



FOUR
BIG
YEARS

EE CORPORATE RESPONSIBILITY REVIEW



THEN

IT'S 2012...



Jess Ennis and Mo Farah were doing their thing at the London Olympics...



The whole world was dancing Gangnam Style...



A bold new British brand had just landed on the scene, providing the UK's first 4G network...



...And with it a mission to create a Better Britain

NOW...

FAST FORWARD FOUR YEARS

Look how much we've achieved:



We supported over **1 million** people to develop their digital skills.



1,150 young people have benefited from our apprenticeship scheme.



We've reduced our carbon footprint **by 41%** since 2010.



EE has raised **£3.7 million** for Unicef.



We were rated **7th best big company to work for** in 2016.

It's been quite a journey, and one everyone at EE can be proud of.

WELCOME

A review of our past four years

The launch of the EE brand was a big deal in the mobile world. But it was also an opportunity to take a fresh look at how a company like ours can make positive changes.

From the start we wanted to become the UK's most trusted communications company, and one that shares the power of connectivity with everyone in the country. With this in mind we pinpointed four areas where we believed we could make the biggest difference:

- Digital Skills
 - improving people's confidence online
- Youth Employment
 - helping young people into work
- Environmental Impact
 - reducing the impact we have on the planet
- Running a responsible business
 - caring about customers and communities

A MESSAGE FROM MARC & GAVIN



Marc Allera, CEO EE

"As we start our exciting new chapter as part of BT, now is a great time to step back and consider the huge amount we've achieved over the past four years. They've been four big years! And nowhere more so than in the work we've done to live up to our corporate responsibility vision: Building a Better Britain.

When we launched our brand in 2012, our mission was to go well beyond the traditional boundaries of a telecommunications business. We wanted to share the magic of technology with as many people across the UK as possible.

I think it's fair to say we've achieved that. We've helped over one million people improve their digital skills. The young

people benefiting from an apprenticeship with EE now number over a thousand. And as the UK's demand for data soars, we've lowered our carbon footprint by 41%.

Of course, there's always room for more. And as part of BT we now have the exciting possibility of an even greater role to play helping the UK become the world's leading digital society.

In the meantime, though, I'd like to urge everyone at EE to take a moment and be proud of what we've achieved as a team. And I'd like to thank our numerous, fantastic partner organisations. Without you, so much of what has been done would not have been possible. Thank you."



Gavin Patterson, CEO BT

"With EE now part of the BT family, we're really excited about the future. Our combined strength will create unprecedented opportunities to use the power of communications to make a better world.

From boosting digital skills to supporting local communities and spreading 4G connectivity across the country, there is so much EE delivers that already complements our approach in BT.

Everyone in EE should feel incredibly proud of what they have achieved. We now look forward as one team to: connecting even more people, making a positive impact on society and the environment and helping the UK to remain one of the world's leading digital societies."

IMPROVING DIGITAL SKILLS

Being a big help to 1 million people

When EE launched, helping everyone in the UK realise the magic of technology was central to our brand ambition. We set a target: to help 1 million people improve their digital skills by the end of 2015. Then we put our award-winning network, products, services and the commitment of our employees behind our mission.

Our main focus was on people who lack the necessary skills to make the most out of today's technology. The idea of going online can be daunting for lots of reasons. A lack of confidence, not having grown up with the technology or simply not having the necessary equipment or connectivity.

GO ON

We're a founder partner of the charity Go ON UK, a cross-sector organisation aimed at making the UK the world's most digitally capable nation. Our CEO between 2012 and 2015, Olaf Swantee, was a member of the Go ON UK Board, headed up by Baroness Lane-Fox. EE supported their initiatives like Go ON North East and Go ON Croydon through product support and volunteering.



How we reached our target between 2012 and 2015

We've been supporting people who lack basic digital skills - but also customers with a good online understanding already. In fact, we were pleasantly surprised how many customers said we'd helped them learn something new through everyday customer-service interactions over the phone and in store.

14,200
people

...helped through
Techy Tea Parties
and volunteering.

210,000
brochures

...handed out
full of advice
for parents.

480,000
people

...supported through
visits to our online
resources.

1,350,000
people

...supported by our
customer service
teams and retail
advisors.



Making technology a piece of cake

Over the past few years our Techy Tea Parties have gone from strength to strength, with our stores and offices opening their doors to help people improve their digital skills over a cup of tea and a biscuit. Whether using the internet to enhance their everyday lives, or contacting friends and family on Skype or Facebook, we slowly but surely built people's confidence to do more online.

