



SUSTAINABILITY REPORT

2018



EGYÜTT. VELED



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PEACE, JUSTICE
AND STRONG
INSTITUTIONS

Support strategy

Magyar Telekom manages the selection and implementation of its social engagement activities at a strategic level. These activities are performed in line with centrally regulated and audited processes in consideration of the latest social, environmental and economic developments.

The focus of the biennial sponsoring efforts of the company have been shifted into an integrated scheme that focuses on the support of projects that are closely aligned with the company's profile as well as the leveraging of synergies and targeted sponsoring activities.

The Company sponsors various areas, among others professional and amateur sports, music – especially pop music festivals – professional events and social efforts.

Magyar Telekom is convinced that its long-term success depends on the company's engagement in social matters, its openness to social needs and problems as well as the quality of its sensitivity to these topics. Besides, Magyar Telekom strives to make its social engagement and support activities an awareness-raising oriented activity, so from the very start it pays distinguished attention to the communication of its support program and the involvement and activation of its customers and employees.

It is important for Magyar Telekom to harmonize its sponsoring and donation activity with other elements of its sustainability activity. This also means that we do not only provide financial support but other types of assistance, too, and seek to aid the realization of the projects with our core activity info-communication solutions and support socially important matters with our own initiatives.

Since 2013, in line with the senior management's decision and the corporate strategy, Magyar Telekom connects its sponsoring and donation efforts to its core activity, i.e. emphasizes programs that improve digital competences thereby creating a firm basis for the society to leverage the opportunities offered by the latest technologies. The Become an IT expert! program, established in 2016, is the company's IT career orientation program for young students while joining Deutsche Telekom, the parent company's Teachtoday initiative, Magyar Telekom conveys useful knowledge to children, their parents and teachers on the conscious use of media.

Parallel to this the Company gives high priority to supporting social issues in areas where the company has an impact and where solutions can be approached from a new angle with the use of technology. An example for this is the company's strategic partnership with the Autistic Art Foundation whereby Magyar Telekom supports homes for autistic people with digital devices and helps organizing their development workshops, helping to elaborate methodologies and promoting the widespread use of electronic devices.

6.1 COMMUNITY INVESTMENTS

Development of communities, consciousness forming

As a responsible corporation, we believe that we are not only here to provide services to our customers but also to educate them on the safe and responsible use of internet. Along these efforts we aim to close the digital divide in Hungary, because we firmly believe that digital solutions can bring us closer to achieving our goals.

Since November, 2017, the Deutsche Telekom's **Teachtoday** initiative is available with the objective to foster the safe and conscious use of the internet and to disseminate online education content to a broad audience. Teachtoday was established in 2008 upon the European Union's initiative, under the patronage of Viviane Reding, then member of the European Commission, within the frame of the European Schoolnet (EUN) program and was implemented by numerous leading European internet-, mobile telephone and telecommunication operators. In the spring of 2014 the Teachtoday initiative was taken over by Deutsche Telekom AG and since then the program has been maintained by the company. The content on the Teachtoday website is aligned to situations that we experience in our everyday lives; explaining how young generations use the internet, while taking into account potential differences in various needs and living conditions. The online interface 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. 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.

Interns' involvement – 1 hour of charitable educational work every half year

Members of Generation NOW are aware of the multiple possibilities offered by digitization. They are resourceful, ready to adapt, they are ready to take action and lead the change. They are unstoppable, because they firmly believe in technology.

Magyar Telekom Group's Sustainability Strategy and Brand Purpose both set the educational goal that we access 1 million people and increase awareness by means of digital and/or responsibility messages by the end of 2020. The effort encompasses the development of digital competences, industrial succession pool programs, as well as edutainment/inspiration. The latter means of idea-transmission unleashes the potentials of digitization through inspirational story telling.

By engaging its interns, Magyar Telekom further increased the number of people directly reached by and channeled into the educational initiatives in 2018. The purpose of the "Charitable Educational Activity" program is that with the help of our interns, we enable an even greater number of people to realize their potentials and opportunities in the context of NOW. The range of potential educational activities includes monothematic classroom lessons in primary and high-schools, digital education

workshops for groups of pensioners, volunteer work at the Sustainability Day festival conference, Mobile Professor work at Telekom shops and the compilation of educational articles, content and presentations. In 2018, 87 interns took part in the program, reaching 1044 people with their educational work.



