

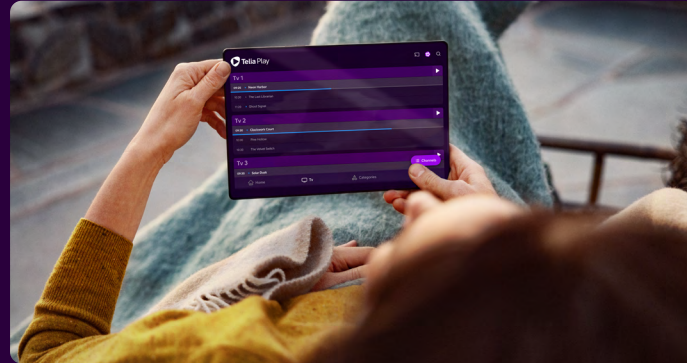
# Telia Estonia Sustainability Report

2026





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# Summary 2025

- Telia customers enjoy Estonia's highest-quality mobile network, as confirmed by Rohde & Schwarz measurements, which ranked us **highest for network performance** in both voice and data services.
- Our 5G network now covers **98%** of the Estonian population.
- Our fast fixed broadband network is accessible to **587,000** homes.
- We also extended Telia's fibre network to **440,000** Estonian homes, offering speeds of up to **1 Gbit/s**.

- **All Telia employees** completed **responsible** business conduct training.
- We once again achieved a **Gold-level** rating in the Responsible **Business Index** assessment.
- By year-end, Telia's senior leadership was **evenly split** between **women** and **men**. **Women** accounted for **48%** of all managers, **24%** of technology roles, and **38%** of leadership positions within the technology field.

- **2,315 young people** applied to the Telia Future Minds programme, with women accounting for 57% of all interns.
- We were awarded the **Gold Family-Friendly Employer** recognition.
- **63** employees completed accredited Mental Health First Aid training.
- [Peaasi.ee](https://www.peaasi.ee) awarded us the **Cultivator**, its highest recognition, given to organisations that demonstrate an exceptional commitment to supporting employee mental wellbeing.

- By the end of 2025, we had reduced **greenhouse gas** emissions from our operations by **85%** compared to our 2018 baseline.
- All electricity consumed came from **renewable** sources, which accounted for **97%** of our total energy consumption.
- Our **91 solar parks** collectively generated nearly **1.2 GWh** of electricity throughout 2025.
- **97%** of waste was **recycled**, surpassing our annual target of 90%.

- **Digital inclusion** content was accessed **135,000** times.
- Through the **Digital Mentors** programme, we engaged **5,700** individuals and trained **653** teachers.
- The **AI Leap** learning application attracted an average of **1,456** unique users per week
- LaserTech's educational content accumulated **1.2 million** views.

- Independent research confirmed that Telia **ranks first** among Estonian telecommunications companies for privacy practices.
- We successfully blocked nearly **24 million** attempted **scam calls**.
- We also developed **new security solutions**, including the launch of Telia Shield Home.

# A message from our CEO

**Telia's role in Estonian society extends far beyond the provision of communications and technology services. We are woven into the fabric of everyday life, into the way communities function, and into Estonia's ongoing digital success story. Our aim is to make life in Estonia better by using technology responsibly, sustainably, and inclusively.**

2025 brought into ever sharper focus the truth that technology's impact on society is defined not by connection speeds or data volumes alone, but above all by the trust, security, and opportunities it creates for people. Telia Estonia's societal impact takes shape through thousands of everyday decisions and actions, from network development and energy efficiency to the promotion of digital skills and safe online behaviour.

We are one of Estonia's largest investors in digital infrastructure. In 2025, we advanced our network investments through the most ambitious fibre rollout programme in the country's history, extending future-proof connectivity to a growing number of homes and businesses in urban and rural areas alike. Through this programme, we are bringing fast, reliable fixed broadband within reach of a further 136,000 homes, connecting approximately 300,000 additional residents.

Our ambition, however, goes beyond technical coverage - it is about creating genuine opportunity: ensuring that more people and businesses can access high-quality digital services regardless of where they live. This is vital for economic competitiveness, regional development, and social cohesion.

At the same time, we are acutely aware that technological progress brings new risks. Fraud, cyber threats, and the misuse of data are increasingly undermining people's sense of security. Security is therefore a strategic priority for Telia. In 2025, we blocked nearly 24 million attempted scam calls and continued to develop network-level security solutions to protect our customers. Equally important, however, is building awareness - among our employees, our customers, and society at large. Safe digital behaviour begins with knowledge and the capacity to recognise risk.

