

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%)



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



Market size*: 28.6 million
Penetration: 133%
No Players: 5
Market share*: c. 24%
Customers: 6.3 million



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



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

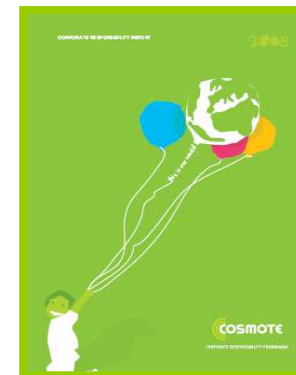
**Based on number of subscribers, market shares are company estimates (H1-09)*



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:

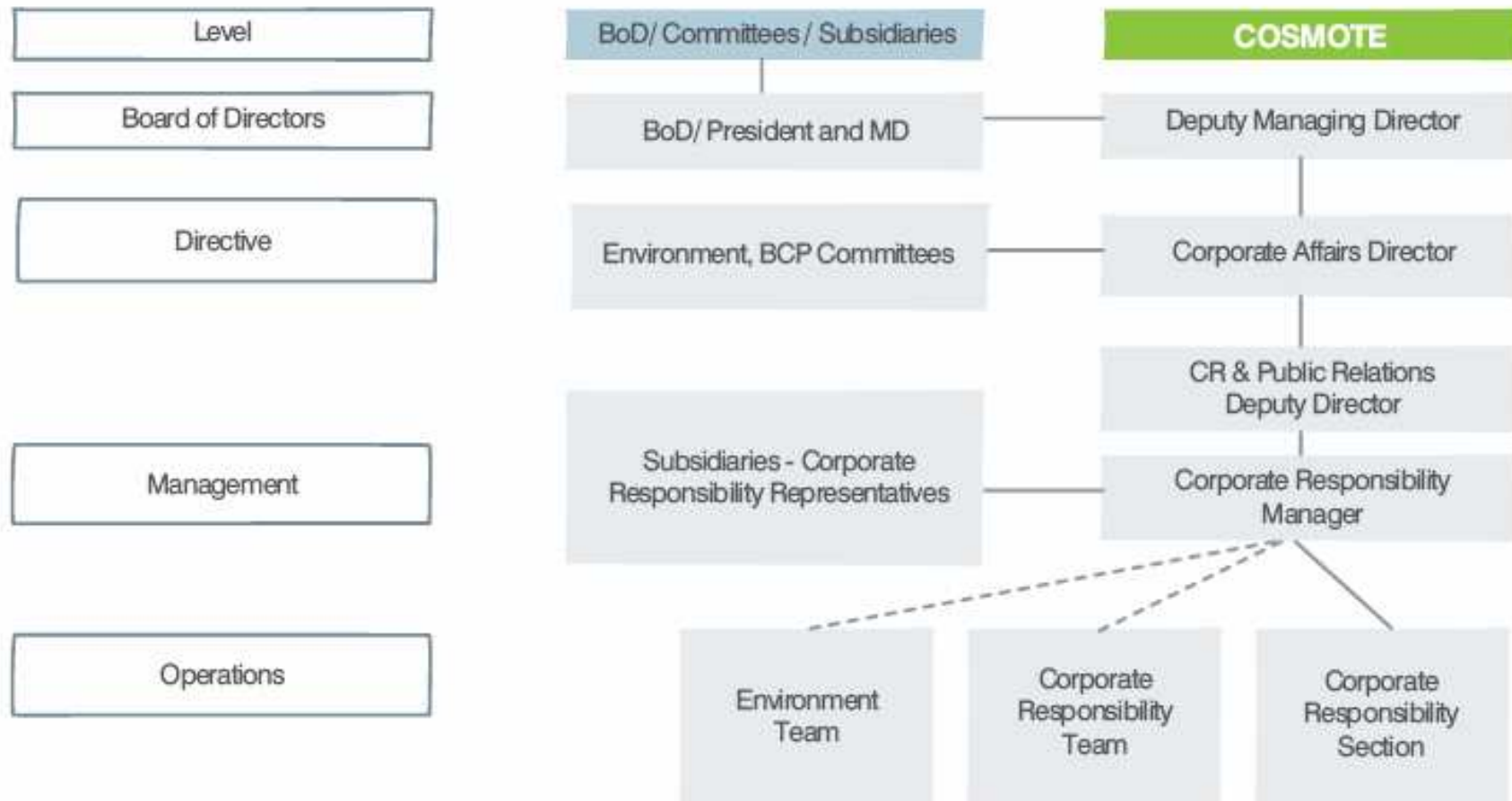
the **commitment** of our company to contribute to **global sustainable development**, by taking economic, ecological and social objectives into consideration in our decision-making processes, to take responsibility for the **impact of our organisation’s activities**, by working and communicating with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

