

# Telia Estonia Sustainability Report 2025









# Telia's impact on society goes well beyond building networks and paying taxes.

## Telia's contribution to society extends far beyond network infrastructure and tax contributions.

We play a vital role in Estonia's economic, technological, and social development. Each year, we invest around €50 million locally—€53.9 million in 2024 alone—making us one of Estonia's largest private investors. These investments have enabled us to build over **16,000 kilometres** of fibre-optic networks and provide high-speed (100 Mbit/s or more) broadband to over **550,000 households**. By the end of 2024, more than **92% of the population was covered by Telia's advanced 5G network**, accelerating digital services and innovation across the country.

In **2024**, we also **contributed €102.4 million in taxes and levies**, ranking us among the country's top taxpayers.

But our impact goes further. We're deeply committed to sustainable, secure digital development. With cyber threats on the rise, we've **expanded our focus on cybersecurity**, fraud prevention, and digital privacy. In 2024, we launched new services to help businesses better protect themselves online, combining public education with advanced technical solutions.

Accessibility is central to our mission. We believe digital solutions must be inclusive—understandable and usable by all, regardless of age or experience. We focus especially on **children and older adults, whose digital skills are key to a more connected society**. In 2024, we launched the **Digital Mentors programme** in partnership with the University of Tartu and the Ministry of Education and Research. This initiative trains high school students to mentor younger peers and seniors in digital skills—a programme praised by President Kersti Kaljulaid for promoting digital literacy across generations.

At the start of 2025, we joined **AI Leap 2025** (TI-Hüpe), a national education programme inspired by the original Tiger Leap initiative. Launching in September, it will provide students and teachers with **free access to top AI-based learning tools** and the skills to use them effectively. As AI drives the next wave of digital transformation, we're proud to support this initiative with our expertise to help keep Estonian education at the forefront.

Environmental responsibility is also a cornerstone of our strategy. We've set **ambitious goals** to reduce our carbon footprint and improve energy efficiency. One of our flagship initiatives is **Digital Cleanup Day**, launched in 2019.

It encourages individuals and organizations to delete unnecessary digital files, reducing server load and digital waste. This movement now involves hundreds of institutions and tens of thousands of participants, promoting more **sustainable digital habits** nationwide.

**In everything we do, we're driven by a vision of a smarter, safer, and more inclusive digital society. We recognise our responsibility to be transparent, forward-thinking, and committed to solutions that benefit both people and the planet.**

**Andre Visse**

Telia Eesti tegevjuht





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## Certifications and cognitions

This report is structured around the ESG framework and closely aligned with our three strategic focus areas: environmental sustainability, digital inclusion, and the protection of privacy and cybersecurity.





# 2024 summary

## A secure gateway to the digital world

### 2 billion threats blocked

Telia's Security Network filters blocked over 2 billion cyber threats, ensuring a safer digital environment for our users.

### +8% awareness growth

Employee awareness of data protection increased by 8%, reflecting ongoing efforts in cybersecurity education.

### 50% stronger cybersecurity

We launched several new cybersecurity services for business clients. Our cybersecurity business grew by 50% year-over-year, highlighting a rising awareness of the importance of digital security among our customers.

### Broader ISO 27001 certification

Security is further reinforced by the fact that an even wider range of Telia's services is now certified under the globally recognized ISO 27001 information security standard.

## Commitment to environmental responsibility

### 73 solar parks installed

By year-end, 73 solar parks were established near mobile masts, delivering a total capacity of 1066 kW.

### ~5x growth in reuse

The sale of refurbished devices grew nearly fivefold compared to the previous year.

### 92% of waste recycled

92% of all generated waste was successfully directed into recycling processes.

### 80% reduction in emissions

Greenhouse gas emissions in Scopes 1 and dropped by 80% compared to the baseline year.

### 97.5% digital invoicing

By the end of the year, digital invoices accounted for 97.5% of all issued invoices.

## People at the heart of the digital era

### 92% 5G coverage

Telia's 5G network now reaches 92% of Estonia's population, ensuring widespread access to next-generation connectivity.

### 2.5x faster mobile internet

In just one year, the average speed of Telia's mobile internet increased 2.5 times in Estonia's largest cities, delivering significantly enhanced performance.

### High-speed fixed connection for 575,000 homes

Telia's fixed internet, offering speeds of at least 100 Mbit/s, is available to 575,000 households across Estonia.

### 420,000 homes connected to the optical network

Telia's fiber-optic network, supporting speeds up to 1 Gbit/s, is now accessible to 420,000 homes, powering Estonia's digital future.





# 2024 summary

## Impact reach

### 85,000+ people reached

Topics related to digital inclusion reached over 85,000 people — exceeding our target of 75,000.

### ~400 educators trained

In collaboration with the University of Tartu, approximately 400 educators were trained through the newly launched Digimentor program.

### ~900,000 views

Educational clips from the LaserTech series were viewed nearly 900,000 times.

### €100 million in taxes and contributions

We contributed over €100 million in taxes and fees to the state, supporting the development of Estonia's economy and society.

## Meaningful work and valuing every individual

### High satisfaction

All employee satisfaction and engagement indicators scored above 7.2 on a 10-point scale.

Top results included:

Engagement: 8.9

Work–life balance: 8.6

### 73,000 people reached

Our diversity and inclusion initiatives reached nearly 73,000 individuals, strengthening our commitment to equity.

### 1.6% more equal

The gender pay gap for equal work decreased to 1.6% (down from 2.1% in 2023), reflecting progress toward fair compensation.

### Internship Programme

Our internship programme, engaging around a hundred young people each year, has been recognised by the Estonian Employers' Confederation.

## Mindful leadership across the full value chain

### 99% trained

99% of employees have completed the updated training on responsible business practices.

### Impact with intent

Sustainability management has been regularly addressed at both the management board and supervisory board levels.

The Supplier Code of Conduct remains a key element of our partnership approach.

### CSRD Compliance

The first group-wide sustainability report based on the ESRS standard has been completed, and it includes data and information related to Telia Estonia





# Business model & sustainability

## Strategy

Telia's mission is to support societal development, making Estonia a better place to live and work. We are driven by the opportunity to use technology to simplify and enhance everyday life.

A core pillar of Telia's business strategy is to serve as a reliable and sustainable partner to customers and key stakeholders. Accordingly, **sustainability has long been integrated into our strategic priorities and governance framework.**

As a trusted digital partner, Telia is committed to ensuring our services offer a **secure gateway to the digital world**. We actively promote digital literacy and work to minimise environmental impact. Our aim is continuous progress—delivering solutions and approaches that benefit both our customers and Estonian society at large.

*“By focusing on our core priorities, sustainability has become a long-standing pillar of our business model and is now deeply embedded in Telia's culture—as both a guiding value and a daily practice for our employees.”*



**Kristiina Maasik**  
Head of the Legal Unit and Sustainability  
Division at Telia Estonia

## According to Telia's sustainability strategy, the most important focus areas are follows:

# 1

Environment and  
circular economy



# 2

Digital  
inclusion



# 3

Privacy and  
security



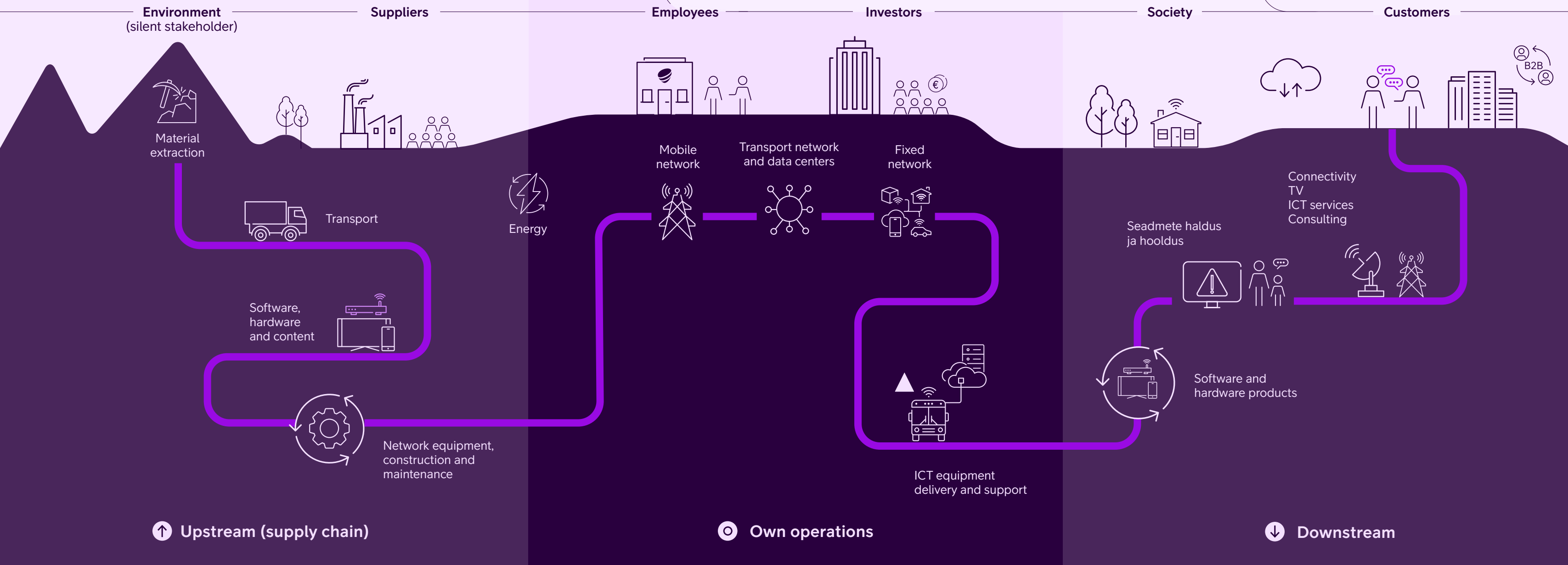




Read more about important topics in the [Telia Company raport](#) starting from page 77.

## Value chain and key topics

The Telia Company value chain, its included activities, and the key topics that arise from them for our stakeholders.