Telia's contribution to society reaches beyond technology. We place strong emphasis on digital inclusion and the development of digital skills, because Estonia's future depends on how effectively people are supported in understanding and making use of new technologies. In 2025, we continued our education and community initiatives, helping to close the digital divide and strengthen media literacy and cyber hygiene among children, young people, and adults alike.

I would particularly like to highlight the AI Leap programme, which aims to bring the potential of artificial intelligence into Estonian education in a systematic and meaningful way. It matters deeply to Telia that Estonia's education system remains world-class in the age of AI, which is why we contribute both financially and through our expertise, confident that the informed and responsible use of technology lays a strong foundation for societal progress and economic competitiveness.

Our societal impact also begins within Telia itself - with our people. Responsible and sustainable business practice demands an inclusive, diverse, and safe working environment. In 2025, we continued our efforts to improve gender balance, ensure equal opportunities, and support employee wellbeing. We are firmly convinced that engaged and valued employees deliver trustworthy services and generate a positive impact that reaches well beyond the organisation.

Environmental responsibility is integral to everything we do. We have set ambitious climate targets and are making steady progress towards them. Renewable energy, energy efficiency, the circular economy, and meaningful supply chain engagement are all areas in which Telia aspires to lead by example. Our goal is not merely to reduce our own environmental footprint, but to raise awareness among our customers and partners and to champion more sustainable choices.

This report offers an overview of Telia Estonia's societal impact and the steps we are taking towards a more sustainable, secure, and inclusive digital society. I am grateful to all Telia employees, partners, and communities with whom we create this impact. I believe that only through collaboration can we ensure that technology continues to serve people and society long into the future.

**Andre Visse**  
CEO of Telia Estonia





# Governance and Business Conduct ▶



# Accountability in Leadership

## Mapping our impact

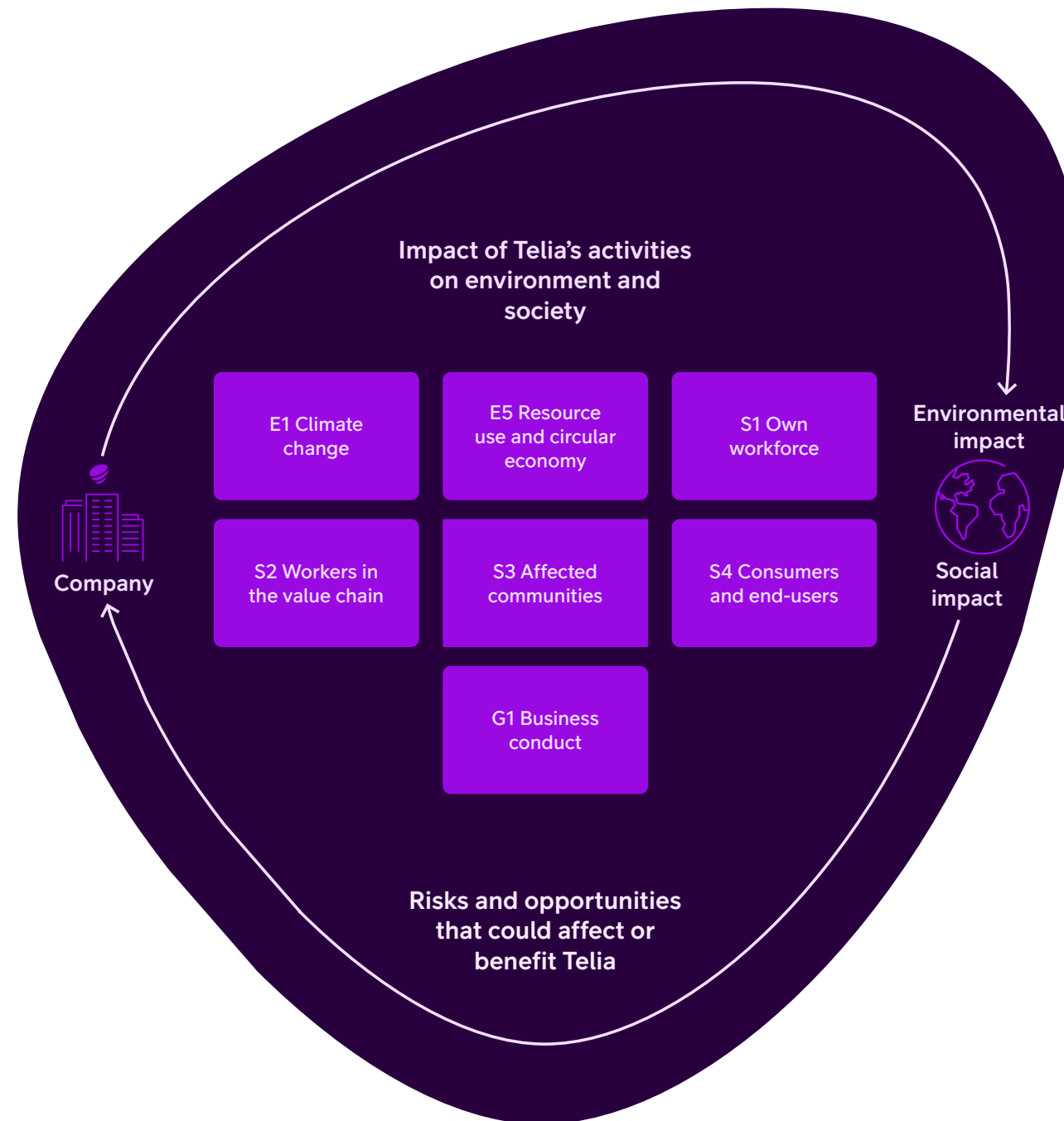
Our sustainability strategy is grounded in a double materiality assessment. This means that Telia examines both how the company's operations affect society and the environment, and how environmental and societal changes in turn affect Telia's business.

