



**"CONTRIBUTING TO SOCIETY  
IS OUR SECOND NATURE"**



**CORPORATE  
RESPONSIBILITY  
REPORT  
2005**





**COVER: Zervea Evangelia- General Accounting & Accounts Payable Section**

**CONTENTS:**

|  |                 |
|--|-----------------|
| <b>MESSAGE FROM THE CHIEF EXECUTIVE OFFICER</b>  | <b> page 7</b>  |
| <b>1/ WHO WE ARE</b>   | <b> page 9</b>  |
| <b>2/ OUR STRATEGY</b>   | <b> page 11</b> |
| <b>3/ OUR PEOPLE</b>   | <b> page 15</b> |
| <b>4/ OUR INTERNAL OPERATION</b>   | <b> page 19</b> |
| <b>A. PRINCIPLES OF CORPORATE GOVERNANCE</b>   |                 |
| <b>B. APPLYING PRINCIPLES OF INTERNAL AUDIT</b>  |                 |
| <b>5/ OUR "PARTICIPATION" IN THE ECONOMY</b>   | <b> page 23</b> |
| <b>6/ OUR "PARTICIPATION" IN THE PROVISION OF PRODUCTS &amp; SERVICES WITH SOCIAL RESPONSIBILITY</b>           | <b> page 25</b> |
| <b>7/ OUR "PARTICIPATION" IN THE RESPONSIBLE MANAGEMENT OF COSMOTE SERVICES CONTENT</b>                        | <b> page 27</b> |
| <b>8/ OUR "PARTICIPATION" IN RESPONSIBLY PROVIDING INFORMATION REGARDING THE OPERATION OF MOBILE TELEPHONY</b> | <b> page 29</b> |
| <b>9/ OUR "PARTICIPATION" IN SOCIETY AND THE ENVIRONMENT</b>   | <b> page 33</b> |
| <b>A. OUR "PARTICIPATION" IN THE AREAS OF HEALTH &amp; SOCIAL CARE</b>   |                 |
| <b>B. OUR "PARTICIPATION" IN EDUCATION</b>   |                 |
| <b>C. OUR "PARTICIPATION" IN THE ENVIRONMENT</b>   |                 |
| <b>D. OUR "PARTICIPATION" IN VOLUNTEERISM</b>  |                 |
| <b>10/ OUR SOCIAL ACTIVITIES BEYOND GREECE</b>   | <b> page 47</b> |
| <b>11/ OUR NEXT STEPS - GOALS</b>  | <b> page 53</b> |

**We dedicate this handbook to our people. All the photos illustrating this handbook were taken by COSMOTE Group employees, who proved their sensitivity, with a different perspective, through the photographic lens, expressively demonstrating that... it is better to be ahead!**





## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

---



### Contributing to society is our second nature...

At COSMOTE, we believe that we have a significant share of responsibility for the social prosperity and progress. This belief is the cornerstone of the company's philosophy, as well as an example of consistency towards the society that has nurtured us.

The natural outcome of this reasoning is that COSMOTE's social responsibility represents a guide for its managerial, operational and social conduct. We have adopted - and systematically continue to incorporate - all business practices and activities that have a social and environmental dimension. Additionally, we have achieved a multidimensional and harmonious relationship with all the social stakeholders we address. Employees, shareholders, customers, suppliers, the society as well as the environment, are the recipients of a series of activities and behaviors that are integrated into COSMOTE's multidimensional Social Responsibility Programme, which we call "Participation", representing the spirit of our active presence in society.

The implementation of our "Participation" Programme is the result of the willing compliance to social expectations and requirements that goes beyond the fulfillment of our legal obligations. Our goal is for the COSMOTE brand to become synonymous with Corporate Social Responsibility.

To this end, the 2005 Corporate Responsibility report has a two-fold purpose. On one hand, to provide information about the specific activities that COSMOTE has implemented and their effectiveness, and on the other hand, by promoting the continuity and consistency of our Corporate Social Responsibility Programme, to renew our "contract of honor" with society, affirming our commitment, our respect and our responsibility towards it.

We are especially proud, as we have realized that COSMOTE's responsible stance towards society is well integrated within the company's employees, the people that decisively participate in its business growth! We aim at further stimulating their natural inclination for substantial social and environmental involvement, through our daily practices as well as through systematic information and consistent motivation. I only need to mention the great response of COSMOTE employees to the company's photography competition organized on the occasion of the World Day for the Environment 2005, an example of participation spirit and sensitivity towards the environment. The best snapshots, simple and natural in their own way, decorate this publication, symbolically highlighting yet another aspect of our participation. Our people's view of nature, our very own nature!



Evangelos Martigopoulos  
Chief Executive Officer





# 1 WHO WE ARE

---

## COSMOTE

### A socially sensitive company

Following a successful eight year track record, COSMOTE firmly remains at the top of the Greek mobile telephony market, demonstrating consistency in its commitments and the realization of its business goals. With over 4.6 million subscribers and a 37.3% market share in Greece, the company is pursuing a dynamic course of growth and innovation, while establishing its position as a leading player in SE Europe.

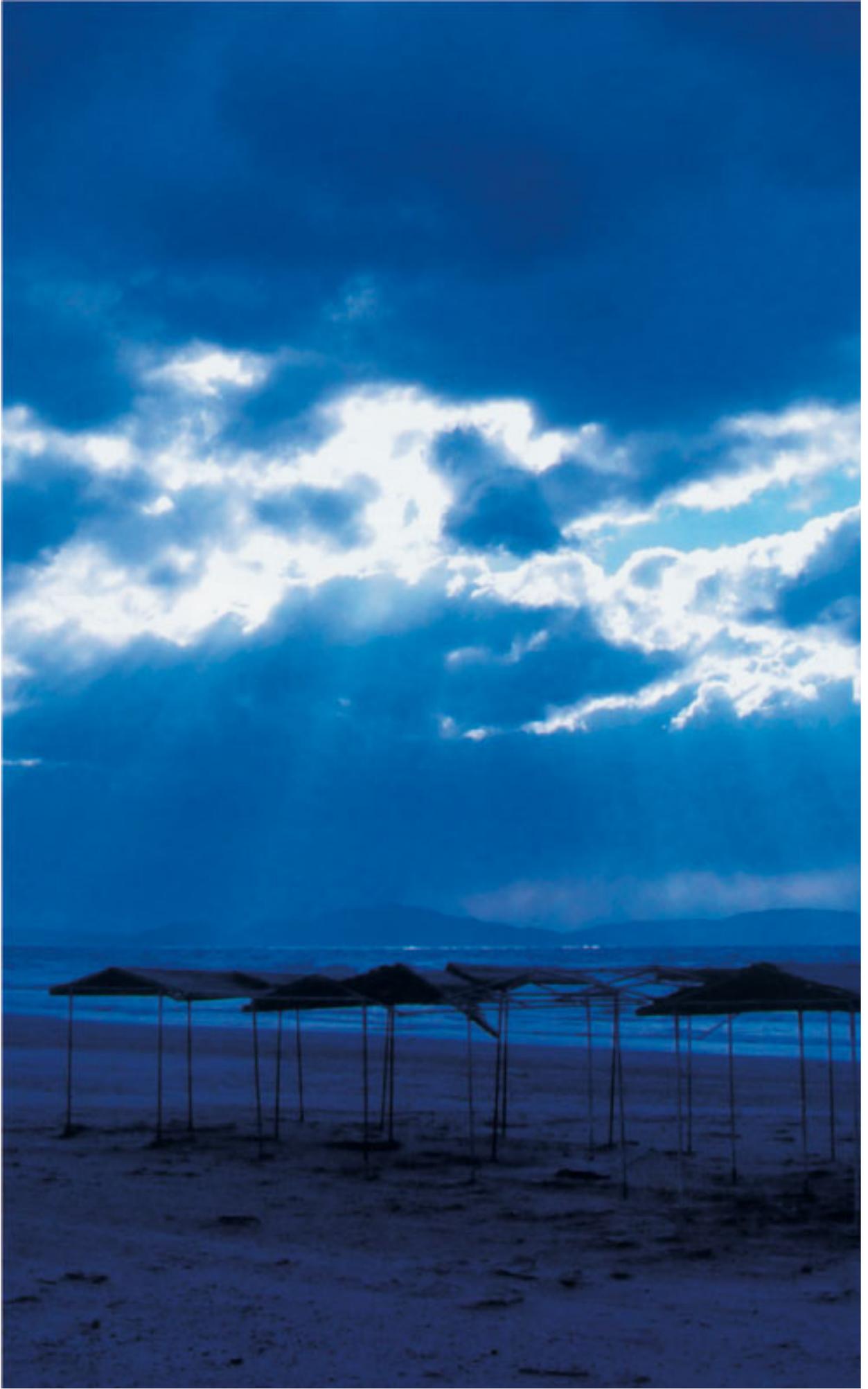
COSMOTE's financial results for 2005, provide solid proof of its exceptional course on all fronts. Achieving strong performance for yet another year, with increased profitability and growth rates above the European average, the company laid the foundations for an even more impressive future. COSMOTE's consolidated revenues for 2005 amounted to €1,797.6 million, earnings before interest, tax and depreciation (EBITDA) reached €754.5 million, with Group EBITDA margin rising to 42%, while net income reached €339.9 million.

COSMOTE's exceptional performance is the result of the strategy it has faithfully pursued from the outset. The Greek mobile telecommunications company remains close to its customers 24 hours a day, 365 days a year, providing reliable coverage through its state-of-the-art and continuously upgraded telecommunications network and utilizing cutting-edge technologies, in order to consistently offer sophisticated, integrated and high quality communication services at competitive tariffs. COSMOTE's wide range of products and services is available to all, through the company's extensive, modern commercial network that continues to grow steadily, as a quality point of contact, service and assessment of customers' communication needs.