### Key topics

- E1 – Climate change mitigation, energy
- E5 – Resource inflows
- S2 – Workers in the value chain
- G1 – Business conduct

### Key topics

- E1 – Climate change mitigation, energy
- E5 – Resource inflows, resource outflows, waste
- S1 – Own workforce
- S3 – Affected communities – digital inclusion children's rights privacy, security
- G1 – Business conduct

### Telia's Key topics

- S3 – Affected communities – Digital inclusion, Childrens' rights, Freedom of expression
- S4 – Consumers and end users – Privacy, Security





# 01 Enviroment








# Environment

*“Modern entrepreneurship increasingly carries with it a broader sense of responsibility—not only for economic performance but also for environmental impact. Environmental considerations are no longer a peripheral concern; they are central to shaping a company’s identity, credibility, and long-term value. As a company operating in the ICT sector, Telia focuses on three strategic areas: energy efficiency, device circularity, and awareness-raising. Our goal is to lead and facilitate meaningful change, contributing to the reduction of the digital footprint—an issue of growing significance for a sustainable future.”*



**Hele Tammenurm**  
Head of Quality and Environmental Management  
at Telia Estonia

## Environmental management

Telia’s environmental management system is certified to ISO 14001, and its energy management system to ISO 50001.

These certifications form a core part of our environmental and climate impact strategy, offering a structured framework for ongoing improvement across our day-to-day operations.

## Climate impact and energy use

- scopes 1 and 2 include Telia’s direct emissions from fuel used in company vehicles, backup fuels, refrigerants, as well as electricity and heating consumption;

- scope 3 covers indirect emissions outside Telia Estonia’s direct control, such as those arising from purchased goods and services, leased and sold products, employee commuting, business travel, waste, and product end-of-life;
- combined, these represent Telia’s total value chain emissions.

## Goals and actions: emissions

In 2023, Telia’s climate goals were validated by the Science Based Targets initiative (SBTi), setting a path toward net-zero emissions by 2040. Annual emission reduction targets have been defined for 2025–2027, using 2018 as the baseline year

*“As a key player in the ICT sector, we not only contribute to climate mitigation but also provide solutions that enable emission reductions across other industries. However, it is equally important for our sector to address its own environmental footprint—particularly as data volumes and the number of connected devices continue to increase.”*



**Raina Jürgens**  
Environmental Expert at Telia Estonia







## Climate impact and energy consumption

Telia's overarching goal for emissions reduction is to achieve net-zero greenhouse gas emissions across its entire value chain by 2040, using 2018 as the baseline year.

### 2022

In Estonia, we have achieved a 56% reduction in our operational carbon footprint compared to the base year, contributing to a 5% overall decrease in our total carbon footprint.

### 2024

In the coming years, Telia Company is committed to achieving the following goals:

### 2019

Telia Company has set ambitious environmental goals to become emission- and waste-free across its entire value chain by 2030.

### 2023

In Estonia, our operational carbon footprint had decreased by 79% compared to the baseline year, and our total carbon footprint was reduced by 6%.

## Environment

## Social impact

## Business conduct

11

In the coming years, **Telia Company** is committed to achieving the following **goals**:

### 2030

All waste generated during Telia's operations is directed towards recycling or material recovery.

We aim to reduce greenhouse gas emissions from our operations by 90% compared to the baseline year and maintain this level consistently.

### 2025

Reduce indirect greenhouse gas emissions by 29% compared to the baseline year.

72% of suppliers providing goods and services to Telia have committed to science-based climate targets.

### 2040

Reduce indirect greenhouse gas emissions by 90% compared to the baseline year.



*\*Telia Company uses 100% renewable electricity across all countries of operation. Any remaining emissions from other Scope 1 and 2 sources, as well as business travel emissions that cannot be further reduced, are fully offset through the voluntary purchase of carbon credits at the Telia Company level.*





# Climate impact and energy consumption

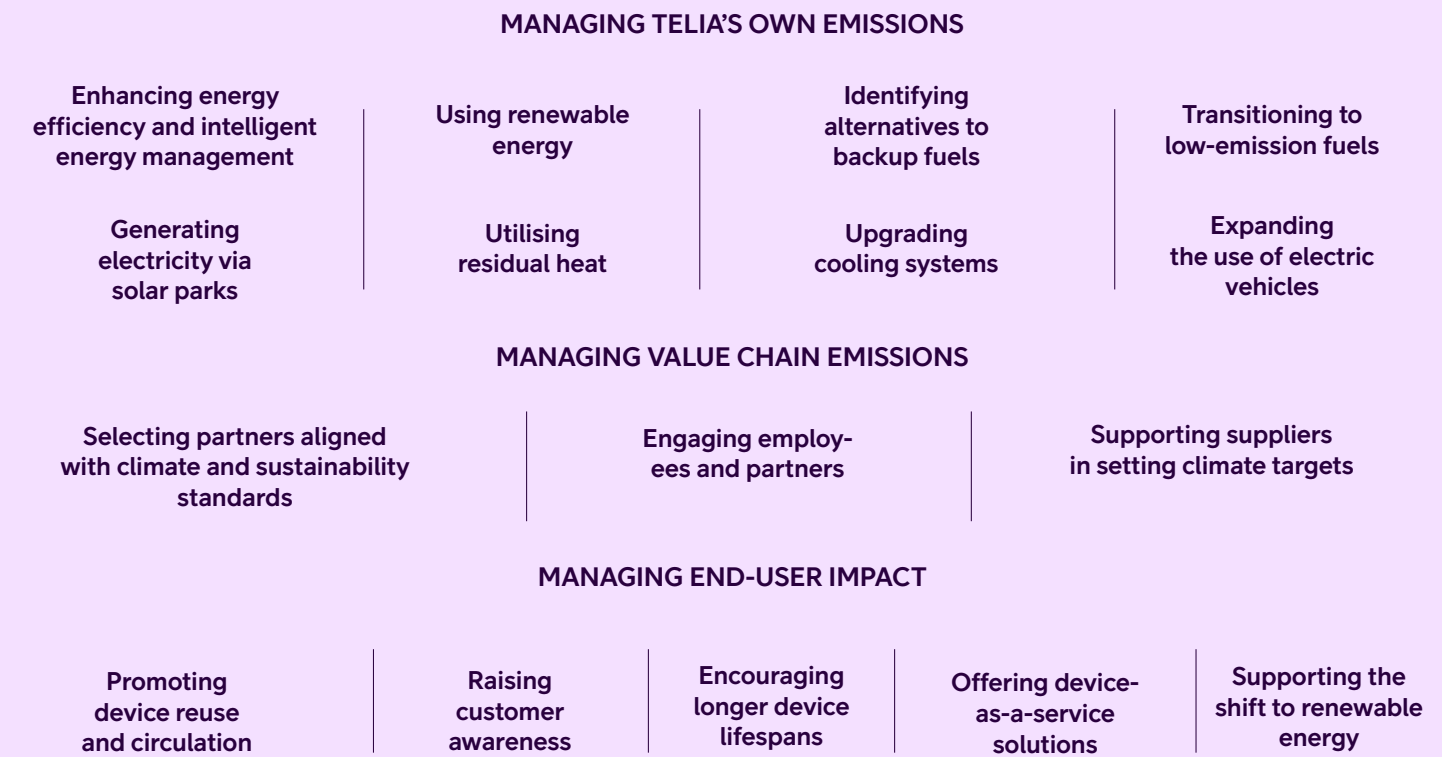
## Telia’s reduction of greenhouse gas emissions depends on several key preconditions:

- sourcing energy from renewable sources;
- lowering emissions across the supplier network;
- continuously improving the accuracy of carbon footprint data, emission factors, and calculation methods.

## In 2024, the following updates were made to climate impact calculations:

- validation and automation of calculations for Scope 3 activity categories 1–2 and 11–13;
- update of emission factors for purchased services within Scope 3, based on the latest CEDA database;
- oartial adoption of supplier-specific emission factors.

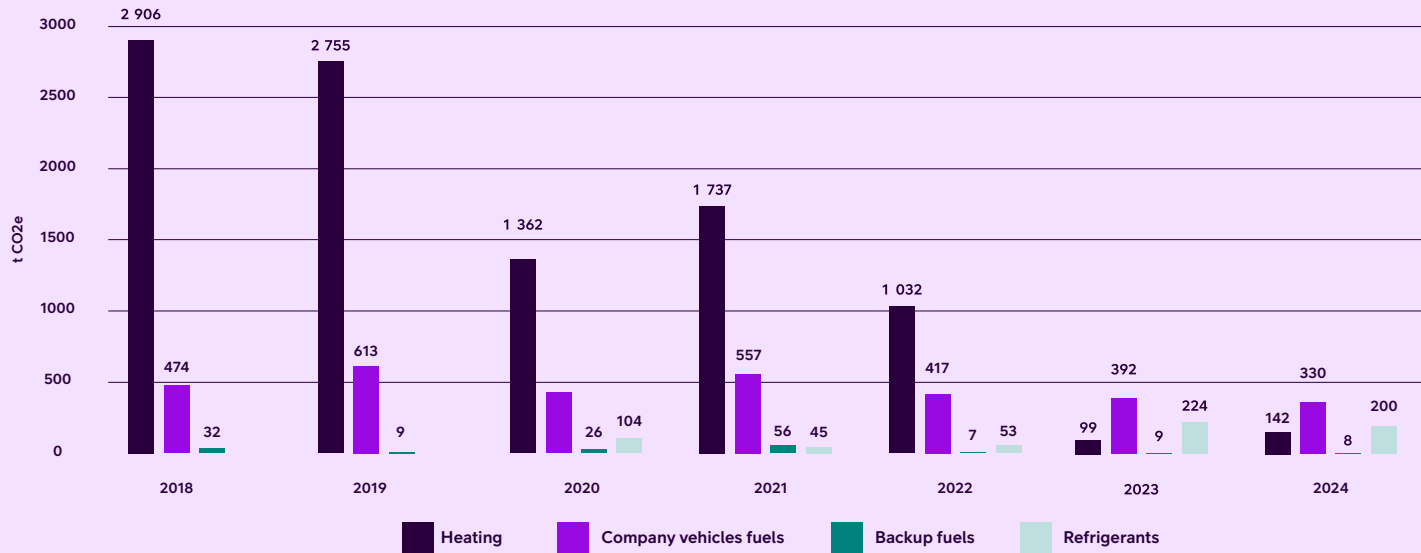
## Climate Impact Reduction Initiatives



## Results: emissions

Telia’s own emissions amounted to 680 tonnes of CO<sub>2</sub>e in 2024. Compared to the base year (2018), emissions have decreased by 80%. Since 2016, Telia has used only electricity from renewable sources, and as a result, no emissions are generated from electricity consumption.