Become an IT expert! – career orientation program

With Become an IT expert! program, Magyar Telekom and T-Systems Hungary has developed a concept that is in line with the Hungarian government's objectives to advance the digital skills. The program provides career guidance and contributes to the promotion of professional career development within the IT sector with the objective to mitigate the shortage of IT experts in the Hungarian and European labor market.

The most important objective of the program is to rely on the collective knowledge accumulated in the company and our volunteer spirit, and show children who soon need to choose a career what opportunities are offered by the IT profession. An inherent part of the Become an IT expert! program is the **website** developed for this purpose, where visitors can get useful tips relevant to the profession, IT competitions and internship positions, as well as the Become an IT expert! Facebook page, where we provide continuously updated information on technological novelties impacting our digital future.

Since the launch of the Become an IT expert! program, our volunteers have accessed more than 28 000 kids. Here are some figures describing the program's achievements:

- 28 304 students accessed
- 673 presentations at schools
- 58 settlements across the country
- 382 participating schools

The Become an IT expert! program won a Silver EFFIE in 2018 in the "Long-term Efficiency" category (min. 3 years outstanding performance relevant to one specific product/service).

In 2018 the Become an IT expert! program went a step further when Telekom - T-Systems announced a competition for high school students under the name of Become a Creative Mind! game, which aims to promote not only IT, but the wider range of educational opportunities inherent in digital devices.



In the race, teams of high-school students and mentor teachers competed against each other testing their knowledge and creativity. The most important goal of the project was to demonstrate how digital solutions can make it exciting, engaging and entertaining to transfer knowledge in specific subject matters.

The teams had to solve problems in four subjects, Instatöri, Prismarajz, Slowmókémia and Excelfoci, using digital devices and applications available to them. The history problem (Instatöri) aimed to extend their knowledge about their locality and they were asked to use Instagram. The drawing exercise (Prismarajz) was aimed at providing them more extensive knowledge on the history of arts. The chemistry task (Slowmókémia) was to shoot slow motion footage of an experiment, and the IT subject (Excelfoci) was designed to give them deeper insight into the use of Excel, as applied to organizing a soccer championship. Those competing for the audience award had to compile a video about their own schools.

Perhaps the most important lesson learned by the game was that it is worth taking a different approach to school subjects: 80% of the teachers who had accompanied the students as mentors, and responded to questionnaires about their experience said that the students had been a lot more motivated throughout the game than usually about traditional exercises. Several teachers underlined that the exercises encouraged the students to engage in teamwork, and that the students often spent their free time on implementing their ideas.

A total of 183 schools had signed up for the competition, and in the end, 86 teams, the same number of mentor teachers and 344 students from 70 towns took part. The chemistry exercise mobilized 100 students, who shot slow motion footage of an experiment. A total of 30 teams completed the audience award task, and close to 9000 people cast their votes on their favorite videos. Seventy-five percent of the teachers responding to the

questionnaire found it possible to incorporate the tasks into their practical teaching process, and eight out of ten would be happy to make their classes more exciting by using digital means.

Our worlds are different. But we still understand each other

The strategic partnership cooperation between Magyar Telekom and the Autistic Art Foundation, established in 2016, continued in 2018 as the jointly realized programs helped to involve a broader audience on behalf of both partners and to launch initiatives that have tangible social impact.

Within the frame of the cooperation with the Autistic Art Foundation Telekom uses its best efforts and applies digital means call public attention to autism, as a social problem, and exerts efforts to help people living with autism to communicate with others as much as possible thereby reducing the distance between autists and other people.

Participants of the 33rd Telekom Vivicitá city run could join the charity run initiative, organized by Telekom and the Sustainability Media Club, whereby they could support Magyar Telekom's non-profit strategic partner, the Autistic Art Foundation, by completing the 2,4 km distance run. Members of the charity run team included among others, professional athletes like Renátó Tóth and Viktor Kovács forwards and József Pleszkán goalie from FTC's ice hockey team, players of FTC U10 ice hockey team, Krisztián Lisztes, who has played 49 times on the national soccer team, FTC's Youth Team Coordinator, Theo Schneider, FTC's Youth Team Director, Pál Bedák and Mihály Kótai boxers and Krisztina Lórinicz, para cross-country skier. The team was also joined by Dániel Gogetinho-Novák, FTC's FIFA18 e-sportsman. The charity run was attended by members of the Sustainability media Club, too.