Our first localised tea party was in 2012. In 2014 we held our first ever national Techy Tea Party Day, and in 2015 over 10,000 guests and volunteers got involved.

From using tablets to social media, apps or keeping in touch – our staff built people's confidence in using tech, all the time avoiding jargon and keeping things simple. Attendees brought their own phones, laptops or equipment to learn more about them and were given booklets to take home to reinforce what they'd learnt.

Our Techy Tea Party programme is recognised as being a leading digital inclusion initiative. It's not only delivered benefits for our guests, but provided excellent volunteering opportunities for our retail staff.

90%
of guests

...said they'd learnt something
new and that we'd increased
their confidence and motivation.

"They were fabulous in the store. Thanks for the good calm service and time. We're just not techy savvy, so someone sitting with you is worth its weight in gold."

Guest feedback, Newcastle

"Our Techy Tea Parties have gone from strength to strength and we look forward to continuing them in years to come as part of the bigger BT family."

Ian Caveney,
Senior Responsibility Manager, EE



Helping more people access the internet

Since 2012 we've helped people develop their online confidence. But over these four years – and through our involvement in the digital skills agenda – we've realised that helping people access the internet in the first place is an equally big challenge. It's particularly the case in disadvantaged areas. And with our expertise in 4G it was an obvious way in which EE could help.



Connected Housing Initiative and EE

One example of the work we've done is with the Connected Housing Initiative – a group of Housing Associations focused on closing the digital divide for their tenants. A housing association is in a better position to communicate effectively with its tenants (especially vulnerable or disadvantaged customers) so it made sense to work together. Internet access on pay as you go offers a simple and cost effective way to get online without a credit check or home telephone line.



So we now offer housing association tenants a discounted 4GEE Mobile WiFi giving them the internet access they need. Initial feedback is positive, and we're now looking at how we can extend this offer.

"Working with EE on developing the 4GEE WiFi proposition for our tenants has been a great example of how housing associations and a commercial business can come together to develop a sustainable proposition that will help our tenants overcome obstacles to getting online."

Tim Dumbleton,
Digital Inclusion and Development Manager,
Orbit Housing Association.

AND FINALLY

A tablet for children... and their parents

Through research we recognised that parents valued the entertainment and educational content their children were getting from tablets. However, they wanted more controls and ways to remove content that wasn't relevant. In 2015 EE introduced the Robin tablet – the world's first 4G tablet for kids – which has smart parental controls, ensuring children are safer online.



BOOSTING YOUTH EMPLOYMENT

Giving over 1,400 young people their big start

We have stores, offices and call centres all over the UK, including many places where youth unemployment is high. It's important to us that we support young people into work in these communities, and in 2012 we decided the best way to do that would be via three routes: graduate places, work experience and most importantly – apprenticeships.

Apprenticeships

In 2012, we set a target of supporting 500 young people back into work, and launched our apprenticeship scheme with a small group of 52 young people in our Darlington contact centre. The success of this pilot scheme inspired us to make our apprenticeship scheme a priority. Since then, we've grown our scheme within the contact centres and expanded our programme into retail and our head office. In 2013 we revised our target up to 1,500 young people, 1,300 of those places coming from our apprenticeship scheme.

We fell just short of our revised 2015 target by helping 1,435 young people. But we are massively proud of the difference we have made to people's lives, and the external recognition we've received.

We continually evolve and improve our scheme based on direct feedback from our apprentices, and through our work with BITC we're spreading best practice to other companies, helping them to introduce and grow their apprenticeship schemes.

Recognition for our apprenticeship scheme

- 2014 Business in the Community (BITC) award for Inspiring Young Talent
- 2014 and 2015 National Apprentice Service Awards for the "Best Macro Employer"
- Placed amongst the top 100 apprenticeship employers by the Cities and Guild
- Opening Doors Award for Best Recruitment Scheme in 2014

We now offer apprenticeships in contact centres, retail, marketing, business administration and IT. 53% of apprentices go on to take permanent roles with many progressing to people-management positions.



