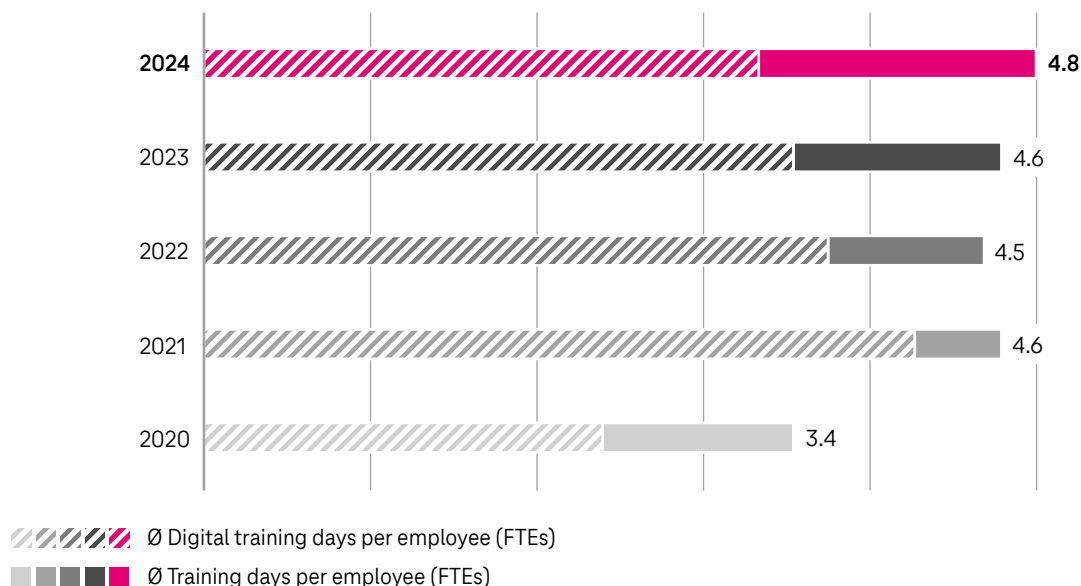


Skills and potential

Training in the Group

Learning culture at Deutsche Telekom: Digital, focused, future-oriented



Training ¹ through global Learning Management System (LMS)

	2020	2021	2022	2023	2024
No. of courses	22,470	43,772	43,060	47,005	61,881
No. of digital courses	15,200	36,251	36,605	41,268	57,277
No. of on-site courses ²	7,270	7,521	6,455	5,737	4,604
No. of training days	486,598	663,085	631,308	635,932	632,686
Ø Average training days per employee (FTE)	3.4	4.6	4.5	4.6	4.8
No. of digital training days	329,291	592,221	501,580	462,538	427,527
Ø Share of average digital training days per employee (FTE)	2.3	4.1	3.6	3.4	3.2
Digital learning ratio ³	69 %	89 %	79 %	73 %	68 %

¹ Excluding T-Mobile US.

² Including hybrid learning opportunities.

³ Share of digital learning days.

In 2024, Deutsche Telekom continued its commitment to supporting a culture of continued learning and further development. Global learning offerings reached new heights, with an impressive 61,881 learning opportunities. Digital courses were prominent and, with 57,277 learning offerings, illustrated a clear change towards accessible and flexible learning. Although the number of in-person courses decreased, those offered were more specialized.

At 632,686, the number of training days remained at a high level. The average training days per employee rose to 4.8.

Building on the success of the “welearn” initiative, the learning offerings have been further aligned to meet the Group’s strategic priorities. The digital learning environment has been optimized to ensure seamless access to learning resources: The layout of the Percipio homepage, the primary entry point for all learning activities, has been revised, and additional local and segment-specific content has been integrated. In 2024, 47,000 active users regularly used Percipio. Over 2,000 employees participated in segment-related talent programs hosted on Percipio, thus demonstrating the continuous investment in the development of future managers and leaders. The alignment of the learning offerings has been further oriented towards the AI transformation: 78 AI coaching scenarios and 940 skill benchmarks were introduced to support employees in assessing and further developing their skills.