After having completed a dynamic course of creative and successful presence in Greece, in 2005, COSMOTE also set the foundations for its evolution from a local mobile operator to one of the most powerful players in South East Europe. Through its subsidiaries AMC in Albania, GLOBUL in Bulgaria, COSMOFON in FYROM and COSMOTE Romania, COSMOTE today addresses a 45 million people market, with significant growth potential and a multitude of business opportunities. The performance of COSMOTE Group subsidiaries, even of those in the early stage of their development as well as the valuable experience and know-how obtained so far by COSMOTE, have set the foundation for significant future accomplishments.

Apart from the provision of top quality telecommunications coverage, services and customer care across and beyond Greece, a key factor in COSMOTE's success is its ongoing concern for effective Corporate Governance. Furthermore, as a responsible and active participant in society, the Greek mobile telecommunications company strives to consistently participate in society producing tangible and measurable results. Acknowledging that social prosperity and its own growth and development are inseparably connected, COSMOTE, from its very first steps, has undertaken substantial initiatives for the benefit of people, society and the environment.

Capitalizing on the opportunities offered by the dynamically growing business environment of mobile telephony, COSMOTE aspires to consistently continue contributing tangible results to the society that supports the company's growth, along with maintaining its leading position and strengthening its presence in the competitive international business arena.





## 2 OUR STRATEGY

---

### **With the appropriate strategy, goals are achieved as a matter of course**

It goes without saying that nowadays communication represents the driving force behind the evolution of society. Consequently, COSMOTE believes that it possesses a significant share of responsibility for the progress and prosperity of society. In an era of radical technological developments, and with the attention of social stakeholders shifting towards technology products, COSMOTE believes that technological progress and the wellbeing of society go hand in hand. This understanding, after all, represents an integral part of COSMOTE's corporate philosophy and culture and is reflected on all its business practices.

The natural outcome of this reasoning is COSMOTE's holistic approach to the application of Corporate Social Responsibility principles with regard to all the social stakeholders, meaning its employees, shareholders, customers, suppliers, society as a whole and the natural environment. More specifically, the company adopts and applies Social Responsibility practices that cover its three basic dimensions: financial, social and environmental, effectively addressing the acknowledged needs of all social stakeholders in this way.

**COSMOTE's positioning and strategy** towards social stakeholders are summarized as follows:

**Regarding its human resources,** people is COSMOTE's most valuable asset; that is why focusing on human resources constitutes a strategic choice for the company. COSMOTE has created a modern and safe working environment of equal rights and opportunities for all, an environment where the corporate targets are synonymous with the personal goals of employees. Teamwork, respect, initiative, innovation and passion are the basic characteristics that make up our working environment. Within this framework, the participation of human resources in the implementation of substantial Social Responsibility work is an effective and essential condition. For this reason, the company invests on the continuous development of its employees through systematic training.

## 2 OUR STRATEGY

---

**Regarding its customers,**

since the very beginning the company has sought to provide a state-of-the-art telecommunications network, covering Greece's even remotest areas. At the same time, COSMOTE continues to offer accessible to all and affordable mobile communication, constantly enhancing and upgrading its services portfolio, while also implementing specialized mobile services in order to meet the needs of sensitive social groups.

**Regarding investors,**

COSMOTE applies sound Corporate Governance principles and effective internal audit practices.

**Regarding its suppliers,**

with quality, transparency and reliability as its key criteria, COSMOTE implements a uniform supplier selection policy based on modern supplier management practices. At the same time, acknowledging that its social performance may be affected by its suppliers' activities, it designs the development and application of Social Responsibility practices in the supply chain management process.

**Regarding society,**

the company participates in specific activities and programmes, while undertaking its own initiatives, responding to Greek society's real needs. In this way, COSMOTE supports the effort to resolve imminent problems, mainly of a social character, while striving, through systematic education in specific areas, to enhance awareness among the general public or even specific population groups and to improve social attitudes and behaviors in the long term.

## 2 OUR STRATEGY

---

### **Regarding society,**

the company participates in specific activities and programmes, while undertaking its own initiatives, responding to Greek society's real needs. In this way, COSMOTE supports the effort to resolve imminent problems, mainly of a social character, while striving, through systematic education in specific areas, to enhance awareness among the general public or even specific population groups and to improve social attitudes and behaviors in the long term.

### **Regarding the environment,**

COSMOTE aims to optimize its internal operations and to unceasingly and effectively assess and minimize any possible impact of its activities on the environment. To this end, the company has developed and implements an Environmental Management System, while implementing internal awareness campaigns to sensitize and motivate its employees towards an eco-friendly behaviour.

---

In conclusion, COSMOTE's Social Responsibility comes to life through a multidimensional Corporate Social Responsibility Programme, entitled "Participation" that aims at addressing the substantial social, financial and environmental requirements of modern Greece.

Galouni Athanasia  
Installations Sub-Department



## 3 OUR PEOPLE

---

### Thousands of employees, countless initiatives

COSMOTE strongly believes that social sensitivity and adopting a responsible stance towards society primarily begins from the main “body” of the company: its human resources! Ambassadors of a common vision and culture, the employees of COSMOTE contribute to the company’s progress with their specialized knowledge, their valuable experience and their personal effort. Realizing that its success is due to its people, the company creates an environment that aims at developing their skills, utilizing their talents and inspiring them.

To achieve this, the company implements several practices that concern:

- professional skills development systems
- appealing remuneration packages
- activities to create an optimum and sophisticated work environment.

#### **Statistical data**

COSMOTE’s work force increase along with its business activities and the overall successful course of the company. In 2005, the number of its employees reached 2,182. In total, the number of COSMOTE’s employees both in Greece and in the subsidiaries of the Group abroad are over 4,000. Of all the people that work for the company, 55% are women and 45% men with an average age of 32, 42.5% of the employees hold a university degree, 15.5% hold a postgraduate degree and 14% hold a degree from a Technological Educational Institute.

COSMOTE attracts highly qualified people, both from a professional and personal point of view, and invests in them by providing development opportunities and optimum working conditions.

#### **Key benefits:**

COSMOTE offers competitive remuneration packages and voluntary benefits, such as:

- a group private health care plan for all its employees and their dependents
- a group private life insurance for all employees
- a private retirement programme through which the company contributes to the savings potential of its employees
- corporate mobile phone for all employees with special inexpensive programmes
- financial support for the cost of the day care center of their choice
- extra leave when there is special need
- gift certificates during Christmas and Easter
- special agreements with other companies for preferential treatment of its employees in terms of the provision of products and services
- organization of sports activities (internal 5x5 soccer championship, basketball, tennis etc.), and other events, aiming to balance the employees’ professional and personal life.

# 3 OUR PEOPLE

## Securing an excellent working environment

A key priority for COSMOTE is to provide an excellent working environment that enables employees to perform to the best of their capabilities, which will benefit their own as well as the company's development.

In this direction, the company makes sure that high sanitation and safety standards in all working areas are kept, while placing special emphasis on encouraging internal communication. In addition, at its facilities in Athens and other locations, the company cooperates with an occupational therapist who provides his/her services to employees on issues regarding first aid treatment, emergency situations, work safety under different circumstances (work at a high altitude, safe driving etc.), proper use of computers etc.

Moreover, each year and in accordance with world prevention days against different diseases, the company organizes informative meetings with doctors of the respective specialties, during which employees are informed on relative topics and undergo medical examinations.

Another priority of COSMOTE is the adoption of high standards in its work areas and exclusive stores, with the certification of its procedures in accordance with OHSAS 18001 quality standard as its next goal in 2006.

## Providing for the Development and Education of employees...

COSMOTE considers the continuous education and development of its people a key prerequisite for its dynamic course. To this end, it implements specialized training programmes through which the employees develop their skills and improve their performance and productivity.

COSMOTE, along with the internal training seminars, also implements specialized training seminars on technology, management and crisis management issues, in cooperation with accredited organisations and advanced learning methods (e.g. e-learning). During 2005, over 30,000 man-hours were devoted to this.



COSMOTE's basketball team at the 3rd ICT Basketball Tournament of SEPE

# 3 OUR PEOPLE

## Cultivating a common culture and identity...

In aiming to create a common corporate culture and a shared employee communication and collaboration code that will build on the threefold “**information – education - entertainment**”, in 2005 COSMOTE laid the foundations for the formation of a comprehensive internal communication system. More specifically, by utilizing the existing means and developing new ones, the company established an internal communication system. This system consists of a number of diverse “tools” that can operate autonomously but also conjointly, in this way achieving more effective and meaningful internal communication.

More specifically, the operation of a **corporate “Intranet”** represents one of the most important knowledge and information dissemination channels. At the same time, **internal print materials** like the quarterly magazine, aim to both update and entertain employees, and to create internal links and relationships, given that the main content providers are the employees themselves.

Interpersonal communication and “bonding” among the company’s employees is ensured through the organization of **numerous events of diverse character** aimed at employees in Athens and in rural areas. During 2005, over 40 entertainment and educational competitions took place over the “Intranet”, with employees’ participation that exceeded 6,000.

No effort to implement substantial and effective corporate social work would be meaningful and reliable unless it had the entire employee-base of the company itself as a principal ally and partner. It is for this reason that **the knowledge as well as the participation of employees in Corporate Social Responsibility activities** are the primary considerations of internal communication. A characteristic example is the programme “The family of COSMOTE helps the families of Greece” that started in 2005 and through which the company’s employees collect clothes and toys for financially underprivileged groups (the poor, the homeless etc.).



“Ston Cosmo mas”  
(our Cosmos) magazine



Christmas party for the children  
of the company’s employees  
(December 2005)



Delivery of the collected materials  
to the Lavrio Immigrants Center,  
under the programme “The family  
of COSMOTE helps the families of  
Greece”



# 4 OUR INTERNAL OPERATION

---

## Harmonious operation is our second nature

### A) Our “participation” in Corporate Governance practices

It is COSMOTE’s conviction that the preservation of a proper internal operation for the company constitutes a prerequisite not only for its business development, but also for its ability to operate as a responsible and active partner of society.