PERFORMANCE BETWEEN 2012 - 2015

1,150

apprentice places

93

graduate places

192

work experience places





HOW TO GET THE MOST OUT OF APPRENTICESHIPS

Apprentices are going to be an ever more integral part of Britain's future workforce. So if you're an employer, how do you make sure you're giving them the best opportunity, but also getting the most from them for your business? Patrick Bradley, Chief of HR, shares three of the insights we've learnt over the three years our apprentice scheme has been running:

"An apprentice scheme isn't just about new people joining"

"As an employer we need to make sure our wider management infrastructure supports our apprentices. But, the scheme isn't just about new people joining the business but a chance to 'upskill' and progress our existing employees. At EE we have achieved this by making sure all our apprenticeship managers are given training on how to support young employees. This approach makes apprenticeships work for and benefit both our future and our existing employees."

"Help them develop skills beyond their immediate roles"

"Since 2012 we've learnt how important it is that our apprentices are able to develop broader skills beyond their immediate roles. It's these that will help them to progress at EE in the future. Apprentices are put on the same course of training as standard employees, just over a slightly longer period of time. Their induction includes a charity activity to help them develop softer skills and introduce them to the positive results of social action."



"You're recruiting someone who will grow"

"A key learning for us is this: when you hire an apprentice, you're likely to be recruiting someone who will grow and learn in your workplace. So we support Business in the Community's Future Proof Campaign, backed by the City & Guilds group. This campaign helps businesses to rethink their youth recruitment. Businesses now have more opportunity than ever before to shape their future skills supply and we're looking forward to the great things that means for us in the coming years."

REDUCING OUR ENVIRONMENTAL IMPACT

Carbon reduction through a more efficient network

In 2013 we re-stated our target to reduce our carbon emissions by 30% by 2015, based on our 2010 baseline. The biggest project here was our £2bn three-year network and spectrum investment programme. Integrating and optimising Orange and T-Mobile network infrastructure into one EE network has improved coverage for our customers, but it's also made us more energy efficient.

And the old equipment? It's redeployed via our recycling partner and is often used in emerging markets to help bridge the digital divide.

We're delighted to be able to say that we achieved our carbon reduction target. In 2015 EE emitted 210,000 tonnes of CO₂e¹ – a 14% decrease from 2014 and a 41% reduction compared to 2010.



The new network has meant more efficient kit. Up to 40% more efficient in fact.

Changing the way we work

We've reduced the impact of our business operations, too. For example, investing in video conferencing technology has helped us reduce employee air kilometres from 11 million in 2010 to 9.5 million in 2015.



Less than 1% to landfill

In 2012 we set a target of a 50% reduction in the amount of our waste ending up in landfill, based on our 2011 baseline. We're pleased to say this was achieved one year ahead of schedule, with a 71% reduction against our baseline by the end of 2014 and a total reduction of 78% by the end of 2015. In fact, by 2015 the landfill from our corporate and contact centre sites was less than 1%³.

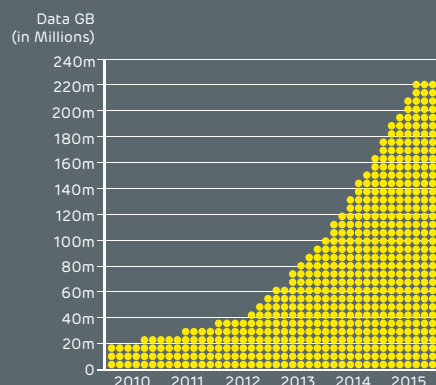
We managed to do this thanks to an improved and simplified approach to recycling. Working together with our facilities managing agent, ISS, our Office Services team from CBRE and the waste sub-contractor SITA we were able to reuse and recycle more waste – or use it as an energy source.



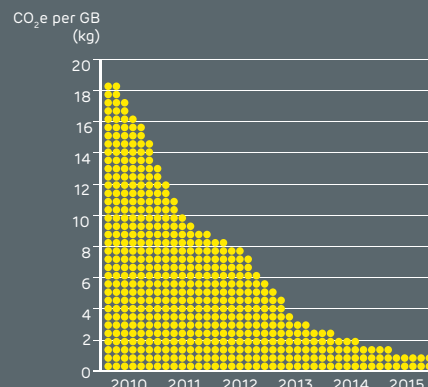
More data, lower carbon intensity

We're seeing a large growth in the amount of data on our network that requires a large amount of energy. Within this context, our carbon reduction goal is a significant achievement of which we feel very proud.

Data on EE network measured between 2010 and 2015.



Kilograms of Network Carbon Emissions per Gigabit of data on EE network between 2010 and 2015.



¹ Our carbon footprint is calculated based on the GHG Protocol Corporate Standard (location based reporting). This includes scope 1 emissions from fuel consumption and refrigerants, and scope 2 emissions from electricity consumption.

