



OTE GROUP GUIDING PRINCIPLES

Our transformation into a modern and competitive technology company, whose mission is to create a better world for all, also requires the transformation of our corporate culture. To that end, the '**OTE Group Guiding Principles**' are evolving so as to respond to the contemporary demands of our era:

We maintain and broaden our core principles that emphasize:

- **Customer delight** as our priority
- **respect** and **integrity** driving our behavior
- **team spirit** and supporting the team's decisions
- **relationships of trust** towards customers and partners
- we are **entrepreneurial** and oriented in **designing solutions** and services
- we stay **curious** and keep **growing**

In the meantime, we enrich our corporate culture with the addition per Guiding Principle, of anchors for employees having been assigned a leadership role and holding positions of responsibility in the OTE Group companies.

Find below the OTE Group Guiding Principles



Delight our customers

- *Customer needs guide whatever I do. I am passionate about understanding the different customer views and to serve them fairly and equally.*
- *I challenge the internal processes, targets and the status quo to prevent them from hindering the customer's needs.*
- *I incorporate the customers' point of view in designing solutions and services and work with them in iterations on improvements.*

Additional anchors for leaders:

- **I provide a thought leadership through a compelling vision, with the customer at the heart.**

Customer satisfaction is about understanding customer's needs. The way the leader experiences the topic of "delight our customers" as a role model and treats his/her employees, has a considerable influence on how employees themselves deal with customers.

We need forward thinking leaders who motivate and inspire people with a compelling vision and their innovative ideas.



Get things done

- *I think end-to-end to deliver fast and high quality solutions.*
- *I tackle challenges proactively and promptly to serve our customers' needs.*
- *I go for it: start small and continuously improve for the best possible result.*

Additional anchors for leaders:

- **I am courageous and I take risks, when it is required, to disrupt.**

We need courageous leaders who may not always know what the outcome will be, but who are willing to enter this uncertainty and strive for the best possible outcome. A courageous leader steps out of his/her "comfort zone", is open to new ways of working, supports change and creates room for new ideas.



Act with respect & integrity

- *I stand up for a better society that welcomes diversity and inclusion.*
- *I act determined and speak up, because only those who drive improvement can create change.*
- *I strive for success without compromising respect and integrity.*

Additional anchors for leaders:

- **I am accountable for the good of our people and our company.**

Integrity in leadership positions means being honest and reliable. Leaders who act with respect and integrity stand by their word and care for their employees. They treat people as they would like to be treated themselves. Moreover, leaders take care to ensure a healthy balance in the workload of their employees.



Team together team apart

- *I stand for strong collaboration to overcome silos. We win and lose together as one company.*
- *I accept and give constructive feedback to grow personally and as a team.*
- *I openly communicate, share my knowledge and build on the ideas of others to get to the best results.*

Additional anchors for leaders:

- **I create and empower diverse teams and partnerships.**

Leaders must be able to form teams in which diverse competencies, characters and talents come together to unleash innovation and achieve the best results. They must be able to adapt to different people and align, motivate and inspire teams towards a common goal. In addition, a leader should build and expand networks and create value-adding partnerships within and outside the company. Together with their team, leaders should present their results to others.



I am a member of OTE Group – Count on me

- *I personally live our identity in my daily work.*
- *I deliver what I promise, build strong relationships and gain the trust of customers and colleagues.*
- *I enjoy having fun with colleagues while striving for success.*

Additional anchors for leaders:

- **I give and gain trust by being authentic and emphatic.**

Leaders must trust their employees in order to gain their trust. For a leader it is crucial to know oneself and to be able to assess others, as well as to be open and transparent.



Stay curious & grow

- *I take the initiative and foster end-to-end responsibility to create an impact.*
- *Utilizing the possibilities offered by technology, I try out new ways with curiosity and courage to gain knowledge and skills for personal growth.*
- *I share my knowledge, ask questions and take time to reflect and learn.*

Additional anchors for leaders:

- **I grow myself and others. I support potential. I balance persistence and adaptability.**

Leaders must promote and drive their team. In doing so, leaders must always critically question themselves and their team in order to enable continuous learning and exchange of knowledge. Leaders create an atmosphere in which open and constructive feedback is valued.

The OTE Group Guiding Principles are aligning with the Guiding Principles of the Deutsche Telekom Group.