---------------------------------------------------------------------------------------------------------- Deutsche Telekom 2004

\*{central theme, year’s Deutsche Telekom Human Resources, Sustainability Report, Living sustainability, every respect}

\*{theme, key inspirational forces, Deutsche Telekom’s dealings, actions}

\*{commitment, sustainability, benefits, environment, economy, society}

\*{proactive stance, area, strengthens, competitive positioning, motivates, employees, raise, general standards, company}

\*{company, lives, value, sustainability, message}

\*{mapping, long-term roadmap, strategies, foundation, future viability, business, social activities}

\*{Deutsche Telekom, established, key driving force, innovation, telecommunications industry}

\*{products, services, shape, evolution, telecom applications, solutions}

\*{lead, area, turn, employees}

\*{Deutsche Telekom, employees, turn, innovative, ideas, innovative products, business processes}

\*{foster, spirit, innovation, employees}

\*{innovativeness, sustainability, inextricably linked}

\*{business activities, centered, customers’ needs}

\*{deliver, value, customers, IT, telecommunications products, services, lives, leave, positioned, capitalize, change}

\*{broad- band communications}

\*{benefits, broadband access, massive customer base, opening, new world, telecom opportunities, work, home}

\*{services, solutions, designed, customers, improve, competitiveness, long-term success}

\*{Residential customers, turn, explore, new ways, using, Internet, reap, benefits, mobile communications}

\*{telecom services, support, sustainable development, areas, society}

\*{promote, new working models, employees, harmonize, professional lives, family commitments}

\*{ways, enhancing, education, information, communication technologies}

\*{Telecommunications, elderly, sick, disabled, empowering, participate more, society}

\*{customized solutions, streamline, operations, government bodies, municipal services, citizen}

\*{Videoconferencing, saves, costs, reduces, environmental burden, business travel}

\*{innovative spirit, extends, human resources strategy}

\*{ground-breaking standards, Employment Alliance}

\*{introducing, shorter working week, partial wage compensation, created, new job opportunities}

\*{share, work, employees, time, cutting, HR costs}

\*{initiative, key milestone, Group’s sustainability, long-term competitiveness}

\*{future, headroom, positioned, master, change, capitalize, new market opportunities}

\*{reduce, debt, realigning, Group, focus, strategic growth fields, broadband, fixed, network, mobile communications, business customers, planned}

\*{telecommunications industry, offers, vast possibilities, growth potential, future}

\*{vision, leading, services company, telecommunications, information technology industry, network society, better future}

\*{top quality, efficiency, innovation, benefit, customers}

\*{striving, sustainable success, customers, society, environment, Group, people}

---------------------------------------------------------------------------------------------------------- Deutsche Telekom 2005

\*{opportunities, afford, passive}

\*{act}

\*{Deutsche Telekom, shape, future}

\*{entrepreneurial, social actions, lose, sight, future}

\*{telecommunications sector, dynamic, sectors, unparalleled, influencing, trends, developments, areas, social, economic life}

\*{Internet, example, influence, ushered, new forms, communication, changed, array, processes, home, workplace, education, health care, public administration, finance}

\*{sector's innovation leaders, responsibility, company, society, act}

\*{future, telecommunications, shape}

\*{company strategy, strive, innovation, quality, efficiency}

\*{standard, measure, efforts, judgment, customers}

\*{optimized, Group structure, strategic business areas, Broadband, Fixed Network, Mobile Communications, Business Customers, orienting, customer segments, growth markets}

\*{realignment, strengthened, long-term competitiveness, competitive telecommunications market}

\*{customers, real communications, needs, fixed-network, mobile communications, key basis, innovation}

\*{quality, satisfies, satisfies, customers}

\*{customer orientation, entrepreneurial activities, sustainable, decisive basis, market success}

\*{leading, telecommunications company, high-profile role, society}

\*{focused, customers, needs, possible services}

\*{major employer, partner, projects, benefit, society, focused, people}

\*{good corporate citizen, Deutsche Telekom, contributes, positive development, society, environment}

\*{principles, sustainability, commitment, central, efforts, enhance, Group's competitiveness, train, motivate, workforce}

\*{commitment, key, involvement, different segments, society}

\*{Sustainability, shape}

\*{Global telecommunications networks, key channels, globalization}

\*{channels, sustainability commitment, boundaries, home market}

\*{practice, promote sustainability, countries, active, subsidiaries, affiliates}

\*{support, large number, national, international initiatives, projects, promote, sustainable economic action}

\*{Global Compact, ten principles, binding, framework, values, framework, management decisions}

\*{work, Deutsche Telekom, key, sustainability policy}

\*{live, principles, sustainability}

\*{Group, contacts, customers, colleagues, Group, enormous number, different public, social projects, positions}