Our peer to peer learning initiative “Learning from Experts” (LEX) reached a new milestone: Over 6,500 sessions were organized during 2024, a record since it was launched in 2018. This noteworthy success emphasizes the continuing value of an informal, expert-driven knowledge exchange within the organization.

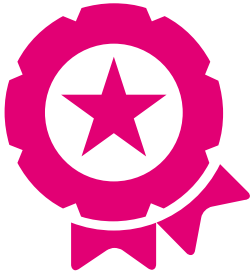
The levelUP!NextGeneration program, which provides future managers and leaders with essential skills for the digital age, also achieved record figures. With over 15,000 participations, our Explorer Journeys initiative was also excellently received and illustrated the enthusiasm for immersive learning experiences that promote personal and professional growth.

The AI Enabling Program for Deutsche Telekom employees reached a further milestone: 30,000 more people reached the next level in the field of prompting (further details are provided in the section on Digital Experts).

The continuous expansion and further development of the learning environment emphasizes Deutsche Telekom’s commitment to giving its employees the skills they require to be successful in a rapidly developing digital world.

Digital experts in the Group

Strengthening the workforce: Progress in AI skills and digital transformation



22.7 %

	2021	2022	2023	2024
Share of digital experts ¹	17.7 %	19.7 %	22.0 %	22.7 %

¹ Excluding T-Mobile US.

In today’s fast paced digital environment, it is essential to provide employees with the latest technical and digital skills. At Deutsche Telekom, this means anticipating technological trends and the determination to promote a culture of continuous learning. Looking back on 2024, the focus was on a wide range of skills such as AI, data, cloud technologies, cybersecurity and data analytics. These skills are decisive when it comes to accelerating innovations, improving customer experiences, and ensuring competitiveness in an increasingly technology-driven world.

Aligning the training initiatives to transformational technological progress is a key element of the digital learning strategy. In the past two years, efforts have focused on ensuring our organization is able to harness the potential of AI – especially generative AI tools. Considering the extensive influence these tools can have on productivity and creativity, we launched comprehensive training programs with the aim of establishing AI as an accessible, key component of our daily working routine.

Building on the success of the comprehensive AI Enablement program in 2023 which saw 66,000 people participate, 2024 represented a significant step in the further development of AI skills. Starting with the establishment of a fundamental awareness and understanding for the new technology and its tools, 2024’s focus switched to practical experiences and skills development in three key areas:

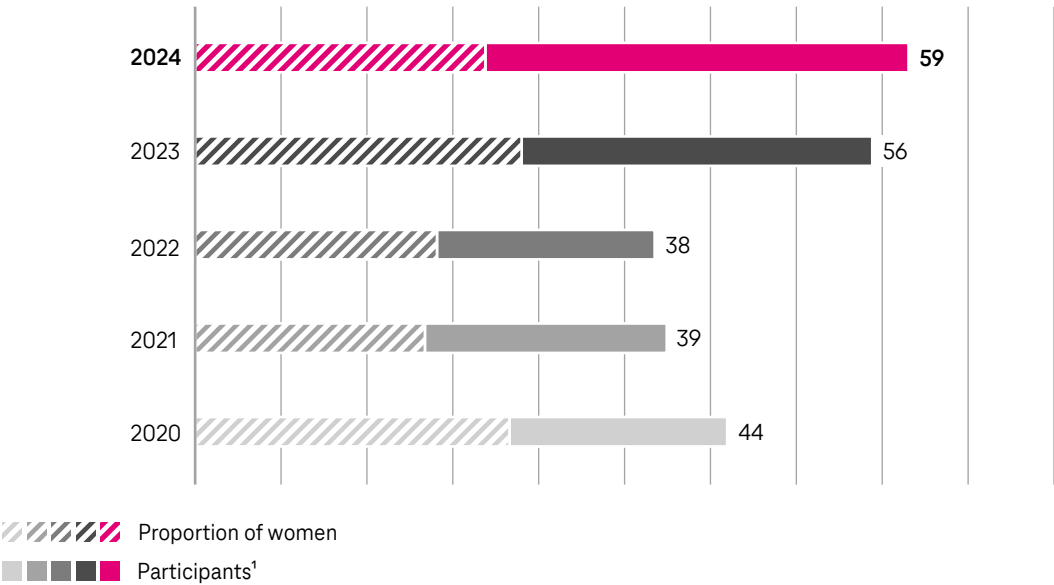
- Development of prompting skills: Ensuring employees are able to master effective AI interactions;
- Improvement of enablement programs for specific tools such as askT and Microsoft Copilot;
- Localization of learning products and modification of learning content for various local languages spoken in the various company units.

