

A large, leafy tree stands in a grassy field under a clear blue sky. A person is sitting on a branch of the tree. The tree's shadow is cast on the grass. The background shows a rolling green landscape with some bushes and a path.

SUSTAINABILITY REPORT

2022



Együtt.
Veled



DIGITALIZATION

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4 QUALITY EDUCATION



STRATEGY TARGETS (2021–2030) AND 2022 RESULTS

8 DECENT WORK AND ECONOMIC GROWTH



DIGITALIZATION OF HUNGARY

- Gigabit access available to all our customers
- Nationwide 5G coverage

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



AVAILABILITY OF THE SERVICES

Magyar Telekom guarantees its customers' rights in connection with service availability and troubleshooting based on the **General Terms and Conditions of Contract (GTC)** available at the customer service points and on the Internet. In this it declares that it meets the published quality targets while it provides services over the entire service territory, verifies this via measurements and publishes the measurement methods. Here, the company also defines the quality targets for the services provided, meeting of which is continuously measured and made available to everyone on an annual basis.

10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



DIGITAL RESPONSIBILITY

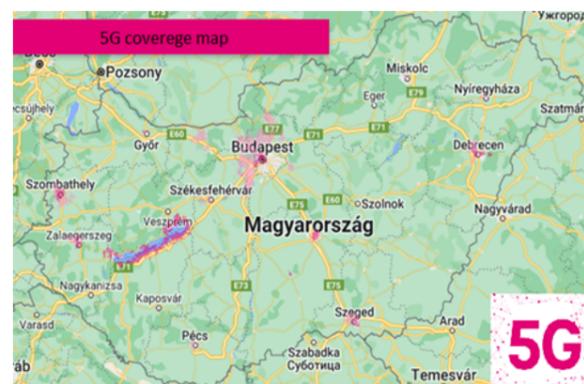
- 6 million responsible digitally mature people

Fault management for customers is handled in a defined process – in accordance with their rights set out in the GTC – after having detected and filed the problem with the company.

Magyar Telekom, by permanently developing technical solutions, security systems and backup tools, seeks to ensure continuity of the availability of the services, by setting the enhancement of customer experience as an objective.

ANNUAL SERVICE AVAILABILITY (%) (2018–2022)

ANNUAL SERVICE AVAILABILITY (%)	2018	2019	2020	2021	2022
Cable television analogue/digital	99.98/99.50	99.98/99.82	99.99/99.82	99.982	99.98
SatTV	99.91	99.919	99.928	99.935	99.941
IPTV	99.84	99.896	99.904	99.906	99.915
Fixed line internet (ADSL/GPON/CableNet)	99.90/99.95/99.92	99.93/99.96/99.94	99.93/99.96/99.94	99.94/99.97/99.96	99.95/99.97/99.96
Mobile internet (2G/3G/4G)	99.893	99.878	99.87	99.866	99.921
Telephone/VoIP/VoCa	99.94/99.93/99.95	99.93/99.95/99.95	99.94/99.96/99.96	99.95/99.96/99.97	99.95/99.97/99.97
Mobile telephone (2G/3G/4G)	99.906	99.878	99.873	99.889	99.906



SAFE USE OF MOBILE PHONES, ELECTROMAGNETIC FIELDS

In order to provide high-quality services to the Hungarian and Macedonian mobile telephone subscribers through the mobile telecom network, UMTS licenses were distributed among operators in Hungary in December 2004 and for operators in Macedonia in June 2009. In December 2011 Magyar Telekom also acquired the right to launch the LTE service and commercial rollout started in 2012. By the end of 2017, the frequency rights acquired in the 800 MHz band allowed almost 100% of Hungarian citizens to use Magyar Telekom's LTE service. In March 2020, Magyar Telekom acquired further spectrum rights in the 700 MHz and 3.5 GHz bands, allowing the company to launch its 5G service.

The rollout of the 5G-related networks has intensified the interest of communities in the topic of electromagnetic fields, which also puts in focus the company's strategy in addressing the issue.

The electromagnetic exposure limits in Hungary have been determined in line with the guidelines set by ICNIRP (International Commission on Non-Ionizing Radiation Protection), which are based on the practice applied in most European countries and on Recommendation 1999/EC/519 of the European Commission. As a result of the relevant Hungarian decree adopted in August 2004 (63/2004./VII. 26. - ESzCsM) on the basis of ICNIRP guidelines, the regulations in Hungary are compliant with the EU regulation on electromagnetic fields.

In the framework of the company's overall education program, new employees are informed about issues concerning electromagnetic fields as part of their mandatory orientation training. We provide our customers with detailed information on the page Health and Safety.

Within the Deutsche Telekom Group, issues related to electromagnetic fields are regulated as part of DT's EMF objectives, the so-called 'EMF Policy Recommendations', with special emphasis on transparency, information provision, support of and involvement in research. Magyar Telekom has applied the relevant Deutsche Telekom recommendation as mandatory regulation since 2004, while Makedonski Telekom has done so since March 2011.