Members of the team not only collected kilometers, but Telekom donated HUF 1000 to Autistic Art Foundation for every kilometer covered by the charity team members and all runners. The objective of the team is to call public attention to autism which has an impact on an increasing number of persons.

It is good to give! cookie campaign

In December 2018, Magyar Telekom, T-Systems and members of Sustainability Media Club organized a cookie fair under the name of "It is good to give! Cookie Campaign" as part of the International Volunteer Day events. In the framework of the event, hundreds of volunteer colleagues and members of the Media Club offered for sale their cookies at 9 locations at Telekom sites across the country. The amount collected, HUF 1.2 million was donated to the Autistic Art Foundation. "We launched the It is good to give! Cookie Campaign" upon the initiative of the employees eight years ago. The beneficiaries of the campaign are always organizations addressing societal problems, the support of which is deemed important by both Sustainability Media Club and the company. The donations collected in course of the event are used in the framework of our strategic partnership to finance the boarding homes supported by the Autistic Art Foundation and the programs conducted in them. "In course of our several years of cooperation, we have always striven to increase awareness about autism in the public through the channels available to us, so we were happy to see that many people took part in our Christmas charitable initiative this year, too, thus contributing to the cause of making the lives of the people living in the boarding homes better," said Magyar Telekom's CHRO, Zsuzsanna Friedl, underlying the objective of the initiative.

Anyone could chip in during the whole month to increase the amount to be donated on top of the donations collected during the cookie campaign, as the company committed to donate additional amounts proportionately to some digital activities. All one had to do was to upload a Christmas photo to an Instagram profile using the #mindenkibelead ("everyone chips in") hashtag, or to send holidays' greetings postcards from the karacsony.telekom.hu site. During the period of close to one month, a lot of #mindenkibelead hashtags appeared on Instagram, and thousands of postcards were sent, so at the end of the charitable campaign, Autistic Art Foundation received HUF 7.2 million in donations. "Autistic Art Foundation supports ten boarding homes maintained by NGOs, where young adults affected by autism live who are not able to live independently, without help. The amount donated will be used to make their lives better," said Autistic Art Foundation Managing Director, Viktória Bella. The Foundation will use the amount to finance the running costs of the boarding homes, buy equipment and develop digital solutions.



Civil and CivilNET Tariff Package

Magyar Telekom launched its Civil Tariff Package service in March, 2004. The Civil Tariff Package provides 500 minutes of free calls without monthly fee and connection fee in the domestic wireline network. The tariffs of usage exceeding 500 minutes contain an average of 30% discount on the call charge of the basic package. The organizations can use the money so saved for their socially useful programs.

In 2009 – responding to the demands of the NGOs - Magyar Telekom extended its Civil Tariff Package service to Internet access as well, by launching its CivilNet tariff package, which provides Internet access service without connection fee and monthly fee to public benefit organizations selected through applications. Applications can be submitted for the CivilNET tariff package along with the Civil tariff package.

In 2018 we provided discount priced fixed line telephone and internet services to 31 organizations for 12 months in the value of HUF 4 million.

Corporate Volunteering Activities and Social Initiatives at Makedonski Telekom

For the past two years, Makedonski Telekom has been committed to the #TelekomGoesGreen initiative that has thus far covered many actions and projects, such as: creating pollution sensors, purchasing electric vehicles, using electric bicycles, etc. In the course of 2018, as part of #Telekom Goes Green, two eco-actions have been organized involving the company employees and CleanAppMK waste location application has been developed.

The first action was the Eco-Action for Cleaner Vodno on June 5, World Environment Day. On this occasion, more than two hundred employees and their families joined forces to clean the mountain paths of Vodno forest park.

The second action, the hallmark of 2018, the Eco-Action for a Cleaner City Park was held on September 8 and it was attended by around 150 Telekom employees.

With the desire to give a positive example and call for responsible behavior towards the environment, the employees in Makedonski Telekom selected part of the collected waste and handed it over for recycling.

The two actions were accompanied by the practical promotion, of the CleanAppMK application for locating waste, which is a conceptual solution by Makedonski Telekom, created in the Digital Talents Hub. The application is currently monitoring certain locations, but over time, the goal is to become a digital tool that will help to ensure a cleaner environment through citizen engagement. With it, the citizens will be able to report waste by entering a photograph and marking the position where the waste is located. This is how Makedonski Telekom cares and participates in preserving the environment.

