. The proportion of international talent increased from 39 % to 54 % compared to the previous year.

In the global talent initiative “Global Talent Hub”, we promote (prospective) managers. In 2025, 220 talents with potential for an executive role participated in the program. In addition, we filled 21.5 % of our executive positions with “Global Talent Hub” talents (excluding T-Mobile US).



You can find out more about our development programs in the

[HR Factbook 2025](#)

## System solutions segment: Performance Management – “Unfolding Performance” trainings

T-Systems launched the “Unfolding Performance” initiative four years ago to strengthen managers in performance management and promote employee development. To this end, the segment has created a comprehensive wiki for executives that provides practical instructions and the necessary knowledge for effective cooperation and support of the team members. In “Enabling Leaders” events, managers received an overview of all performance management measures at T-Systems.

- To date, more than 1,800 executives in 16 countries and across 9 time zones have been qualified.
- The events met with a high level of approval: 87.2 % of the participants rated them positively.

In the future, the training courses are to be provided in a digital tool that is available at all times.

## United States segment: learning and career development

T-Mobile US continued to invest in career development programs in the reporting year. They aim to help employees stay ahead of emerging learning and development trends, acquire sought-after skills and open up internal career opportunities.

This is how the Magenta Accelerator program started: This eleven-week internal internship allows employees to gain experience in other business areas outside of their current team or department. Following the internship period, high-performing participants are given the opportunity to move into new permanent positions.

In addition, T-Mobile US piloted the Opportunity Marketplace in 2025, a platform that makes internal, project-based assignments visible. Employees can use this platform to build new skills or contribute existing skills to other areas of the company. A company-wide rollout is planned for 2026.

In addition to these new initiatives, T-Mobile US continues to offer various professional development programs and tools. These include Magenta U, a learning platform with on-demand access to thousands of courses, as well as job shadowing and stretch assignment offerings to explore different career paths. In addition, the company’s Level Up Library provides learning materials for particularly sought-after fields of expertise.

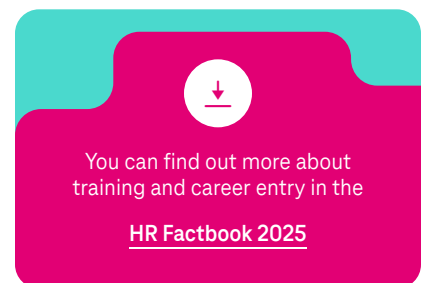
## Offers for the skilled workers of tomorrow

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.

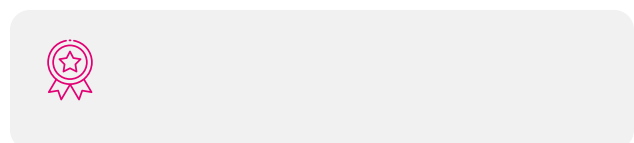
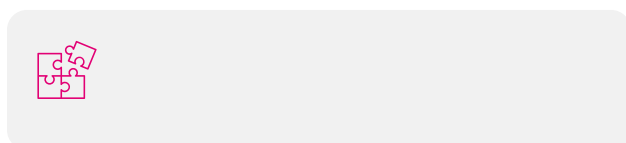
In 2025, we offered almost 1,700 apprenticeships in Germany: more than 1,200 places for vocational training and around 470 places for dual bachelor’s programs.

Top graduates get to know how to get to know their skills as part of the individually configurable trainee program “Start up!” within 18 months. You will gain practical experience through challenging projects and customer-oriented assignments. In the reporting year, 43 new trainees started, 37 % of whom were women.

In addition to our training and internship offers, we launched the strategic initiative Fit4Future in Germany in 2025. This program specifically strengthens young people in key future skills – with a focus on mental health, financial literacy, media literacy and personal attitude. Practical, interactive and designed by young employees for young talents, Fit4Future is intended to promote resilience, self-efficacy and optimism about the future. In this way, we want to make a concrete contribution to a modern, responsible training culture. In cooperation with the start-up trainees from our Board of Management, we were able to offer 26 sessions on 20 different topics in the reporting year, which were attended by young people a total of around 2,600 times.



## Investments in our employees and future skilled workers: successes in 2025



We were able to fill 53 % of our open positions with internal candidates (2024: 56 %; 2023: 51 %, 2022: 33 %).

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 adapting structures and reducing the number of employees. We have always designed all measures for staff restructuring to be socially responsible for our employees. In the reporting year, we made particular use of instruments such as committed retirement, partial retirement and severance payments.



### 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 3,400 employees nationwide in the Germany segment. Around 65 % of them were able to open up new career options through this advice.

### Looking ahead

We want to further promote the digital skills of our employees and place a clear focus on using AI sensibly in everyday work. Our aim is to enable all employees to use AI responsibly and add value. At the same time, we pay attention to the balanced interaction between technology and people: In addition to AI skills, we specifically strengthen key future and soft skills. In this way, we create the basis for long-term success in the digital world of work.

### 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, there are concrete agreements with the social partners and the works councils on the subject of further training.