While 2023 focused on creating awareness and a fundamental understanding, 2024 was a year of ensuring practical skills. Employees actively tested and implemented what they had learned, resulting in 30,000 users improving their prompting skills. Initiatives such as Explorer Prompting, Explorer Gen AI, DT Digital Promptathons, Train-the-Promptathon-Trainer, as well as specific tool training sessions on platforms such as askT and Microsoft Copilot helped drive this development forward.

Start up! trainee program

Supporting talents for the digital age

headcount



		2020	2021	2022	2023	2024
Start up! trainee program participants ¹ (headcount)	Total	44	39	38	56	59
	Proportion of women	59 %	49 %	53 %	48 %	41 %

¹ The program duration is 15 to 18 months. Listed are the new hires per year. The program is only offered in Germany.

Our Start up! trainee program offers ambitious and outstanding graduates an entry-level opportunity to start their careers in a specific field and become experts and leaders who will shape the digital future. Over a period of 18 months, trainees contribute new skills, a strategic vision and a game-changer mentality, explore various business units in Germany and abroad, and also gather practical experience by participating in challenging projects and customer-oriented placements.

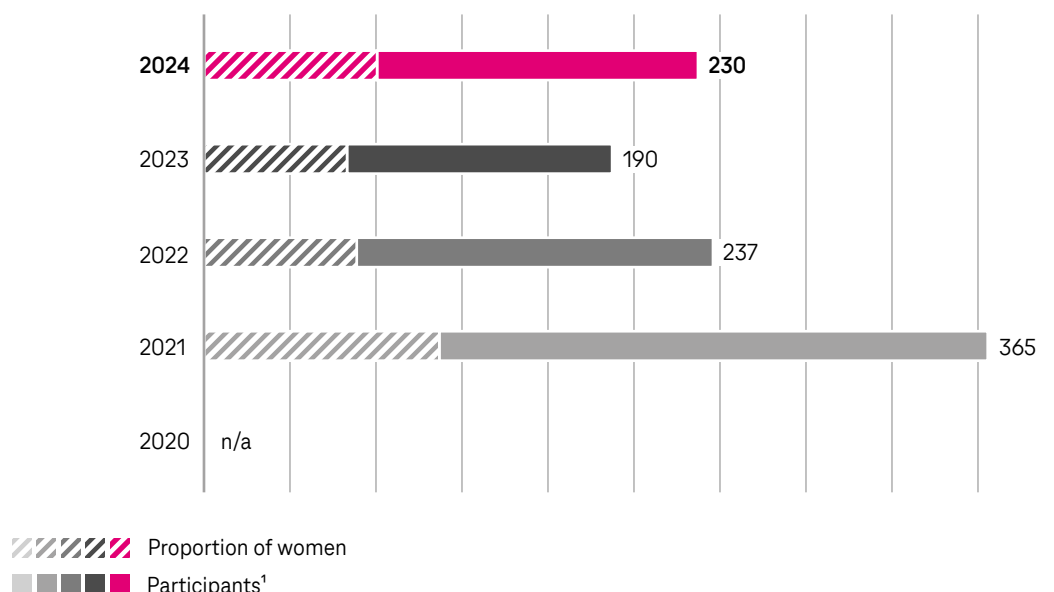
Innovative formats with a clear focus on independence, curiosity and networking allow trainees to take a path which is aligned to their professional interest and promotes continuous learning and growth. For example, “Magenta Friday” is a dynamic community platform for creativity and collaboration. With the “Magenta Friday” platform trainees can pursue effective business-oriented, social, and sustainability-related projects and consequently become catalysts of culture and innovation at Deutsche Telekom.