Autistic boy's dream comes true

Levente Tóth is an 8.5-year-old boy who lives with autism. On November 16, 2018 he was invited to Magyar Telekom Group's headquarters to receive a gift, which is a FUTÁR passenger information system customized to his specific needs by experts of T-Systems and the Budapest Public Transportation Center, who put 20 hours into its development.

The mother of the boy had asked for help on Facebook, explaining that his son really loved the FUTÁR system, and had actually learned to ride public transportation without anxiety by using the system. T-Systems heard the mother's request. The gift is made up of two separate parts: one is a screen that shows what passengers see, the other is the touchscreen device drivers use.

Levi can use his personal PIN code to access any bus or tram lines in Budapest, open and close the doors at the touch of a button, speed up or slow down his imaginary vehicle, and keep track of how he is doing compared to the official timetable. He can also play the prerecorded passenger info messages through the PA system but may also opt to speak to his passengers in his capacity as driver through his microphone. The screen meant for the passengers, of course, always shows the "real" info Levi sets himself. Thanks to this generous gift, Levi can feel like a real bus driver, and develop his skills at the same time.



6.2 OUR EMPLOYEES AND SOCIAL ENGAGEMENT

What volunteering means to us?

Being a digital company, we consider it one of our primary goals to spread digital optimism, and to ensure that anybody is being able to seize the unlimited range of opportunities offered by the digital world, apply the knowledge one can build upon it and enjoy the community experience inherent in it.

At the same time, we know that many need support and guidance in that. Our goal is to make sure that they get that help from Telekom colleagues who navigate this field in full competence, and are happy to volunteer to share their experience with those who wish to learn.

“It was a great experience to work with the kids, and to test my abilities in a new, challenging task and role!”

“I had had my reservations about digital education before, I just wanted to give it a try, and find it very useful, so I went for it. It turned out to be a very positive surprise. The kids were so cool, and they were really interested in the subject. And we could also properly solve the problem at hand.”

“We also learned and received a lot from them, not only gave to them. It was a great feeling to be the Telekom-person who helps others. We were very much needed there.”

These and similar feedback from our colleagues justify that our common work for others has a very strong community building effect, it helps to break away from the everyday routine and unleashes positive energy that can be used both at work and outside the company.

“Being a responsible large enterprise employing thousands of people, Magyar Telekom Group encourages its employees to assume active roles in society by organizing countrywide corporate volunteer day events each year. I am especially happy that in addition to engaging in other, traditional ways off volunteer work, many colleagues opted for digital education,” said Magyar Telekom CHRO, Zsuzsanna Friedl about the Volunteer Day 2018 event, which is the largest volunteer event of the year.



Close to 1000 employees of the Group attended the countrywide volunteer event organized by Magyar Telekom and T-Systems Hungary. They put in more than 5000 hours at 25 locations, renewing public grounds and facilities, as well as conducting digital education. Relying upon the collective knowledge that exists within the company and the employees' experience, the volunteers held interactive presentations to more than 2000 pupils aged 10-14 of 13 schools in four topics: social media and personal brand, internet security, vocational orientation aimed at IT jobs and professions of the future.

As part of the traditional types of volunteer efforts organized in Budapest and its vicinity, colleagues cleaned up the yards of the Heim Pál Pediatric Hospital and the Túzoltó Street Pediatric Hospital, among others, as well as painted the walls of the gym located in the latter. The Normafa and Széchenyi Hegy stations of the Hungarian State Railway Children's Railway, as well as 18 kennels of Ebremény Association's Strázsza Dog Shelter were also cleaned up and renewed in their appearance. Efforts to push back invasive species of plants that spread to the detriment of native ones and to restore the original environment took place at several nature reserves simultaneously. In the countryside regions, volunteers built walks, painted benches and cleaned up gardens in three boarding homes, located at Kozármisleny, Szakáld and Miskolc, supported by the company's strategic partner, Autistic Art Foundation, among other efforts. And at Szeged, they held artisan workshops for the handicapped students of Gemma Social Services Center and Development School.



