Corporate Responsibility
Report 2008

Corporate Affairs Department
December 2009
Agenda

- COSMOTE Group
- Overview
- Corporate Responsibility
- Development Process
- Evaluation Process
- Strengths
- Recommendations
COSMOTE Group - An expanded footprint across SE Europe

- The mobile operator with the strongest presence in 4 countries in SE Europe (20.7 mil. customers, 8,100 workforce)
- Member of OTE Group, Greece's largest telecommunications operator & Greek market leader in the fixed/broadband segment
- Member of Deutsche Telekom Group (DT stake in OTE at 30%)

Greece
- Market size*: 2.86 million
- Penetration: 133%
- No Players: 5
- Customers: 6.3 million
- Market share*: c. 24%

Albania
- Market size*: 3.4 million
- Penetration: 113%
- No Players: 3
- Customers: 1.526 million
- Market share*: c. 45%

Romania
- Market size*: 20 million
- Penetration: 174%
- No Players: 3
- Customers: 8.8 million
- Market share*: c. 43%

Bulgaria
- Market size*: 10.5 million
- Penetration: 143%
- No Players: 3
- Customers: 4 million
- Market share*: c. 38.1%

*Based on number of subscribers, market shares are company estimates (H1-09)
CR REPORT - Overview

Facts

- 4th CR Report of COSMOTE
- 2nd according to GRI standard (GRI checked)
- Scope includes all corporate activities in Greece
- Scope addresses foreign subsidiaries
CORPORATE RESPONSIBILITY – Our definition

Corporate Responsibility for COSMOTE

“Corporate Responsibility is:
the commitment of our company to contribute to global sustainable development, by taking economic, ecological and social objectives into consideration in our decision-making processes, to take responsibility for the impact of our organisation’s activities, by working and communicating with internal and external Stakeholders, while at the same time improving the competitiveness of our company.”
CORPORATE RESPONSIBILITY – Our Framework

COSMOTE Corporate Responsibility Framework

- **ecology**
  - Reduce impact
  - Energy
  - Raw materials & waste
  - Ozone layer
  - Water
  - Transportation
  - Biodiversity
  - EMF

- **society**
  - Strengthen support
  - Social contribution
  - Social products
  - Economic development
  - Volunteering
  - Enterprise

- **marketplace**
  - Influence positively
  - Corporate governance
  - Ethical competition
  - Responsible marketing
  - Responsible procurement
  - Public sensitisation
  - Data security

- **workplace**
  - Taking care
  - Job positions
  - Health & safety
  - Fair employment
  - Freedom of association
  - Employee development
  - Additional benefits
  - Employee satisfaction

Management System
We incorporate Corporate Responsibility in our structure *

* Source: CR Report 2008
CR REPORT – Our Development Process

GAP ANALYSIS

- Analysis of guidelines such as GRI, AA1000 and EFQM used
- Risk Assessment of operations (every 3 years)
- Stakeholder dialogue

DEVELOPMENT

- Project Plan development
- Cooperation with all respective Departments
CR REPORT – Our evaluation process

Define clear performance indicators (KPI’s)

Public perception of COSMOTE CR Profile

Market Research Surveys

ASBI 09: 2nd
08: 3rd
Marketing Tracking: CR Leader in Telecoms

ASBI: Awareness & Social Behavior Index - quantitative yearly survey
Tracking Survey (Centrum): quantitative bimonthly survey
Stakeholders & Opinion Leaders Survey: qualitative research – every 2 years
CR REPORT – Our evaluation process

Define clear performance indicators (KPI’s)

CR Report Evaluation

GRI Application Levels: Level B
Accountability Rating Greece 2009: 6th in the Market

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Tracking Survey (Centrum): quantitative bimonthly survey
Stakeholders & Opinion Leaders Survey: qualitative research – every 2 years
CR REPORT - Our Strengths (1/2)

Significant increase in no of targets & KPIs

- 112 KPIs (37 in 2007)
- 66 GRI indicators (30 in 2007)
- 40 quantitative targets (29 in 2007)
- 31 graphs (11 in 2007)

We make reference to three times more quantitative indicators (and more than double GRI Indicators) in our Report, in comparison to 2007.
**CR REPORT - Our Strengths (2/2)**

**Strengths**

- Structured management approach to define scope and areas addressed
- Combination of guidelines such as GRI, AA1000 and EFQM used
- Data gathering approach with “control levels”
- Balanced reporting on all CR areas
- User friendly interface
- Educational use for Internal Communication
CR REPORT - Recommendations

- Focus on making your business more responsible, rather than developing a better CR Report
- CR report should focus on quantitative results
- CR Report should reflect actual performance
- CR Report should be utilized to educate employees
- CR Report should be used for internal target setting
You are invited to improve COSMOTE’s Corporate Responsibility Report, by completing this feedback form, which is located in our website www.cosmote.gr

Thank you for your time!