\*{employees act, sustainability ambassadors, society, fill, values, established, company, life}

\*{express, personal respect, enhancing, social coexistence, protecting, environment}

\*{enrich, society, future}

---------------------------------------------------------------------------------------------------------- Deutsche Telekom 2006

\*{motto, Deutsche Telekom, current image campaign}

\*{catchy slogan, Company, competition, national, global level}

\*{future, actively, sustainably, benefit, customers, employees, shareholders, partners, society}

\*{Deutsche Telekom, world's leading telecommunications companies}

\*{technological, corporate decisions, far-reaching effects}

\*{Telecommunications, key technology, every industry}

\*{society, use, IT, telecommunications, bringing, changes}

\*{responsibility, world, working systematically, smoothing}

\*{difficult times, Deutsche Telekom Group, challenges, responsible, deliberate, credible, transparent, actions, retain, confidence, customers, investors}

\*{focus, trained, products, solutions, implement, customers}

\*{broadband connections, multimedia Internet experience, high-performance mobile communications networks, freedom, communication, sophisticated turnkey IT, telecommunications solutions, corporate customers, network society, better future}

\*{Deutsche Telekom, social mission}

\*{derive, pledge, obligation, responsibility, world, Group}

\*{responsibility, extends, role, employer}

\*{Deutsche Telekom, employs, employees, countries, Germany}

\*{international telecommunications industry, under-going, far-reaching process of transformation, technology-centered business, oriented, service, customer}

\*{reacting, changes, economic structures, business models, result, comprehensive workforce restructuring, staff, development measures}

\*{aim, shape, skills, employees, process, way, future, company, secure, intensely competitive market}

\*{task, aligning, Group's organizational structures, changing needs, customers, market, redefining, focus, business activities}

\*{merger of T-Com, T-Online, combine, forces, market, broadband technology}

\*{Deutsche Telekom, developing, process, change, process, leading service provider, industry}

\*{work, involved, social and economic change, better future, Deutsche Telekom's transformation, customer-centered Group, offers, ICT services, highest caliber}

\*{Leading change, logical title, Company, Human Resources, Sustainability Report}

\*{structure, content, demonstrate, transformation phase, market, undergoing, role, innovation leader}

\*{innovative products, services, impress, customers}

\*{innovative instruments, measures, change, Deutsche Telekom}

\*{changes, telecommunications industry, challenges}

\*{firm conviction, successful change, tried-and-true constants}

\*{corporate vision, values, Group, T-Spirit, basis, action}

\*{translate, model, concrete terms, Code of Conduct, acts, binding framework, values, personal, corporate involvement}

\*{Code of Conduct signals, commitment, sustainability, fairness, respect, actions}

\*{customers, shareholders, business partners, employees, Code of Conduct, innovative spirit, creativity, shape, development, information, knowledge society}

\*{departure, change, international Group, commitment, sustainable corporate development}

\*{Deutsche Telekom Group, principles, sustainability, daily action}

\*{principles, shape, work, Deutsche Telekom, resources, care, developing, staff}

\*{principles, extend, performance, marketplace, social engagement}

\*{Companies, participants, economic life, market, society}

\*{conviction, Deutsche Telekom's commitment, environment, fulfilling, social responsibility}

--------------------------------------------------------------------------------------------------------- Deutsche Telekom 2007

No CEO message

---------------------------------------------------------------------------------------------------------- Deutsche Telekom 2008

\*{Deutsche Telekom’s core business, society, imaginable services, amenities, connected life, work}

\*{no doubt, question, job, responsible manner}

\*{success, depends, trust, confidence, customers, depends, responsibility, conduct, society}

\*{challenges, face, combating, severe climate change, opportunities, participate, IT world, enhanced services, connected life, work}

\*{achieve, intend, offer, new concepts, solutions, focused, corporate responsibility activities, purpose}

\*{Digitization, business processes, replacing, traveling, modern communication media, essentials, improve, energy efficiency, global economy}

\*{latest Smart 2020 report, possible, reduce, CO2 worldwide, quantity higher, USA’S current CO2 emissions, employing, information, communications technologies, targeted manner}

\*{intend, setting, example}

\*{striving, irrespective, origin, level, education, share, IT world}

\*{demographics, country, Germany, dependent, potential, senior citizens, people, grow up, amenities, internet, mobile communications}

\*{underprivileged, children, youth, expose, new technologies, learn, use, networks, high-speed Internet connections worldwide}

\*{Future developments, Internet, challenges, network, line capacities}

\*{private sector, finance, investment, overcome, challenges}

\*{social duty, preventing, regional digital, divide, long-term, new political, regulatory solutions}