To support preventive action both Magyar Telekom and Makedonski Telekom set up dedicated EMF workgroups that meet quarterly and monitor EMF-related developments both at national and international levels and respond to the EMF-related queries of the authorities, residents or employees.

Further information about T-Mobile International's EMF Policy Recommendations adopted by Magyar Telekom is available in English on the [website of Deutsche Telekom](#).

In the framework of this policy, Magyar Telekom and its subsidiaries make every effort to address the complaints and inquiries in an efficient manner. For more information visit [this website](#).

The EMF policy was also endorsed by Makedonski Telekom. The policy sets forth the basic principles applicable to the responsible use of mobile communications technologies.

In this document, we assume commitment for greater transparency, for the provision of information and for involvement in the relevant processes.

MOBILE NETWORK, NETWORK DEVELOPMENT

According to the Company's common practice, base station antennas are installed in a way that employees normally cannot stay in front of them, cannot and do not have to work in the relevant zone, and passageways do not cross the areas in question.

If in extraordinary cases, people must pass or work in front of the antennas – this usually happens in relation to external contractors' work, e.g. when renovating a building, safety distance data are made clear and available. If necessary, site measurements can be conducted, or in justified cases, the antennas can be temporarily relocated or the capacity of the transmitter reduced.

If a Magyar Telekom employees performing work in the vicinity of an antenna detect an unidentified signal source, they will use their RADMAN personal radiation detector to determine the boundaries of the safe zone so as to prevent any eventual health risk.

Compliance with the value limits defined by law for Magyar Telekom mobile network is audited and certified by independent measurement bodies.

In each and every case when building new base stations the company acts in accordance with the relevant laws and consults and cooperates with the relevant stakeholders. If needed, citizens' forums are held with the participation of all concerned parties to reach an agreement.

COMMUNICATION

Despite the fact that the radiation of Magyar Telekom's handsets and mobile base stations is well below the ICNIRP emission limits, the Company considers it important to provide information on handsets and base stations, both to employees and customers.

We coordinate these matters several times a year with the National Media and Infocommunications Authority's experts and supply measurement data for their purposes.

In addition to internal communication, in 2022 Magyar Telekom continued to respond openly to inquiries about the safe use of mobile phones.

The SAR values of the devices are included in the user manuals in the mobile set packaging and are available in Telekom shops as well.

RESEARCH

Exposure of the world's population to non-ionizing electromagnetic radiation and electromagnetic fields has considerably increased in recent years. Since a civilized society cannot avoid the use of equipment emitting non-ionizing electromagnetic radiation, like mobile telecommunication equipment, satellite and terrestrial television/radio broadcasts, flight navigation, meteorological satellites, radio astronomy, space exploration, the exposure of the environment and the population is expected to increase further in the future. The World Health Organization (WHO) and several other international organizations, as well as research groups, monitor the impact of technological development on human health.

The assumed health effects of mobile telecommunication have been studied and analyzed for almost thirty years. So far scientific research has not confirmed any negative health impact of mobile telecommunication on the human body.

The largest research project of this type, the INTERPHONE project of WHO-IARC (International Agency for Research on Cancer) conducted with the participation of 13 countries, was closed in 2011. After closing the INTERPHONE project on May 31, 2011, WHO-IARC classified electromagnetic fields into the 2B potential carcinogenic category. According to the Chairman of the WHOIARC workgroup "the evidence, while still accumulating, is strong enough to support a conclusion and the 2B classification. The conclusion means that there could be some risk, therefore we need to keep a close watch for a link between cell phones and cancer risk". At present the following agents are classified into category 2B: coffee, petrol, the exhaust of petrol-fuelled engines, nickel and alloys, talcum powder, network frequency magnetic field and mobile phone use, as well.

Through its GSM Association membership, Magyar Telekom has directly contributed to the progress of independent research into the health impacts of mobile networks.

Every national affiliate of Deutsche Telekom is committed to supporting independent research aimed at extending the company's knowledge on the impacts of electromagnetic fields. This makes the Deutsche Telekom Group one of the biggest supporters of research on this subject.

DEVELOPING THE INNOVATION POTENTIAL OF T-SYSTEMS HUNGARY¹

In 2021, the company decided to build an innovation ecosystem, and the framework was put in place in Q4.

The primary objective is to unlock the innovation potential: to create an agile, start-up-like operation. T-Systems Hungary has created an E2E product development process for efficient idea management, incubation, and dynamic product development. It builds on the company's existing and underutilized products and product development experience, with an emphasis on product development based on real customer needs, and on the support and effective implementation of independent new innovative ideas, under tight financial control. The competences of the different disciplines are supported by a knowledge-based development process, an idea management team and a network of Subject-matter Experts.

