Itt és Most
TELEKOM
AGENDA

01 CORPORATE PARTNER
   TELEKOM

02 COOPERATION
   PROPOSALS

03 IMPLEMENTATION
   AND OBJECTIVES
CORPORATE PARTNER

TELEKOM
Selecting Potential Partners

1. Defining Peer Group
   Relevant companies were selected and analysed to *Itt és Most Társulat*

2. Applying Criteria
   Four quadrants were established based on two main criteria, their ability to convey core values and the level of CSR and employee engagement

3. Partner Selection
   Magyar Telekom was selected as the most potent partner based on general profile and previous compatible CSR activities

Source: Own research and analysis
CSR activities of Magyar Telekom

Mission
Acting as a pioneer in accessibility and sustainability

CSR programs

- Education and social engagement
  CSR programs oriented towards connecting youth and elderly

- Digital accessibility
  Efforts to create more equal access to digital economy and supporting creative industries

Benefits for Itt és Most

- Enhanced visibility and credibility
- Reach a larger customer base
- Build an innovative brand image
- Access to technology and knowledge to improve their programs
- Media coverage
MAGYAR TELEKOM

Hungary's leading ICT provider
Phone, broadband, TV and IT

Deutsche Telekom Group

45% MARKET SHARE

HUF 670.5 Billion Total Revenues in 2022 (+6.8%)*

Digital Responsibility
Reached > 4 million people nationwide in 2022*

WORK-LIFE BALANCE
Pilot 4 day working week

Source: NMHH 2022 Report, Magyar Telekom Sustainability report 2022
COOPERATION

PROPOSALS
Itt és Most X Telekom cooperation

Current Services

- Impro Trainings and Workshops
- Performances and Shows
- Events and Corporate Trainings

Telekom-specific Proposed Programs

- DigImpro Program
- LEGYÉLTEIS! Itt és Most
- 'Face to Face' Flashmob
- Festival Performances
- Employee Engagement opportunities
DigImpro Program

**Improvisation trainings:** Training younger students applying improvisation techniques in everyday digital situations

**TARGET**
- Improve overall online and offline communication skills
- Lead teachers and parents on how to help inside digital space

**CONTENT**
- Reacting to bullying events in offline or online space and educating social media etiquette
- Parent and teacher-oriented exercises on prevention and reaction

**STEPS**
1. Existing partnerships with schools
2. Improvisation curriculum tailored to younger generational problems and situations
3. Identifying flagship institutions to act as development spots for further programs

**SELLING POINT**
- Off-curriculum educational activities
- Expertise Collaboration Cyberbullying-themed workshops
LEGYÉLTEIS! Itt és Most

**Educational workshops:** Combination of theoretical learning and improv-based interactive roleplays

**Target**
- Cybersecurity, safe internet practices
- Digital awareness, responsible digital presence
- Shared learning and empathy between generations

**Content**
- Identifying scams, online safety, fake news detection
- Digital footprint, social media etiquette
- Role reversal activities, collaborative digital projects

**Steps**
1. Existing partnerships with schools, senior centers
2. Utilize Telekom’s digital tools and broader outreach
3. Regular evaluation, refinement and promotion (Community partners, social media)

**Selling Point**
- Experience-based Approach
- Intergenerational Learning
- Expertise Collaboration

Kapocs – LEGYÉLTEIS!
'FACE TO FACE'

Flashmob performance: Public performance to raise awareness on the issue of cyberbullying

**TARGET**
- Cyberbullying, responsible digital presence

**CONTENT**
- Verbalizing social media hate comments

**STEPS**
1. Collect real-life hurtful comments
2. Prepare and organize the performance
3. Gain media coverage, viral social media content

**SELLING POINT**
- Shock factor
- High visibility and awareness
- Social media engagement
FESTIVALS

Festival programs: Jointly with Telekom or own tent at Telekom-sponsored festivals, interactive performance

TARGET

Digital awareness, responsible digital presence, cybersecurity

CONTENT

Ideas and real-life experiences of the audience

STEPS

1. Integrate the programs of Telekom and Itt és Most
2. Reach and engage a high number of people
3. Build long-lasting relationship with the audience

SELLING POINT

• Close interaction with the target audience
• High visibility
• Experience-focus
**Insights for Itt és Most**

Mapping all proposals along 3 dimensions allows for comprehensive comparison.

- Gain awareness with high reach – low effort programs
- Build loyalty with high social impact programs
IMPLEMENTATION & OBJECTIVES
<table>
<thead>
<tr>
<th>PILOT</th>
<th>CORE</th>
<th>FULL! YEAR</th>
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<tbody>
<tr>
<td>2 months</td>
<td>Ad hoc</td>
<td>1 year</td>
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<tr>
<td>1 LEGYÉLTEIS! Itt és Most</td>
<td>3 DigImpro Program</td>
<td>CORE +</td>
</tr>
<tr>
<td>1 Employee Program</td>
<td>5 LEGYÉLTEIS! Itt és Most</td>
<td>Festivals &amp; Supporting</td>
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<td></td>
<td>3 Employee Program</td>
<td>Impro</td>
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<td>1 ‘FACE TO FACE’</td>
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OBJECTIVES OF THE PROJECT

Why is it worth it for Telekom?

- Reach their target audience in new alternative ways
- Make real impact and contribute to the well-being of customers
- Effectively communicate their values
- Increased customer trust and credibility
- Enhanced corporate reputation and positive brand image
<table>
<thead>
<tr>
<th>Executive summary</th>
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<tr>
<td><strong>T</strong>&lt;br&gt;Hungary’s leading ICT provider</td>
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<tr>
<td>• Emphasis on digital responsibility</td>
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<td>• Employee engagement</td>
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<td>• Broad reach</td>
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<tr>
<td><strong>Why?</strong></td>
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<tr>
<td>• Innovative customer engagement</td>
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<td>• Fulfillment of CSR commitments</td>
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<td>• Enhanced employee satisfaction</td>
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<th>DigImpro Program</th>
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<tr>
<td>• Impro training for students on digital communication and cyberbullying</td>
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<tr>
<td>• Combined expertise improves online and offline communication skills</td>
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<tr>
<td>• Workshop for intergenerational learning on cybersecurity/digital awareness</td>
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<td>• Supplement Telekom’s existing initiatives with experience-based approach</td>
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<td>• Public flashmob highlighting the impact of cyberbullying</td>
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<td>• Utilize a shock factor and viral content to raise awareness</td>
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<td>• Interactive performances at festivals sponsored by Telekom</td>
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<tr>
<td>• Engage a broad audience in a new dynamic way, in a festival environment</td>
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THANK YOU FOR YOUR ATTENTION

Q&A