

Company:	Deutsche Telekom
Sector:	ICT / Telecommunications
Report Year:	2010
Headquarters:	Bonn
Standard Application:	GRI G3.1 A+, AA1000, ISAE3000
Format:	Matrix

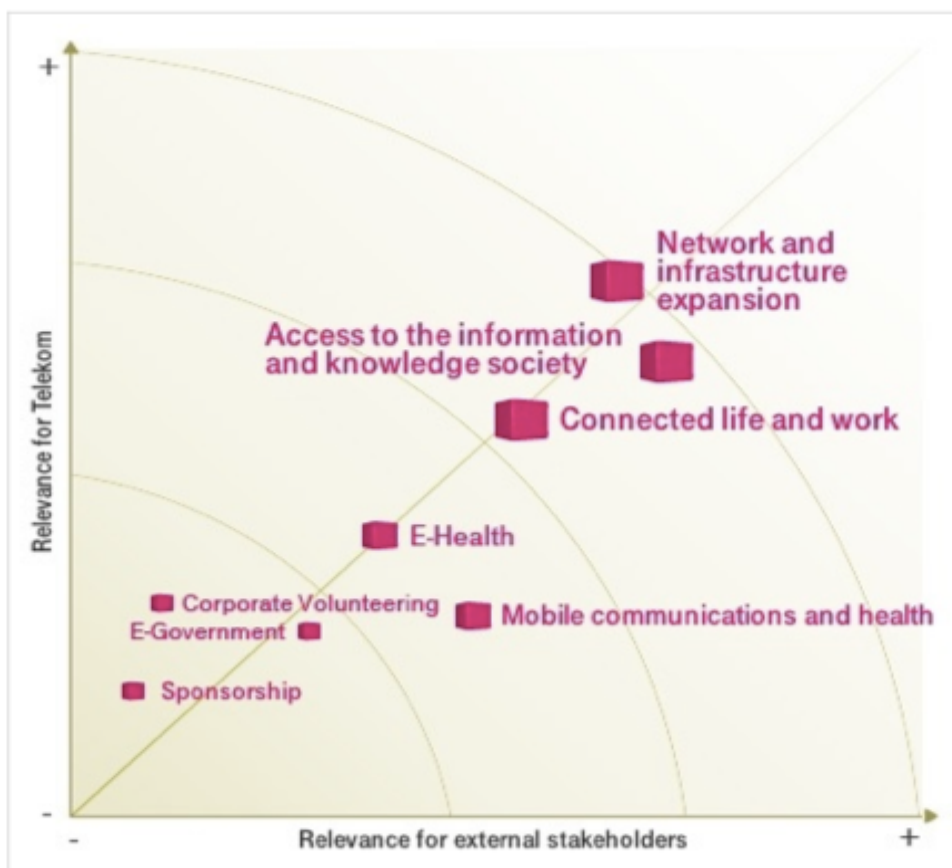
### Materiality matrix

The illustrations on the start pages to each chapter depict a materiality matrix. This matrix indicates topics that have been evaluated over the course of a materiality process for their relevance in terms of Telekom's most important stakeholder groups. The larger the print and icon are, the higher the topic was rated by the stakeholders surveyed.

## Society.

We want to give as many people as possible access to the information and knowledge society both within and beyond the scope of our business activities.

We are pushing forward wide-area expansion of the broadband infrastructure in Germany and internationally. High-speed Internet and reliable mobile communications connections are a key prerequisite when it comes to enabling equal participation in society. In addition to providing this technological basis, we help people overcome existing barriers through the diversity of our social commitment. There are still many people who are not yet able to take advantage of the opportunities that new information and communications technology presents. We particularly promote the development of media skills across generations. Together with our employees, we work to help disadvantaged people through numerous projects and initiatives.



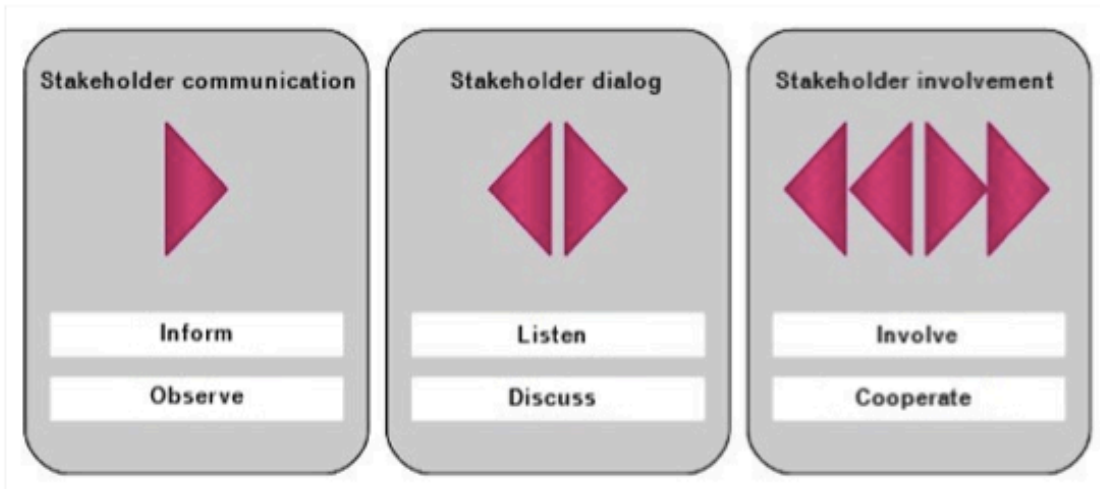


Illustration: Forms of interaction with our stakeholders.

Developing a stakeholder involvement strategy.

The systematic involvement of relevant stakeholder groups is becoming increasingly important for Telekom in the face of ever more complex social challenges. In this context, we began to develop a stakeholder involvement strategy during the reporting period that is focused on the three principles of materiality, inclusivity and responsiveness. The aim is to create a targeted framework for our stakeholder involvement activities within the Group. Among other things, this involves advancing existing processes for determining relevant stakeholders and major CR topics [link to 2.3.3 Stakeholder involvement (CR reporting: Inclusion of external experts)]. We also have to further develop the existing forms of documenting the interaction with our stakeholders to enable more targeted use of the findings from past activities. Another important element is the creation of a stakeholder database, which was initiated during the reporting period, to simplify the targeted involvement of relevant stakeholder groups in future. The stakeholder involvement strategy is being developed with the assistance of the relevant specialist units, along with selected external stakeholders. This gives them the opportunity to actively shape the stakeholder involvement strategy.

A barometer for this strategy is the international [AA1000 standard](#). Another point of reference is the [ISO 26000 standard](#) on the social responsibility of companies.