In the framework of E2E product development, which ensures an ownership approach throughout, the development of the ideas received is supported by incubation, and the creation of pilots and product prototypes is supported by startup-based operations. The new approach is that the project is based on a specific market need at the start of product development, with validation ensured by continuous customer feedback and sales commitment. The prototypes produced can feed back into the refinement of customer needs, so that a specific sales target can be defined at the end of product development. The method minimizes risks and optimizes costs and resources.

The Investment Committee has started to function as the main resource allocation body, with permanent participants from the professional, strategic, and commercial fields, as well as experts in finance, accounting and controlling. The Investment Committee decides on the launch of pilots, PoC projects and the allocation of OPEX and CAPEX resources based on proposals from the Idea Management Team. As part of the E2E process, all departments of the company work together to maximize the innovation potential.

T-Systems Hungary has set up an electronic platform to track innovation ideas, pilot projects and prototypes.

In addition to creating an innovation environment and culture, the decision-making structure is well documented.

The learning process, the continuous documentation of experience and the maintenance of the knowledge base of innovation projects are also done in line with the service catalogue, so that new products can become part of the T-Systems Hungary product portfolio in a synergic and non-overlapping way. During product development, sustainability was given significant priority.

T-SYSTEMS HUNGARY'S INNOVATION PROJECTS IN 2022

Canary (EHS smart watch)

This smart watch application was developed to create a safe environment for employees in warehouses. The solution reacts to the increasing shortage of labor that is a huge problem nowadays. The solution supports the integration of a new segment, employees with reduced capacity of work. Employees with hearing disabilities need to wear these smart watches during their work. In case of any emergency such as fire alarm, the watch alerts them with constant vibration. Only the employee can stop the alert notification via the smart watch. After this the application sends an automatic message to a central email address with the employee's ID. So it is constantly traceable who has been notified already.



Forklift proximity detection

The forklift proximity detector application is our EHS (Environment, Health and Safety) solution, which we developed on customer demand. The application alerts the operators and drivers when a forklift approaches, so it prevents any eventual accidents, injuries.

Vehicles are equipped with tags to determine their route and speed. To prevent collisions, workers are notified of an upcoming vehicle. As soon as the truck is within a dangerous distance, the watch on the worker's wrist emits a vibrating and visual signal, helping the worker to react in time and get out of the way of the approaching truck. For more information about the solution click here.



¹ From 1 February 2023, Magyar Telekom will offer new IT and telecommunications services from a single source to its residential, medium and large enterprise customers. From 1 February 2023, the name of T-Systems Magyarország Zrt. has been changed to Telekom Rendszerintegráció Zrt.

Pack Track package logistics solution

Pack Track is a smart indoor package tracking solution that enables state-of-the-art automation of digital devices in current, manually operated package logistics processes. It is a high-precision, real-time tracking system, supporting common cloud-based web applications and handheld devices. The solution has been tested on a large package logistics partner and is currently operational on commercial scale.

5G SMART EU R&D developments

T-Systems Hungary is part of the European consortium of 16 enterprises that demonstrate the potential of the 5G SMART project in real-life manufacturing environment, highlighting 5G values and possible uses. The experiments test integrated manufacturing applications such as industrial robotics or machine vision-based telecommuting and develop features such as time synchronization or positioning of manufacturing situations.

The 5G SMART project work ran until May 30, 2022, and is currently in the product development phase.

In 2022 the aim of T-Systems Hungary in the 5G-SMART project was to contribute to the study of potential use cases, MNO options and their requirements, as well as the related KPIs, and to the evaluation of different network design options, taking into consideration technical use cases and business-related KPIs. The knowledge amassed as a result of the project (e.g.: analyses, studies, proposals) can be used by T-Systems Hungary to improve and further develop relevant, self-developed solutions.

SmarTruck

The SmarTruck is a „smart box” that can be mounted on a forklift truck and that transmits in real time a variety of useful data, such as: operating times to schedule maintenance, or a gyroscope in the box to detect collisions, or even integrate the system with a company access card through its access management module.

SmarTruck is a smart forklift system that can be built modularly, according to our customers' needs.

A major advantage is that even with a heterogeneous forklift fleet (i.e. vehicles of different makes and types), the fleet can be managed through a single Cloud-based system.

RTLS

High-precision indoor positioning enables us to track the position of any entity within the area covered by the system with sufficient accuracy, thus providing accurate information about the time spent in each area and, where appropriate, the route of movements.

The solution can be used in several areas, some of which are:

- Track raw materials, semi-finished, finished products, materials and other objects in industrial facilities and logistics areas
- Shorten the search time by knowing the exact position
- Track vehicles, forklifts, people, optimize routes by analyzing the collected data, analyze fleet operating times
- Protect high value assets and goods In the field of retail for customer analytics systems e.g. track shopping carts
- Measure distance requirements e.g. Covid 19

The technology has been developed for indoor and outdoor solutions with the integration of the Drone and IoT technologies for Warehouse Management and Agriculture and Environmental protection sector use.