## Impact management

We have established clear long-term targets across all key sustainability areas, developed action plans to achieve them, and assigned accountability accordingly. To ensure consistent and meaningful progress, each focus area lead embeds the agreed steps into our day-to-day business and governance processes.

In 2025, we updated the double materiality analysis previously conducted at Group level in prior years.

Telia was once again awarded the Gold Label of the Responsible Business Index in 2025, this time under a new and more rigorous assessment methodology. The Gold Label recognises organisations that manage their environmental and social impact in a systematic manner and operate responsibly across all levels of governance. Telia scored highly across all three assessment categories: environment, social impact, and governance practices. The assessors highlighted that Telia serves as a clear role model and leader in responsible business management, both in Estonia and at Group level. They further noted that Telia's sustainability principles are well embedded in the organisation's strategy and day-to-day business operations.



The shared values that guide our everyday work:



We dare to make an impact



We care for everyone



We make things simpler

**“Label of the Responsible Business Index shows our employees, clients, and partners that Telia is advancing sustainable business in the right way. Every contribution counts.”**

**Kristiina Maasik**  
Head of Legal Affairs and Sustainability



## Culture and values

Telia's culture is built to support both the growth of our people and the delivery of strong business results. Our values and behavioural principles underpin everyday decisions, leadership practices, and collaboration – across the organisation and with our partners alike. We believe that culture is not defined by policy, but lived through daily working relationships. The commitment, expertise, and adaptability of our employees form the foundation upon which reliable services are built. We nurture our culture through inclusive leadership, regular feedback, and flexible working arrangements.

- Throughout 2025, we pursued a purposeful programme of organisational culture development, designed to better meet customer expectations and keep pace with a rapidly evolving business environment. As part of this, we introduced unified cross-organisational objectives, reinforced flexible working practices, and made meaningful investments in the development of both employees and leaders.
- A defining milestone of the year was the launch of Telia Way – a cohesive framework that brings together our values, leadership principles, and behavioural expectations in a single, integrated whole. Telia Estonia embeds these principles in its everyday leadership and working practices, with a clear ambition: to sustain a working environment that is open, collaborative, and built on a sense of shared accountability.
- Innovation culture was equally high on the agenda. We relaunched VUNK, our dedicated innovation workshop, and rolled out a comprehensive series of artificial intelligence training sessions and hands-on workshops for employees across the organisation.

## Business conduct and transparency

Responsible business conduct begins with clear principles – and a genuine commitment to upholding them every day. To support Telia's objectives, a number of group-wide guidelines are in place, among which the [Responsible Business Guide](#) serves as the central document.