² We have restated our GHG emissions from the base year onwards to account for energy consumption at network sites that are operated by Mobile Broadband Network Limited, the joint venture that manages our heritage T-Mobile sites, that had not previously been reported.

³ Our waste to landfill target includes waste from our corporate offices and our retail sites, but excludes retail fit out and network waste.

⁴ Our calculation methodology for waste to landfill changed in 2014 to account for waste from our retail sites that is diverted from landfill through off-site sorting. This change in methodology represents approximately 10% of the reported 78% reduction in waste to landfill compared with the base year.

The collection system is simpler and communication with staff is better. The result? More materials end up being recycled.

John Ponter,
Environment and
Sustainability Manager, EE

The future: more and better

We'll continue to drive our operations' energy efficiency to reduce our scope 1 and 2 carbon emissions, using information from our Energy Savings Opportunities Scheme work completed in 2015.

We'll work to reduce our scope 3 carbon emissions, using the knowledge from the work completed in 2015 with GeSI.

And perhaps most exciting, we'll be working with the wider BT team to explore how mobile connectivity can make an even bigger difference – helping people and businesses across the world reduce their own carbon emissions.

To find out more, go to:

www.btplc.com/purposefulbusiness/



Impact of mobile technology on reducing carbon

During 2015 we supported and part funded the work by GeSI for the Mobile Carbon Impact report. This had the aim of calculating the carbon savings potential of mobile technology.

Key points from the report

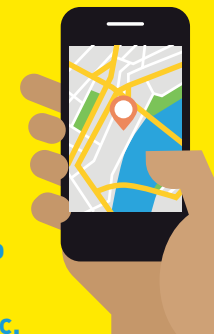
- > The amount of carbon emissions eliminated by the use of mobile communications technology today is approximately five times greater than the carbon emissions from mobile networks.
- > The use of mobile communications technology is currently enabling a total reduction of 180 million tonnes of CO₂e a year across the USA and Europe. This amount is greater than the annual carbon emissions from the Netherlands and equivalent to 1.5% of all greenhouse gas emissions from the USA and Europe.
- > International consumer research shows that there are lots of smartphone users willing to adopt behaviours that will result in reduced personal carbon emissions. These can be enabled by functions or apps on their devices. The greatest impact is through connecting with family and friends using voice or video calls, replacing physical journeys.

People are embracing the use of mobile technology in key areas such as transportation, helping to reduce energy and fuel use.



84%

of drivers who own smartphones make use of satnav apps to plan more efficient routes to avoid traffic.



20%

of current abatement comes from the use of

mobile devices to enable behavioural changes in lifestyle and working patterns.



¹The Global e-Sustainability Initiative (GeSI) is a strategic partnership of Information and Communication Technology (ICT) companies and organisations committed to creating and promoting technologies and practices to foster economic, environmental and social sustainability.

RUNNING A RESPONSIBLE BUSINESS

Our priority issues

Since 2012, regular materiality reviews have helped us determine the most important responsibility issues for EE, and their potential impact on our communities, stakeholders and reputation. This process drove the work we've already highlighted around digital inclusion, youth employment and the environment.

However, it also clarified the priority issues we needed to focus on in order to run our own business in a responsible way. Each issue was then assigned a board-level sponsor who has acted as an ambassador for the issue across the business. Creating these priority issues has meant every employee knows what we stand for, and how they can make a difference.

External Advisory Board

In 2013 we created our External Advisory Board. Made up of senior business leaders and sustainability specialists, the board met twice a year to help us develop and improve our responsibility strategy and activity. It's helped us shape our responsibility approach and brought topical issues to the table. Most notably the environment, customer complaints, gender diversity and keeping customer data safe.

"It's vital every employee knows what we stand for as a business and how they can make a difference by being responsible in their role."

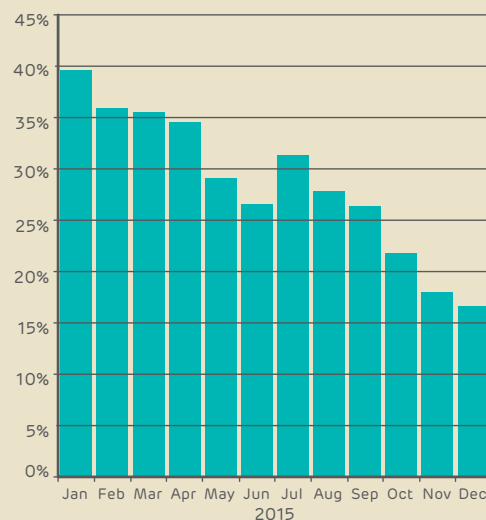
Tania Young,
Corporate Responsibility Manager, EE