CORPORATE RESPONSIBILITY – Our Framework



CORPORATE RESPONSIBILITY – Management Approach

We incorporate Corporate Responsibility in our structure *



* Source: CR Report 2008

CR REPORT – Our Development Process

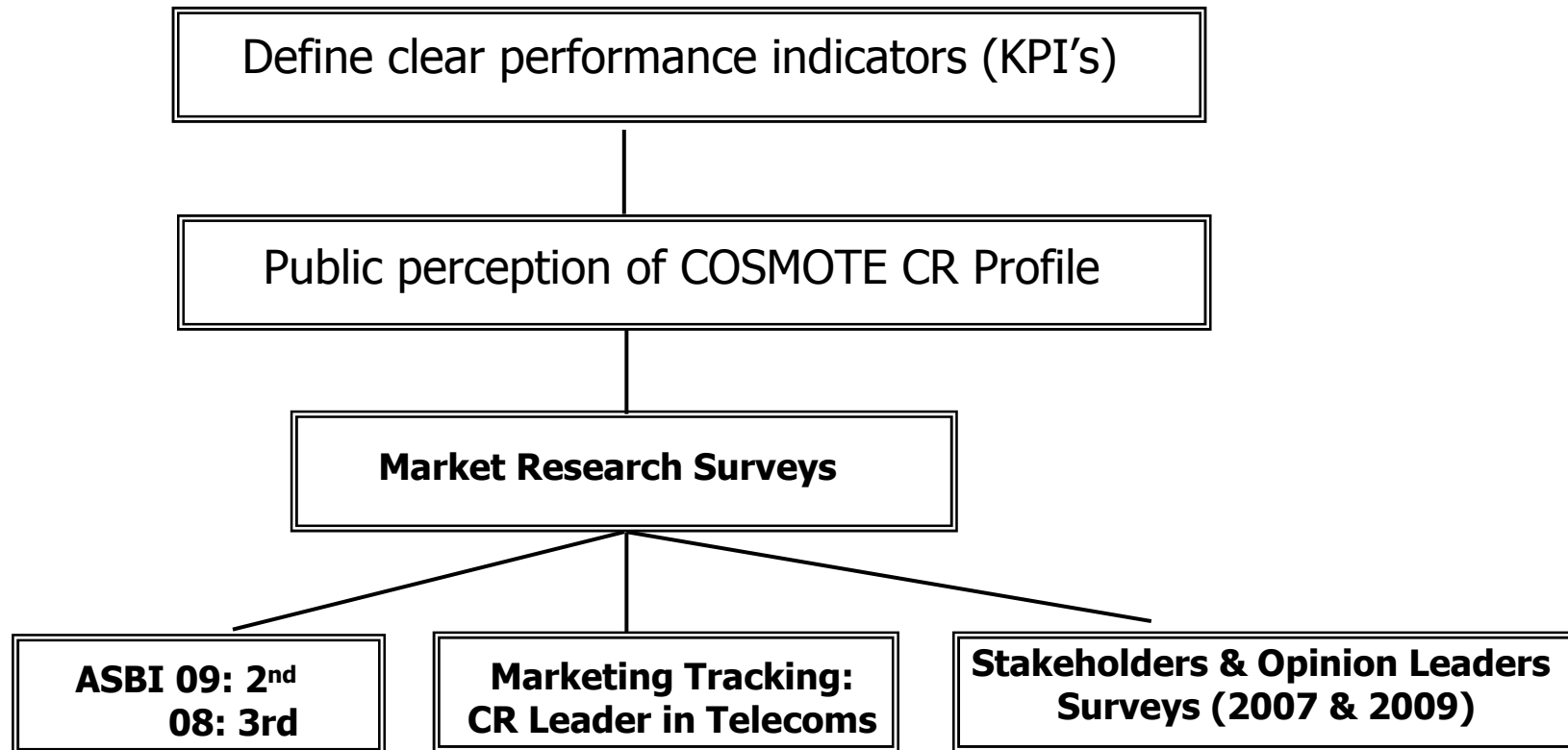
GAP ANALYSIS

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

DEVELOPMENT

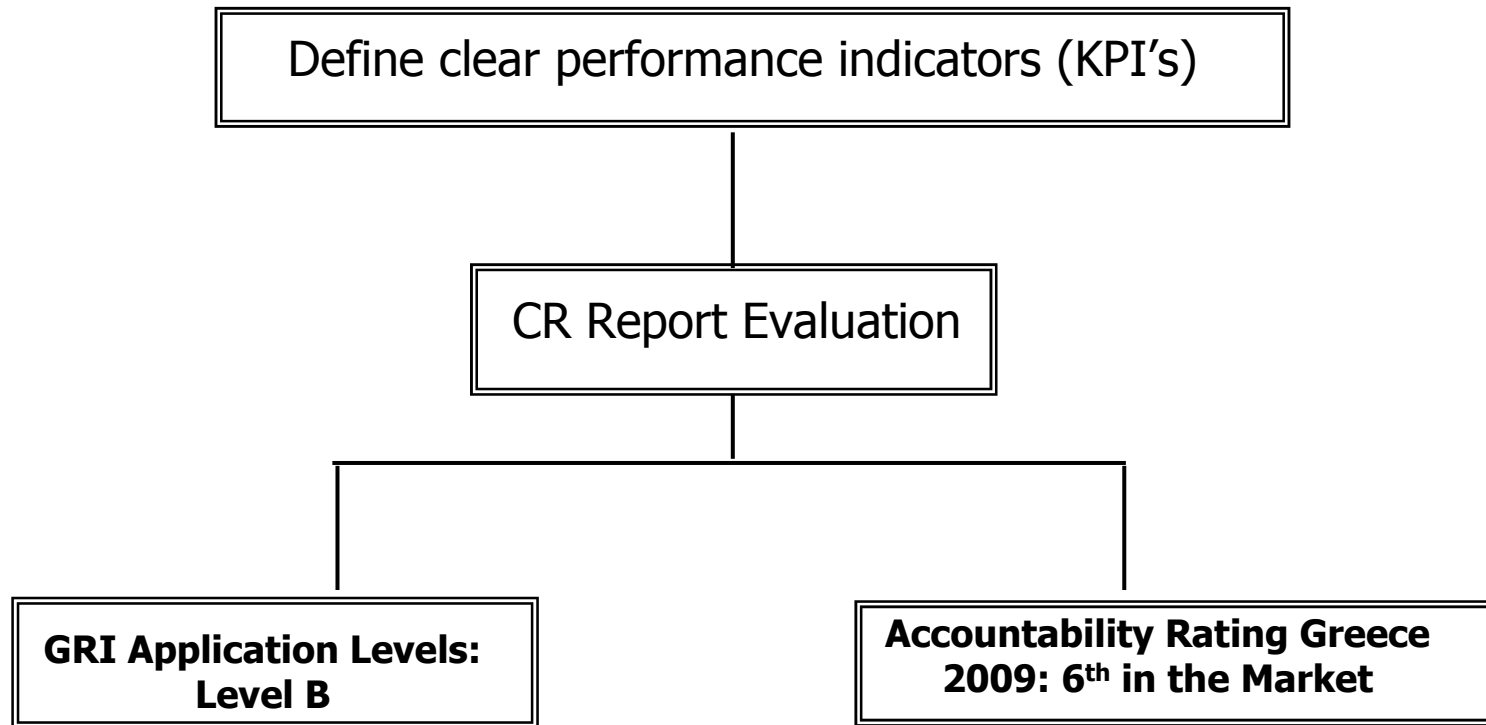
- Project Plan development
- Cooperation with all respective Departments