Dronify

Dronify is an automated inventory solution that can create a perfect inventory record overnight without human intervention. The inventory activity is performed by an autonomously moving drone using machine vision and machine learning.

The data read by the smart camera is recorded in a database that can be integrated into the company's existing ERP system. In addition to inventory, the indoor autonomous drone solution is also suitable for other tasks that make the everyday life of industrial or facilities easier, for example, in a health-risk environment.



Assembly support - Using Mixed Reality technology (Hololens2)

We provide real-time assembly support for our business customers' operators.

To perform the piping tasks of heat exchanger workpieces, displaying additional information and visualizations.

The system uses Microsoft HoloLens2 Mixed Reality technology to project additional information onto the physical model of the workpiece in front of the operator, using holographic objects.

The use of mixed reality technology has accelerated the assembly process many times over, enhanced safety and significantly reduced the number of rejected products.

Telekom Digital Business Assistant - artificial intelligence business solutions

The Digital Business Assistant is an artificial intelligence-based solution that can interact with customers according to predefined processes and can autonomously manage business processes without human intervention. Depending on the business processes it is trained to handle, it can be used in a myriad of fields and situations.

Our sales support functions/prototypes completed in 2022

- **Internal corporate chatbot ("intranet chatbot"):** artificial intelligence servicing of large company processes that are often repeated, can be well defined and therefore automated, e.g. HR FAQ, customer/product/service and responsible person matching, parking reservation, appointment booking, meeting room booking.
- **Service Desk Assistant:** SD chatbot, accessible via Teams without logging into the IT ticketing system, categorises the problem based on a short description of the problem, without human interaction and passes it directly to the resolution team (solution integrated with ticketing system)
- **Password reset voicebot:** available 7/24 via telephone, authenticates the user based on natural identifiers and sends a new password via SMS
- **Appointment booking voicebot:** a voice-based appointment booking solution primarily for healthcare institutions, validates based on social security number and customer data, sends calendar entry for those concerned

RPA platform

Performing repetitive, rule-based processes with the help of software robots. This provides an opportunity for the human workforce to concentrate on processes and activities with greater added value, and for the growing labor shortage to become manageable. The work of the software robots is available 24/7, they perform their work without errors, they do not get tired, there is no fluctuation, training and similar HR challenges. The service of T-Systems' private cloud-based RPA platform is available to our customers in a monthly fee plan.

Real-time Predictive Analytics Framework (AI)

In most companies, a layer of data assets can be separated from which the value of the extractable information rapidly decreases over time (predictive maintenance, fraud events, events related to tax evasion, etc.). During real-time data management, we identify these data circles and direct their management in a real-time data processing and analytical direction in order to turn them into information suitable for decision support that can be processed as soon as possible after their appearance.

Our framework system (PAF) designed for this purpose provides a set of tools with which the above can be implemented even in an as-a-service construction.

Fraud management solution

With the further development of our unique solution, which has been present in the banking field for years, its productized, modern, containerized version has become available, even as a service. It is capable of examining transactions (account operations, card transactions) and processing other event-type data efficiently and quickly with the help of built-in artificial intelligence capabilities.

It has the outstanding ability to perform real-time fraud check during instant payment operations, and to present its results with a response time of less than a second. In addition, it is capable of simultaneously processing hundreds of millions of transactions and events per day.

Mac as a Service - hybrid work environment

With our unique service Mac as a Service, the customer can easily create a hybrid work environment so that everyone can work on the device they want.

We provide an affordable service for the smooth integration of selected Apple devices, while the satisfaction and efficiency of employees can already be significantly increased.

Basic services:

- Provision of a Macbook in a monthly plan
- 3 years AppleCare
- ServiceDesk support – service administration
- In the event of a device failure, a one-stop notification interface that includes the entire service-related administration
- Provision of replacement device
- For the duration of the service, an identical device provided from TSM's stock
- DEP (Device Enrolment Program) registration capability
- Zero touch installation (in case of existing DEP and MDM)

By providing Apple computers, we create a service for a monthly fee, which includes the organization of configuration and operation support tasks related to error handling, replacement and remote monitoring.

We started the market testing of the service with a pilot in November 2022. During the pilot, we want to validate both the content of the service, the type of devices included in the portfolio, and our processes. For each component, we want to fine-tune the product's features in an agile manner and, if necessary, initiate changes either in terms of the range of devices or the service elements.



AGV operation on Campus Network

The aim of the project was to test a CEIT AGV (automated guided vehicle) on the Campus Network established by Magyar Telekom. We have observed the following results from the pilot project:

- We have successfully tested the reliability of AGV communication under real industrial conditions on the Campus Network established at BorgWarner's site in Oroszlány.
- We have gained valuable experience in operating AGV systems and developed a use case for Campus Network.
- The tested AGV tool can be used in additional customer pilots in the future, thus further supporting the sales activity

According to our plans, in addition to the sale of the equipment, We also performs the support tasks of the service at level 1 and level 2, for which we charge a monthly support fee.