Since 2023, the ground source heat pump has been operating on renewable energy, and more accurate emission factors based on specific producers are now used for district heating. Therefore, the data are not directly comparable with previous years. More information on this topic can be found on page 5 of [last year’s report](#)



## Telia’s own emissions

	Purchased goods and services	Telia equipment consuming energy at the customer's premises	Energy	Employee commuting	Business travel	Waste and end-of-life treatment of sold products
2024	63%	12%	24%	1%	0,37%	0,02%
2023	48%	23%	27%	1%	0,32%	0,02%
2022	63%	20%	16%	1%	0,25%	0,01%
2021	45%	41%	13%	1%	0,09%	0,02%





# Climate impact and energy consumption

## Goals and actions: energy

Our efforts are aligned with Telia Company’s energy strategy, which focuses on four key areas.

We are continually enhancing energy efficiency, supported by Telia Estonia’s ISO 50001-certified energy management system, which was successfully recertified in 2024.

In 2024, we launched a smart energy management pilot project, installing additional lithium-ion batteries at selected technical sites. This initiative enables smarter electricity consumption, strengthens site resilience, and supports the overall power grid. In the coming year, we aim to simplify the technical solution and develop plans for broader implementation.

1

Innovations to mitigate energy consumption by the ICT sector

2

Become more energy-efficient

3

Use renewable energy and add more renewable energy to the grid

4

Enable other industries to reduce their energy use through digital services

## Results: renewable energy

In 2024, we achieved several key goals in our renewable energy strategy:

- the solar park initiative with Sunly City progressed rapidly: 73 solar parks with a combined capacity of 1066 kW were built near Telia’s mobile towers, toward a target of 30 parks with at least 1200 kW total capacity;

- energy purchases from the Telšiai wind park increased substantially, covering 62% of Telia Estonia’s total electricity use (up from 35% in 2023);
- we continue to monitor renewable thermal energy. Since 2022, our headquarters has used geothermal energy, which accounted for 81% of the building’s heat consumption and 34% of Telia’s total heat use in 2024.

“This year, we successfully expanded our solar park network by adding 30 new sites with a combined capacity of 488 kW. By 2025, we aim to complete the project and construct the remaining parks, reaching our target of 1,325 kW of solar capacity in Estonia.”

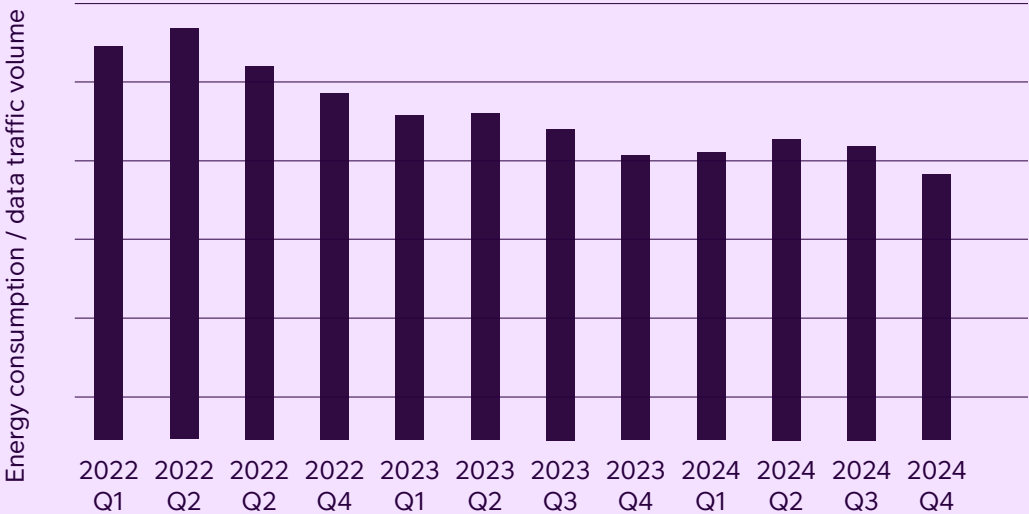


Anna-Mai Allikmäe  
Head of the Energy Sector at Telia Estonia

## Results: energy efficiency

Our mobile network continues to be Telia Estonia’s largest consumer of energy, yet it is becoming more efficient each year. The graph below illustrates a clear trend: the amount of energy required per unit of data transmitted is steadily decreasing. This improvement is driven by the adoption of more efficient equipment and the introduction of new technologies. The shutdown of the 3G network in 2023 played a key role in significantly reducing power consumption. Meanwhile, we are modernising our infrastructure, expanding 5G capacity, and encouraging customers to transition to the more energy-efficient 5G network

The ratio of energy consumption to data traffic volume in mobile networks







# Waste and circular economy

“Devices that are no longer suitable for reuse are sent for recycling, where valuable components and raw materials, such as metals (steel, copper, aluminium), circuit boards, and plastics, are recovered and repurposed for use in new electronic products or other industries.”



**Kairi Pahapill**  
Supply Chain Development Manager at Telia Estonia

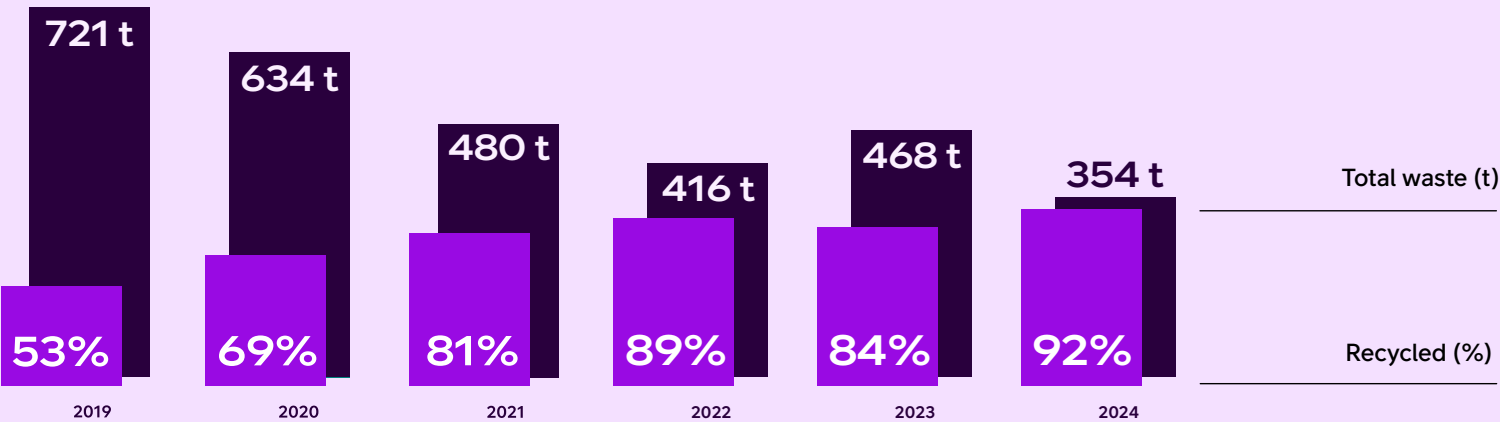
## Goals and actions: reducing waste, promoting recycling and reuse

We prioritise the reuse of customer equipment such as routers and set-top boxes.

Devices that remain functional but are outdated for Telia’s network and could compromise quality are redirected for reuse outside Estonia.

## Results: share of waste, recycling, and reuse

In 2024, the total volume of waste decreased, while the share of recycled and reused waste increased.



Used network equipment is sold exclusively to long-term partners who have passed thorough background checks, ensuring proper recycling. In 2024, over 18,000 devices were repurposed outside Telia.

Telia Estonia is currently focused on expanding its range of refurbished devices and increasing consumer awareness in this area. Our goal is to offer customers a trusted source for thoroughly tested and warrantied refurbished equipment. Research shows the greatest interest lies in refurbished smartphones and computers, and our product selection reflects this demand.

We aim to deliver a smooth and convenient customer experience, with digital invoicing and contracts as standard. To reduce our environmental footprint, we prioritise digital processes over paper-based ones across all internal operations.

## Results: digital invoices and contracts

- we have reduced the share of paper invoices – **by the end of 2024, digital invoices made up 97.5%;**
- **90% of contracts** at Telia stores are now signed **digitally.**

## Results: packaging

In summer 2024, we conducted a survey among Telia e-store customers regarding the KIUD reusable circular packaging. **Nearly 60% of respondents expressed willingness to use it again for future purchases.** The main barriers cited were the complexity of returns and the deposit fee. Additionally, **44% of customers responded positively to the idea of making circular packaging mandatory for e-store purchases.**

Throughout 2024, KIUD was used extensively in the Vana Uueks service and for replacement device deliveries. **On average, each package completed 4.7 reuse cycles.**

To promote KIUD, we distributed **5,350 packages during a dedicated campaign—49% were returned.**

At year-end, we launched an initiative to reduce single-use packaging, targeting a **13% cut in Telia’s packaging waste.** As part of this:

- we eliminated transport packaging for routers and set-top boxes after verifying device packaging provides sufficient protection;
- a pilot project introduced reusable containers for deliveries to Telia stores and technician hubs;
- the device return process was simplified—customers can now return multiple items in a single box.

## Results: digital waste and digital cleanup

In late January, we led the seventh nationwide Digital Cleanup Day, focusing on reducing digital digital waste, such as unusedfiles, documents, images, and videos in devices and information systems.

- around **400 institutions**, companies, and organisations, alongside **2,000 individuals**, registered for the cleanup. Nearly 300 Telia employees joined;
- an estimated tens of terabytes (TB) of digital waste were deleted, with ministries contributing about **3.5 TB;**
- over **8,000 old electronic devices were returned;**
- the Green School network saw **230 Estonian schools and kindergartens, plus 50 Norwegian schools**, take part in the cleanup.

The next nationwide Telia Digital Cleanup Day will be held on 30th January 2026.