It is for this reason that the company places great emphasis on proper Corporate Governance and has established a set of internal regulations, principles and monitoring and control mechanisms in order to ensure that the company is managed in accordance with the interests of its stakeholders, that is all those who have a legitimate interest in the activities of the company.

Through the application of these Corporate Governance principles, the company aims to divide power between shareholders and management in a reliable and effective way. The procedures for oversight and control of the company's activities provide transparency to investors and protect the legitimate interests of the shareholders.

Within the framework of, and in compliance with, the decisions of the Hellenic Capital Market Commission and the Law on Corporate Governance, the company prepared and adopted the Internal Regulation Manual.

The Internal Regulation covers the procedures and the rules governing the function of the General Assembly, the Board of Directors, the Executive Committee, the Group - Executive Committee, the Audit Committee, the Remuneration and Nomination Committee and, the Internal Audit Department, the election procedure and the responsibilities of the Chief Executive Officer; the structure and objectives of the operating units of the company and its relation to the management; the recruitment and evaluation procedures for Directors; communication and information procedures with the public and shareholders; conduct of transactions/relations with affiliate companies and the transactions of certain executives; the obligations of the members of the Board of Directors and the Executives of COSMOTE as a listed company; and the obligations of shareholders.

Finally, the Internal Personnel Code and the relevant company Collective Agreement regulate relations between employees and the company.

# 4 OUR INTERNAL OPERATION

---

## **B) Our “participation” in Internal Audit procedures**

The existence of regulations within the framework of Corporate Governance represents the first step in securing the company’s proper internal operation. The second step is secured by control mechanisms that constitute the guarantee for the observance of regulations and the capping stone of the company’s effort to operate as a responsible corporate partner.

Within the framework of abiding to the Corporate Governance legislation (Law 3016/2002 and Decision 5/204/14.11.2000 of the Hellenic Capital Market Commission as valid today), there is an Internal Audit Department, which is responsible for assessing the adequacy and effectiveness of the company’s internal control system, as well as to maintain the internal procedures and obligations arising from the existing legal and regulatory framework.

## 4 OUR INTERNAL OPERATION

---

The Internal Audit Department's main responsibilities are:

1. To monitor the implementation and continuous compliance with the Internal Regulation Manual and Articles of Association of the company, as well as the Greek Companies' Law and the applicable Stock Exchange regulations.
2. To conduct regular and special audits aiming to assess and improve risk management and the control mechanisms related to the activities of the company.
3. To assess the adequacy of the internal control system of the company, in relation to:
  - the application of mandates, goals and directives of the company's Management
  - safeguarding the company's assets
  - the prevention and repression of fraudulent activities (internal or external)
  - the proper accounting representation of various facts that pertain to company activities.
4. To assess the internal control systems of affiliated companies and to monitor the corresponding internal audit units.

Deftereos Andreas  
Acceptance & Testing Section





# 5 OUR "PARTICIPATION" IN THE ECONOMY

---

## We contribute to the development of our country

Mobile telephony is undoubtedly one of the most important technological achievements of the last fifteen years, posting the fastest and most significant growth in relation to other technologies. Mobile telephony has succeeded to extend modern man's disposable time both on a personal and a professional level, as it has managed to free telecommunications from the conventionality and limitations imposed by fixed telephony. Today, on a global level, there are approximately 1.5 billion mobile telephony users, while by 2009 their number is expected to exceed 2.4 billion. On a European level, there are 500 million mobile telephony subscribers.

In Greece, the commodity of mobile telephony, available for more than twelve years, has become an indispensable part of the Greek citizen's everyday life. 4 out of 148 GSM networks in Europe operate in our country, where the number of mobile telephony subscribers has reached 10 million people with a penetration rate of 115%.

Apart from the fulfillment of its original goal, which is to provide people with access to the gift of communication and to high quality services, mobile telephony in Greece enhances entrepreneurship, contributes to the financial development of this country and consequently assists in the creation of jobs. Not only is mobile telephony making a positive contribution to the Greek consumer's life, but the mobile telephony sector is also actively improving the general quality of life, being one of the most important growth accelerators of Greek finance. There is an annual turnover of billions in this sector, with a participation of 2.2% in the country's GDP, while it has contributed to the creation of more than 30,000 direct or indirect job opportunities.

More specifically, COSMOTE tangibly and significantly contributes to the enhancement of the Greek economy. To date, the company has spent about €260 million for license acquisitions and approximately €1.5 billion in direct and indirect taxes and in insurance funds, out of which about €388 million was spent in 2005. At the same time, with the firm belief that profitability is not an exclusive criterion in decision making, COSMOTE carries out decentralization and has set up offices throughout Greece. Outside Athens, the Greek mobile telecommunications company operates central services in Thessaloniki, Patras and Heraclion-Crete, strengthening in this way the local economy.

Apart from being an essential tool for our daily interpersonal communication, the arrival of mobile telephony has significantly contributed to the growth of productivity, the increase in competitiveness and the reduction of the companies' overall operational costs, that constitute some of the most important parameters of COSMOTE's successful operation.

Our country, even though one of the last to introduce the commodity of mobile telephony has remarkable achievements to demonstrate in this area. In a market that is now mature, the mobile telecommunications sector, one of the most dynamic of the Greek economy, is facing new challenges. In a period of continuous technological developments and the introduction of ever more impressive innovations, the future of Greek mobile telecommunications, as well as the market leader COSMOTE, seems set to be as interesting as it has been up to now.

Tseliou Eleni  
Contracts Section





## OUR "PARTICIPATION" IN PROVIDING PRODUCTS & SERVICES WITH SOCIAL RESPONSIBILITY

### An abundance of choices for all, with responsibility

Acknowledging the social dimension of mobile telephony together with the fact that it often represents a valuable tool for many of our fellow human beings, through their networks mobile telephony companies provide access to emergency services, creating a sense of safety for their customers, wherever they may be. Proving its significant role in emergency situations, even in the most remote areas of Greece, there have been many occasions where mobile telephony has contributed to the locating and rescuing of fellow human beings, by assisting the work of the Authorities.

The benefits from the use of mobile telecommunications are gradually expanding to more areas of our lives. On a services level, besides the standard voice and data telecommunications services, the capabilities of mobile telephony are deployed towards offering services that will improve the quality of citizens' lives. They include tele-medicine services, distance learning, fleet management etc., while particular emphasis is placed on services aimed at special target groups.

COSMOTE proves its social sensitivity in many ways, as its planning includes special services customized to the needs of vulnerable social groups, along with services addressed to its entire customer-base.

Since 2003, the company offers a special emergency service that addresses people with hearing impairment and ensures their two-way communication with the emergency services: 100 (Police), 199 (Fire Department) and 166 (National Center for Emergency Care). The communication with these particular services is realized through text messages from and towards the 100, 199 and 166 destinations, and it is provided free of charge to all users.

Indicatively in 2005, COSMOTE users made more than 3,000,000 calls to emergency numbers, among which were the Police (100), the National Center for Emergency Care (166) and the Fire Department (199).

After sending a confirmation that they have successfully received the original message, emergency services are able to inform the sender about what further actions to take or ask for specifications, through text messages.

Moreover, the company offers the disabled special mobile user packages with favorable charges. In particular, for those with hearing impairment, a reduced charge programme for the dispatch of text messages has been designed and implemented.







## **7** OUR “PARTICIPATION” IN THE RESPONSIBLE MANAGEMENT OF COSMOTE SERVICES CONTENT

---

### **We filter our services to offer safer products**

Sensitive to issues regarding the protection of its subscribers and in relation to the content of value added services provided by the company or third parties, COSMOTE has taken several steps in this direction. More specifically:

a) in collaboration with other mobile telephony companies in Greece, COSMOTE has actively contributed to the structuring of a plan for a “Common Code of ethics relating to value-added services provided through mobile telephony and the protection of minors”, in order for subscribers who are under age to benefit from a common level of protection by means of self-regulatory procedures in the mobile telephony sector, as already applied in other European countries.

b) it has developed an easy-to-use “parental control” mechanism for its i-mode® services, through which parents have the ability to quickly and easily bar their children’s access to services that are exclusively addressed to adults, while a necessary condition to gain access to such services, is for the subscriber to simultaneously state his/her age.

c) it has developed the “Bad Words list” system, which is applied to COSMOTE Chat services, barring the ability to use certain inappropriate wording when logged on to Chat Room and retaining the right to restrict access to users that break the basic rules of good behavior.

d) it offers complete, detailed and easily accessible information regarding the value-added services charges. Indicatively, we mention the fact that in i-mode®, a specific four-digit number is available free-of-charge, through which subscribers are able to access relative information.

Mentzelou Anna  
IT Department



## 8 OUR "PARTICIPATION" IN THE RESPONSIBLE DISSEMINATION OF INFORMATION ON THE OPERATION OF MOBILE TELEPHONY

### We offer accurate information to all

In 2005, COSMOTE laid the foundations of an integrated programme to keep the general public up to date, true to its conviction that informing all social stakeholders about the basic mobile telephony operation principles, as well as about the issues regarding appropriate and responsible use of its services, is an act of utmost importance and responsibility. After assessing requests, listening to enquiries, and with scientific knowledge as an ally, the company took initiatives, gave documented answers and designed a targeted communication programme that it is committed to continuing in 2006 as well.

The goal of this programme is to achieve a continuous and unceasing flow of information on the way mobile telephony operates. This programme is implemented by a special scientific team of COSMOTE, and through the basic message that "a responsible citizen is a properly informed citizen", it involves a number of diverse activities such as the design and distribution of specialized informative materials.

It consists of a series of leaflets, in which one can find simply stated laid out, yet scientifically documented, answers to all possible queries regarding "health and mobile telephony".