DIGITAL COMPETENCE

Developing communities, changing mindsets

As a responsible service provider, Magyar Telekom takes a role in creating digital equal opportunities for Hungarian society. We take a stand on social issues that prevent people from having equal access to the opportunities offered by the digital world

We do that in a way that we not only include them in that world, but also provide guidance to them to ensure they clearly see the opportunities and threats that lie therein. Our initiatives put great emphasis on the online and physical safety of our children.

“Be a Member of Generation NOW!” Program

In the framework of the **“Be a Member of Generation NOW” Program** Magyar Telekom seeks to make the opportunities offered by digitalization accessible to all age groups by not only providing technical access, but also helping people develop the necessary skills.

At Magyar Telekom, we consider it important that the elderly also have access to the possibilities offered by digitalization, but we know that most of them need support and guidance for this.

Along this logic, we have developed a program in which, in cooperation with secondary schools, students provide information on the use of digital devices to members of retired communities as part of the school's community service.

At the sessions, the elderly learn about the digital solutions that can help them during their everyday lives. By bringing the two generations together, we help senior citizens become able to exploit the unlimited opportunities, the knowledge, the information and community experience offered by the digital world. These skills will make their lives easier, as the digital knowledge they acquire enables them to achieve their goals and translate their wishes into actions.

The “Be a Member of Generation NOW!” Program initiative is an addition to the range of volunteer work opportunities available to students that they can easily take part in, yet it allows them to do work that is very valuable to society and creates a feeling of achievement.

At the events the students can also learn a lot from the elderly and this cooperation can be to the benefit of both sides. Also, this collaboration greatly supports the young people's personal growth and equips them with skills like critical thinking and complex problem solving, creativity and communication.

The events are organized by the NGO partners that take part in the “Be a Member of Generation NOW!” Program with the involvement of schools, typically in their buildings or some other community facilities. The NGOs also conduct the events, liaise with the stakeholders and issue the certificates to the students about their community service.

We provide students with a detailed description they can use to get prepared and an online registration site with the events scheduled.

The elderly are provided a competence-level test to determine what learning materials fit their needs best.

In 2021, as the program could not be implemented in its original face-to-face form due to the pandemic, most of the courses were still conducted online as best for social distancing and the participants' safety. Some innovative solutions, like live video chats, Viber and Zoom calls were used to enable the senior students to ask questions and the young students to share their knowledge. The students compiled some easy-to-learn online instructions for those not so familiar with chat applications, which were distributed among the participants online. We shared 75 short videos and written materials with illustrations in 8 topics on the program's website, which helped the elderly feel less isolated at home during the pandemic.

Our “Become a Member of Generation NOW!” Program announced on 6 November 2019 is currently running in schools of 16 cities, but as online education was introduced, now anyone can join in without any geographical limitations. In 2022, we continued the program in a hybrid way; we gradually restored face-to-face meetings, but at the same time kept the possibility of creating online teaching materials. Last year our program reached 926 000 people. A total of 530 secondary school students took part in the face-to-face events and the preparation of the online materials, and 24 700 senior citizens completed the course at the onsite sessions and through the online channels.

Throughout the program, we put extra emphasis on compliance with child protection guidelines.

Magyar Telekom's objectives to be achieved by enforcing the guidelines:

- In the implementation of the program we provide all our partners with the necessary information about the content of the guidelines and the relevant processes.
- We demonstrate to children, parents, teachers and pensioners, as well as all other partners the program's commitment to safety.
- As part of the "Be a Member of Generation NOW!" Program, we share the information regarding the protection of children and vulnerable adults, as well as proper conduct with the children, parents, teachers, pensioners, our partners in implementing the program, our employees and volunteers.
- We consider it important that the children and vulnerable adults who take part in the "Be a Member of Generation NOW!" Program be especially protected. We firmly believe that no one should fall victim to abuse in any shape or form. We feel responsible for the welfare and protection of children, the young and vulnerable adults. We strive to ensure their safety throughout our work processes, too.
- In order for us to be able to really appreciate children, we listen to them and give them the respect they deserve.
- We create a safe environment for the children, young, teachers, pensioners, partners and employees who take part in the "Be a Member of Generation NOW!" Program.

We are committed to the regular review of the current guidelines and our proper conduct.

INDUSTRY-SPECIFIC SUCCESSION POOL

In addition to developing our customers' digital competences, the Education Pillar of Magyar Telekom Group's Sustainability Strategy also defines the goal of providing a succession pool for the industry, as any difficulties in finding the right professionals to fill vacancies may pose risks in terms of continuously maintaining, improving and reinforcing the quality of our services. In order for us to be able to always provide top-quality services to our customers, we need the best professionals. This requires, above all, a competitive vocational training background.

At the initiative and with the funding of **T-Labs** (Telekom Innovation Laboratories, Berlin), the Department of Data Science and Data Technology has been operating at ELTE since September 2016, as the first pillar of the EU Labs research network under construction. Magyar Telekom's role is in supporting the training and research activities.