“**Digital waste refers to data that no longer serves a useful purpose but continues to consume valuable resources. Reducing digital waste helps conserve energy, reduces device usage, enhances cybersecurity, and mitigates privacy risks. As such, making digital cleanup a daily habit is essential.**”



**Raina Jürgens**  
Environmental Management Expert at Telia Estonia





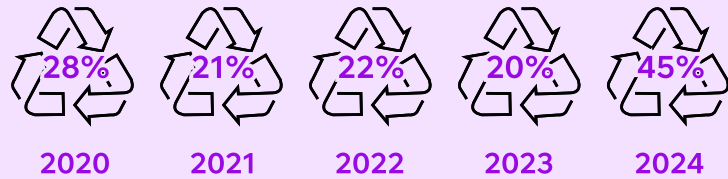
## Waste and circular economy

### Results: customer device recycling and device circulation

In 2024, a record **50% of issued devices were recycled**. Customers returned enough devices for us to repurpose them effectively.

**At year-end, we transitioned to a circular economy model for devices: routers and set-top boxes are now leased, not sold.** This sustainable approach ensures returned devices come back to Telia, preventing them from ending up as waste. After a technical inspection, returned devices are cleaned and re-enter circulation.

### Customer device recycling (%)



**“Smart devices are lasting longer, and even after their initial use, they are well-suited for a second life. As a result, device return programmes have become standard practice, with Telia customers actively utilising the ‘Old for New’ service. Refurbished and cleaned devices are finding new owners, as the demand for second-hand devices in Estonia remains strong. At the Viru Centre, we have created a sustainable display showcasing Telia’s largest selection of second-hand devices, complemented by innovative digital installations.”**



**Laura Kuusik**  
Head of the Goods and Financing Department  
at Telia Estonia

### Results: Trade-In device return programme

- In 2024, the Trade-In service continued to thrive, with thousands of devices—mostly smartphones—returned, averaging a value of 210 euros. The service allows customers to exchange old devices for new ones via Telia’s online store, often with additional campaign-based discounts.
- Approximately 50% of devices are purchased through the Trade-In programme during campaigns.
- We implemented several improvements to enhance the customer experience, with a focus on efficient online processing and easy returns via parcel lockers.

### Results: second-hand devices

- in 2024, second-hand device sales increased nearly fivefold, with thousands of phones and computers finding new owners;
- we expanded our product range, maintaining about 20 phone models and 30+ laptop models in regular stock;
- our retail displays were updated for better visibility, making second-hand devices easier to find in stores;
- we also improved the online visibility of second-hand devices on our website and e-store;
- awareness campaigns, including the ‘Green Friday’ second-hand device event in November and the year-round ‘Find a New Use’ device recycling initiative, helped drive interest and engagement.
- In 2025, we will continue to expand these efforts and grow our business in this direction.

In the 2024 campaign, Telia encouraged people to extend the lifespan of their phones.



In collaboration with four Estonian artists—k2rte (Kärt Rumvolt), Jaan Rõõmus, Greete Okas, and GUTFACE (Ingmar Järve)—we created upcycled phone cases to highlight and promote more sustainable consumption.



# Leia uus kasutus

Koos anname seadmetele uue elu.



# Leia uus kasutus

Koos anname seadmetele uue elu.





# Telia’s environmentally focused store in Viru Centre

In November 2024, we opened our most modern store yet in Viru Centre, where environmental responsibility and sustainability take centre stage. At the Telia Viru Centre location, we have placed an even stronger emphasis on offering refurbished smart devices, reflecting the growing interest and demand among Estonian consumers. Visitors will find a wide selection of refurbished smartphones and laptops, available at prices significantly more affordable than brand-new devices.

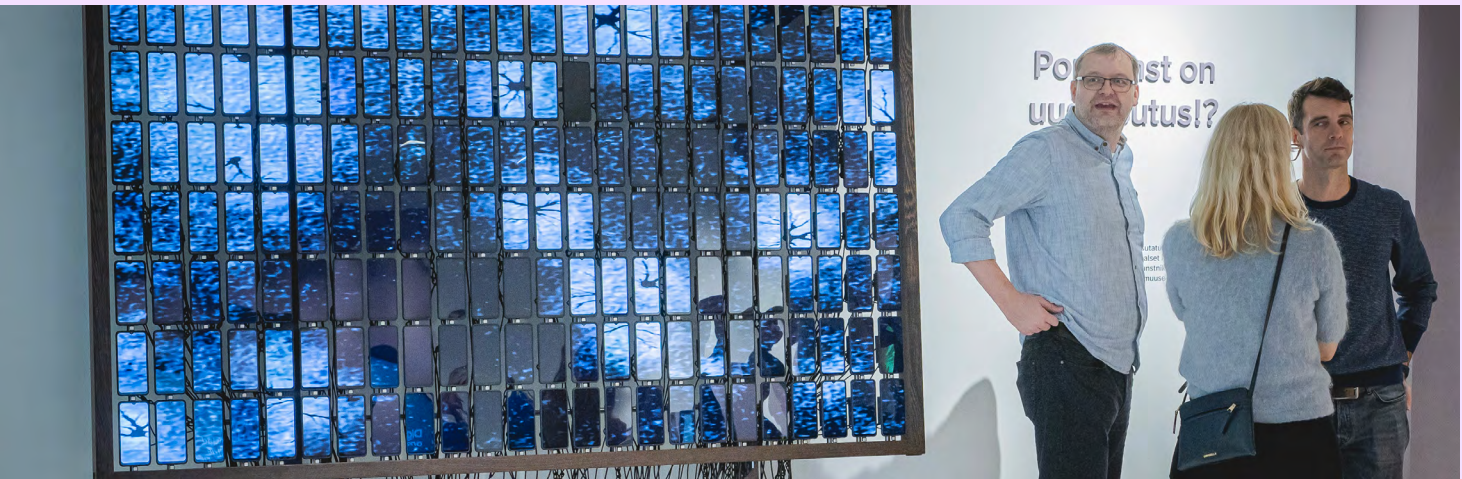
Beyond the distinctive concept and product range, special attention was given to the interior design of the new store, utilizing eco-friendly construction materials such as hemp concrete, recycled leather, and natural cork and beech wood.

Additionally, the store proudly presents a digital installation created from 160 refurbished phones, marking a unique environmental milestone.

*“As one of the most environmentally friendly shopping centres in the Baltics, Viru Centre—certified with the LEED O&M designation—perfectly aligns with our sustainable retail concept, making it an ideal location for our store.”*



**Gerli Hämmal**  
Head of Retail Sales at Telia Estonia







# Promoting environmental responsibility among Employees and clients

## Goals and actions: employee engagement

We are committed to increasing environmental awareness among our employees, helping them understand their impact, make sustainable choices, and contribute to Telia's environmental goals. To reinforce this, we hold an environmental month twice a year— in April and September— fostering internal awareness and driving new objectives.

## Results: engaging employees

Recent environmental months covered:

- achieving environmental goals and future plans;
- digital skills training;
- megatrends related to the green transition;
- a new internal environmental platform with e-learning on environmental management, waste, and energy.

## Results: employee environmental behaviour

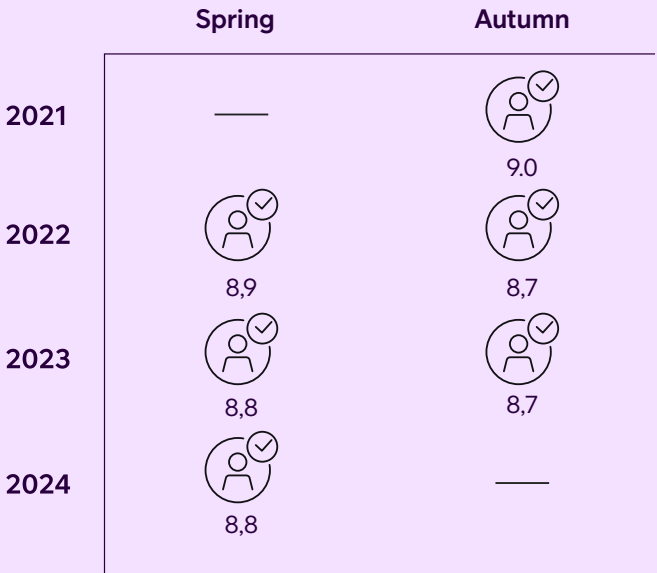
### Environmental Awareness

The results are based on Telia's regular employee satisfaction surveys (People Pulse), typically conducted twice a year.

These surveys gather employee feedback on various topics, including their **awareness** of how **environmental and climate issues** are integrated into Telia's operations (scale: 1–10).

### Mobility

- The 2024 employee mobility survey revealed an increase in the use of electric and hybrid cars. The share of electric and hybrid vehicles has risen by 6% and 10% respectively since 2020, although 82% of employees still drive petrol or diesel cars (91% in 2020).
- Telia electric cars are available for employee use, with 33% of respondents utilising them, rating their satisfaction at 8 out of 10.



## Goals and actions: environmental Inquiries from customers

We proactively request sustainability information from our partners and are prepared to respond to similar inquiries ourselves. Environmental matters are the most common questions we receive.

→ For more on the information we request, see the “Business Conduct” chapter.

## Results: customer environmental inquiries

*“Our commitment to sustainability provides clear benefits for our business customers and strengthens our client relationships. We are prepared to take further steps in offering services and products that align with customer expectations and environmental priorities. Since 2023, interest in Telia's environmental initiatives has grown significantly. Many companies now seek our expertise for their sustainability reporting, and in 2024, we experienced a notable increase in inquiries about the environmental impact of our services and products—particularly regarding carbon footprint and environmental management processes.”*



**Alar Kurvits**  
Head of ICT Service Management Group  
at Telia Estonia

### Key topics of customer interest include:

- used devices – Telia's handling process when devices are returned by customers;
- carbon footprint – questions about the emissions from Telia's operations and services, including our reduction strategies;
- certificates – sharing of various ISO, Green Office, and renewable electricity certificates;
- esgrid – sustainability questionnaires via the Esgrid platform;
- energy – inquiries on energy efficiency, consumption levels, and sources used by Telia.



Telia employees' annual spring planting initiative



# 02 Social impact







# Social impact

At Telia, we believe responsible and sustainable business begins with people—our employees, customers, and the wider community whose well-being and development we support every day. We are committed to fostering an inclusive and caring work environment where everyone feels valued and has the opportunity to grow both professionally and personally. We promote flexible work practices, support mental and physical well-being, and provide continuous learning and development opportunities.

Beyond supporting our people, Telia is dedicated to the well-being of our customers and communities. We invest in digital skills, work to create a safer online environment, and develop sustainable solutions that contribute to a more equal and connected society.