As a responsible large enterprise, employing several thousands of employees, Magyar Telekom encourages its workforce to step up their social responsibility efforts by way of offering and supporting 12 different types of volunteer programs. We find it important that our colleagues may choose from various volunteer activities that best fit their preferences.

As a leading ICT company we take part in the digital development of Hungary and the promotion of digital literacy and the use of ICT devices. Last year our colleagues delivered presentations to 5,350 students in 23 localities on the benefits of the IT profession as well as the responsible use of the internet.

Magyar Telekom has been a key supporter of the "Vivicitta" city run since its beginning. In 2018 as many as 1,100 colleagues worked, helped and completed the run to make the event as popular and successful as in previous years. Besides offering the entry-fee to charities our company's volunteers helped to organize the event, too. Our charity runner team undertook to raise awareness for people living with autism. The company collected donations for people living with autism at Vivicittá race, in 2018 too. Out of the donations collected among the colleagues, committed by them at the time of their entry into the race, more than HUF 900 000 went to the maintenance budget of the boarding homes maintained by Autistic Art Foundation.

The volunteers were not only active in the international event but also supported the company's internal events, like the "Move Telekom" sport day and helped to make it an entertaining and relaxing event.

The traditional "It is good to give!" cookie campaign was organized in December at 9 sites of the company. Our volunteers offered homemade cookies, organization work, donations and raised HUF 1.2 million donation that was offered to improve the living conditions of people living with autism.

There are other popular forms of volunteer activities that help the customer service staff, the shops' staff and our customers' convenience at the busiest peak times. In 2018 there were two occasions where colleagues working in various departments helped Telekom experts in the technical connection of customers to our network, fault clearance activities, to respond to call center calls and to help the staff's work in crowded shops.

In addition to the traditional activities, the Digital Education for Pensioners Program was launched as a new bottom-up initiative, in the framework of which, our enthusiastic colleagues provide personal support regarding internet security, smart phone and internet use to members of the elder generation, who can ask their questions and get immediate answers and solutions from the volunteers.



The hello holnap! supplemented voluntary donations program is to enhance the culture of corporate citizenship among the employees, strengthen the relationship between the individual and the NGOs, raise awareness of the support objectives of Magyar Telekom and, last but not least, increase employee loyalty.

Voluntary work beyond working hours at the chosen NGO is a compulsory element of the program. The employee is requested to describe the voluntary work, as part of his voluntary donation, in the annex of the form provided under the hello holnap! website. The voluntary work may be physical or intellectual contribution, but the request to do voluntary work must come from the supported NGO.

In the hello holnap! supplemented voluntary donations program we leverage the power of communities. We support the initiatives of the local communities so we encourage our colleagues to help some civil program in their own neighborhood by offering voluntary work.

For the purpose of the financial support of the above voluntary work we set up two categories::

- The employee's own initiative - in this case the maximum amount of company support is HUF 50 000. Supplementary support is provided as follows:
 - employee donations up to HUF 15 000 the company is adding double of the amount;
 - employee donations between HUF 15 001 and HUF 50 000 the company donates an equal amount.
- Collective initiative of employee groups - in this case the maximum amount of company support is HUF 200 000. Supplementary support is provided as follows:
 - in case of the collective initiative of employee groups, where at least 4 Telekom employees are involved in the donation and the connected voluntary work, and the amount of the donation paid by the employees is at least HUF 50 000, the company supplement will be HUF 200 000;
 - in case of the collective initiative of employee groups, where fewer than 4 Telekom employees are involved in the donation and the connected voluntary work, and the amount of the donation paid by the employees is at least HUF 25 000, the company supplement will be HUF 100 000.

Magyar Telekom takes note of and appreciates voluntary work, helping its employees' to carry out their good intentions and encourages them to do so with the collection of hello holnap! points. The company's management is committed to support voluntary work and its active personal participation motivates employees to join these programs.

As part of our above volunteer efforts of 2018, all together more than 1,059 Magyar Telekom volunteers contributed their workforce in 11,988 hours. With these programs we provided HUF 42 million worth of voluntary contribution to society.

6.3 SPONSORSHIP

The goals of the Company Group's sponsoring activities are the creation of experience and value for customers and business partners.

As one of the major sponsors in the country, the group has spent significant amounts in the past decades to support Hungarian sport and culture.