Customer complaints

When EE first started we knew we were among the worst in our industry for customer complaints, and we were fined by Ofcom for underperformance. To solve the issue we've developed a clear plan, and delivered against it by putting four new measures in place:

- A new escalation processes and company-wide complaints-handling process.
- Better training for frontline advisors, called 'The EE Way'.
- A £50 million investment in technology and systems to help advisors solve customer issues.
- Clearer explanations on customers' bills, and easier ways for customers to control their spend.

EE's share of Ofcom PAYM complaints



Supporting customers with disabilities

We want everyone to be able to get connected and experience the many brilliant benefits that technology brings. Customers with disabilities often have specific requirements, and digital technology can help with their communication and everyday needs.

We also know how important it is to deliver our products and services in a way that enables our disabled customers to access and use them easily.

We have a dedicated team to make sure we meet this commitment. This Disability Champions team receive additional specialist training, so when we flag a customer's account, the next time they call they'll be routed to one of these specialist disability advisors.



In the last few years we've also used the Business Disability Forum Benchmark to measure our performance. We're proud to have reached the Bronze standard in 2015, achieving a score of 73% – a massive improvement from 24% back in 2013.

An ethical supply chain

Our vision in 2012 was that EE's ethical, social and environmental values should extend beyond our operations to our supply chain.

Now all our suppliers have signed up to our values, as set out in our EE Supplier Ethical Charter. They are embedded into our relationships with our suppliers.

Monitoring our complex global supply chain is challenging. However, by working with industry common tools and EcoVadis Sustainability on our ethical supply chain assessments, we now have improved performance in labour practices, health and safety, ethics and environmental activity throughout the supply chain.

EE awarded
Gold status by



Best in Class
Leadership
Index Award

All of our
procurement
team have
completed ethical
supply chain
training.

EE Modern
Slavery statement
signed by
Olaf Swantee
in November
2015.



"I've been particularly impressed with EE through their proactive and pragmatic approach. EE's own assessment reaching Gold Standard on EcoVadis at first attempt is excellent. Their global ICT Leadership award from GeSI, recognising outstanding sustainability performance, is well deserved."

Luis Neves,
GeSI Chairman

INVESTING IN THE COMMUNITY



Big support for our communities

Since 2012 one of our key priorities has been helping our employees support their communities. We feel it's an important part of running a responsible company. We also know that when our employees feel engaged in their communities, there's a positive correlation to happier customers!

Here's a snapshot of what we've achieved in 2015 alone:

15,600 volunteering hours clocked up

We encourage employees to get actively involved in our digital skills goal, and all employees can take two paid working days a year to volunteer for a charity or community organisation of their choice.

£192,473 to good causes

Our fundraising support scheme has helped employees raise fantastic sums of money for charities. The scheme is all about helping people get started – by offering support options like paying for entry fees to races and challenges, goody bags and raffle prizes, plus a 25% top-up on fundraising.

In 2015 our employees raised £104,969 for a variety of causes close to their hearts, and £50,754 for our Call Centres' nominated charities. With EE company fundmatching and top-ups, £192,473 went to a huge variety of charities.

£212,000 to charity through Payroll Giving

The EE Payroll Giving scheme makes it easy for employees to donate to the causes they care about in a really tax-efficient way. In 2015, we ran roadshows across nine sites and Retail Expos – which added over 550 new employees to the scheme. It was a record-breaking year, both for employees signed up to the scheme and the amount donated – an amazing £212,000.

We're the 7th best big company to work for!

For the fourth year running we were voted one of the UK's top 25 best companies to work for in the Sunday Times Best Companies Awards 2016. And this year we reached a Top-10 position and a 3-star rating; our highest ranking yet. Our fundraising and volunteering programme, including our Techy Tea Parties, secured us the award for Giving Something Back for the second year running.



£5.6 million raised for Unicef

At EE we've continued Orange's longstanding relationship with Unicef. In the past

12 years this relationship has raised a staggering £5.6 million for children through emergency appeals. This money has supported the vital work they do with disaster and emergency relief. The Text to Donate campaigns help the charity to collect donations and release aid as quickly as possible. The success of these campaigns is in no small part down to our team here at EE, who come together at short notice to make them happen.