Series of printed materials

# 8

## OUR "PARTICIPATION" IN THE RESPONSIBLE DISSEMINATION OF INFORMATION ON THE OPERATION OF MOBILE TELEPHONY

---

At the same time, during 2005, in aiming to stay in touch with local communities across the nation and to satisfy their considerable information needs, the company visited many areas of Greek periphery, where the inhabitants as well as local authorities and other institutions wanted to know the company's positioning regarding the operation of mobile telephony base stations and the measures taken to ensure the safety limits are adhered to.

It is worth noting that COSMOTE carried out many educational campaigns with the cooperation of other mobile telecommunications companies that operate in the Greek Market, displaying once again its responsible and firm position in keeping all social stakeholders up to date, providing consistent and accurate information on socially sensitive issues.

Finally, given that specialized measurements of the radiation emitted by the base stations show compliance with all the limits imposed by international organisations (such as the World Health Organisation and ICNRIP) and Greek legislation, and always aiming at providing responsible and unfailing mobile telephony services, within 2005 COSMOTE started the design of a radiation measurement programme and the publication of the results for the general public.

# 8

## OUR "PARTICIPATION" IN THE RESPONSIBLE DISSEMINATION OF INFORMATION ON THE OPERATION OF MOBILE TELEPHONY

---

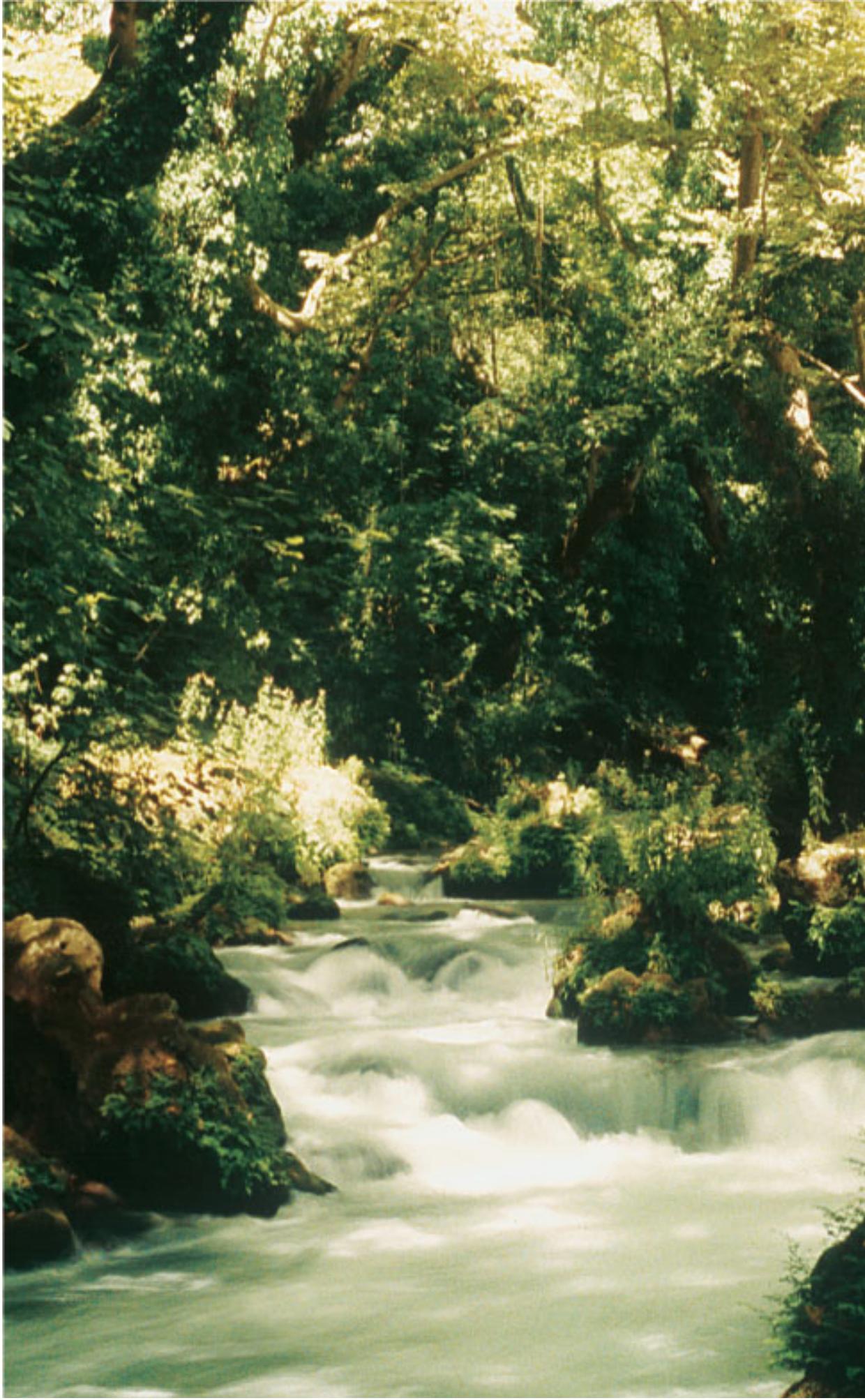
COSMOTE is implementing this programme in cooperation with two of the biggest educational and research institutions of the country, the National Technical University of Athens and the Aristotle University of Thessaloniki.

The programme is called "Pedion24" (field 24), indicating the mechanism for measuring 'fields' of electromagnetic radiation on a 24-hour basis. These measurements will take place in specific locations of Attica, Thessaloniki and other areas across Greece, whereas the results will be automatically available to anyone interested, 24 hours a day, through the website [www.pedion24.ntua.gr](http://www.pedion24.ntua.gr).



The first data from the measurements of the programme will be available within 2006.

Kamara Panagiota  
General Accounting & Accounts Payable Section





## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

**With respect for everything that gives life**

### A. Our "participation" in Health and Social Care

The welfare of society requires a high level of physical, spiritual and psychological health for its citizens, and thus, COSMOTE's contribution could not ignore the area of health and social care. To this end, the company has chosen to systematically support activities of institutions that embrace and care for sensitive social groups, such as children with health problems or the disabled, but also to be as close as possible to the inhabitants of the country's remote regions.

#### An institution of love: New Year's Day SMS

Continuing a "traditional" institution of love for the sixth consecutive year, in 2005 COSMOTE offered part of the revenues derived from the text messages (SMS) exchanged among its subscribers on New Year's Eve to non-profit welfare organisations active in the area of providing care and support to children. More specifically, COSMOTE supported the work of the "Cerebral Palsy Greece", the "Association for the Psychosocial Health of Children and Adolescents", the Association "The Smile of the Child" and the Friends of Social Pediatrics "Open Arms".

Furthermore, for the fourth consecutive year, COSMOTE offered the amount intended for corporate Christmas gifts to another non-profit organisation. For 2005, the "Parents Association of Children with Cancer" was chosen.

With COSMOTE's help in 2005, valuable work was carried out for each of the above institutions, mentioned briefly below:

- more than 150 children were hosted at the house of the "Parents Association of Children with Cancer"
- 44 children were trained at the workshops of the "Cerebral Palsy Greece"
- 12 children with serious health problems supported by "The Smile of the Child" Association underwent examinations and therapy
- from now on many adolescents will find therapeutic hospitality at the new permanent facilities of the IRIS Adolescent Hostel of the "Association for the Psychosocial Health of Children and Adolescents". COSMOTE contributed to the construction of IRIS's new facilities.



COSMOTE supported the training of children at the workshops of the "Cerebral Palsy of Greece"



"The Smile of the Child" Association



The "IRIS" Adolescent Hostel of the "Association for the Psychosocial Health of Children and Adolescence", the construction of which COSMOTE contributed to for many years



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

Finally, following the unprecedented and unimaginable destruction from the deadly tsunami that hit South-East Asia in December 2004, COSMOTE responded immediately, together with other companies of the OTE Group, contributing in deed to the superhuman efforts to relieve pain and repair damage.

### Supporting the work of social institutions for the child

Always aiming at the protection and welfare of children, COSMOTE has discreetly assisted other social bodies and foundations, by contributing to the continuation of their difficult task. Within this framework, the company supported as a sponsor, the organization of two major events at the Herod Atticus theatre:

- the concert "The sea and us" with George Dalaras and Dulce Pontes, organized by the "ELPIDA" Friends' Association of children with cancer for the construction of the First Pediatric Oncology Hospital
- the concert "I unfold my life" by Stamatis Spanoudakis, the proceeds of which were donated to the "TOGETHER FOR CHILDREN" Association, in order to support the 10 non-profit welfare organisations that form the Association and aim at providing material, spiritual and moral support for children in need, as well as to heighten social awareness generally.

More specifically, through its support to this concert, COSMOTE contributed to:

- covering the needs of the educational programme by "PAIDIKI STEGI" Foundation (day school for preschool children of underprivileged working mothers), with the participation of approximately 600 children
- the education of 16 young children with brain paralysis at the "Cerebral Palsy Greece" Kindergarten
- the support of the Early Educational Intervention Programme by the Hellenic Society for Disabled Children (ELEPAP), which provided therapy and pre-school training for 36 children
- the support of the "Metis" early intervention programme of the "THEOTOKOS" Foundation aimed at infants that exhibit deficiencies in various developmental areas, such as environmental perception, cognitive processing and organisation of thought, speech comprehension and expression, mastering everyday skills, muscle coordination and maturation
- the support of the Therapeutic Riding programme of the "Hatzipaterio" Spastics Rehabilitation Centre for Children and the participation of personnel in training-specialization seminars relating to brain paralysis



COSMOTE sponsored the philanthropic concert of the "ELPIDA" Friends Association "The Sea and Us" (May-June 2005)



COSMOTE sponsored the concert of Stamatis Spanoudakis "I unfold My Life" in support of the Association "TOGETHER FOR CHILDREN" (June 2005)

## 9

## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

- the provision of equipment for the new building of "HARA" for severely mentally handicapped young people, which offers hospitality to 50 children and adolescents
- the provision of specialized equipment to prevent bed confinement, donated to the Intensive Care Unit of the Children's General Hospital "Pentelis" by "PNOE" –Friends of Children in Intensive Care"
- the implementation of the "Residential Attendance" of the "MERIMNA'S FRIENDS" – Society for the care of children and families facing illness and death
- the financial support of poor families – members of the Pan-Hellenic Juvenile Diabetes Union, the provision of the necessary medication and the organisation of educational seminars on juvenile diabetes
- the coverage of the annual summer vacation expenses for seventy poor children under the care of "The Friends of the Child" Association, who either have serious health problems or come from a dysfunctional family environment.