We continuously enhance our services and networks to ensure that more individuals and businesses across Estonia can access digital solutions with ease.

Our ambition is to be more than a technology company—we aim to be a trusted partner and a force for positive change, helping people and communities thrive in the digital age

## Telia as an employer

We aim to create a workplace where every employee feels recognised and empowered to contribute meaningfully. Our goal is to offer an inspiring, inclusive environment that supports both professional and personal development, encouraging the implementation of ideas in a culture of openness and collaboration.

*“Telia’s customer service enjoys a strong reputation in Estonia—not only among our own customers. It is not unusual for individuals who are not Telia clients to contact our helpline, 123, seeking assistance or advice. This is a testament to the trust, professionalism, and effectiveness of our support. We are proud that one of our team members was recognised with the Best Service Representative award in 2025. Telia is also regarded as a dependable provider of both new and refurbished devices, with sales of the latter increasing nearly fivefold through our channels in 2024.”*



**Katriin Loorents**  
Marketing and Communications Director at Telia Estonia

### We promise our employees:

- meaningful work: the opportunity to shape a secure digital future and drive innovation that matters;
- a supportive culture: built on collaboration, inclusivity, and a forward-thinking mindset that defines who we are;
- growth and development: access to diverse training and career pathways that empower individuals to realize their full potential.

### Employee snapshot

- In 2024, Telia employed 1,354 people across 32 locations in Estonia.
- The average tenure of Telia employees was 11 years.



	Total	Age			Gender	
		< 26	26-50	> 50	Male	Female
Employees	1 346	93	919	302	724	622
Middle management	32		20	13	13	19
Senior management	8		5	3	5	3
incl. employees with a child under 3 years old	132				72	60
Total	1 354*	93	944	317	728	625

\*Compared to the previous year, Telia has reduced its workforce by 165 employees. This reduction, affecting both the Telia Company Group headquarters and operations across all markets—including Estonia—is part of broader structural adjustments designed to manage rising costs and safeguard the company’s capacity to invest in essential infrastructure in the face of ongoing economic challenges.





# Telia as an employer

## Goals and actions: equal opportunities and inclusive practices

Our commitment to diversity is deeply aligned with Telia Company’s core principles. We have clearly defined accountability roles and implemented a robust action plan through 2026. Progress is rigorously tracked both at the Group level and within Telia Estonia’s leadership and sustainability teams, ensuring sustained focus and measurable results.

Our key goals include:

- ensuring 100% equal opportunities, regardless of gender;
- achieving a balanced 50/50 gender representation across all leadership levels and teams;
- completely closing the gender pay gap;
- fostering greater inclusion of people with disabilities and neurodivergent individuals;
- creating and sustaining a workplace free from discrimination and harassment.

Guiding principles for promoting diversity:

- guaranteeing gender-diverse finalist pools in all recruitment processes;
- ensuring leadership teams embody true gender balance;
- implementing mandatory inclusive hiring training for every manager;
- rigorously monitoring gender equity throughout pay review cycles.

Diversity initiatives we lead or support:

- Women in Tech continuing education program: empowering and accelerating women’s participation and advancement within the technology sector;
- Telia Future Minds: a dynamic internship program dedicated to nurturing and supporting women entering tech careers;
- Silver Strategies: Championing inclusive workforce practices that actively engage and value employees aged 55 and over;

- Diversity Academy (in collaboration with Swedbank Estonia): driving comprehensive exploration and integration of diversity across every stage of the employee lifecycle;
- Annual Diversity Month: hosting impactful events that address a broad spectrum of inclusion topics, fostering awareness and engagement;
- voluntary participation: Encouraging proactive involvement, especially through Diversity Month initiatives and the Friends of Diversity network, to build a truly inclusive community.

## Goals and actions: employee well-being, safety and health

We design **workspaces with accessibility** in mind and support flexible work arrangements to accommodate employees with varying needs and to promote work-life balance for all staff.

**Flexibility** is central to the Telia employee experience—enabling work from the office, home, or temporarily from European Union /European Economic Area countries, with adaptability in schedules and methods.

We prioritise **both mental and physical well-being** by offering massage services, optional health insurance, vaccinations, mental health consultations, and mindfulness training. Larger offices include massage chairs, and staff can participate in regular sports and wellness initiatives. Employees also have access to the Netfit training platform and Fitlap nutrition app.

In **occupational health and safety**, we aim to enhance staff competencies, promote flexible work methods, and maintain close collaboration with safety representatives and councils. We are committed to a safe, supportive work environment that meets international standards. Our health and safety management system is ISO 45001 certified.

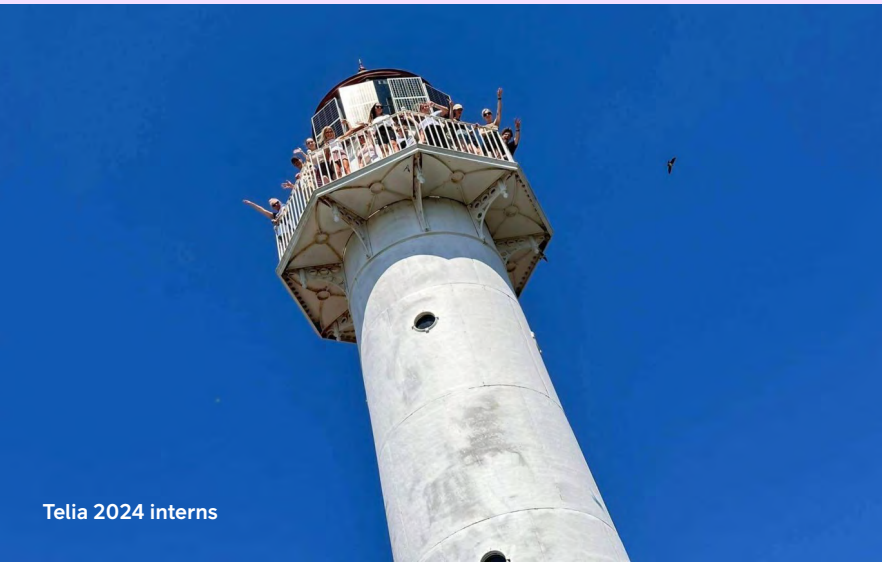
## Goals and actions: inclusion, feedback culture, and developmental leadership

Our aim is to sustain high employee engagement and trust in the employer, support work-life balance, and invest in leadership development. Effective flexible working relies on trust, clear agreements, and goal-driven leadership.

Telia leaders set clear expectations, support team members, and promote accountability and engagement.

- Regular one-to-one meetings between managers and employees are a key part of our performance management approach.
- We actively encourage feedback through the regular People Pulse engagement survey and smaller themed surveys to better understand employee needs and experiences.

To promote inclusion, we introduced the year-round FunTogether (Koosonlahe) event series, delivering engaging and enriching experiences for all Telia employees. These initiatives play a vital role in strengthening our sense of community, fostering connection and collaboration—even within a flexible work environment.



Telia 2024 interns





## Telia as an employer

### Results: equal opportunities and inclusive practices

In 2024, we intensified our commitment to diversity by advancing equal opportunities, promoting gender balance, enhancing training and reskilling initiatives, and broadening diversity throughout the organisation.

#### Gender pay gap in 2024:

- the average salary difference between male and female employees was **19.4% (down from 20.4% in 2023)**, reflecting a structural distribution of roles—more women in lower-paid support roles and more men in higher-paid technical roles;
- among employees in equivalent roles, the gender pay gap **narrowed to 1.6% (from 2.1% in 2023)**.

#### Gender balance in 2024:

- overall workforce: 44% women, 56% men;
- among managers: 49% women, 51% men;
- senior leadership: 38% women, 62% men (not all roles were filled) ;
- technology roles: women represented 24%; among tech leaders, 33% were women.

#### Key initiatives and impact:

- women accounted for 57% of participants in the Telia Future Minds internship programme;
- 25 participants, including 5 from Telia, joined the Women in Leadership Accelerator;
- Diversity Month featured training on neurodiversity (Andero Teras) and plain language (Kerttu Rakke);

- we supported the Tartu Pride broadcast, viewed by 7,300 people;
- we supported the Tartu Pride broadcast, viewed by 7,300 people;
- **in total, our diversity and inclusion initiatives reached nearly 73,000 people in 2024.**

By year-end, 98% of managers had completed inclusive recruitment training, including guidance on ensuring equal opportunities.

#### Preventing discrimination:

- we launched a dedicated intranet subpage on workplace bullying and violence, including clear guidance;
- we introduced a structured process for handling incidents;
- we delivered targeted training on responding to discrimination cases.

### Results: employee satisfaction

In 2024, a **record-breaking 94% of Telia** employees participated in the People Pulse – Telia's employee engagement and satisfaction survey. The spring 2024 results (on a 10-point scale) highlight strong performance across key areas.

During the organizational changes in the second half of the year, we gathered employee **feedback on how change was managed**

In addition, Telia successfully passed the ISO 45001 recertification audit in 2024 with zero non-conformities. We also updated our digital occupational safety trainings across various job families, including the launch of a new e-training specifically for remote work.

### The results of the Telia employee engagement and job satisfaction survey:

**9,1** out of ten  
direct manager satisfaction



**8,6** out of ten  
satisfaction with work–life balance



**8,9** out of ten  
engagement index



**8,0** out of ten  
cross-team collaboration  
(focus area)



**76** out of ten  
employer Net Promoter Score (eNPS)



### Organisational change feedback:

**7,2** out of ten  
clarity of change communication



**8,4** out of ten  
quality of change management



**7,6** out of ten  
perceived personal support







# Telia as an employer



## Results: incidents and risk reporting

21 hazards reported in 2024 (vs. 17 in 2023), including:

- first aid – lack of a first aider or first aid equipment, missing signage for first aid supplies, expired first aid items;
- emergency situations – absence of fire extinguisher and/or evacuation plan;
- wellbeing offerings – low employee awareness of available wellbeing services in certain areas;
- general hazard – exposed edges/uneven surfaces, fire in a shopping centre;
- work environment – perceived poor air quality, insufficient lighting, broken work equipment.

6 minor workplace accidents in 2024 (vs. 4 in 2023, three of which were serious), including:

- office employees – traffic accident, fall on stairs;
- IT technician – pet attack, fall;
- development technician – traffic accident.