CR REPORT – Our evaluation process



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

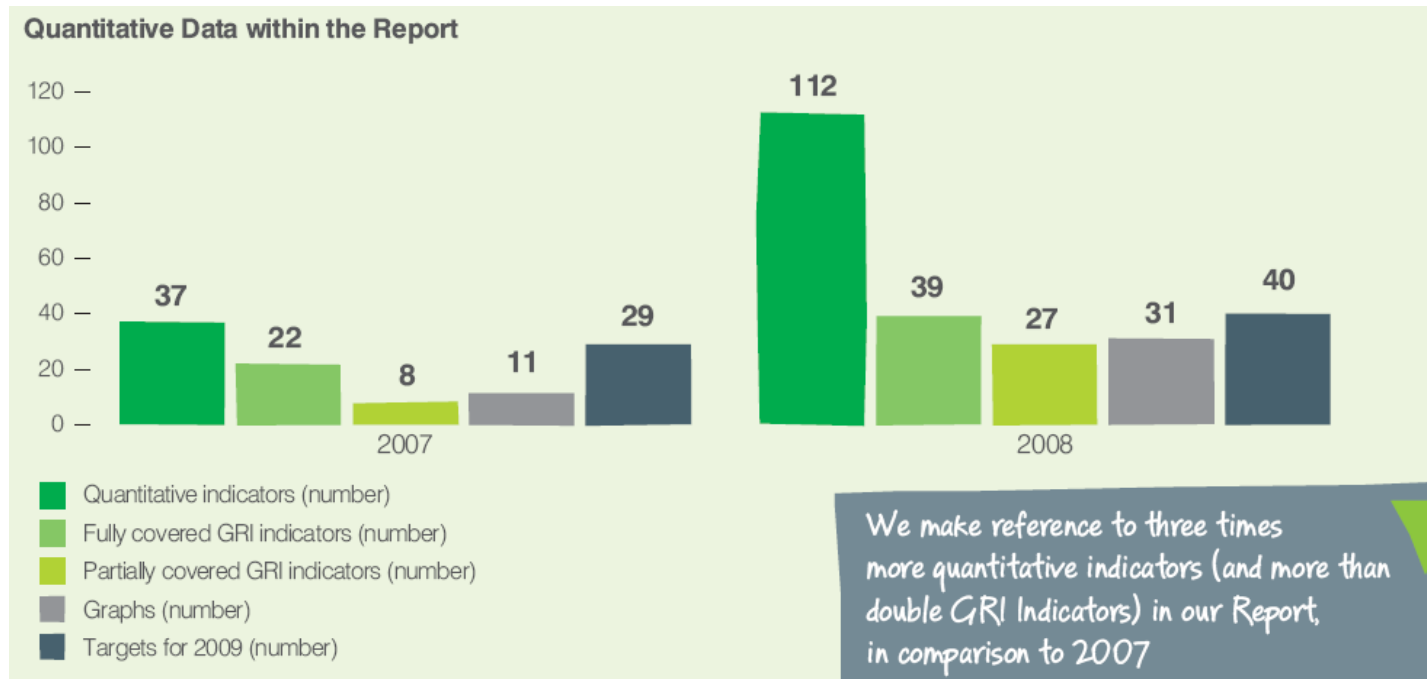


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CR REPORT – Our Strengths (1/2)

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)**



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

CR REPORT – Feedback Form



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!