\*{challenge, improving, quality of working, living, modern society, services}

\*{calls, developing, implementing, network, technologies, consequences, example, constant virtual presence, working life}

\*{Deutsche Telekom’s contributions, fields, sustainability, corporate responsibility, receive, international acclaim, principles, United Nations Global Compacts}

\*{impression, commitment, services, field, corporate responsibility}

\*{receive, views, work}

\*{value, opinion, information}

---------------------------------------------------------------------------------------------------------- Deutsche Telekom 2009

\*{responsibility, motto, year’s report, new meaning, crisis}

\*{commitment, sustainable development, plan, future, society, basis}

\*{central issues, education}

\*{modern knowledge society, top-class educational system}

\*{support, schools, educational institutions, Deutsche Telekom Foundation}

\*{giving, backing, children, young people, difficult economic, social backgrounds}

\*{example, ‘Yes, I can!’ initiative, launched, supports, projects, children, young people, develop, talents, chances, participating, community, world of work}

\*{products, services, fulfill, responsibility, society}

\*{applies, climate protection, designing, connected life, work, digital world}

\*{approach, open up, key future markets, Green ICT}

\*{efforts, independent organizations}

\*{analysts, top position, socially responsible investment (SRI) rankings}

\*{well-known rating agency, classed, “prime invest”, rating}

\*{path}

\*{employees, Group levels}

\*{incorporating, sustainability, day-to-day work, globe}

\*{company, Deutsche Telekom, intends, responsibility, society, promote, open dialog}

\*{transparent reporting, document, high standards, Global Reporting Initiative, Global Compact, stands up, inspection, external auditors}

\*{social commitment, CR Report}

\*{judge, success, efforts}

---------------------------------------------------------------------------------------------------------- Deutsche Telekom 2010

\*{Telekom, sustainability, top priority}

\*{first CEO, DAX company, sign, Change-maker Manifesto of Utopia, Internet platform, strategic consumption}

\*{manifesto, company, comprehensive sustainability targets}

\*{excerpt, live chat, members, Utopia, foreword}

\*{man-made climate change}

\*{people, understand, business, companies, better position, long term, follow, principles, sustainability}

\*{no choice, optimistic approach}

\*{Deutsche Telekom, green electricity, green electricity providers}

\*{complex issue}

\*{no single electricity provider}

\*{mix, Germany, green electricity, existing hydroelectric power plants}

\*{increase, proportion, green electricity}

\*{technological developments, fuel cells, combined heat, power plants, geothermal energy}

\*{offsetting, energy emissions, Germany, RECS certificates}

\*{stance, topical issue, Green IT}

\*{issue, building, solutions, customers, cloud computing, dynamic resource allocation, utilization, computer capacities, document services, smart metering}

\*{broad field}

\*{massive expansion, mobile communications networks, WLAN hotspots, reconciled, sustainability}

\*{Safety, environmental sustainability, top priority}

\*{judgments, experts, recognized bodies, WTO}

\*{applies, WLAN}

\*{products, mobile communications networks, limits, safety standards}

\*{support, research, gain, clarity, area}

\*{reconcile, shareholder, value, sustainability}

\*{long term}

\*{society, customers, demand}

\*{Sustainability, top priority, achievement, specific sustainability targets, management remuneration}

\*{Sustainability, sale}

\*{Managers, career, company, sustainable corporate governance, promise, special reward}

\*{Sustainability targets, measured, SRI rating, carbon reductions}

\*{sustainability, minds, employees}

\*{values, everyone, interactive tools, e-learning, carbon-offsetting business trips, driver, training, reduce, emissions, converting, vehicle fleets, lower-emissions vehicles, long-term objective, programs, corporate volunteering}

\*{participation, image campaign, genuine}

\*{suspect, former, fact, work, climate, working conditions, deteriorating}

\*{Radical measures, workforce, sustainability}

\*{representation, company climate}

\*{people, works, council, differentiated picture}

\*{act, socially responsible way, offer, working conditions, companies}

\*{train, young people, new employees, support, social projects, invest, education, disadvantaged}

\*{personal, private, attitude, sustainability}

\*{careful, energy efficient, using, appliances, car, drive, careful, fuel consumption, carbon emissions}

\*{social activities, youth work}

\*{patience, changes, company, Telekom}

\*{company, people, work}

---------------------------------------------------------------------------------------------------------- Deutsche Telekom 2011

\*{decisions, worlds of politics, business, aimed, future}

\*{never lose sight, long-range challenges, transition, renewable sources of energy, approved, German government}

\*{long way, goal}

\*{requirements, successful turnaround, place, German companies, good solutions}

\*{Deutsche Telekom, intelligent control system, advanced electrical grids}

\*{connects, consumers, producers, electricity producers, deliver, power, needed}