The professionals of the future are trained with the support of Magyar Telekom.

In 2021, we concluded **strategic partnerships agreements** with Puskás Tivadar Telecommunications and IT High School of Budapest, Kandó Kálmán Secondary School for Information Technology of Miskolc and the Széchenyi István Technical Secondary School of Székesfehérvár.

The goal of the partnerships is that we help, as far as we can, keep the learning materials up-to-date and support the institutions in their effort of popularizing the telecom profession.

We also offer student work opportunities. In the autumn of 2022, we held several career orientation presentations, where students were offered insight into the telecom world.

We also concluded a **cooperation agreement** with Széchenyi István University, the purpose of which is to provide on-the-job training opportunity to students pursuing electrical-engineering studies.

In December 2021, the „**Deutsche Telekom Group IT Faculty**” was also established at Óbuda University, which is a joint training platform of Deutsche Telekom IT Solutions, T-Systems Hungary and Magyar Telekom.

In autumn 2022, we signed a cooperation agreement with the Faculty of Electrical Engineering and Informatics of the Budapest University of Technology and Economics to participate in the cooperative training programme for Operating Engineer-Informatics, which aims to familiarize students with the practical aspects of their future profession under the guidance of experienced professionals.

A total of 90% of the graduates in the first year of the **Kickstart career program**, that is 18 people got fulltime jobs at Magyar Telekom. Twenty-two students enrolled in the second year of the program in September 2021. The number of students in the third year continued to increase, T-Systems also joined the initiative, so the program started with 27 people in September 2022. The one-year program offers interns professional and soft-skill trainings relevant for career starters.

The Kickstart interns, working in diverse areas encompassing the full range of the company's units, work on joint half-year project tasks in the spirit of the agile methodology, thus reinforcing their skills of working in cross-functional teams, which is becoming increasingly important nowadays. The joint project task is based on real business demand, thus promoting the program's significance and Magyar Telekom's development alike.

Launched in March 2020, **Telekom Kraft** helps young visionaries with trainings and events on their journey to develop their inventions and projects. The **KraftRoad** program supports young talents with workshops and events in the development, elaboration and improvement of their innovation projects. In 2021 Telekom Kraft was home to 9 innovation projects.

Apart from individual projects the participants can also join Telekom in contributing to selected projects and thus gaining professional training. As an example of such collaboration, one of the Krafters designed the wall-art in one of our stores and later became one of the graphic designers of Telekom.

Other examples include representation of talented young video artists and directors in the Kraft video series.

In September 2021 we opened the **KraftLab** in Debrecen, where Krafters can take advantage of all the technology and labspace from video-studios, to podcast studios and robotic limbs.

In 2022, Magyar Telekom again launched a 24-hour trainee recruitment drive. In a unique selection process, the company recruited 27 talented young people in one day from a pool of 200 applicants, who in September could start their career in the most attractive workplace in the telecom sector according to a recent Randstad survey.

In the autumn of 2022, we held our 'Own your magenta career' internal career day, which gave trainees the opportunity to learn more about career opportunities within the company, and gave them inspiring presentations to encourage them to take the first step towards the next stage of their career.

Digital school trips

We think it important to show the possibilities offered by the digital world in education as well, and believe that teaching and learning can be made more enjoyable by using digital tools. Accordingly, in 2022 we organized digital class trips for schools in disadvantaged settlements, assuming the full cost of the program.

In addition to the exciting robotics programs of the Edu&Fun Digital Experience Center, at the Magyar Telekom Headquarters the children were able to learn through playful, digital education how to install smart devices, set a WiFi password, try out VR glasses, visit Telekom's network operation center, and we also introduced them to Vanda, Telekom's virtual assistant. The program was enriched by an all-day digital game involving Szezám, Telekom's treasure hunting application.

A total of 169 children took part in the 5 class trips organized last autumn, who gained a lot of experience and new knowledge, and rated the program an average of 4.7 on a scale of 1 to 5.

EDUTAINMENT, INSPITAINMENT

Hello Business

The goal of the Hello Business program is to help domestic small businesses navigate the maze of business administration, workforce management, marketing, sales or finance. We help you process the issues with practical news and information, all in written and video format on the program's [website](#). A [Facebook page](#) was created within the framework of the Hello Biznisz program, which already has 32,000 followers, thanks to the continuous content production.

In addition, 9 experts help SMBs with their stuck issues in taxation, legal, marketing and other topics within the framework of a [Facebook group](#).

Plan D – Hello Business

In the summer of 2021, a program to support the digital development of domestic SMBs was launched on Hello Business' educational platform, called Plan D. In 2020, the epidemic situation has shown that digitalization can not only be an easier way to prosper, but often the only way: entrepreneurs now know how important digital tools and solutions are, but not all small businesses are still confident in using them, and there are some downright averse to them. With the help of the [Telekom Hello Business D plans](#), businesses receive easy-to-use, copyable, practical guides and already proven, ready-made digital case studies, which are also available for free to anyone on the program's website. The success of the program is shown by the fact that from its start until December 2022, 14,130 D plan templates were downloaded by those interested.