All reported hazardous situations and workplace accidents have been addressed, and employees have been informed on how to prevent similar incidents in the future.

Health behaviour highlights in 2024:

- 64% of Telia employees are members of the Telia Sports Club (up from 60% in 2023);
- mental health consultations were slightly lower than in 2023 (approx. –4%), averaging 31 visits per month;
- average sick leave rate: 1.4% (down from 2% in 2023);
- over 50% of employees had voluntary health insurance by year-end (53% in 2023);
- 97% of mandatory health checks were completed on time (same as in 2023);
- e-learning completion rates by year-end: general occupational safety: 97%, remote work safety: 98%, fire safety: 98%, role-specific training across work families: over 90%. Women represented a strong majority, making up 57% of participants in the Telia Future Minds internship programme.

*“As an employer, it’s crucial to be clear and consistent in both your promises and expectations—and to honour them, whether in success or challenge. At Telia, we are fortunate to operate in a field that holds significant societal importance, which allows us to engage and inspire people through a strong sense of purpose.”*



Ingrid Viinapuu  
Director of Human Resources, Telia








# Customer impact: privacy and security

*“Data protection regulations are often perceived as obstacles to service delivery or product development. At Telia, we strive to embed privacy into the intelligent design of our products and services, viewing it as a strategic advantage rather than a hindrance.”*



**Laura Laid**  
Data Protection Legal Advisor and Domain Lead at Telia Estonia

## Goals and actions: privacy

We are dedicated to safeguarding the privacy rights of our customers and employees, prioritising the security of their data. Earning and preserving our customers’ trust is central to our mission. **By consistently applying best practices in data protection and security, we aim to strengthen this trust.** Read about certification in the section “Results: Certification”.

### Privacy objectives:

- achieve #1 ranking in privacy perception through regular brand surveys;
- enhance employee awareness of data protection.

### Building employee awareness on privacy and security

*At Telia, we have established a comprehensive and diverse data protection and information security awareness programme. This initiative includes training, internal communication activities, and regular awareness assessments. Its aim is to enhance our capacity to implement proper data protection and security processes while strengthening employees’ understanding of their responsibilities when handling personal data.*

### Key activities to raise data protection and information security awareness among employees:

- we assess employees’ understanding of personal data processing through awareness surveys;
- we organise data protection-focused events for employees and share practical guidance and updates;

- our regular security and privacy newsletter, Kräkker, covers topics relevant to Telia employees;
- each month, we publish articles addressing subjects such as data classification and secure processing, risks associated with artificial intelligence, physical workplace security, safe travel, and practical tips on maintaining a secure cyber environment;
- to enhance information security awareness, we conduct regular short training sessions;
- to develop employees’ skills, we have implemented phishing tests, offering realistic learning opportunities through real-world scenarios.

### Retention of communications data and the importance of legal clarity

In 2024, a heated public debate resurfaced regarding the retention and use of communications data in criminal proceedings. Despite rulings from the European Court (2014) and the Estonian Supreme Court (2021), the necessary legislative changes have yet to be made in Estonian law. As a processor of communications data, Telia has consistently highlighted issues related to the retention rules, both directly and through the Estonian Information Technology and Telecommunications Union, drawing attention to the contradiction between Estonian law and the referenced court rulings.

**For us, ensuring legal clarity and handling our customers’ data fairly are of paramount importance.** Therefore, last year, we once again reached out through the Estonian Information Technology and Telecommunications Union to the Ministry of Justice, urging a swift resolution to this matter.

## Tulemused: sertifitseerimine

One of our key internal security goals for 2024 was to complete the recertification process and expand our certification scope to include security business services, voice, mobile, and data communication services. By year-end, we successfully completed the recertification and were issued a new **ISO/IEC 27001:2022** certificate. We’ve consistently expanded and

updated our compliance with this standard: our data centres have been certified since 2016, and our IT business services since 2022.

ISO/IEC 27001:2022 is a globally recognized standard outlining requirements for an Information Security Management System (ISMS). infoturbe juhtimissüsteemile (ISMS).

Certification positively impacts our services by ensuring security and reliability, confirming adherence to strict security standards. It supports a systematic approach to managing information security risks, helping prevent incidents and reduce potential impacts. The certification also demonstrates compliance with both local and international regulations. Ongoing improvements and independent audits ensure our security measures remain effective and up to date.



## Results: data protection in numbers

- In 2024, we received 230 data subject requests. Of these, 130 were requests for access to personal data processed by Telia.
- There were 2 high-impact data protection incidents reported to the Data Protection Inspectorate.

## Results: awareness and training

An internal awareness survey conducted in April 2024 showed an **8% year-over-year increase in employees’ data protection awareness** — a sign that our training efforts are delivering results.

**More than 970 Telia employees** participated in internal data protection trainings during the year. In May, we marked the 6th anniversary of the EU General Data Protection Regulation (GDPR) with our traditional Data Protection Week. The focus in 2024 was on debunking common data protection myths. A guest speaker, a data protection officer from one of Telia’s partners, also shared insights on developments in the field.

During Cybersecurity Month, we hosted Telia Talks sessions for all employees and a dedicated Security Champions seminar, attended by 70 participants. We also took part in the 2024 Locked Shields Partner Run, where nearly 40 Telia Estonia employees tested their cybersecurity skills.

## Results: enhanced customer marketing preferences

During the summer, we informed customers about updates to our privacy notice and marketing consent options. The aim was to improve transparency regarding how we protect and use personal data, while also providing customers with greater control over the marketing communications they receive. To support this, all marketing consent settings were streamlined into a single, user-friendly view within the online environment, making them easier to access and manage.





## Goals and actions: security

With the growing volume of cyber threats and attacks, we've made **continuous development of our cybersecurity capabilities a top priority** — to safeguard both our operations and our customers.

*“It is encouraging to see our customers increasingly acknowledging the importance of cybersecurity. While cyberattacks targeting Estonian businesses have grown significantly in recent years, the majority of our customers have remained unaffected. This is largely due to our continued investment in robust security solutions that intercept and neutralise threats within network traffic before they ever reach the end user.”*



Kristjan Kukk  
Head of Business Customer Unit at Telia Estonia

### Business customers

We provide services that enhance the security of business processes and data, including:

- **SecureNet (Turvanet):** An office internet solution that filters web traffic and blocks malware, phishing, harmful bots, and other threats;
- **DDoS Protection:** A solution against denial-of-service attacks designed to prevent service disruptions caused by excessive traffic volumes.

DDoS attack activity rose sharply in 2024. **The peak occurred in October when attack volumes exceeded 2 million gigabytes in a single month — nearly four times the volume of quieter periods.** While volumes decreased to around 1 million gigabytes by year-end, the intensity of attacks remained high.

### Private customers

For individuals, we offer **Safe**, a premium **antivirus service** providing malware protection and fraud prevention across devices. Several protection packages are available to suit different needs.

We also offer the **Call Filter service**, which **protects users from scam calls originating abroad by blocking or limiting unwanted calls**. The service allows for call forwarding and the setting of exceptions for specific numbers or countries.

For families, our **Children's Smartwatch service** provides a secure way for parents to stay connected with young children. The smartwatch enables location tracking, voice calls, and SMS messaging — ideal for families with pre-school or primary school-aged children.

## Results: growth in cybersecurity business

Telia's **cybersecurity solutions business grew by approximately 50% in 2024** — a strong indicator of increased customer awareness and trust in our services. We saw growth in the number of customers, the range of services used, and revenue across the cybersecurity domain.

In 2024, we also launched a **Security Operations Center (SOC) service for business clients, offering 24/7 threat monitoring**. The SOC aggregates data from various log sources to provide real-time insights into potential threats, helping prevent incidents and improve both security and service continuity.

## Results: surge in blocked cyber threats

In 2024, our **SecureNet filters blocked more than 2 billion cyber threats targeting businesses**. The fourth quarter was particularly intense, with 760 million threats blocked — an 18.6% increase over the previous quarter. Most incidents involved malware, phishing, network attacks, and malicious bots.



## Results: spike in DDoS attacks

In 2024, our Turvanet security filters successfully blocked over 2 billion cyber threats targeting businesses. The situation was especially severe in the final quarter, during which 760 million threats were intercepted—an increase of 18.6% compared to the previous quarter. The vast majority of these incidents involved malware and phishing attempts, attacks directed at devices and networks, and the actions of malicious web bots.

## Results: wide adoption of call filter among consumers

In response to a sharp increase in foreign scam calls, the **Call Filter service gained widespread adoption among private customers in 2024**. Its success was driven by its flexibility and ease of use, helping many users avoid fraudulent calls and associated inconveniences.





## Impact on service users and communities: digital inclusion and accessibility

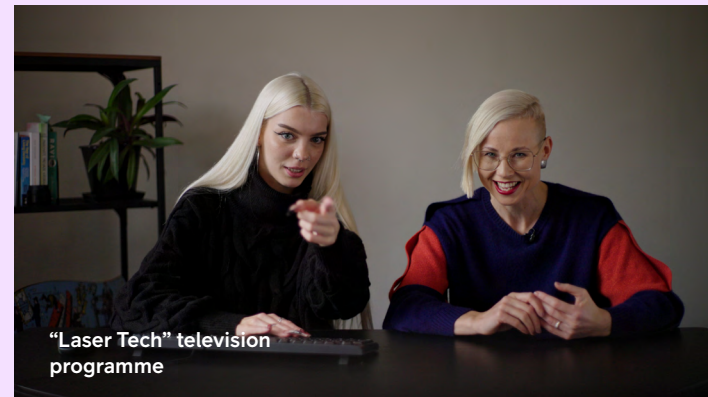
### Goals and actions: reducing the digital divide

One of our key priorities is to contribute to digital inclusion and mitigate the risks of a growing digital divide. Keeping pace with new technological solutions requires supporting those whose skills may still be insufficient.

At Telia, we have identified specific target groups that risk falling behind in terms of digital skills within Estonian society. To address this, we offer various educational programmes and training to improve digital skills for children and youth, parents, seniors, and women. We are continually developing new strategies to promote the growth of digital skills within society's more vulnerable groups. Additionally, we place significant emphasis on supporting the development of cybersecurity skills and knowledge.