\*{Smart electricity meters, decentralized energy producers, create, power plant}

\*{economically viable, electricity producers, shift, decentralized production, renewable energy source}

\*{need, challenges, society}

\*{demographic change, example}

\*{firms, Deutsche Telekom need, mix, employees}

\*{colleagues, experience, younger workers, digital world}  
\*{business, demographic change, developing, new products, solutions, healthcare segment, market}

\*{ramping, commitment, patients, live, independently, innovative new Telekom products}

\*{live, work, changes, increasing networking}

\*{companies, mobile working, increase, cost-effectiveness, employees, enhanced, quality of life}

\*{increasing, networking, people, benefit}

\*{promote, media skills, use, filters, protect, children, young people, surfing, Internet, Internet seminars, seniors, immigrants}

\*{Global Compact, founded, championed, principles, United Nations initiative, areas, human rights, climate protection, combating corruption}

\*{German company, LEAD Steering Committee, UN Global Compact}

\*{CR Report, information, progress, corporate commitment, involvement}

\*{new application, care, corporate responsibility activities}

\*{intuitive way, application showcases, commitment, involvement}

------------------------------------------------------------------------------------------------------------------------Deutsche Telekom 2012

\*{responsibility, environment, society}

\*{corporate responsibility activities, comprehensive, transparent format}

\*{voluntarily, result, legal reporting requirements, legislation, EU}

\*{responsibility, areas}

\*{discuss, two of these areas, importance for society, company}

\*{climate protection, access to high-speed networks}

\*{Information and communications technology (ICT), climate protection}

\*{digital life, work, contribute, creating, low-carbon society}

\*{The SMART er2020 study, Doha, Telekom, ICT, potential, reduce, CO2 emissions, worldwide}

\*{greenhouse gas emissions, Germany}

\*{develop, innovative applications and technologies, tap, potential, customers, reduce, carbon footprint}

\*{Video conferencing, replace, customers’ business trips}

\*{Smart energy management, customers, reduce, electricity consumption}

\*{climate protection goals}

\*{switching, networks, energy-efficient Internet Protocol, initiating, generational shift, mobile communications technology, improving, energy efficiency, data centers}

\*{mobility, company fleet}

\*{CO2 emissions, produced, new Telekom cars, Germany, reduced}

\*{achieved, levels, European Union, climate protection goals}

\*{involvement, climate protection, not isolated effort, central component, comprehensive strategy}

\*{strategy, principles, United Nations’ Global Compact, practice}

\*{official commitment, principles, Global Compact, introduced}

\*{efforts, focused, areas, sustainable development, society}

\*{climate protection, action areas, Connected life, work, Connecting unconnected}

\*{achieve, progress, areas, provide, high-speed network access, people, innovative, energy efficient technologies, sustainable products, services}

\*{increase, investment, expansion, state-of-the-art broadband networks, market trend}

\*{investment}

\*{new vision, Deutsche Telekom, choice, connected life, work, plan, customer, experience, limelight}

\*{customers, transparent, information, engage, dialog}

\*{listen}

\*{new devices, technologies, issues, affect, communities}

\*{efforts, promote, climate protection, sustainable ways, living, working, online safety, social cohesion}

------------------------------------------------------------------------------------------------------------------------Deutsche Telekom 2013

\*{information, knowledge society}

\*{data, knowledge, online, growing, digital applications, enriching, lives}

\*{calls, fast broadband networks}

\*{telecommunications, company, social responsibility}

\*{create, infrastructure, simplify, life, improve, quality}

\*{foundation, innovation, participation, society, investing, network expansion, Germany}

\*{innovations, health}

\*{tele-medical solutions, people, need, care, monitored, remotely, live, independently, surroundings}

\*{Telekom, infrastructure provider}

\*{Responsible conduct, DNA}

\*{wealth, examples, areas, Telekom, pursues, corporate social responsibility, progress, different areas}

\*{Data privacy}

\*{Data security criteria, product development processes right, start}

\*{improved, anti-eavesdropping security, mobile communications, implementing, A5/3 encryption standard, Germany}

\*{work, protect, climate}

\*{approving, Group-wide climate protection target, measure, progress, reducing, C02 emissions, international level}

\*{planning, reduce, CO2 emissions}

\*{Social topics, high, list}

\*{Social Charter, revised, focus, topics, global suppliers, respect, human rights issues}

\*{began, including, CR clause, supplier contacts}

\*{clause, ethical, social, ecological, anti-corruption standards, partners}

\*{pursue, commitment, predecessors, company, responsibly, comply, principles, Global Compact of the United Nations}

\*{sustainability, social responsibility, value, company}

\*{integration, non-financial key performance indicators}