IT Meetup

Magyar Telekom and T-Systems Hungary have launched a series of programmes for IT professionals to exchange ideas on current challenges, professional trends and good solutions in an informal format. The events of the programme series were a great success, with nearly 500 offline and online participants.

(According to research, there is a shortage of nearly 40,000 professionals in the IT labour market in Hungary, which means that there are not enough professionals with the right skills on the market. Although the number of people enrolling in IT courses is increasing year on year, it is worthwhile to see the beauty and diversity of the IT profession to attract new professionals.)

The series of events launched by the Magyar Telekom Group aims to initiate a dialogue on the current challenges and trends of the profession along specific focus areas and to provide a platform for the exchange of ideas among professionals. The aim of our events is twofold: on the one hand, we want to highlight and show the many layers and branches of what is often referred to as IT, and on the other, to bring those who are interested closer to what these professions are all about in practice. On the other hand, we also want to reach out to active professionals, providing a platform for community building and networking. The first session of the event, which offered informal, relaxed and inspiring presentations and discussions, was dedicated to Kubernetes open source platform solutions, while the second session focused on Cyber Security and Incident Management. The last meetup of the year focused on Micro-service Architectures.

Mobile Experts

Our Mobile Experts (Mobiltudósok) in the Telekom shops offer help and support to visiting customers in the use of our devices and services. They provide information on how the internet can make easier your everyday life (administration, banking, online shopping). Our mobile experts share their knowledge online too: the Mobile Expert blog about the latest technical achievements, devices, useful information and interesting facts can be read on Telekom's [Facebook page](#).

Edutainment/inspiration content

With our Edutainment and Inspiration content, we empower everyone to use the achievements of the digital world according to their level of technological adaptation, and to make their lives more sustainable, simpler and digital. Throughout the program, our content has been viewed by millions on our Youtube and Facebook channels and have become members of the [NOW generation](#).

Telekom Forum

[Telekom Forum](#) is an online Edutainment social platform where our existing and potential customers can chat, find information about our services, and about the use of internet and smart devices, and also information about access to various online content. The page is public and worth visiting for all who wish to gain first-hand information about Telekom products from the most reliable experts: the users themselves. The page is moderated and supported by Magyar Telekom experts.

Teachtoday – Telekom for the educated use of the internet

As a responsible large enterprise, it is our task to promote the safe use of the internet. We use our best efforts to ensure that all age groups leverage the opportunities offered by the digital world in a smart and conscious way and we also work on the elimination of the digital divide between certain areas of Hungary. In November 2017, similarly to other members of the company group, Magyar Telekom also joined Deutsche Telekom's "Teachtoday" initiative to disseminate online education content with the objective of reaching a broad audience.

On the [Teachtoday website](#) the relevant content is linked to everyday situations explaining how younger generations use the internet while taking into account potential differences in needs and living conditions. The platform offers practical tips and solutions to parents and children alike on topics like data protection, big data, social networks, use of mobile phones or popular applications. The topics are colorfully varied and the website offers case studies, interviews, tips, infographics, magazines and games, too. The site even offers media competence tests for two different age groups.

[In 2022, Magyar Telekom's digital responsibility programs reached more than 4 million people nationwide.](#)



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CHILD PROTECTION IN THE DIGITAL WORLD

Magyar Telekom is committed to supporting the safe content consumption of children and their parents. We want all children and young people to have access to the information they need in an enjoyable and safe environment.

Our child protection site helps children and their parents in preparing themselves for any threats that may emerge when they use digital channels by providing them verified content and advice.



"Become a SafeNet User!"

At Telekom, we believe that all children have the right to make use of technological achievements and exploit the benefits of digitalization to live a better life, develop skills and prosper in life. It is our goal to provide access to information, the opportunity to express views, the right to privacy and equal treatment to the widest possible range of children, at the same time, we are responsible for ensuring that they exercise these rights in safety, demonstrate the proper conduct when online and never, under any circumstances, become a victim.

What do we do?

We provide every child access to technology in a safe environment specific to their age group to minimize potential threats

- Our Mobile Experts in our shops provide help in managing the devices' safety settings and in the installation of the necessary screening software.
- We sell all devices with high data protection settings by default.
- Throughout the design, development and introduction of our products, we put emphasis on ensuring children's rights.
- We have created an easy-to-follow, illustrated guide for parents on how to set up the security of their children's devices (phone, tablet, PC/laptop) on the website of tudatosdigitalis.hu.

In order to ensure safe internet browsing and quality content consumption, we share educational materials on our online platforms.

