



Yettel announces Sustainability Strategy 2028

The telecom sets goals in environmental protection, people, and technologies for a sustainable future and management based on transparency and integrity.

Sofia, October 19, 2022. Yettel has announced its five-year Sustainability strategy and inaugural Sustainability report 2021, setting measurable targets and providing stakeholders with consistent and transparent information about the company's long-term commitment to sustainable business practices.

Taking on board the first-ever comprehensive materiality assessment of Yettel, the telecom has built its sustainability strategy on four pillars:

- Reducing Yettel's environmental footprint
- Putting people at the center of Yettel's business
- Accelerating technology for a sustainable future
- Acting with transparency and integrity

"We commit to responsible and transparent management of our technology and resources, aiming to provide reliable and safe connectivity services and digital solutions for our customers, with care to our environmental and social impact and consideration for our employees," said Jason King, CEO of Yettel. "Our strategy and goals align with PPF Telecom Group's overall sustainable development strategy and contribute to the group's plans to significantly reduce our emissions and achieve climate neutrality."

Yettel's Sustainability report 2021 is numbered "zero," thus showing the company's commitment to publicly reporting the achieved results in the upcoming five years. The report was prepared according to recognized reporting frameworks, including the Global Reporting Initiative (GRI) 2021 standards, and incorporates PPF Telecom Group's alignment with the United Nations Sustainable Development Goals (SDGs) and the GHG Protocol for Scope 1, 2, and 3 emissions calculation and reporting.

The report and Sustainability strategy of the company were presented during a press conference at which Ove Lidstrom, Head of Innovation and business development of Foxway Group - a leading European company in the sphere of the circular economy, was a special guest. Lidstrom shared the story of a device after it was handed over for recycling at a Yettel store.

Yettel's sustainability strategy goes hand-in-hand with the company's business objectives. It focuses on areas where telecom can make a real difference in addressing the existing economic, social, and environmental challenges.

Key Sustainability Strategy 2028 Highlights:

Reducing Yettel's environmental footprint

- Reduce Yettel's CO2 emissions* in Scope 1, 2, 3
- Focus on collecting and recycling devices - collect at least 127 000 kilograms of electronic waste by 2028
- Reduce by 40% the packaging waste generated for transportation purposes as part of operational activities.



Putting people at the center of Yettel's business

- Opportunities for development, building an equal and motivating work environment for all employees
- Women will occupy 40% of technological roles in the company until 2028
- Dedicate a minimum of 1,000 working hours each year to volunteer initiatives contributing to environmental causes.
- Reach 2,500,000 people annually through campaigns that raise awareness on sustainable development topics.

Accelerating technology for a sustainable future

- Make 5G connectivity available for at least 85% of the Bulgarian population by 2026, with connection speed exceeding 1 Gbps in urban areas (with a population of over 30,000 people).
- One new technology solution every year, supporting businesses and society in Bulgaria toward sustainability
- Commitment to online safety and digital skills – educate 40,000 children on online safety and equip 10,000 people with digital skills every year.
- Protect personal data and increase the resilience of networks against cyber-attacks

Acting with transparency and integrity

- Train 100% of senior management & 50% of employees by the end of 2023 on the topic of sustainable business development
- Develop a detailed plan to engage suppliers with the goals of sustainable development by the end of 2024

* PPF Telecom Group has publicly committed to setting GHG emission reduction targets aligned with the Science Based Targets initiative's (SBTi) target-setting criteria. The group will use the next 12-24 months to prepare a comprehensive program to enable us to reduce GHG emissions.

You can read the entire report and the telecom's sustainable development strategy on the [operator's website](#).

About Yettel:

Yettel Bulgaria, is a telecommunications company providing connectivity and digital services to over 3 million users with people, devices and businesses. Putting the customer first, Yettel's mission is clear: to help people achieve balance in life.

During its 20-year history in the Bulgarian market, the company (operating until March 2022 under Telenor brand) has built a strong reputation as a pioneer in the field of wireless networks and beyond, launching the first commercial 4G network in Bulgaria in 2015, the first VoLTE service in 2018 and paving the way for the development of 5G with the first test of a 5G network in the country. Yettel's industry-leading approach to infrastructure has earned five consecutive Best in Test certifications from the global umlaut organization, which sets the gold standard in the industry.

Today, Yettel Bulgaria, part of PPF Telecom Group, has more than 1,800 employees, and over 180 retail stores, and its mobile network covers over 99% of Bulgaria's population.

For more information, please visit [Yettel.bg](https://yettel.bg)



About PPF Telecom Group:

PPF Telecom Group is a leading telecommunications provider operating in five markets in Central and South Eastern Europe (Bulgaria, the Czech Republic, Hungary, Serbia and Slovakia), where it offers mobile, fixed, data and Internet TV services. The group has 18.3 million mobile customers, 12,000 employees and €1.4 billion in earnings before taxes, interest and depreciation (EBITDA) as of 2020.

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