



Deutsche Telekom Gender Diversity

KEN Awards

23 October 2013

Mashnee Darmen



LIFE IS FOR SHARING.

AGENDA

Company overview

Why Gender Diversity

What we did

How we did it

Challenges & Solutions

Gender Diversity



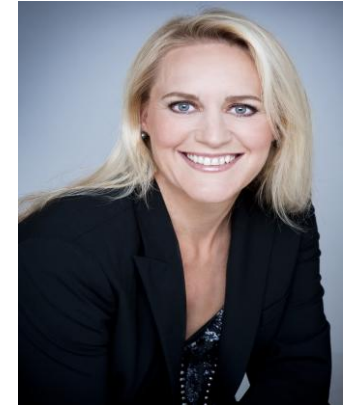
Yahoo CEO
Marissa Mayer



Hewlett Packard CEO
Meg Whitman



IBM CEO
Ginni Rometty



Chairwoman T-Systems SA
Mardia van der Walt-Korsten

Overview of Deutsche Telekom

Deutsche Telekom AG

USA

Germany

Europe & Technology

T-Systems

Company



Global Group

- Deutsche Telekom is one of the world's leading service companies in IT & Telecoms

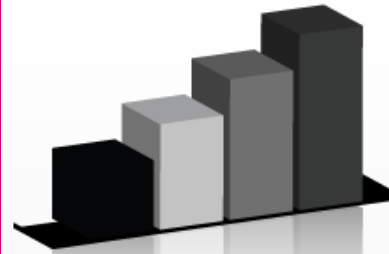
Products



Our strengths

- IT & Telecoms solutions (Products & services for fixed networks, mobile communications, & Internet)

Facts & Figures



Numbers

- Reported revenue of EUR 58.2 billion in 2012
- >195 million customers

Employees



Our success relies on

- > 230,000 employees in >50 countries

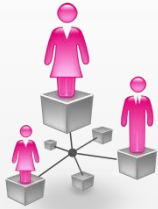
Why do it?



Increase in competitiveness

Fortune 500 companies with ≥ 3 women gain a significant performance advantage over those with fewer women on the executive board*

+ 73% return on sales; + 83% return on equity; + 112% return on invested capital



Broadening the talent pool

Women represent more than 50% of the global talent pool*



Sustainable business practice

10.3% of DTAG shares are owned by companies who invest in equal opportunity corporations – more sustainable



Social responsibility

Gender equality means equal opportunities

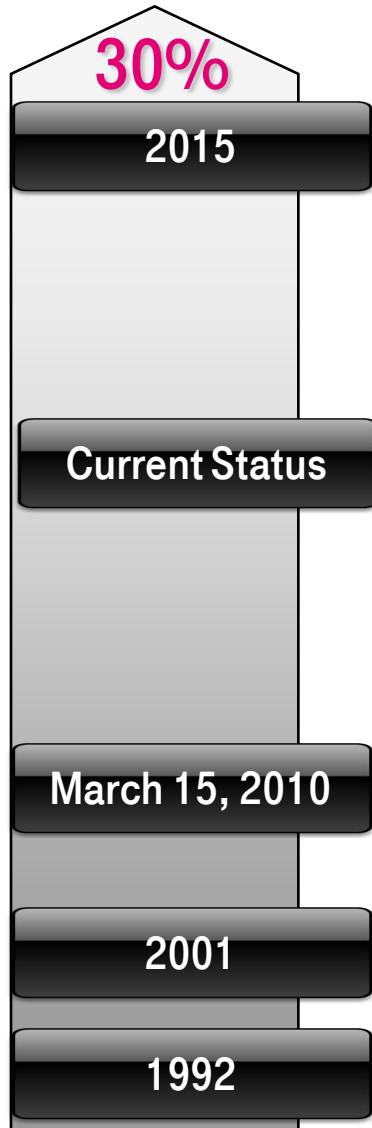


Open corporate culture

Respect & inclusiveness promotes open corporate culture
(happy employees = happy customers = happy shareholders)

* Catalyst (2007). *The bottom line: Corporate performance and women's representation on boards.*

What we did



30% females in middle and upper management

	February 2010	YE 2012	YE 2013
Women in management:	19%	24%	FC 25%
Business Leaders:	3%	15%	
Supervisory Boards:	6%	25%	
Development Programs:	19%	39%	
High Potential Talents:	33%	50%	

1st German company in DAX-30 index to introduce a women's ratio

Leading German organizations sign agreement to support equal opportunities in the private sector

Introduction of concept to support women's development as a basis for equal opportunities

How we did it & next steps

What we did to get to current status

1. Detailed targets per unit & per country
2. Top Leadership Pledge
3. Various programs
 - a) Gender awareness training
 - b) External Talent visibility
 - c) Female Leadership
 - d) Work life
4. Communication; awareness & branding
 - a) Campaigns, including Executive Videos
 - b) Showcasing successful gender practices

What we need to do to reach 2015 goal

1. Enhance current measures + additional measures
2. Focused plan to get to 30% by 2015
 - a) Budget & resources investment
 - b) Create “space” for more female managers
 - c) Mentorship of females
 - d) Focused awareness & sensitization programs
3. Etc.

Challenges & Solutions

Challenges

1. Management buy in
 - a) Business realities bigger priority than gender targets
 - b) “Old boys club” behavior
2. Females not feeling valued
3. Tokenism: Male & Female view
4. Limited IT qualified female candidates

Solutions

1. Continuously selling business benefits at all levels
 - a) Diversity addresses diverse markets & customers, therefore business priority
 - b) Focused sensitization training
2. Growing IT talent pool from school & university level
3. Ensuring gender equality in HR processes
4. Visibility of Diversity role models & champions

THANK YOU!



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