- We take part in centrally organized programs aimed at establishing a safe environment and spreading digital literacy, e.g. the [Digital Theme Week](#).
- We support parents to keep their children safe online with our ["I am a Digital Parent" campaign](#).
- We provide [educational materials](#) for use at home or in school, e.g. the AwareNessi leaflets, Child Protection e-learning.

"I am a Digital Parent" – an educational program for parents provided in cooperation by Telekom and Hintalovon Foundation

Magyar Telekom has launched an educational program called "I am a digital parent" in cooperation with the Hintalovon Children's Rights Foundation. Raising children in the 21st century also means becoming digital parents. There are few good practices and experiences in digital parenting, but just like parenting, online parenting can be learned. Telekom and the Hintalovon Foundation want to help parents to use digital tools, platforms and solutions more consciously and effectively and to support their children better in this area.

Our children are often exposed to unexpected dangers in online spaces and communities, and as parents we have a responsibility to create a safe environment, just as we do in the offline environment of everyday life. Keeping children safe online is first and foremost the responsibility of parents.

Keeping children safe is a challenge in real life too and there is much to learn online. The "I am a digital parent" campaign aims to create an aware, confident digital presence by answering questions such as: whose responsibility is it to keep children safe digitally; what can parents do; what settings should be made on children's devices to keep them safe online; what should we think about before posting on social media?

In 2022, Telekom raised awareness of the importance of having the right protection online. Together with the Hintalovon Foundation, it has launched a step-by-step guide for parents on how to create a safe environment for their children's devices on the website tudatosdigitalis.hu. A video and online campaign introducing the initiative was launched on social media in the autumn.

The campaign reached 6 600 000 people and the campaign video has been viewed by 500 000 people on the social media channels since October.

The previous 'I'm a Digital Parent' campaign aimed to raise parents' awareness of the potential dangers of their children's online presence and how to share content on social media in an informed and safe way. By completing our online survey on a dedicated microsite, parents can assess their own posting habits and get help from experts on the subject. Our aim was to highlight the problem, identify causes and effects, raise important questions and generate social dialogue. The cause was supported by several popular Hungarian opinion leaders who feel responsible for good online behavior. Their posts and the issues they raised were very effective in increasing our reach and engaging people. The program reached over four million people and over 30,000 people completed the questionnaire. The program generated a lot of discussion during the campaign and this interest has continued.

Magyar Telekom, in partnership with the [Hintalovon Foundation](#), has launched an educational programme called I am a Digital Parent. The campaign raised parents' awareness of the potential dangers of children's online presence and provided guidance on how to share content on social media platforms in a conscious and safe way.

Statistics show that around the world, nearly 1,000 photos are uploaded to Instagram every minute and more than 95 million posts and videos are shared every day. Research shows that photos with a face on them get 38% more likes than those without a human face. Staying connected online and sharing important moments in our lives has become perhaps more important in the past year than ever before. But it is just as important to continue to look out for each other online. As adults, we have the power to decide what and how we want to share on social media, but are we thinking about the dangers we put our children at risk when we post pictures of them?



“I am a Digital Parent” Conference and Workshop

Another milestone in our long-standing collaboration with the Hıntalovon Foundation was the Digital Parenting Conference and Workshop in October 2022, a two-day series of free events on digital awareness. At Telekom, we are consciously engaged in raising awareness on the topic and helping and educating parents to meet the challenges of the digital age by presenting good examples, so that they can use digital tools, platforms and solutions more consciously and use them more effectively and be more supportive of their children in this area as well.

At the event, we spoke to renowned experts, parents and children to prepare all practicing and prospective parents for the challenges of digital parenting, giving them a real toolkit and a supportive parenting community.

The second day of the event series focused on digital opportunities and skills in education, as well as experiential digital learning and teaching.

For Parents

Sometimes it is hard for parents to understand the online world of children. On the **Teachtoday platform** parents may find useful information on the advantages and disadvantages of applications, for example they may learn why young people love TikTok . The website offers tips for meaningful conversations with children on data security or cyberbullying. The page also gives advice and support when we do not know at what age we should give a mobile phone to our children and with the help of a draft mobile usage agreement we can help encourage our children to observe certain basic rules.

For Teachers

Teachtoday helps the work of teachers with ready-made modules that can be immediately incorporated into the digital curriculum as well as best practices and examples. For example, teachers can set up a Media Adventure Park together with the students or may acquire new skills and knowledge with the use of the Be a meteorologist! project.

Smart watch for kids

Many people are reluctant to buy smart phones for their 6–12-yearold kids, as they might not be able to take care of the device, and parents cannot properly monitor what their children do online. At the same time, a sense of security is an important consideration when we put smartphones in the hands of our children, often perhaps too early. Seeing this demand, we have made the MyKi Children's smart watch available in our offer from 1 December, 2018.

For Children

While browsing the **Teachtoday website** children can playfully acquire the skill of conscious use of devices. They can read about useful applications in the App Tips or may find ideas on how to make great videos.

The downloadable English language Scroller magazine is written for small children.

