

**WE ARE NOT A BUSINESS
RUNNING A BRAND.
*WE ARE A BRAND
RUNNING A BUSINESS.***

Strong brands drive higher value

Brands with stronger demand power drive higher value

2x

Becoming more meaningfully different to more people supports a growth advantage

+19%

Strong brands contribute to higher stock price growth

+888%

Strong brands portfolio vs. S&P 500

Strong pricing power increases penetration

3x



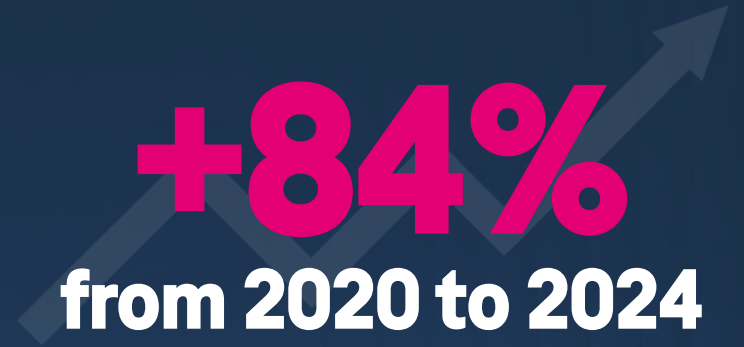
#1

MOST VALUABLE TELECOMS BRAND IN THE WORLD

AAA- RATED



BRAND VALUE INCREASE



+84%

from 2020 to 2024

GLOBAL TELCO RANKING

T brand has moved
to the top spot in 5 years



CREATIVE EXCELLENCE
RECOGNIZED BY THE INDUSTRY

259 awards

since 2023 across Group



Brand value
has grown plus
16.5%
within last year

GLOBAL TOP 10


T brand is #9 of the
most valuable global
brands



BRAND VALUE

\$ 73.3 Billion

+84% from 2020 to 2024


73.32
BN USD
71.75
BN USD

 **AT&T**
49.25
BN USD

orangeTM
20.28
BN USD

 **vodafone**
14.60
BN USD

Telefónica
1.42
BN USD

Source: Brand Finance Global 500

BUT →

**NO ONE
BUILDS A
LEGACY BY
STANDING
STILL.**



Google



amazon



Coca-Cola

Key engines to drive brand growth

RELEVANCE

TRUST

DIFFERENTIATION

RELEVANCE

**We are building
infrastructure for life.**

TRUST

**As a reliable partner, we deliver the
best values **s** for our customers.**

DIFFERENTIATION

**We create responsible,
society-centered advertising
and contextual design.**