### **Sponsorship of the "Neos Kosmos Theatre": A smile of joy for all children**

COSMOTE sponsored a programme of innovative theatrical shows for children in hospitals and institutions. These are particularly flexible theatrical shows, organized by the "Neos Kosmos Theatre", and are presented in hospital hallways and wards, even for just one child. The goal of this programme is to entertain and provide psychological support for sick children.

The programme of the "Neos Kosmos Theatre" started in November 2005 and, for a period of 4 months, it involved visits to hospitals and institutions of Athens, such as the Children's Hospital "Agia Sofia", the Children's Hospital "P. & Kyriakou", the Children's General Hospital "Pentelis", the "Parents Association of Children with Cancer", the "Sikiaridion Foundation", Association of Parents, Guardians and Friends of People with handicap "HERMES", the Voula Patriotic Foundation of Social Welfare and Understanding "PIKPA", etc., giving overall more than 180 shows and offering smiles of joy and hope to children.



Olympic Champion Pyrros Dimas with the Art Director of the Neos Kosmos Theatre, Vagelis Theodoropoulos, together with the children, on the day of the play's premiere.



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

### Care for People with Disabilities

With its multidimensional contribution through the Paralympic Games ATHENS 2004 sponsorship, constituting a milestone and a historic point of reference, COSMOTE continues to show in deed its concern for sensitive social groups and particularly towards People with Disabilities, implementing specific programmes that aim to facilitate their everyday lives and their integration into society.

#### I. Scientific research programmes for People with Disabilities

The company undertook a noteworthy initiative to support, as the main sponsor, the innovative research programme of the Telecommunications Laboratory of the Aristotle University in Thessaloniki called "SmartEyes", which addresses people who are vision impaired. Other sponsors of this project are Microsoft Hellas and Geomatics.

"Smarteyes", which was awarded the third prize at the global competition 'Microsoft Imagin Cup 2004', is a comprehensive piloting system, tailor-made to meet the needs of people with partial or complete sight loss for easy and safe transportation within an urban environment using a "smart phone" mobile device.

The implementation of the programme will last 19 months altogether. The first 13 months include the development of the application and the training of potential users, while the next 6 months concern the pilot use of the application by 150 users, 100 of whom live in Athens and 50 in Thessaloniki.

#### II. Sponsorships for People with Disabilities

Caring for health, social welfare and the support of People with Disabilities, in 2005 COSMOTE undertook the sponsorship of the portal [www.DISABLED.gr](http://www.DISABLED.gr) and of the magazine "DISABILITY NOW", which has the biggest circulation and the largest content dedicated to disability in the Greek language, aiming to provide useful information and tips.

Furthermore, in an effort to support the needs of people with eyesight problems, the company sponsored the three-day activities organized by the Centre of Education and Rehabilitation for the Blind (KEAT) on the occasion of the celebration of the World "White Cane" Day. The goal of the World Day is to update and make the public aware of issues that concern people with eyesight problems, as well as to establish the white cane as a mobility tool and as a symbol of independence for the blind.



Presentation of the "SmartEyes" programme during the 70th Thessaloniki International Trade Fair (September 2005)



COSMOTE sponsored the magazine "DISABILITY NOW"



COSMOTE supported the events of the Centre of Education and Rehabilitation for the Blind (KEAT), on the occasion of World "White Cane" Day (October 2005)



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

### Support of the remote regions of Greece

Recognizing the need to improve the health of inhabitants who live in remote regions of the country, and especially of children, for the sixth consecutive year the company supported the extended programme of the voluntary body the Association of Social Pediatrics Friends "Open Arms", which aimed at protecting the health of the population (both children and adults) in the Greek region. The activities of "Open Arms" include preventive medicine campaigns in remote areas of Greece, as well as initiatives for the improvement of hospitalization conditions for children at the "P. & A. Kyriakou" Children's Hospital and other hospitals of Greece.

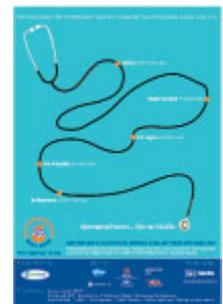
More specifically, with the aid of COSMOTE, during 2005 from March until November, six campaigns were carried out in the prefectures of Rodopi and Xanthi, the Small Cyclades islands, the Northeast Aegean islands, the Southwest Cyclades islands, the Dodecanese islands and the island of Astypalaia. Within the framework of these campaigns, a medical and nursing group of 110 people visited these remote regions and conducted free preventive medical examinations as well as bone mass measurements for all inhabitants. The campaigns also included programmes to inform and make parents and teachers aware of issues of health and prevention as well as various activities for the children's entertainment.

For yet another year the inhabitants' participation and response has been exciting: more than 13,600 medical activities were carried out (30% more than 2004), many of which were related to children. In addition, 1,200 blood tests took place, while 300 children in Drosero of Xanthi were vaccinated against Meningitis C. Until 2005, COSMOTE has participated in 22 campaigns, providing access to medical examinations as well as to useful information for over 32 thousand inhabitants in the Greek periphery.

Actively participating in the effort to improve the conditions in our country's hospitals, COSMOTE supported the initiative of the Association to offer new medical equipment to the University Clinic of the Hippocratic Hospital of Thessaloniki as well as to the Hearing Clinic of the Children's Hospital "P. & A. Kyriakou", for yet another year. During 2005, COSMOTE, also contributed to the creation of playgrounds in the remote islands of Psara and Fourni.



Preventive Medicine Campaign in Thrace (March & April 2005)



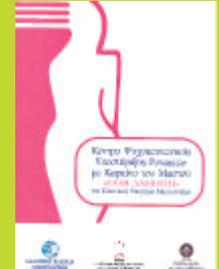
Informative poster of the Preventive Medicine Campaigns by "Open Arms" Association of Social Pediatrics Friends



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

### Support for the Centre for Psychosocial Support of Women with Breast Cancer 'Elli Lambeti'

In the field of health protection, COSMOTE supported the continuous and extensive efforts of the Centre for Psychological Support of Women with Breast Cancer "Elli Lambeti", which was founded by the Greek Association of Mastology, and organized internal informative seminars for COSMOTE's female employees.



Informative brochure of the Centre for Psychosocial Support of Women with Breast Cancer "Elli Lambeti"

### B. Our "participation" in the area of Education

#### COSMOTE SCHOLARSHIPS

Resolute in its conviction that Education is the driving force for the development of societies and the means to broaden human perception, and along with its will to support the Greek region and their inhabitants, COSMOTE undertakes important initiatives and supports activities that contribute to the spread of knowledge.

Since 2002, COSMOTE has established the COSMOTE SCHOLARSHIPS institution for Greek University students in their first year of studies. COSMOTE SCHOLARSHIPS are awarded to 10 students each year from an equal number of rural prefectures. The selection of the COSMOTE Scholars is based on socio-economic criteria, since financial and other types of social difficulties hinder the continuation and completion of their studies.



The Minister of National Education and Religious Affairs, Mrs. M. Giannakou, awarding a scholar

Thus, for the fourth consecutive year the company awarded 10 scholarships amounting to €12,000 each. Besides the 10 scholarships, COSMOTE also awarded 25 Honorary Distinctions to distinguished students who were not selected as scholars during the evaluation process, but stood out for their performance within and outside school. The Honorary Distinctions were accompanied by the nominal sum of €1,000.



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

---

Since 2002 when the Scholarships Institution was inaugurated, COSMOTE has awarded 40 Scholarships of €12,000 each, 77 Honorary Distinctions of €1,000 each, in this way consistently supporting the institution of Education. The Awarded Scholars to date come from 36 prefectures of the country, covering almost 70% of the Greek state.

Following the progress of the Scholars closely, COSMOTE acknowledges that the Scholarship represents a key prerequisite to enable Scholars to finish their studies. For this reason, the company's activities are not limited to just this, but through the implementation of numerous collateral activities it supports Scholars by helping them to pay for the increasing requirements of their studies, by providing the necessary electronic equipment, for example PCs etc.

### **ELECTRONIC EQUIPMENT**

Within the framework of supporting a series of broader activities, COSMOTE devoted its attention to the schools of our country, donating technological and electronic equipment to schools in Attica and the rest of Greece, aiming to familiarize children with advanced technology, a necessary skill for their future development. From the beginning of its operation and until today, COSMOTE has equipped more than 550 schools across the country with personal computers, fax machines etc.

At the same time, in 2005 COSMOTE gave technological and electronic equipment to several non-governmental organizations aiming to further support their important social work.



Award Ceremony of the COSMOTE Scholarships (2005)



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

---

### C. Our "participation" in the Environment

#### Data Analysis/Results

In 2005, COSMOTE developed an Environmental Management System, based on which it assesses its impact on the environment on an annual basis, including all its activities, products and services that may directly or indirectly affect the environment. At the same time, it takes into consideration the feedback from social stakeholders (employees, shareholders, suppliers, local community).

In this way, the sustainability and effectiveness of the Environmental Management System is ensured, while the contribution of the company to the improvement of environmental conditions is achieved.

The Annual Assessment of Environmental Implications involves four Stages:

1<sup>st</sup> Analysis of Activities, Services and Products

2<sup>nd</sup> Defining the Environmental Implications for each of the aforementioned Activities, Services and Products

3<sup>rd</sup> Evaluation of the Environmental Implications and quantification, based on three criteria, all of which have different rate values.

