

LEADING THE DIGITAL ERA

# SOCIAL RESPONSIBILITY



LIFE IS FOR SHARING.

## SOCIAL RESPONSIBILITY

Social responsibility is becoming increasingly important for the successful operation of the enterprises, both at global level and in Macedonia. Makedonski Telekom, as one of the most important players in the Macedonian business environment, has the responsibility to not only set high standards or distinguish itself from the other legal entities, but rather to be a driving force of the development of the society.

As pioneers in the area of social responsibility, our mission is not only to care for our employees, but to also enrich and promote the quality of life of all citizens in the country, as well as to invest in the community thereby improving the environment in which we operate. Therefore, for many years now we have been continuously supporting important cultural and sports events, donating and investing in education, health, social and child care, at the same time promoting the universally accepted social responsibility values.

Sports, music and culture are the three main pillars of the sponsorship strategy of Makedonski Telekom.

Thus, with our support, we have raised the sports to a higher level, continuing the cooperation in 2016 with our best handball and football club "Vardar", and we remained the main sponsor of the Futsal Business League. As supporters of the sports, we decided the National Arena "Philip II" to be rebranded to "Telekom Arena". By signing the Cooperation Agreement with the Joint Stock Company for Construction and Management of Residential and Commercial Properties, Makedonski Telekom showed that the national arena will get a reliable and trusted business partner for the future. The Stadium in the City Park is an impressive facility and a recognizable landmark of the City of Skopje and the surrounding area. Therefore, our support will not only ensure the promotion of the Telekom Arena in broader terms, in the style of the world famous stadiums, but we will additionally encourage the healthy lifestyle and the development of sports spirit among the citizens of the country.

WE ARE DEDICATED TO  
SOCIAL PROGRESS AND  
WELL-BEING

We traditionally supported the Ohrid Swimming Marathon which has grown into a top sporting event, the Skopje Marathon, the Macedonian Tennis Federation, the Basketball Club MZT Skopje and the humanitarian giant slalom which is organized in Mavrovo. In addition to sports, we also constantly invest in music as one of the most important segments of society. For many years we have been partners of the broadly recognizable and unique Skopje Jazz Festival, as well as the children's music festivals such as Zlatno Slavejce, Potocinja, Grozdoberce and the children's festival of Albanian songs "Rainbow". We strengthened and continued our support for the music stars Kaliopi, Karolina, Elena Risteska and Adrian Gadza.

We also unselfishly invest in culture. We single out the following as more important events: Ohrid Summer Festival, an event to which we have been friends for years, then the Novel of the Year which is organized by "Utrinski Vesnik", the event "See the Music, Hear the Picture, Get a Book", and we are also traditional supporters of "Baskerfest", the Macedonian Opera and Ballet, the "Investment Summit Macedonia 2025" and the "AllWeb event". We also supported projects of public interest in the field of international cooperation such as the "National Day of the Republic of Hungary" and the "Independence Day of America".

We were also partners of the traditional Albanian events in the Republic of Macedonia: "Golden Ant", "Sounds of the Bazaar", "Ensemble Ibe Palikukja", "Tetovo Cultural Summer". As one of the largest donors, we continued the cooperation and were part of the campaign "Go Pink 2016 - Steps Against Breast Cancer" organized by the organization "Borka".

Makedonski Telekom, for the purposes of the achievement of its strategy for connected life and work, supports the projects for support and development of

the digital society and the promotion of the life and the education of the young people. So, we donated for the full reconstruction and refurbishment of the internet classroom and the reading room in the dormitory Skopje with completely new technical equipment (computers, printers, scanners and TV sets with Internet connection) whereby the students got a modern corner for learning, getting information and socializing.

Finally, we should point out that as a company we were the first to provide financial support and assistance to the population affected by the floods in Skopje. We also organized the employees who, through a voluntary action, donated the essential means so that the population would more easily overcome the crisis which affected them, and who even joined the clearing of the terrain for the purposes of mitigating the devastating effects of the storm which occurred at the beginning of August. We showed our humanity not only as a company, but we also proved that our employees nurture the spirit of providing help whenever it is needed the most!

