

# How we interact with society

Sub-code 4



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We help society by connecting people

We respect people, resources and the environment

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The KPN Code of Conduct is applicable to all KPN employees, including the Board of Management, the Supervisory Board and temporary staff. Supplementary rules apply to certain specific functions and positions. These rules are set out in separate codes, entitled 'Insider Trading', 'Retail', 'Customer Service' and 'Engineers'. The staff concerned will be given further information by their line managers.

# 1. General

Our products and services help our customers and Dutch society as a whole. We offer smart solutions to address various societal issues which will become even more pressing in future. We engage in an ongoing dialogue with our stakeholders with a view to refining our Corporate Social Responsibility (CSR), corporate objectives and business products. We examine our own competences, risks and opportunities. We are always mindful of our role within society and the potential societal impact of our activities.



# 2. Corporate Social Responsibility

We establish the priorities of KPN's Corporate Social Responsibility in consultation with our stakeholders, with whom we meet at least once a year. It has been agreed that the following themes and topics should be the focal points in the years ahead. They reflect the positive influence that KPN can have on our society.

## 1. A transparent and reliable service provider

Our ambition is to be the very best service provider. We simplify our structure and operations to ensure that our customers will always receive the best products and services wherever they may be, and can rely on expert helpdesk support 24 hours a day, 7 days a week.

## 2. Best networks

Our network has long been an intrinsic component of the national physical and economic infrastructure. Our customers rely on this network, as do essential sectors such as transport, defence and the emergency services. We have a responsibility to maintain the most reliable ICT infrastructure possible. We therefore continue to invest and innovate in pursuit of ongoing improvements.

## 3. New Living and Working

We have embraced the principles of [New Living and Working](#), a modern and flexible working concept which gives employees the freedom and confidence to organize their own work activities and (in consultation with colleagues and line management) to decide when, where and how they work. They enjoy a better life-work balance, while the organization itself can achieve both commercial and societal ambitions such as reducing

carbon emissions. Our services also help many customers to adopt the New Living and Working Approach, thus achieving similar advantages on an even wider scale. (See also sub-code 1: How we interact).

#### 4. Privacy & Security

We believe in secure products and services for all, and we greatly value our customers' privacy. Our specialist teams monitor all networks, systems and customer services around the clock. (See also sub-code 3: How we deal with information, communication and company resources).

#### 5. Energy and environment

We help to create a better society by doing business in a responsible and engaged manner. We respect people and resources. Our business operations are carbon neutral. Our products and services help society to tackle issues such as climate change and road congestion. We minimize our environmental impact by limiting the amount of waste we produce, recycling to the greatest extent possible, and being sparse in our use of resources. We like to inform our customers about our 'green credentials' and offer them energy-efficient solutions where possible.

#### 6. The health care of the future

KPN believes that ICT has a major part to play in ensuring that health care services remain accessible and affordable for all. We offer innovative services which lighten the load on care staff while maintaining the very highest quality of care. We help patients to remain independent, living safely in their own homes.

In addition to these themes, the priorities of our CSR include 'Staff', 'Suppliers' and 'Sponsorship'.

## Staff

Changing circumstances demand both physical and mental resilience. We must continue to develop our talents. This is first and foremost a personal responsibility but staff receive considerable support in the form of vitality programmes and training opportunities which promote long-term employability. We believe that everyone should enjoy optimum health, vitality and job satisfaction. We must all take responsibility for our own health and well-being.

Performance management policy is geared towards giving us all greater responsibility and input with regard to personal and professional development. KPN encourages its staff to grow and to become more independent. The skills and knowledge they acquire provides a basis for long-term security and career planning, either within or beyond KPN. The benefits package offered to all KPN employees is based on the principle of equality, with a variable remuneration component reflecting the individual's personal performance and his or her contribution to the organization's success.

## Suppliers

We regard our suppliers as partners in the pursuit of shared success. We therefore wish to work with suppliers who are able to define strategic goals and introduce improvements throughout the chain. Our suppliers are innovative, engaged and proactive in all aspects of Corporate Social Responsibility.

Respecting the ideals of Corporate Social Responsibility is very important to us. It helps us to improve our service provision and to safeguard our continuity. Much of the impact of our activities is seen within the supply chain, where factors such as recycling and efficient use of energy and resources can make the difference. There are also social and ethical considerations: working conditions

in other countries, human rights and integrity, for example. KPN therefore applies a 'sustainable procurement policy' which encourages suppliers to embrace the principles of Corporate Social Responsibility. The [Supplier Code of Conduct](#) sets out firm agreements we have made with our partners.

## Sponsoring

KPN brings people together. In fact, we have been doing so for over 130 years, not only through our products and services but also through our sponsorship of sports and cultural activities. We are a main sponsor of KNSB (the Dutch national skating federation) and we support the Rijksmuseum in Amsterdam. We are particularly proud of the KPN 'Mooiste Contact Fonds', an outreach programme in which hundreds of KPN volunteers devote their time and energy to combating social exclusion, particularly among vulnerable groups such as chronically ill children and the elderly.