This experience not only promotes the development of future-oriented experts; it is also further evidence of Deutsche Telekom’s commitment to being an attractive employer. The company offers a clear framework to promote talent and helps graduates to independently shape their career development and bravely tread new career paths.

Global Talent Hub

Networking and career development at Group level

headcount



		2020	2021	2022	2023	2024
Global Talent Hub participants ¹ (headcount)	Total	n/a	365	237	190	230
	Proportion of women	n/a	30 %	30 %	35 %	35 %

¹ Group-wide program for top talents (excluding T-Mobile US), which has replaced the predecessor program Global Talent Pool since 2021.

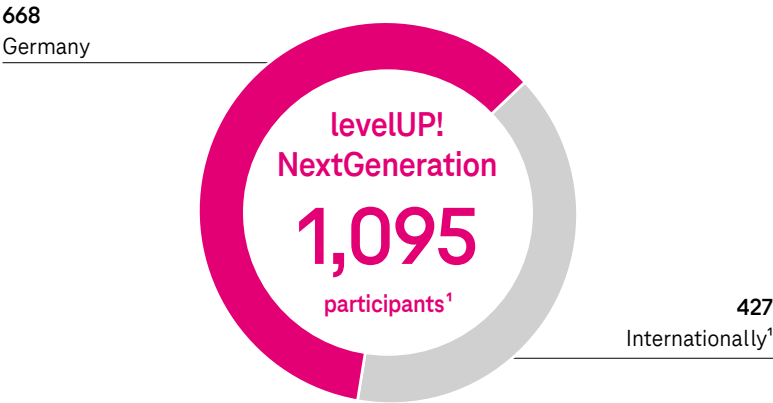
The Global Talent Hub serves as a platform for high potentials at Deutsche Telekom which helps them develop into a leadership role or toward the next level – directly or with a step in between. It is both an incubator as well as a launchpad that gives talents visibility at the Group level, connects them with relevant business leaders across segments, and helps accelerate their careers to become key players in the future. To join the Global Talent Hub the high potentials have to meet certain criteria – the four As (achievements, ability, attitude, and ambition). They should also be ready and willing to immediately broaden their horizons with their next career move, for example by transferring to another segment, country, or business area, as well as proving their ability to express themselves fluently in English on business topics.

In 2024, the Global Talent Hub placed over 110 talents in new positions, 69 of which were leadership positions. This corresponds to 25 percent of all leadership roles that were filled. Deutsche Telekom's fundamental USP is that it is a global company, irrespective of segment locations. This is reflected by the fact that 31 percent of leadership roles that were filled were cross-segment. To help the talents network and increase their visibility among each other and within the company, Deutsche Telekom organized a one-day in-person conference for global talents and business leaders, giving them the opportunity to get to know each other better and to network. In Spring 2024, Deutsche Telekom hosted the first cross-company Magenta exchange program with global talents from Deutsche Telekom and leaders from T-Mobile US.

Development program levelUP!NextGeneration

levelUP!NextGen: New platform and more participants

headcount



	2020	2021	2022	2023	2024
Participants ¹ (headcount)	500	500	748	900	1,095
Germany	60 %	63 %	64 %	70 %	61 %
Internationally ¹	40 %	37 %	36 %	30 %	39 %

¹ Excluding T-Mobile US.