#### Digital inclusion projects and initiatives

- In advancing digital inclusion, we contribute to social cohesion and digital equality through the **Digital Mentors programme**, which focuses on enhancing digital competence for children and seniors. In partnership with the University of Tartu's Institute of Social Sciences, we deliver training, workshops, and mentoring to help these groups confidently navigate the digital environment.



- We support intergenerational learning and strengthen the capacity of educators to develop digital skills in young people. This approach creates practical, sustainable solutions to ensure that digital skills are accessible to everyone, regardless of age or prior experience.
- The TV3 show Laser, supported by us, has a spin-off show **LaserTech on Youtube**, which is gaining popularity among young people for its engaging coverage of various technology topics and social media trends.
- **Spoofy** is an educational web game that teaches children and young people how to recognise cyber threats and adopt safe online behaviours. Players complete tasks, spot scams, and make correct decisions to avoid digital risks such as phishing and malware. Targeted at primary school students, Spoofy also helps prevent cyberbullying. Developed by CGI and designed by Tallinn University with our support, Spoofy was launched in 2022.
- **"Noored koodi"** is a programming education programme for students in grades 6-9, supported by us. University of Tartu students lead workshops and one-day camps for middle and high school students. The programme aims to offer young people an opportunity to learn programming, robotics, virtual reality, and more.
- **Codesters.club** is a programme designed for Estonian high school students focused on digital product development. It teaches design, development, and project management, while offering expert guidance.

- **Women in Tech | Telia** created in collaboration with the Smart Work Association, provides women with opportunities for retraining, enabling them to confidently enter the IT sector.
- **Telia Digital Hub** is the largest innovation and technology conference in Estonia, co-organised with the Ministry of Economic Affairs and Communications. It serves as the most important event for executives, IT leaders, cybersecurity professionals, and technology experts to keep abreast of the latest industry trends.
- **„Cyber Battle of Estonia“** is the largest cybersecurity competition in the Baltic and Nordic regions for young people aged 15-24 and students. Telia has been the event's main sponsor since 2023.







## Impact on service users and communities: digital inclusion and accessibility

### Results: digital inclusion

*“The new academic year has brought with it heightened expectations for teachers, following recent changes to the Estonian national curriculum. Educators are now expected to incorporate digital and media literacy into their teaching. However, many may rightly ask, ‘But I haven’t been trained for this’. In response, we have launched the entirely new Digital Mentors programme. This initiative focuses on engaging students in upper secondary and high school levels, with the aim of developing their digital media literacy skills. To support this, we begin by equipping teachers with practical guidance and tools to help them confidently integrate these topics into their lessons.”*



**Inger Klesment**  
Media Literacy Specialist, University of Tartu

#### Results of digital inclusion projects and initiatives

- In collaboration with the Child Protection Union, the Education and Youth Board, and Tallinn University of Technology, we organised the conference “Smart Internet Use: Digital Wellbeing and Mental Health.” The conference focused on the challenges and solutions related to children’s use of the internet and digital technologies, examining our habits with digital tools, how to use smart devices more wisely, safely, and healthily, and how to teach this to children and youth. The conference was highly popular, with **approximately 23,000 online viewers**.
- In March 2024, the Anti-Bullying School Foundation hosted a conference on cyberbullying at Telia’s headquarters, titled **“Stopping Cyberbullying is Everyone’s Responsibility”**. The target audience was specialists working with children and youth, with the keynote speaker being Professor Sameer Hinduja, a globally recognised cyberbullying expert, consultant, and author. The conference had 143 on-site participants and 304 online viewers.

**In 2024, digital inclusion topics reached more than 85,000 people in Estonia, exceeding the set goal (75,000) by over 10,000 contacts.**

- We co-financed the development of materials for the teachers’ online school. The online school has been available since April 2024, and 600 learners have already enrolled. The course is free for teachers at KiVa schools. In December 2024, a free course campaign organised in collaboration with the Ministry of Education and Research saw 100 training spots filled in just five days.
- In 2024, LaserTech on YouTube featured 80 episodes, accumulating **826,366 views**.

*“Our collaboration with LaserTech has enabled us to engage younger audiences by offering high-quality content that is both educational and engaging. At the same time, it provides a valuable platform for Telia experts to share their knowledge and insights on a range of technology-related topics.”*



**Kattri Ann Lindam**  
Brand Project Manager at Telia Estonia

- On the **Spoofy** platform, 17,505 users participated in 2024.
- In 2024, 235 students from 9 schools participated in the **“Young Coders”** programming workshop, with 148 students completing the final project or attending all classes.
- In 2024, 1,943 young people participated in the **Cybergram** educational platform, focused on privacy and security.
- During the 2023/2024 academic year, 300 students participated in the Codesters.club programme.

- In the autumn of 2024, 50 women (external to Telia) registered for the Women in Tech course, focusing on UX design, cybersecurity, analytics, IT support, digital marketing, and e-commerce.

*“The programme has expanded the horizons of many women and strengthened their confidence to pursue studies and careers in the ICT sector—a meaningful contribution to an industry where women have traditionally comprised only 20–25% of the workforce.”*



**Pirkko Saar**  
HR Director and Women in Tech | Telia Programme Manager

- Telia Digital Hub took place for the fifth consecutive year, with a focus on privacy and security, environmental awareness, and leadership. The event was attended by 1,210 people.
- International experts, including **Nicole Perlroth** (cybersecurity), Patrik Hofbauer (security culture

roadmaps for leaders), and Robin Teigland (environmental awareness and digital footprint), took the stage.

- **60 practitioners and experts** spoke on five stages, including the Leadership Club, IT Leaders Club, IT Gurus Club, Public Sector Club, and Solutions Lounge.
- The day concluded with the **Tiger Leap 2.0 panel**, featuring Marju Lauristin, Jaak Aaviksoo, Sten Tamkivi, Linnar Viik, and Tanel Tammet, former members of the Tiger Leap steering committee, discussing the past, present, and future of Estonian society and the need for the next Tiger Leap.
- In the summer of 2024, Telia participated in the **Opinion Festival** with the Digital Literacy section, where various discussions on digital knowledge took place. Several panel discussions were also streamed on Telia’s Facebook page and Inspira channel.
- In 2024, we awarded a prize to the best **Cyber Battle of Estonia girls’ team** and created a special Telia task for the participants. The event, streamed on Inspira, attracted over 600 participants.



The Telia Cyber Battle of Nordic-Baltics, the region’s largest cybersecurity competition this year, was won by ethical hackers from Sweden.





# Impact on service users and communities: digital inclusion and accessibility

## Goals and actions: accessibility

At Telia, we are guided by the principle that our telecommunications services and digital platforms should be accessible to people with special needs. To achieve this, we adhere to international accessibility standards (such as WCAG) and actively collaborate with both experts in the field and users with special requirements.

## Results: accessibility

In 2024, a key focus was on increasing the **accessibility of our digital environments**, primarily based on the WCAG standard. To ensure that our websites are both compliant with the standard and practically easy to use, we began working with the NGO Ligipääsetavuse Foorum, whose experts help test the usability of Telia’s online environments.

In 2024, we focused more extensively on the accessibility of telecommunications services. In 2024, we placed greater emphasis on improving the accessibility of our telecommunications services. As these services rely on both digital solutions and physical devices, it is crucial to design each component in a way that ensures usability for individuals with special needs.

As one of the first mobile operators in Europe, Telia launched a new text transmission solution, **RTT (Real-Time Text)**, in its **mobile network in 2024. This allows text messages to be exchanged during a phone call.** Real-time text transmission is primarily intended for people with hearing and speech difficulties.

*“We developed the RTT capability in our mobile network in 2023, although its rollout was delayed due to the absence of smartphones supporting this functionality. We are now pleased to confirm that Telia’s product range includes the first Skyline smartphone, manufactured by HMD, which supports RTT.”*



**Evelin Neerot**  
Head of Connectivity Services Department  
at Telia Estonia

## Goals and actions: network development

Several years ago, Telia made a strategic decision to build fibre-optic networks in both urban and rural areas. As a result, residents in both cities and rural areas can enjoy our services with the same quality and pricing.

One of our main focuses is the continued development of the 5G network, with **plans to cover approximately 98% of the Estonian population with 5G by the end of 2025.** Additionally, the construction of fibre-optic-based fixed networks is part of a broader programme aimed at expanding and modernising networks to meet contemporary needs.

*“Estonia ranks among the top ten EU countries for internet coverage in rural areas. Approximately 650,000 households in Estonia have access to Telia’s internet services, offering speeds of at least 100 Mbit/s over the cable network. Of these, around 421,000 homes are connected to Telia’s fibre-optic network, which delivers internet speeds of up to 1 Gbit/s.”*



**Roland Pauklin**  
Head of Network Planning Department at Telia  
Estonia



Installation of Telia fibre optic cable

## Results: service and network development

- In 2024, we invested over €50 million in Estonia, with a significant portion directed towards the modernisation and expansion of telecommunications networks.
- We completed over 400 development tasks in the mobile network, improving service quality across all counties.
- We modernised mobile networks in hundreds of areas and installed new 5G base stations.
- By the end of the year, we had extended 5G coverage to over 91% of Estonia’s population.
- We tested the mobile network in collaboration with the international monitoring company Rohde & Schwarz, whose measurements covered nearly 6,500 km of roads across Estonia.
- In major cities, our mobile network’s average download speed reached 445.9 Mbit/s – 2.5 times faster than the previous year.
- We achieved the highest Network Performance Score among Estonian telecom operators in both data and voice categories.
- We built new or significantly faster fixed internet connections for nearly 11,000 homes.
- By the end of 2024, 575,000 homes had access to Telia’s internet connection with speeds of at least 100 Mbit/s.
- Nearly 55% of our home internet customers now use connections of 100 Mbit/s or faster.
- We continue to expand our fibre-optic networks in both urban and rural areas, ensuring consistent, high-quality services across the country.
- We continue to build fibre-optic networks in both cities and rural areas, ensuring equal services across the country.



# Business conduct







# Management

## Goals and actions: governance framework

In all key areas of sustainability that matter to us, we have set clear goals, appointed accountable owners, and developed both strategic guidelines and actionable plans to achieve our targets.

At Board meetings, we evaluate progress towards our key sustainability objectives.

To incorporate a risk-based perspective, our governance framework includes quarterly GREC (Governance, Risks, Ethics, and Compliance) meetings. **These sessions address not only risk-related issues but also a broad range of sustainability topics.**

Both Management and Supervisory Board members participate in these meetings, ensuring that the assessment and oversight of our sustainability initiatives take place at the highest level of corporate leadership.

