

# Magyar Telekom in CDP

## Motivations and experiences

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## About the Group

- The market's only double triple-play service provider
- Television, internet, telephone services
- At home and on the move (on wireline and wireless networks)
- Value added system integration and IT services
- Listed on BUX and NYSE

### Group Headquarters and shared services

Consumer Services  
Business Unit

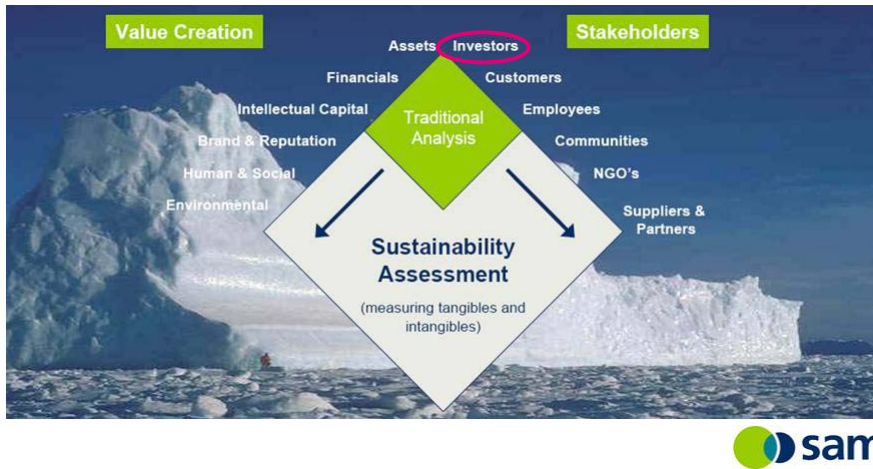


Business Services  
Business Unit



# Motivations to participate

## Stakeholders



# Motivations to participate

## Stakeholders: Investors

- Most important stakeholders
- CDP: participating investors



## Motivations to participate

### Investors: Ratings of responsible investors

- DJSI rating since 2007 (by Sustainable Asset Management)
- Included in the 2009 Sustainability Yearbook released by the rater of DJSI
- Oekom rating since 2009
  - Prime category (qualified for ecologically and socially based investment )



## Motivations to participate

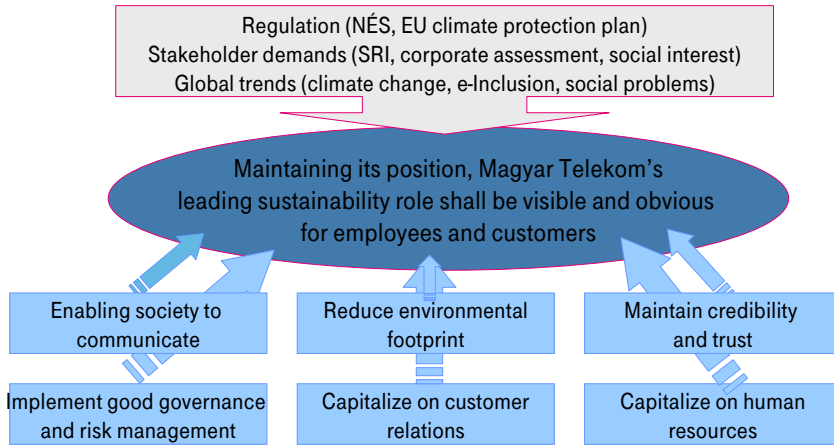
### Social and economic impacts

- Floods
- Rising sea level
- Droughts
- Fires
- Famine
- Lack of drinking water
- Diseases
- Storms
- Hundreds of millions of climate refugees
- Wars



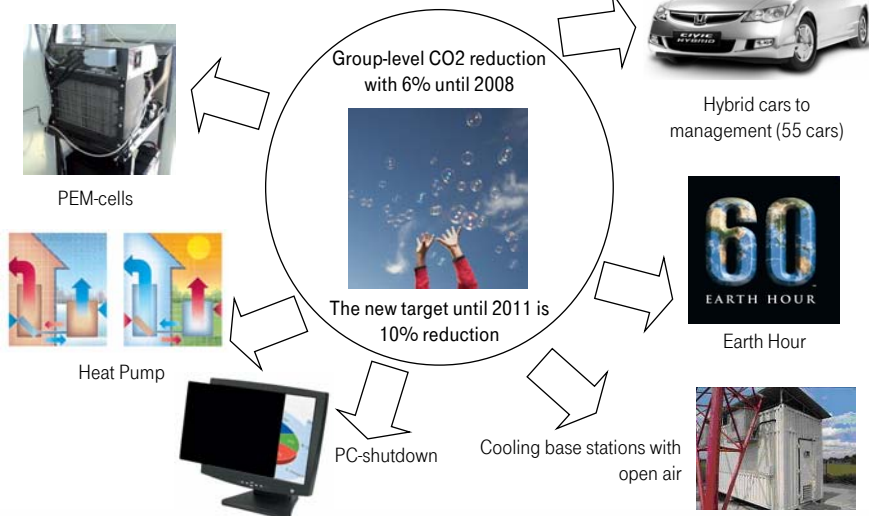
# Sustainability strategy

Main strategic goal, impact factors



# Sustainability strategy

Climate protection



## Experiences of participation

### Good points: monitoring

- Detailed, well structured **monitoring** of climate protection activities
- Complex approach: risks, opportunities, relative emission, targets etc.



## Experiences of participation

### Good points: Checklist

- Checklist: how different issues addressed?
- Reconsidering



## Experiences of participation

### Good points: Methodology

- Methodology
- Precise inventory



## Experiences of participation

### Hard points: Disclosure

- Accountability (Accountability Rating Hungary 1st place 2006-2008, GRI A+)



- Limits of disclosure: costs, investments



## Experiences of participation

Hard points: Insecurity

- Reduction plans and goals
  - Public policy; Copenhagen?
- 
- Economic downturn
  - Comeback?



Thank you for your attention!