## FOUNDATION "TELEKOM FOR MACEDONIA"

Since 2016, only one Foundation has been functioning - "Telekom for Macedonia". The main focus of the Foundation remains the same: helping the children from the vulnerable groups, as well as development of the information society and equal involvement of all stakeholders. In this manner, the company aims to provide a better quality of life in the community in which it operates.

## Workshops on the Topic of "Blockchain" Technology

The experts from IBM, one of the largest technological companies in the world held three workshops on the topic of "Blockchain" technology, the first of its kind in the region. The workshops, organized by the "Telekom for Macedonia" Foundation, were attended by over 100 participants from the Macedonian ICT companies, IT experts from the public institutions, as well as professors, teaching assistants and students from the ICT faculties at the state universities.



The participants in the workshops had a unique opportunity to learn about the new "Blockchain" technology which is considered to be revolutionary just like the Internet and that in the next period it will start to be massively used and gradually replace the current IT architectures and processes. It is considered a revolutionary technology, just like the Internet was a few years ago and this is a brand new method of processing the digital transactions through the use of so-called decentralized database and distributed processing that is performed on hundreds of computers. All these machines keep track of each transaction, so there is no chance to make any changes afterwards, which guarantees extremely high security and confidentiality of the transactions, as well as high speed processing.

In the next few years, this technology is expected to be widely applied in all sectors, ranging from finance, through trade, all through to government electronic services. For these reasons, the workshops organized with the support of the "Telekom for Macedonia" Foundation were of exceptional importance so that the Macedonian IT experts would be familiarized with it prior to its becoming a global trend.

## Junior Balkan Olympiad in Informatics

This top programming contest, which was held from 17 to 21 September united nine participating countries and 39 junior participants up to 15 years of age. On the event, the best contestants were presented, among whom were also the representatives of Macedonia - Marko Chalanov won the silver medal and Josif Tepegjov, Andrej Velickovski, Darijan Sekerov, Filip Sijakov and Mila Kjoseva won bronze medals. The gold medals went to the representatives of Moldova, Bulgaria and Romania.

The Junior Balkan Olympiad in Informatics was held for the tenth time with the participation of members of the Balkan Initiative: Macedonia, Cyprus, Romania, Moldova, Greece, Serbia, Bosnia and Herzegovina, Bulgaria and Slovenia.



The "Telekom for Macedonia" Foundation supported the event and hosted the closing ceremony and awarding of medals on this jubilee Olympiad.

## Donation numbers

The donation telephone numbers are the only solution for many people who believe in the selfless help from the citizens. Thus, in 2016, the donation numbers were used 57 times, of which 51 time for natural persons and 6 times for legal entities.

## Sea Hero Quest: Fighting Dementia with a Game

More than a Game - Quest for Salvation of the Human Brain

In May 2016, DT promoted the Sea Hero game for mobile phones in order to boost the research on dementia. After six months, the initial results showed that the digitization does not only improve the basic researches, but it also helps in the detection of the disease at an early stage. So far, 2.8 million people in 193 countries have played the game, including people from Macedonia. Over 20,000 citizens from Macedonia downloaded Sea Hero Quest, thus participating in the largest study in the history ever done for dementia.

If the outdated - conventional methods were used, the scientists would have taken several decades in order to collect the data in the laboratory. In addition, for the first time, the game created a global database which will allow the scientists to derive standardized data about the spatial awareness of the people of all ages and both sexes - which constitutes the basis for the largest study in the world for research of dementia.

Previously, the scientists assumed that the orientation ability declines only with advanced age. However, the analysis of the data of the game shows that the orientation ability begins to deteriorate in people at the age of 19. And when it starts, the deterioration usually continues throughout life.

Identifying dementia at an earlier stage, before the patients start having memory problems, will be a milestone. The data collected in the game will also enable the introduction of more targeted therapies.

The anonymous data from the game are stored in the high security data center in Munich, where it is available to researchers. Hence, we can be proud that Sea Hero Quest is not just a game which is fun to play, but which also encompasses a humane purpose and which will help scientists to find a cure or salvation for dementia.