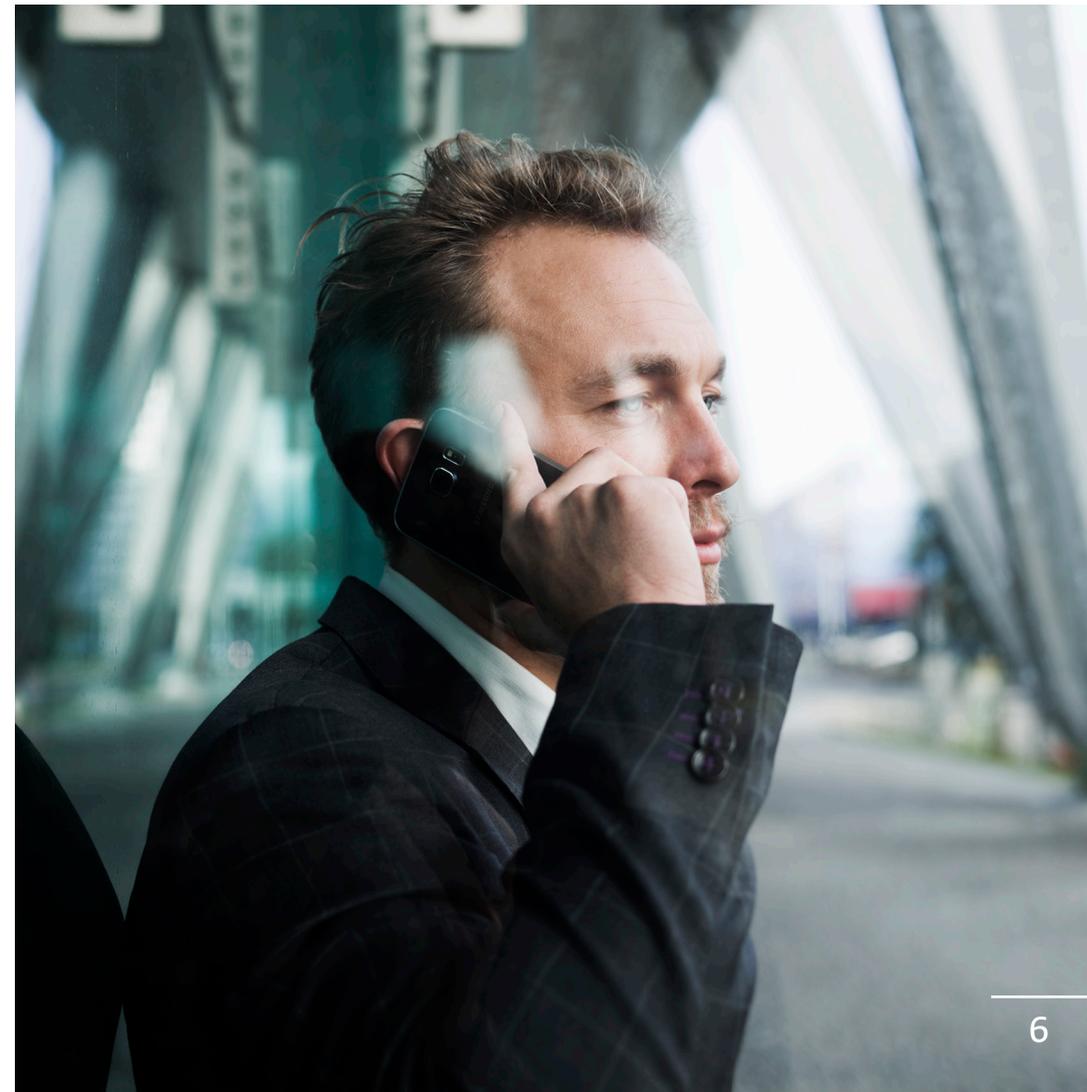


## 3. International legislation and guidelines

KPN endorses and observes all international guidelines with regard to human rights and good employment practice. Consumer safety is a priority. We comply with all international legislation, as well as the national and local laws of the countries in which we are active. KPN expects all its business partners to do likewise. We have established certain social and environmental requirements by means of the [Supplier Code of Conduct](#), which draws on the [UN Universal Declaration of Human Rights](#) and the conventions of the [International Labour Organization \(ILO\)](#). The code stipulates firm conditions with regard to human rights, employment practice, privacy, safety, environmental management and anti-corruption measures. All suppliers are bound by these conditions, which form part of our standard procurement contract and our general terms and conditions. Where necessary, we work alongside suppliers to bring about improvements.

## 4. Corporate Governance

KPN is structured and managed in accordance with the accepted standards of Corporate Governance. We offer shareholders, regulators and other stakeholders transparent, timely and reliable information about our activities, governance, financial status and overall performance. External and internal auditors have unrestricted access to the information they need to demonstrate our complete compliance with all requirements and expectations.



# 5. Information, advice and reporting

We speak-up about compliance with the KPN Code of Conduct and sub-codes, regardless of position or function within the organization. You must familiarize yourself with the content of the relevant codes, and comply with it at all times. Line managers oversee compliance and create an atmosphere in which matters can be discussed openly. If you disagree with a colleague and are unable to resolve it, contact your line manager, HR consultant or the confidential advisor (staff counsellor).

If you have any questions about a code or are experiencing an (ethical) dilemma you do not wish to discuss with your line manager, contact the KPN Security, Compliance and Integrity Helpdesk. You can also [report any irregularities](#) anonymously via the SpeakUp Line.

The KPN Code of Conduct and sub-codes present rules of conduct. These rules are binding and compliance is mandatory. Based on reports of (suspected) misconduct, the activities and behavior of employees can be investigated taking due account of the applicable procedures. Any violation can lead to disciplinary action as provided by the KPN Collective Labour Agreement (CAO). Depending on the circumstances, sanctions range from a written warning to instant dismissal.

## Information, advice and reporting

1. Contact your immediate line manager
2. Contact the KPN Security, Compliance & Integrity Helpdesk [0800 - 40 40 442](tel:0800-4040442) or [securityhelpdesk@kpn.com](mailto:securityhelpdesk@kpn.com)
3. Contact the confidential advisor: see [KPN Vertrouwenspersoon](#)
4. Anonymously, via the KPN SpeakUp Line: [0800 - 02 22 931](tel:0800-0222931) (login code 57660)