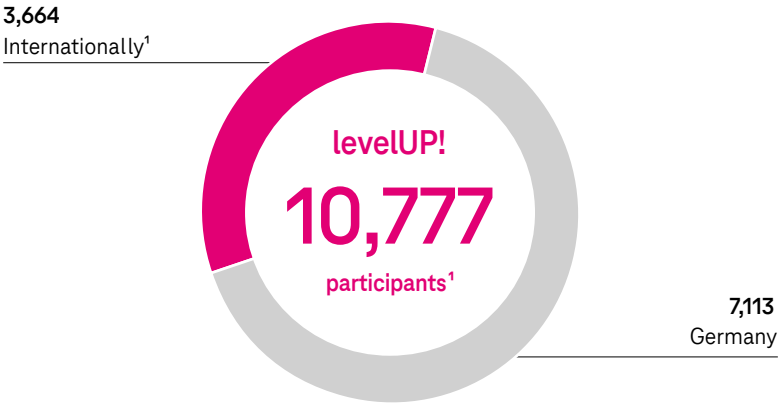
With this talent program, Deutsche Telekom continues to support various career paths within the Group, develop employees’ leadership and soft skills, and promote participant networking across segments worldwide. A new element of the program in 2024 is a focus on the target group of employees whose talent was confirmed in the WeGrow process. These may be future managers or technology/digital experts who currently have no specific leadership ambitions. Percipio, a tool already in use in the company, is now used as the central platform for the learning content of the levelUP!NextGen program.

At the start of September 2024, approximately 1,100 talents began their primarily virtual learning journey, consisting of innovative, inspiring, and tangible leadership and collaboration topics and skills. The participants personally selected their optional modules to meet their personal development needs. Compared to the previous year, the number of international participants rose significantly, from 30 to 39 percent. The talents came from all segments and 22 different countries. The top 3 countries represented were Germany, Hungary, and Greece.

Leadership development levelUP!

levelUP!– Deutsche Telekom’s leading platform for leadership development

headcount



	2020	2021	2022	2023	2024
Participants ¹ (headcount)	500	500	5,396	8,622	10,777
Germany	88 %	57 %	30 %	66 %	66 %
Internationally ¹	12 %	43 %	70 %	34 %	34 %

¹ Excluding T-Mobile US.

levelUP! is Deutsche Telekom’s preferred platform for leadership development and offers exclusive, ultra-modern content that addresses the most relevant leadership topics and the future challenges that Deutsche Telekom will face. With a pick-and-mix approach, leaders can create their own learning journey from a range of on-demand material and dynamic live meetings organized by leading external experts as well as prominent leaders and experts employed at Deutsche Telekom.

2024 was a year of great progress for levelUP!, with the introduction of a state-of-the-art learning management system which introduced new functions offering an improved user experience, better personalization and seamless access from various devices. This transformation made levelUP! a powerful tool that promises to provide even more effective, tailor-made, and appealing learning experiences for each and every leader at Deutsche Telekom.

The figures speak for themselves. levelUP! achieved the following in 2024:

- A growing leadership community: Welcoming over 1,300 executives and in excess of 9,400 non-executives, resulting in over 10,700 leaders being addressed
- Impressive learning effect: Hosting of 258 live meetings with more than 10,000 booked spots, resulting in an impressive Customer Satisfaction Index (CSI) of 8.6 and a Net Promoter Score (NPS) of 49 percent
- The flagship initiative was the introduction of the new leadership anchor, in particular:
 - #TeamTogetherTeamApart – 953 participants engaged
 - #WeWontStop – 1,038 participants inspired
 - #KundenZuFansMachen (Turn Customers into Fans) – 1,355 participants connected
- Personalized growth support: Over 1,000 hours of coaching made available, to provide leaders with personalized support and advance their development
- AI-controlled learning: 800 people working hard in the AI HUB to help leaders to develop and navigate their way around the AI environment
- First-hand customer and market experience: Enabling 440 bookings for XDays to give leaders direct contact with external Deutsche Telekom customers and enable valuable insight to be gathered
- Successful events such as the Online Anchor Day and the live levelUP! roadshows

With over 120,000 visits and in excess of 379,000 page visits, levelUP! has become an indispensable resource for leaders at Deutsche Telekom.