Magyar Telekom has been the committed supporter of the Hungarian sport life for decades and considers sport a cornerstone of its sponsoring strategy. The Company is proud to have contributed to many prominent international sport successes of several domestic sport branches and athletes outstanding as a sponsor. Part of its support was its sponsorship of the Hungarian team and the Hungarian Olympic Committee (HOC) in the 1996 Olympic Games in Atlanta, and later in Sydney, Athens, Beijing, London and Rio, too.

As a key sponsor of the paralympic movement, Telekom considers important providing equal chances to everyone, including the handicapped. As the main sponsor of the Hungarian Paralympic Team, Telekom will support the preparations in the next paralympic cycle.

As a further important element of its sports sponsorship strategy, in 2018 Telekom signed a renewed four-year agreement with the Ferencvárosi Torna Club, in the scope of which not only male but already the female football teams as well as men's gymnastics, water polo, ice hockey and gymnastics sections are also prominently supported.

Since 2014, Telekom has been supporting the football succession training program of the Ferencvárosi Torna Club, in 2015, as the FTC's prominent sponsor and under the new agreement, the FTC's main sponsor of the adult male football team. The company also contributes to the club's success as brandname sponsor of the sections FTC-Telekom Waterpolo, FTC-Telekom Ice Hockey, FTC-Telekom Women's Football and FTC-Telekom Men's Gymnastics. The agreement announced in 2018 fits into Telekom's overall sponsorship strategy, and to the parent company's international support system: as the country's leading telecom provider, the company is helping the work of the most popular and successful players in domestic sports life. As part of its sponsorship, it prominently supports the FTC-Telekom Active Fans lifestyle change program, as well as a number of digital solutions such as 360-degree sports ground tracks, AR and VR activities or the E-fan program to make fans' cheering experience even more exciting.



Telekom Veszprém handball team has been supported by our company for more than 20 years. Boosting our co-operation to a new level, since 2016 we are present as brandname sponsor of the team, contributing to the domestic and international success of this world elite club such as winning the SEHA League or the serial participation at Champions League Final Four. Magyar Telekom believes that such world-class performances and achievements make a significant contribution to attracting more young people to active sporting and promote healthy lifestyles. Our digital solutions, such as Telekom Speed Radar to display the fastest hits; our Digital Tattoos, AR and VR activities –help completing the cheering experience for the Most Generation.

Telekom also finds it important to support mass sports and has been promoting the Telekom Vivicitá city run as brandname sponsor for more than 20 years, where - besides professional sportsmen - a lot of amateurs and families take part to popularize the importance of sporting and leading an active life style. In 2018, on top of the running race in Budapest, the city-runs were organized in 4 other cities (Győr, Miskolc, Pécs, Szeged).



In addition to Telekom Electronic Beats' impressive domestic media portfolio, in 2018 we also put much more emphasis on the representation of the local electronic music scene in the program. In 2018, its prominent domestic partner was Žagar, founded by Balázs Zságer, who is the forerunner of the Hungarian electronic music. We shared special contents through our online channels. (website, facebook, instagram, youtube channel, stream). Between September 13-15 the fresh-air house and techno fan club gathered at the Telekom Electronic Beats Festival in the Castle Bazaar, where there was a night-time party with not only strong names from abroad, but there were also additional programs: at the beginning a special Pop-Up Hotel party at the top of the Rum Hotel, and then lifestyle market and boat party during the day added colour to the three days Festival.

Magyar Telekom is present as sponsor at the biggest Hungarian festivals; in 2018 we were present at the Telekom VOLT at Sopron and at the Sziget Festival in magenta colors. At the Efort Festival we provided WIFI, which was sponsored by T-Systems in 2018. Last year, at Telekom VOLT Festival and Sziget Festival, we encouraged visitors to leave their comfort zone! For to get acquainted and to party for concerts of bands that they may not have heard before. After connecting to their Spotify account at the site komfortzonankivul.hu, we have created them personalized music playlists for the music of the ensembles performing at the festivals.



Our close cooperation with the organizers of festivals helped us to optimize the number of trucks used to manage the logistics of our BTL activities and the transport of brand devices to and between festival venues without unnecessary trips, thereby we managed to reduce carbon dioxide emission.

Similarly to the reduction of our trucks' mileage we successfully reduced the use of paper: the majority of our formerly printed documents (e.g. regulations, promotion material) were released in a digital form.