

# Telefónica's Responsible Business Plan 2020

Our future. Our aspiration.

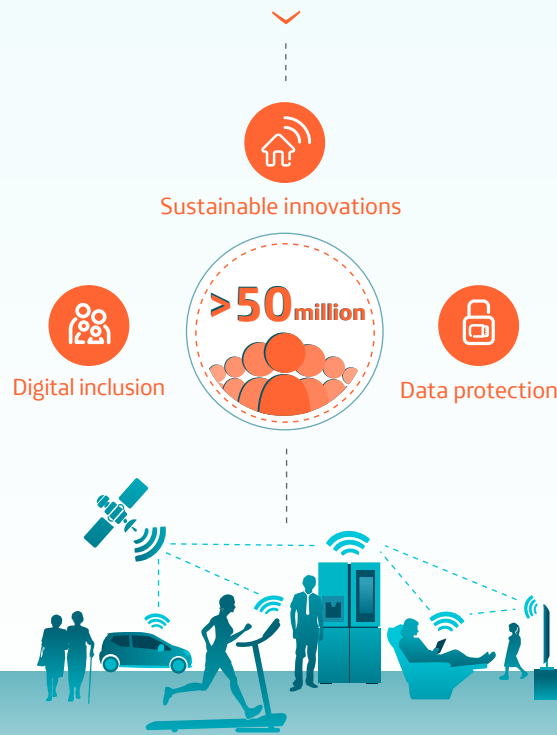
## Responsible business

We are a fair and trustworthy partner for our stakeholders. In the years leading up to and including 2020 we achieve consistently good to very good results in relevant external assessments and our stakeholder surveys.



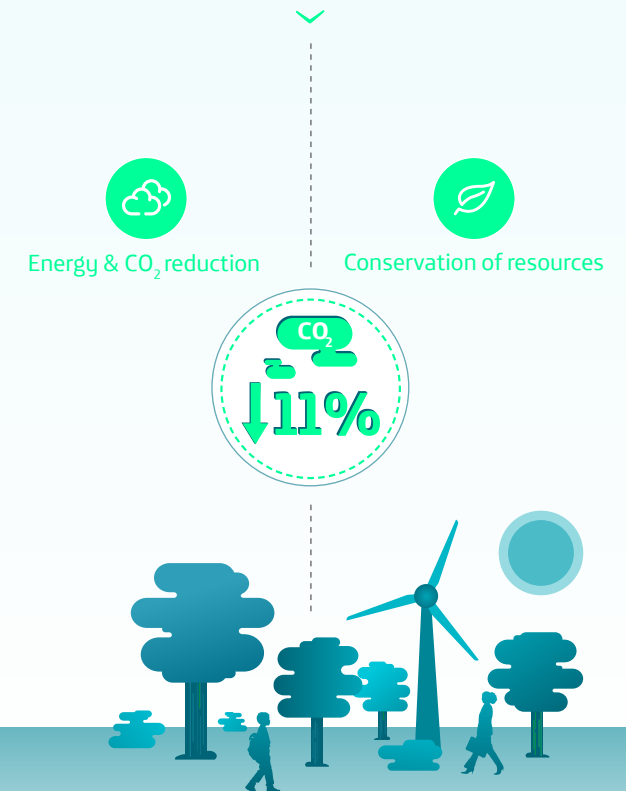
## Strengthening life in the digital world

We succeed in encouraging all people to embrace the digital opportunities available and develop their skills in everyday digital life according to their individual requirements and wishes. In the years leading up to and including 2020, over 50 million people benefit annually from our products and programmes, enabling them to live digital and independent lives.



## Environmental and climate protection

We harness the opportunities provided by digitalisation to cut raw-material and energy consumption. By 2020 we aim to have reduced our direct and indirect CO<sub>2</sub> emissions by 11 % compared with 2015.



## Responsible business



### Compliance

**100 %** We act in accordance with all laws, societal guidelines and values. In the years leading up to and including 2020 we will strive for externally recognised certification of our compliance management system.



### Supply Chain

**100 %** We promote sustainable procurement management and supplier management. In the years leading up to and including 2020 we will take CR criteria into account in 100 % of the purchasing processes with our most important suppliers.



### Employer

**Attractive** In the years leading up to 2020 we will position ourselves internally and externally as an attractive employer and achieve generally good to very good results in our employee surveys.



### Customers

**Top** We offer our customers the best product and service experience, the latest innovations and a modern network infrastructure. By 2020 we will offer the best customer service with the highest level of customer satisfaction in the industry.

## Strengthening life in the digital world



### Digital inclusion

**10 million** We make people of all age groups fit for the digital world. With Germany-wide support programmes such as Think Big and Tablet PCs for Senior Citizens and our O<sub>2</sub> Gurus, we will in the years leading up to and including 2020 provide inspiration and support to 10 million people.



### Sustainable innovations

**Promote** In the years leading up to 2020 we will push technologies to simplify linking up people, devices and machines in the private and industrial world. The goal is to support our customers in the realisation of new products and business models in order to give all areas of society access to digital products.



### Data protection

**100 %** We protect the data of our customers in all products and processes and guarantee that all employees are trained in data protection sufficiently and to the extent stipulated by law. We are therefore committed to helping customers retain control of their data and independently shape their digital life.

## Environmental and climate protection



### Energie & CO<sub>2</sub> reduction

**- 40 %** We will reduce our energy consumption per data volume by 40 % by 2020 compared with 2015 and annually purchase from green electricity sources 100 % of the energy we procure and control ourselves – without the purchase of compensation certificates.



### Conservation of resources

**+ 1** In the years leading up to and including 2020 we will annually implement at least one further relevant measure for protecting resources in our structures and processes.