These criteria include:

- Environmental Implication (scale 1-5)
- Frequency/Probability (scale 1-4)
- Interest with three sub criteria (shareholders, society, employees), (scale 0-3)

4<sup>th</sup> Prioritisation, using two different methods: the first by applying an appropriate formula that combines the aforementioned criteria and the second using pair comparison. The results brought issues to light relating to:

1. The consumption – saving of natural resources (e.g. water, petroleum, paper),
2. Energy saving (e.g. petroleum, electric energy),
3. Health (e.g. electromagnetic radiation),
4. Natural environment (e.g. optical disturbance, noise),
5. Recycling of materials (e.g. paper, printing cartridges / toners, batteries, electrical / electronic equipment).

#### Data Analysis/Results

In 2005, within the framework of the implementation of the Environmental Management System, the company analysed its activities, products and services in relation to their impact on the environment, aiming to improve its environmental performance, determining indices, setting goals and taking financially viable measures.

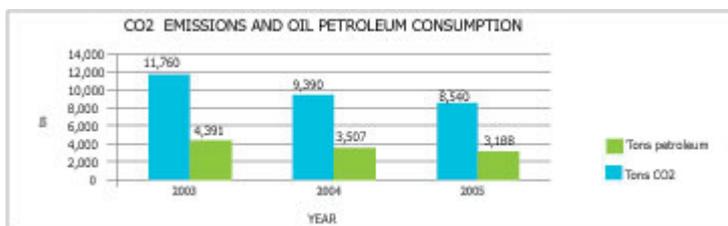


## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

### Power Consumption

#### •Petroleum consumption for base stations

In order to provide its services unfailingly across Greece, in 2005 COSMOTE used 498 generators at remote base stations compared to 519 in 2004 (a 4.05% decrease) and 527 in 2003 (a 1.52% decrease). Correspondingly, in 2005 as compared to 2004, CO<sub>2</sub> emissions decreased by 9.06% and petroleum consumption by 5.25%, while in 2004 compared to 2003, CO<sub>2</sub> emissions decreased by 20.14% and petroleum consumption by 18.91% (see diagram that follows).



Both the decrease in emissions and in consumption is attributed to fact that more base stations were brought into operation through the Public Power Corporation's (PPC) network and to the better maintenance of the existing generators at the base stations.

#### •Electric Energy consumption at base stations

The company's target is to further decrease CO<sub>2</sub> emissions. The constant quality improvement of the network and the consequential increase of base stations constitute the basic factors for the implementation of investments for the use of alternative energy sources and other technologies that lead to the decrease in the consumption of electricity.

More specifically, in 2005 COSMOTE began a new programme for the use of photovoltaic energy systems, which will be completed in 2006. The programme is financed by COSMOTE and subsidized by the operational programme "Competitiveness" of the 3rd Community Support Framework and will involve the creation of 35 stations that will be operated by solar energy.

Furthermore, within 2005, 1100 freecooling air conditioning systems were installed in order to save energy. These units take the temperature of the external environment into consideration, and if necessary, stop functioning as an air conditioning system and simply import air from the outside. In this way a large percentage of energy is conserved, depending on the season.



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

### •Electricity Consumption in Office Spaces

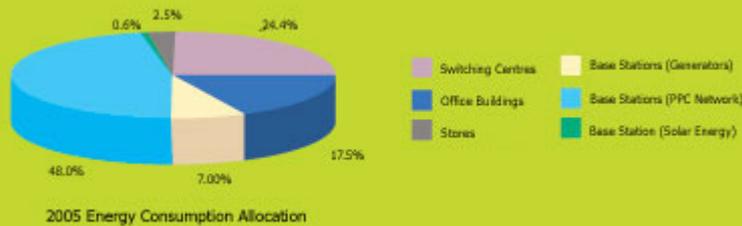
The company's high growth rate in all areas has resulted in an increasing number of people being employed and the amount of office space required, consequently resulting in the increase in the consumption of electricity.

As a company that is very sensitive to the environmental consequences of energy consumption, COSMOTE has taken several measures in order to improve the performance of both air conditioning and lighting units, the two basic sources of energy consumption in offices.

Within the first six months of 2006 a study will be completed regarding our company's integration into the GREENLIGHT programme, in order for a pilot to be implemented in two office buildings that have a surface area of 10.600 square meters.

At the same time, the company is in the process of conducting a study for its exclusive stores in order for all the new stores to have the least possible impact on the environment.

The total consumption of the company, in its various basic activities, is presented in the diagram that follows.



2005 Energy Consumption Allocation

### •Packaging Materials of our Products

In the past few years COSMOTE has made significant efforts to reduce paper and cardboard consumption in the packaging of its products. The company will continue to rationalize the use of its product packaging materials in 2006 as well.



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

### •Recycling of Mobile Phones, Batteries and Accessories

Meeting the requirements of the relative legislation (PD 117/2004), COSMOTE is the first company in the mobile telecommunications sector that, starting in August 2005, cooperated with the company "Appliance Recycling S.A.", which is the only Collective Recycling System of Electronic and Electrical Equipment. Within the framework of the obligations that derive from the relative contractual agreement, COSMOTE paid charges, that correspond to 25.9 tons of Electronic and Electrical Equipment for 2004 and 17.5 tons for 2005.

It is worth mentioning that during the second half of 2005, the company disposed of 221 kg of obsolete electronic equipment for alternative use (fax, photocopiers and telecommunications equipment).

At the same time, COSMOTE took the initiative to inform its customers and all interested social partners about the need for their participation in the safe disposal of mobile phones, batteries, and their accessories, at the end of their life, given that they can become electronic waste that is dangerous for the environment.

For this purpose, starting in December 2005, special bins for the collection of mobile phones, batteries and accessories have been placed in all the company's facilities, including its exclusive stores and office spaces, while specially printed leaflets inform those interested about the importance of recycling and the need for their participation in this endeavour. The placement of special bins in every new COSMOTE store will continue in 2006, as well as efforts to inform the public and make them aware of issues related to recycling .

### •Base Station batteries

In order to avoid any interruption in its services to customers, COSMOTE has supplied its base stations with clusters of batteries that are activated when power failures occur. When the battery life cycle is over, they are collected by a specialized crew and are transferred to certified facilities to be recycled. In 2005, 21.4 tons of such acid Pb batteries were dispatched for recycling.



Informative poster on the Devices and Accessories Recycling Programme



Bin for the collection of mobile phone devices and accessories



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

### •Water Consumption

Water consumption at the company's facilities is certainly not connected with production, but with its use for the sanitation and cleanliness of work spaces, offices and exclusive stores. In trying to effectively control water consumption through the placement of special hydraulic systems wherever possible, in 2005 the company achieved a 21% decrease in water consumption, and at the same time heightened company employees' awareness of the need to conserve this valuable natural resource.

### D. Our "participation" in Volunteerism

Firmly believing that volunteerism constitutes the supreme human expression of selfless contribution as well as an indication of superior culture and education, in 2005 COSMOTE cooperated with the municipality of Athens in the implementation of a multilevel volunteerism programme, called "I Participate".

Within the framework of this programme the following voluntary activities were realized, among others:

- a) protection of parks and recreational places in all the regions of Athens and
- b) keeping, mainly foreign, visitors to the municipality of Athens informed during the summer months.

The aim of the first activity was to reinforce awareness in the citizens of Athens, with the assistance and the example of volunteers, in maintaining and protecting the parks and recreational areas of the city of Athens. Overall, in 2005 more than 380 volunteers of the programme "I Participate", helped to protect the twenty-three parks and playgrounds at peak times. At the same time, volunteers kept visitors informed on how they can keep these areas clean, in good condition, and how children can play safely in them. In addition, volunteers kept the Municipality services posted on the condition of these areas (damage, deterioration, shortages, cleanliness etc.).



COSMOTE sponsors the volunteer programme of the City of Athens "I Participate"