"It's incredible to see EE's staff and customers come together, in times of crisis, to help UNICEF keep children safe. The funds EE has raised have helped UNICEF save and transform hundreds and thousand of lives. We want to say a huge thank you to all EE's staff and customers for their longstanding support. Together we will continue to be there for children in danger and build a safer world for tomorrow's children."

Kate Goldman,
Director of Partnerships
and Philanthropy, Unicef UK

Year	Annual total	Notes
2011/12	£278,223	East Africa Appeal
2013	£1,369,998	Philippines
2014	£924,156	Ebola
2015	£1,080,498	Nepal & refugee crisis

Employees
donated

£212k+

via payroll
giving

Payroll giving
sign-ups from
1.8% in Jan to

14%

in December

**HIGHLY
COMMENDED
AWARD**

from CCIP
for payroll
giving scheme

2015

Record
breaking

£214k+

raised for
good causes

**ONE
MILLION+**

raised for
Nepal &
refugee crises

INDEPENDENT ASSURANCE STATEMENT FROM EY

We have performed a limited assurance engagement on selected performance data and statements presented in the Environment section of the Everything Everywhere Ltd ("EE") 2015 Corporate Responsibility Review ("the Report").

Respective responsibilities

EE management is responsible for the collection and presentation of the information within the Report. EE management is also responsible for the design, implementation and maintenance of internal controls relevant to the preparation of the Report, so that it is free from material misstatement, whether due to fraud or error.

Our responsibility, in accordance with our engagement terms with EE management, is to carry out a 'limited level' assurance engagement on selected data in the Report ("the subject matter information"). We do not accept or assume any responsibility for any other purpose or to any other person or organisation. Any reliance any such third party may place on the Report is entirely at its own risk.

Our assurance engagement has been planned and performed in accordance with the International Standard for Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other Than Audits or Reviews of Historical Financial Information. We have evaluated the subject matter information against management's application of the Greenhouse Gas Reporting Protocol and the EE Waste guidelines (collectively 'the Criteria').

Summary of work performed

The procedures we performed were based on our professional judgement and included the steps outlined below:

- 1. Interviewed EE's management and reviewed documentation to understand 2015 performance in relation to the following selected performance data:

Carbon	Total scope 1 & 2 GHG emissions(tonnes CO ₂ e)
Waste	Waste to landfill (tonnes)

- 2. Carried out the following activities to review the selected data included in the table above:
 - Interviewed a selection of 'data owners' responsible for managing, collating, and reviewing data.
 - Selected a sample of data points from across the business and sought documentary evidence to support the data.
 - Conducted a walk-through of data reported from a sample of sites to test consolidation.
 - Reviewed any explanations provided for significant variances.
 - Reviewed the presentation of the selected data, and accompanying descriptions of limitations and assumptions, within the Report.

Limitations of our review

Our evidence gathering procedures were designed to obtain a 'limited level' of assurance (as set out in ISAE3000 Revised) on which to base our conclusions. The extent of evidence gathering procedures performed is less than that of a reasonable assurance engagement (such as a financial audit) and therefore a lower level of assurance is provided.

Completion of our testing activities has involved placing reliance on EE management's controls for managing and reporting the selected information, with the degree of reliance informed by the results of our review of the effectiveness of these controls. We have not sought to review systems and controls beyond those used for the selected data.

We have only sought evidence to support the 2015 performance data. We do not provide conclusions on any other data from prior years.

Our conclusions

Based on the scope of our review our conclusions are outlined below.

How complete and accurate is the selected data presented in the Report (outlined above in the "Summary of work performed")?

- With the exception of the limitations identified in the Report, we are not aware of any material reporting units (as defined by EE) that have been excluded from the data relating to the topics above.
- Nothing has come to our attention that causes us to believe that the data relating to the above topics has not been collated properly.
- We are not aware of any errors that would materially affect the data as presented in the Report.

Our independence and competence

Our assurance team has the appropriate expertise to perform the engagement and with the exception of this work, we have provided no other services relating to EE's Corporate Responsibility reporting nor are we a connected person.

In performing this engagement, we have applied International Standard on Quality Control (ISQC)1 and the independence and other ethical requirements of the International Ethics Standards Board for Accountants (IESBA) 1.

Restriction on Use and Distribution

Our work has been undertaken to enable us to express a limited assurance conclusion on the subject matter to EE in accordance with our engagement terms, and for no other purpose. We do not accept or assume responsibility to any other party, for our work including this report and the conclusion.



Ernst & Young LLP
London, June 23 2016

