

A hand holding a string attached to a large, shiny, heart-shaped pink balloon against a clear blue sky. The balloon is inflated and has a metallic sheen. The hand is visible in the lower right corner, wearing a blue denim sleeve and a pink wristband. The string is white and extends from the hand to the balloon.

**„WE ARE THE DRIVING
FORCE OF THE SOCIETY,
WE INVEST, AND WE HELP
THE CITIZENS. OUR GOAL
IS TO MAKE THE WORLD A
BETTER PLACE TO LIVE”**

CORPORATE RESPONSIBILITY

Makedonski Telekom as one of the most significant players in the Macedonian business environment has the responsibility of setting standards and being the driving force of the development of society. Our mission is to enrich and improve the quality of life of the citizens in the Republic of Macedonia, while concurrently also improving the environment in which we operate. Therefore, we continuously support significant cultural and sporting events, donate and invest in education, health, social and child protection, while also promoting the universally accepted values arising from social responsibility.

In 2015, music, sports and culture were in our focus in terms of sponsorships. With our support, we took sports to a higher level, continuing our cooperation with the best handball and football club **Vardar**, while we also became the main sponsor of the Futsal **Business League**. Furthermore, we once again traditionally supported the **Ohrid Swimming Marathon**, which has grown into a supreme sporting event, while we were also a part of the Macedonian championship in marathon swimming which was organized at three locations: Kozjak, Prespa and Dojran.

In addition to sports, we also continuously invest in music, as one of the most prevailing social segments. For years, we have been partners of the worldwide known and unique **Skopje Jazz Festival**, as well as children's festivals such as **Zlatno Slavejce, Potocinja and Grozdoberce**. We have supported top music performers such as Karolina, Elena Risteska and Adrijan Gaxha.

Our investments in culture in the course of 2015 were also very generous. Among the most significant events it is worth noting the **Ohrid Summer Festival**, as an event that we have supported for many years, the **Struga Poetry Evenings**, as well as the Novel of the Year organized by Utrinski Vesnik. We were also partners of events such as **"See Music"**, **Baskerfest**, the one-of-a-kind open mass youth festival **Skopje Street Festival**, as well as the **Giffoni Film Festival**.

As one of the greatest donors, we continued the cooperation with the first children's embassy in the world Megashi, providing our support in the conducting of their activities aimed at helping children. At the same time, we were a part of the campaign "Go Pink 2015 – Walk Against Breast Cancer" organized by Borka, whereas through the Red Cross we provided our support in the Day of Hunger campaign, as well as providing help to the population affected by the floods in Tetovo.

**WE INVEST IN THE PRESENT
FOR A BETTER AND MORE BEAUTIFUL FUTURE!**