A core element of good governance and sustainable business practice is the presence of clear guidelines and rules—and consistent adherence to them in everyday operations. Telia’s most important governance principles and policies are available on our [website](#).

A key component of our daily operations is the [Code of Responsible Business Conduct](#). This guide serves as a compass for ethical and transparent conduct and is mandatory for all Telia employees as well as supplier partners.

All employees are required to complete an **e-learning course and accompanying assessment on responsible business practices**. This training is regularly updated. In many other areas of responsible business, structured and mandatory e-learning programmes have also been developed and rolled out for all staff.

Policies / Guidelines	Purpose
Environmental Policy	Provides a framework to ensure Telia meets its environmental objectives, manages environmental impacts and risks across the full value chain, complies with legal obligations, and responds to stakeholder expectations.
Privacy Policy	Ensures that our customers can trust Telia to respect and protect their privacy.
Security Policy	Defines the requirements and guidelines for safeguarding our customers, employees, stakeholders, and society from cyber and physical threats.
Freedom of Expression and Privacy Policy	Outlines principles that demonstrate Telia’s commitment to upholding, respecting, and protecting customers’ freedom of expression and privacy.
Human Resources Policy	Establishes mutual expectations between Telia and its employees. We respect employee rights, value high engagement and dedication, and strive to attract and retain top talent.
Remuneration Policy	Clarifies how Telia structures and applies its compensation principles in a fair and transparent manner.
Supplier Code of Conduct	Sets out clear expectations and standards that Telia suppliers must follow when working with us and delivering goods or services.
Human Rights Policy	Reinforces Telia’s commitment to respecting and promoting human rights throughout our value chain.
Anti-Bribery and Anti-Corruption Policy	Enforces strict requirements and provides clear guidance to prevent bribery and corruption in all our operations.
Code of Conduct	Offers comprehensive guidance for Telia employees in their day-to-day responsibilities. It addresses critical topics such as anti-bribery and corruption, conflict of interest, child protection, environmental responsibility, freedom of expression, human rights, privacy, and principles of diversity and inclusion.







## Management

### Results: accessibility

A key focus area in 2024 was improving the accessibility of our digital environments, with particular emphasis on compliance with the WCAG (Web Content Accessibility Guidelines) standard. To ensure our web platforms are not only compliant but also user-friendly in practice, we began collaborating with the NGO Accessibility Forum, whose experts assist in testing the usability of Telia's digital services.

In 2024, we also placed greater focus on the accessibility of telecommunications services. As these services depend on both digital solutions and physical devices, it is crucial that each component is designed in a way that ensures the service as a whole is accessible to people with special needs.

Telia became one of the first mobile operators in Europe to introduce a new text transmission solution — RTT (Real-Time Text) — within its mobile network. This feature allows users to exchange text messages during a phone call in real time. Real-Time Text is designed primarily for individuals with hearing or speech impairments.

→ You can find more information about this in the chapter titled 'Telia as an employer'.

### Results: employee training in responsible business conduct

*"In 2024, we updated our e-learning module on responsible business conduct for Telia employees, incorporating assessment questions to evaluate their understanding. By the end of the year, 98.96% of employees had successfully completed the training, surpassing our target of 90%."*



**Anette Soosaar**  
Legal Counsel, Ethics and Compliance Coordinator  
at Telia Estonia

### Results: reporting

One of the key priorities in 2024 was preparing for the submission of our first sustainability report in alignment with the EU's Corporate Sustainability Reporting Directive (CSRD) and its European Sustainability Reporting Standards (ESRS). Telia Company compiled a group-wide sustainability report that also includes data and information relevant to Telia Estonia.

As a result, Telia Eesti AS qualifies for the consolidation exemption, whereby an accounting entity is exempt from preparing its own sustainability report if it is part of a consolidated group whose parent company prepares and publishes an audited group sustainability report in accordance with the European sustainability reporting standards. Telia Company AB's audited, group-level sustainability report is publicly available here – the sustainability information begins on [Page 65](#).

### Results: tax conduct

As one of the largest taxpayers in Estonia, we contribute significantly to the country's economic and societal development.

- In 2024, we paid approximately €102.4 million in various taxes and charges to the state.
- We also invested €53.9 million into Estonia, making us one of the country's largest investors.

We place great importance on proper tax conduct and have internal group-wide guidelines to ensure tax compliance and integrity.





# Ethics and transparency

## Goals and actions: preventing bribery and corruption

Preventing bribery and corruption is a vital component of responsible business conduct. The core rules on avoiding bribery and corruption are set out in our Code of Responsible Business Conduct. In addition, a more detailed policy in this area has been adopted, along with a dedicated training and communication plan. The ethics and compliance coordinator is responsible for leading the anti-bribery and anti-corruption programme.

We also provide tailored additional training to key target groups (e.g., procurement managers, account managers) and publish related materials on our intranet. Each year, we conduct a risk and maturity assessment related to bribery and corruption prevention, analysing risks across different areas of the organisation. These assessments form the foundation of the following year’s action plan.

An essential measure to ensure transparency and ethical conduct is our annual process for reviewing and declaring conflicts of interest. Every employee is required to assess whether a conflict of interest could arise in their work, and to declare it if such a risk exists. This proactive approach helps us prevent situations where employees might be involved in decisions that could compromise Telia’s interests or reputation.

## Results: anonymous feedback

In 2024, a total of five reports were submitted via our anonymous Whistleblowing Line. We also updated our reporting procedures to raise awareness of the existence of this channel and improve the handling of submitted cases.

## Goals and actions: anonymous feedback channels

*“To prevent misconduct and violations, we are committed to cultivating a values-driven culture that is both open and psychologically safe. It is equally crucial that employees have access to anonymous reporting channels, alongside internal reporting options such as notifying their manager, HR, or an ethics officer. This is facilitated through our Whistleblowing Line.”*



Andrus Hinrikus  
Head of Legal and Sustainability at Telia Estonia

## Goals and actions: supply chain sustainability (partner and supplier collaboration)

We strongly believe that Telia’s suppliers should share our values and act ethically, sustainably, and responsibly in all aspects of their operations. We expect our suppliers to understand and implement **the principles of the Telia Supplier Code of Conduct not only within their own organisations but throughout their entire supply chains. The Code of Conduct outlines compliance requirements in social, environmental, and business ethics areas. Adherence to these principles is a cornerstone of our partnerships and an integral part of all contractual relationships.**

Before any cooperation begins, our suppliers undergo a **due diligence screening**, which is updated regularly. **The questionnaire covers issues such as anti-corruption, labour rights, human rights, and environmental sustainability.** Supplier selection also includes an environmental impact analysis, including effects on natural resources and waste management. Telia encourages its suppliers to continually improve their environmental performance.

A significant share of Telia’s emissions originates outside our direct operations. Therefore, close cooperation with partners and suppliers is a critical part of our climate strategy.

**One of Telia’s goals is to ensure that suppliers set science-based climate targets.** At group level, Telia Company collaborates with key partners to achieve this. In Estonia, we hold regular meetings with our logistics partners and largest network infrastructure providers. An environmental information day for suppliers is also planned for 2025, where we will present Telia’s environmental activities and clearly **outline our expectations.**

*“Commitment to adhering to the Telia Supplier Code of Conduct is one of the key criteria we evaluate when selecting new partners.”*



Kaarel Kosk  
Procurement Manager at Telia Estonia

## Goals and actions: political engagement and support initiatives

We actively contribute to public life in Estonia—both by voicing our views on key topics through various media channels, and by regularly sharing knowledge related to the development of the digital society via our own Digitark portal.

Telia is a member of several civic and professional organisations, participating actively in their initiatives. These include the Estonian Association of Information Technology and Telecommunications (ITL), the Sustainable Business Association KELL (successor to the Responsible Business Forum), Green Tiger (Rohetiiger), the Estonian Employers’ Confederation, the Chamber of Commerce and Industry, among others. Participation in these networks offers valuable opportunities to exchange best practices and insights, including on sustainability-related topics. **Telia is an active partner in the field of sustainability—providing a platform for knowledge exchange and dialogue, while also sharing our experiences and challenges transparently.**

- We follow a dedicated support strategy focused on enhancing digital skills across Estonian society. This enables us to contribute to narrowing the digital divide and mitigating risks associated with digitalisation, such as cyber threats and other emerging challenges.
- Decisions related to sponsorships and donations are guided by an internal Group policy that sets out clear and transparent rules for making contributions, ensuring accountability and consistency.

We also intend to **support the AI Leap 2025** initiative launched by the President of Estonia, as we believe the thoughtful integration of AI-related digital skills into the national education system is a key foundation for Estonia’s future development.

## Results: participation in collaborative networks

In 2024, Telia was visited by several sustainability-focused networks and organisations, including Green Tiger, the ITL Sustainability Taskforce, the Sustainable Business Association KELL, and others. **Meetings with various associations, unions, and sustainability-focused working groups provided a valuable opportunity to share our experiences and challenges to date, as well as to learn from one another.**



Exchange of ideas with our stakeholders at the launch of the Telia Digimentor Programme  
Photo: Harry Tiits





## Certifications and recognitions

### EcoVadis Platinum Rating (2024 score: 87/100)

Telia Company received EcoVadis’ highest rating — Platinum for the second consecutive year, placing us among the top 1% of companies evaluated globally over the past 12 months.

### Responsible Business Index – Gold Level (2023)

Awarded by the Sustainable Business Association KELL (formerly the Responsible Business Forum).  
Diversity Label Granted by the Estonian Human Rights Centre.

### Diversity Label

Granted by the Estonian Human Rights Centre.

### Sustainable Brand Index (2024)

Recognised as the telecom sector leader in Estonia, and ranked 7th overall.

### Green Office Label

Awarded to Telia’s headquarters by the Estonian Environmental Management Association.

### Best Internship Provider 2024

Granted by Estonian Employers’ Confederation.

### Brand Performance Tracker 2024

1st place in its market in the field of privacy.

### Energy Management System – ISO 50001:2018

### Quality Management System – ISO 9001:2015

### Occupational Health and Safety Manage- ment System – ISO 45001:2018

### Information Security Management System – ISO/IEC 27001:2022

### Environmental Management System – ISO 14001:2015





**Boldly better!**

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