## OUR "PARTICIPATION" IN SOCIETY & THE ENVIRONMENT

---

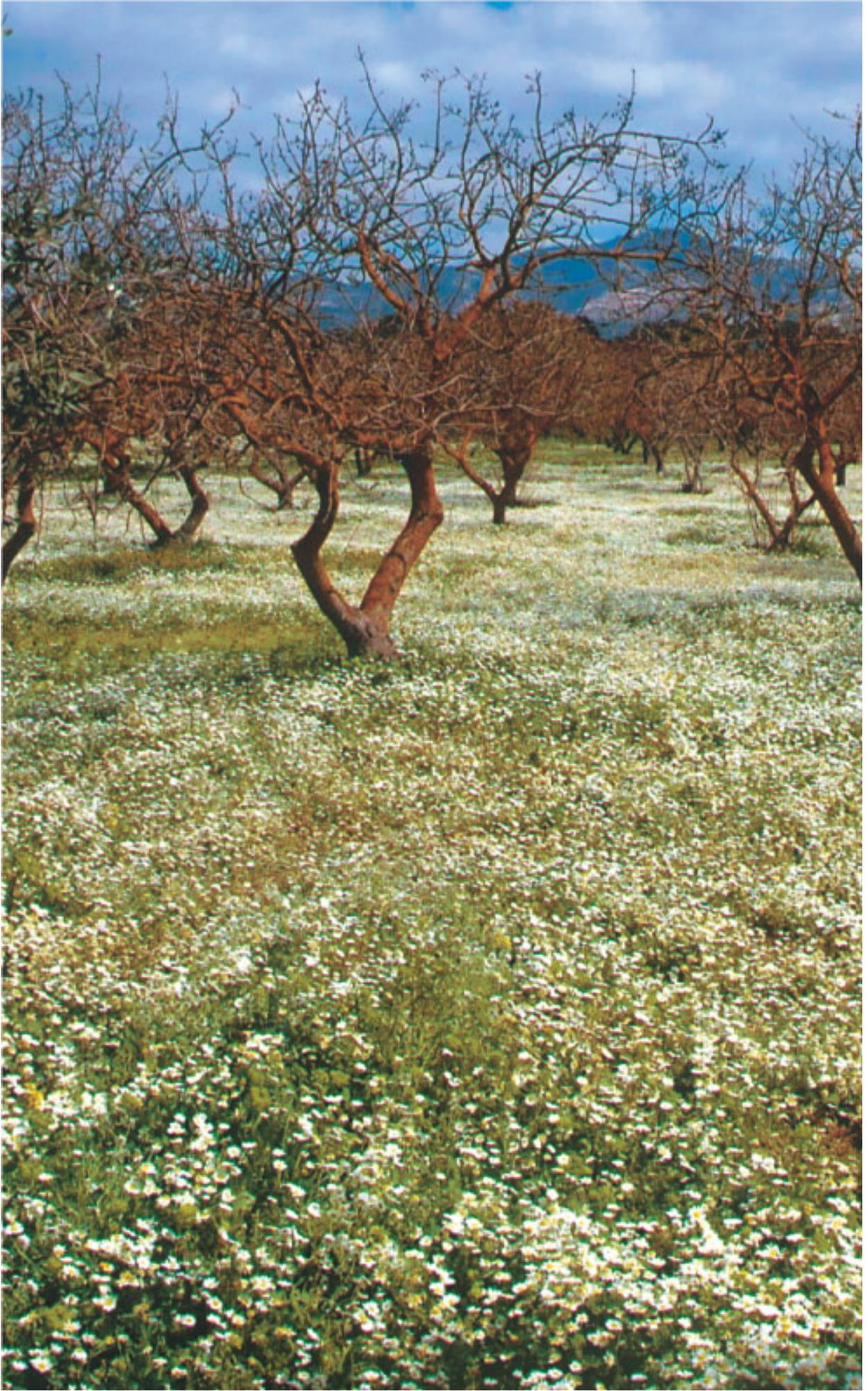
The goal of the second activity was to inform the foreign visitors the municipality of Athens, through an information network that addressed all the visitors of the city, both Greeks and foreigners, during the summer period.

More specifically, in the centre of the city of Athens, there were seven information points, staffed by volunteers. The 471 volunteers that participated in this activity served more than 80,000 visitors, providing them with valuable tourist information that aimed at making their stay in the city as enjoyable and comfortable as possible.

Moreover, the volunteers contributed to a number of additional activities, such as:

- a) the organisation of the Athens Run in which more than 10,000 participated
- b) the training programme "First Aid" carried out by the Greek Red Cross, and
- c) the organisation of the Europe Corporate Games.

**Grigoropoulou Violetta**  
**Billing Control & Customer Accounts**  
**Receivables Administration Section**



## Different roots, common sensitivities

COSMOTE's subsidiaries in the South East Europe region, and specifically Albania, Bulgaria, FYROM and Romania share the same vision as COSMOTE at a social contribution level: to transform social sensitivity into social responsibility, through the organized and systematic "return paying back" of part of their success to the societies that support their development.

### A. AMC's "participation" in Society

For AMC, COSMOTE's subsidiary in Albania, social responsibility activities were once again consistently integrated into the company's longterm strategy. As a result of the company's efforts to incorporate social responsibility into its strategy and management, in 2005 it intensified its social and environmental initiatives.

In addition to the projects undertaken by AMC itself, the company continued to support social activities initiated by the State, as well as other independent organisations. By providing its help for the implementation of these projects that mainly focus on education, health, poverty and the environment, AMC proved in deed that its interest in the improvement of the citizens' living standards is of great importance and constitutes the driving force behind its every action.

#### Education

In 2005, for the fourth consecutive year, AMC offered 15 Scholarships to first-year university students of outstanding academic record. Acknowledging the difficulties that young students face, during 2005 the company's support was not exclusively aimed at students with the highest grades, but also at those in real need of financial support. Geographical origin was a significant factor in selecting the students. For AMC, the Scholarship programme is already an institution and a long - term commitment in the field of education.

#### Health and Social Care

Another important initiative of AMC concerned the health sector. As part of its contribution to the critical issue of human life, the company offered its help in equipping the Cardiology Department of the "Mother Teresa" Hospital in Tirana and sponsored its project for the asphaltting of the maternity hospital facilities.



New Year's event with the students that were distinguished in the AMC Scholarships programme (December 2005)

# 10

## OUR SOCIAL ACTIVITIES BEYOND GREECE

The hospital's reconstruction in Shkodra proves that AMC's contribution in improving the inhabitants' hospital care is not limited to the metropolitan areas, but also concerns remote areas. Furthermore, continuing its 5-year practice to support families stricken by natural disasters, at the beginning of the year, the company offered its help to the Albanian Mission for the support of the tsunami victims, by sponsoring airline tickets and providing mobile phones. Finally, on New Year's Eve, AMC once again responded to the Ministry of Internal Affairs' invitation to sponsor the gifts that were distributed to the Children of Albanian police officers who lost their lives in the line of duty.



Press Conference of the Albanian team that undertook to offer help to the tsunami victims (January 2005)

### The Environment

During 2005 AMC's care for the environment was outlined in its initiative to sponsor the Municipality of Tirana's project to plant trees in one of the capital's central avenues.



AMC supports the children of police officers that lost their lives in the line of duty (December 2005)

### B. GLOBUL's "participation" in Society

For yet another year COSMOTE's subsidiary in Bulgaria, GLOBUL, implemented a full programme of activities, which assisted in boosting key sectors of society and converting the company's sensitivity in areas concerning society into deeds. The main thrust of GLOBUL's activities is the "Shelter for Bulgarian Culture Programme", a non-profit activity through which financial and moral support is given to initiatives to do with Bulgarian society. The company's activity spectrum spans the fields of Health - Social Care and Culture.



GLOBUL's donation to the children of firefighters that lost their lives in the line of duty (June 2005)

### Health and Social Care

In 2005, for yet another year, GLOBUL supported the initiative "To give more" that started in 2001 in cooperation with Bulgaria's Red Cross. The initiative's basic target is to strengthen the model boarding school "N.Y. Vaptzarov" in Elhovo for children with mental problems and to ensure their better living conditions.

In the framework of the specific project, during 2005 GLOBUL financed the repair and renovation of the boarding school's main building and gymnasium. The boarding school's children also had the opportunity to enjoy a Christmas party at a special event organized by GLOBUL on the subject of the global language of art, with the participation of Beloslava, the charismatic singer, an ambassador of the specific initiative.

The event took place within the framework of the new social programme "Listen to dreams" that the company started at the end of the year, with the aim to improve the communication skills and health of children in Bulgaria.

Furthermore, in order to continue the support for the scheduled activities of the 2006 programme, GLOBUL contributed the revenues derived from the text messages (SMS) exchanged among its subscribers on Christmas Day.

Moreover, GLOBUL offered 20,000 lev to 21 children of firefighters who lost their lives in the line of duty. Within the framework of the "Shelter for Bulgarian Culture Programme", GLOBUL offered donation to the Association for the Blind of the National Library Luis Braille for the publication of new Braille books for blind children and students. Finally, GLOBUL financially supported the procurement of PCs and the improvement of the library's IT network.



The children test their abilities with computers in the Luis Braille Club Library for the blind in Sofia (June 2005)

### Culture

Within 2005, GLOBUL organized a plethora of activities to promote the education, the cultural and historical heritage as well as modern art of the country, with the majority of these activities carried out within the framework of the "Shelter for Bulgarian Culture Programme". For the second year, the company cooperated with the National Radio Station of Bulgaria for the organisation of the concerts of the Golden Cycle of Symphonists, while organizing at the same time a competition for the best journalistic material related to the series of the Golden Cycle of Symphonists.



The Arabesque ballet presents the "Sequences" recital with the support of GLOBUL (May 2005)

Furthermore, GLOBUL supported the performance "Sequences" of the Sofia American Center and the National Dance and Music Center of the Ministry of Culture and Tourism. The choreography was attended by the world famous American dancer Roger Jeffrey and the performance toured many Bulgarian cities. Another great project that was supported by the "Shelter for Bulgarian Culture Programme" was the support for the international bio-protection of the historical monument Madara Rider, aiming to analyze the monument's current condition through innovative microbiological technologies and to submit a proposal for effectively preserving it.



The bas-relief of Madara Rider and the work site behind GLOBUL's red advertisement (May 2005)

Furthermore GLOBUL actively supported other initiatives and programmes, such as:

- the scholarships of young talents attending the newly founded institution "Gallery of Bulgarian Talents Fund"
- the horse races within the framework of the Samsung World Team Cup and the opening of the new tennis Championship "GLOBUL Tennis Cup"
- other cultural events with the participation of new Bulgarian and foreign artists.



Tania Germanlieva wins the Women's Tennis Championship "GLOBUL Tennis Cup" (November 2005)

### **C. COSMOFON'S "participation" in Society**

COSMOFON, COSMOTE's subsidiary in FYROM, true to its philosophy to actively support social, cultural, and philanthropic initiatives, participated in a series of initiatives within 2005 that promoted the spirit and concern for a better society. The key parameters of the company's activities, for yet another year concerned the sectors of Health – Social Care and Culture.

#### **Health and Social Care**

COSMOFON's concern for the prosperity and health of all citizens resulted in the company going ahead with activities in 2005 that cover the sensitive categories of children and the elderly, as well as the general public. The catastrophic earthquake and tsunami that struck the area of South East Asia at the end of last year prompted the immediate response of the company: COSMOFON actively participated in the organizing committee and the national initiative of the humanitarian campaign under the title "FYROM for the tsunami victims" and apart from the donation of a sum of money to the country's Red Cross special account, it also raised additional funds through the placement of donation boxes in all its stores (COSMOFON Own Stores) and Master Agent point of sales across the country. The company organized yet another humanitarian campaign for the collection of money for the psychiatric clinic Skopje, under the title "Let us help", aiming at the improvement of hospitalization and therapy conditions of the hospital, while through its cooperation with the Red Cross for the campaign "We are all their children" it managed to raise a significant amount of money for the country's nursing homes. Within the framework of its humanitarian activities, which traditionally take place on New Year's Day under the title "Give a smile for a Happy New Year", COSMOFON organized a campaign for the Pediatric Clinic of Skopje. The amount raised from all the text messages that were sent through COSMOFON's network during the last week of December will be used for the purchase of medical equipment for the Medical Division of the Pediatric Clinic of Skopje. Finally, for the fourth consecutive year, COSMOFON organized a concert for humanitarian purposes entitled "With Music for life", featuring the country's most famous musical star, Tose Proeski. The proceeds from the concert, which was attended by seventy children of the Children's SOS Village, were given to the Institute of Children's Pulmonary Disease in the city of Kozle, while the company opened a special account for donations, which can be made either by phone or text message.

#### **Culture**

COSMOFON organized a wide range of cultural activities to safeguard the national cultural heritage and enhance the artistic education of the people. Within this framework the company supported a series of musical and cultural festivals and events:

- "Skomrahi" 2005, the student theatre and cinema festival organized by the School of Drama and Fine Arts of Skopje, with the participation of 11 cinema schools from Balkan countries, Austria and Turkey
- "Days of Music", the 28-year-old traditional and oldest music festival of the country
- the "3rd International Dance Festival 2005", as well as the "Coca Cola Sound Wave Beach Festival", which was attended by 13,000 fans of electronic music.

Furthermore, for the second consecutive year, COSMOFON was the exclusive sponsor of the "Small Bitola Monmarte" event that was organized for the 24th time in the city and which attracted the interest and the work of many young and talented painters. Finally, not forgetting its annual appointment for the celebration of the New Year, the company organized a New Year's event with professional musicians and acrobats, participated in the decoration of the central square and supported the concert of the famous pianist Simon Trpceski, thereby contributing to the citizens' entertainment.

#### D. COSMOTE Romania's "participation" in Society

In 2005, COSMOTE expanded its presence and activities in the area of Southeast Europe adding the Romanian mobile telephony company COSMOTE Romania – former Cosmorom, to its "family".

COSMOTE Romania, launched its commercial operations as a member of COSMOTE Group, in December 2005, with the aim to make mobile telephony accessible to all Romanians.

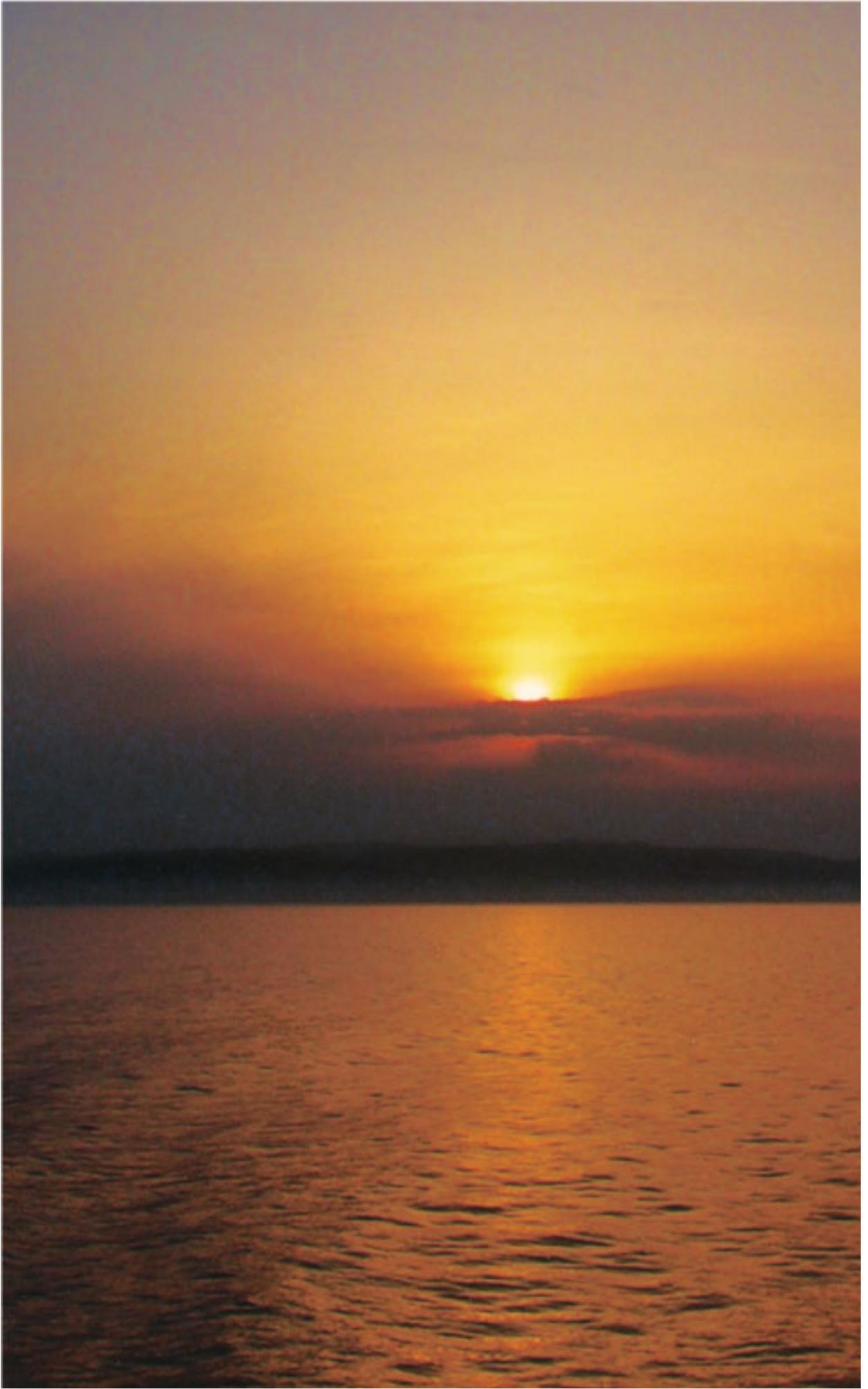
Besides its business activities, COSMOTE Romania's goal is to become a vehicle of social initiatives and activities in Romania, in this way helping to meet the substantial and acknowledged needs of the local community. COSMOTE Romania's social activities are in a planning phase, due to the fact that the company is still in the early stage of its development. However, the company has taken some steps in this direction, thus proving its intentions for the future.

In 2005, COSMOTE Romania supported Ms. Iuliana Dinca, a distinguished senior year architect student of the Art High School in Buzau, who is facing long-term, serious financial problems. COSMOTE Romania supported Iuliana financially enabling her to complete her studies.

Furthermore, in order to cover her communication needs the company offered Iuliana an advanced mobile phone device with free talk-time.



Snap-shot from the New Year's celebration events that COSMOFON organizes every year for the public



# 11 NEXT STEPS - GOALS

---

## Each day, a new challenge

After 8 years of active "Participation" in Society, the Economy, and the Environment, COSMOTE will continue to transform its corporate philosophy about Socially Responsible Action into a work of substance with the same determination, eagerness and willingness.

It will fully utilize the foundations it has laid in previous years, its relationships with social partners and empower them through the implementation of modern practices, policies and activities of Social Responsibility.

More specifically:

**Regarding its Human Resources,** the company aims at carrying out a survey to determine employee satisfaction, the conclusions of which will act as a guide for the optimization of corporate practices and procedures, in relation to the management and development of its human resources.

Furthermore, aiming at the effective participation of the company's operating units in the formation and implementation of Corporate Social Responsibility (CSR) best practices, COSMOTE is proceeding with the introduction of a special CSR team. This team's goal is to safeguard the implementation of CSR practices through all of the company's operating units and the two-way exchange of information and knowledge with regard to Social Responsibility issues.

Finally, within the framework of adopting high standards for its work spaces and exclusive stores, the company's goal for 2006 is to have its procedures certified according to the OHSAS 18001 quality standard.

### **Regarding its customers,**

the company will continue to treat the consumer public with the respect it deserves, to provide a sound telecommunications network, and at the same time, make communication available to all the inhabitants of Greece.

Furthermore, the creation of integrated products and services that will be exclusively targeted at sensitive social groups is one of the company's basic goals for 2006.

# 11

## NEXT STEPS - GOALS

---

### **Regarding investors,**

the continuous application of Corporate Governance practices and effective Internal Audit is a natural commitment and practice, aiming at ensuring the company's financial responsibility and, consequently, maintaining positive and constructive relations with the investment community.

### **Regarding its suppliers,**

in recognition of the fact that its social performance can be affected by their activities, COSMOTE will proceed with the development and application of a Social Responsibility practices implementation plan in the supply chain management process.

### **Regarding society,**

the company will continue to contribute through **its consequential work**, based on the recognized needs of Greek society, **aiming to enhance awareness and** motivation for the adoption of standards that relate to a real improvement in the quality of life and help in resolving the immediate problems of specific population groups. Furthermore, by reviewing the results of "Participation" in society it will have the opportunity to continuously improve and focus on effective activities that constitute a priority for society.

For this purpose, COSMOTE will implement, together with market specialists, a series of research programmes to assess the satisfaction of its stakeholders with the company's social work, aiming to identify their everyday needs and to further strengthen relations with them on all critical issues.

### **Regarding the environment,**

COSMOTE aims at optimizing its internal operations, as well as continuously and effectively evaluating and managing any effects it may have on the environment. For 2006 it will continue to strengthen the implementation of its Environmental Management System through different practices.

Finally, the company will take on a series of activities that will target its human resources' active participation in a continuous effort to cultivate an environmental conscience and culture.