Acting as an ethical compass, it provides practical guidance for employees and partners alike, covering areas such as the prevention of corruption and conflicts of interest. The Guide is embedded in our onboarding programme for both employees and managers, and adherence is mandatory across the entire Telia workforce. To ensure these principles take root as a natural part of how we do business, we have established a continuous responsible business programme, combining broad-based and targeted training, including dedicated sessions for procurement managers and account managers, with internal communications campaigns designed to build awareness and reinforce good practice.

- In line with our annual commitment, we conducted a bribery and corruption risk assessment in 2025, the findings of which will shape our action plans for the year ahead.
- By the end of 2025, 100% of our active workforce had completed the responsible business conduct training.

## Reporting violations and preventing conflicts of interest

Although Estonia's whistleblower protection legislation, which requires the existence of an anonymous reporting line, came into force in autumn 2024, Telia has offered its employees, customers, and partners an independent and confidential reporting channel - the Whistleblowing Line. We believe this goes beyond mere legal compliance; it is a meaningful commitment to building a values-driven, open organisational culture.

To uphold transparency and ethical conduct, we conduct an annual conflict-of-interest assessment and disclosure process. Every employee evaluates potential conflict-of-interest situations, reports any concerns where necessary, and agrees on appropriate risk-mitigation measures with their line manager.

- In 2025, six cases were resolved through the reporting line. We continue to remind employees regularly that this secure and confidential channel remains open to them at all times.

**“An analysis of the conflicts of interest assessment and disclosure process conducted in 2025 once again demonstrated that awareness of the subject amongst Telia employees remains high. Preventing conflicts of interest is considered essential to mitigating risk and ensuring transparency.”**

Andrus Hinrikus  
Compliance Officer

## Supplier engagement and responsible supply chain

Telia Estonia operates within an extensive supply chain and holds all partners to the standards set out in the Telia [Supplier Code of Conduct](#), available on the Telia website. This thorough code establishes clear requirements across environmental and broader responsible business practices. We take a risk-based approach to supply chain oversight, combining supplier background checks and ongoing monitoring with targeted assessments where circumstances require.

- In 2025, we continued our regular compliance assessments to ensure suppliers meet our responsible business standards.

## Community engagement

Telia supports societal progress both through its own sustainability-driven initiatives, for example IT Leap and Digital Mentors, and through active participation in wider public discourse on digital development, data protection, cybersecurity, sustainability, and regulatory affairs.

We engage constructively within industry associations and, where appropriate, contribute directly to policy discussions to help shape a legal and business environment conducive to innovation, investment confidence, and the balanced development of Estonian society. Telia is an active member of several organisations. Our most substantive collaboration is with the Estonian Information Technology and Telecommunications Association, the foremost industry body in our sector.

We are also members of the Green Tiger, the Estonian Business Council for Sustainable Development, the Estonian Chamber of Commerce and Industry, and the Estonian Employers' Confederation, as well as signatories to the Diversity Charter and participants in the Employers Against Domestic Abuse initiative. In partnership with others, we invest in Estonia's digital advancement, the development of ICT knowledge and skills, and the promotion of sustainability, including the creation of diverse, inclusive, and safe working environments.





**Social Impact ▶**



# Social Impact

## Telia as an employer

- In 2025, we further strengthened our position as a leading employer, claiming first place in both the CV.ee and CVKeskus Top Employer surveys across the IT and telecommunications sector, whilst placing strongly in cross-sector Top of Mind rankings (6th and 3rd place respectively).
- These results reflect the appeal of what Telia offers its people: a modern technology environment, a culture of meaningful leadership, flexible working arrangements, and a genuine commitment to employee wellbeing.
- Employer reputation research conducted by Kantar Emor and Instar reinforces this picture, identifying Telia as a stable and trustworthy employer, a perception that extends beyond the sector to IT professionals and students alike.
- We employed 1,353 people across 31 locations throughout Estonia.
- Our employees' average length of service was 11 years.
- Voluntary staff turnover stood at 6.4%, with overall turnover at 9.6%.
- Of the positions filled during the year, 35% were filled by internal candidates.
- CV online top-of-mind: 4th place in Estonia.
- IT and telecommunications sector: 1st place.

## Employee statistics

	Total	Age			Gender	
		Under 26	26-50	Over 50	Men	Women
Employees	1311	100	886	325	727	584
Middle managers	33		20	13	16	17
Senior management	9		6	3	5	4
Employees with a child under 3	115				56	59
<b>Total</b>	<b>1353</b>	<b>100</b>	<b>912</b>	<b>341</b>	<b>748</b>	<b>605</b>





## An organisational culture that values its people

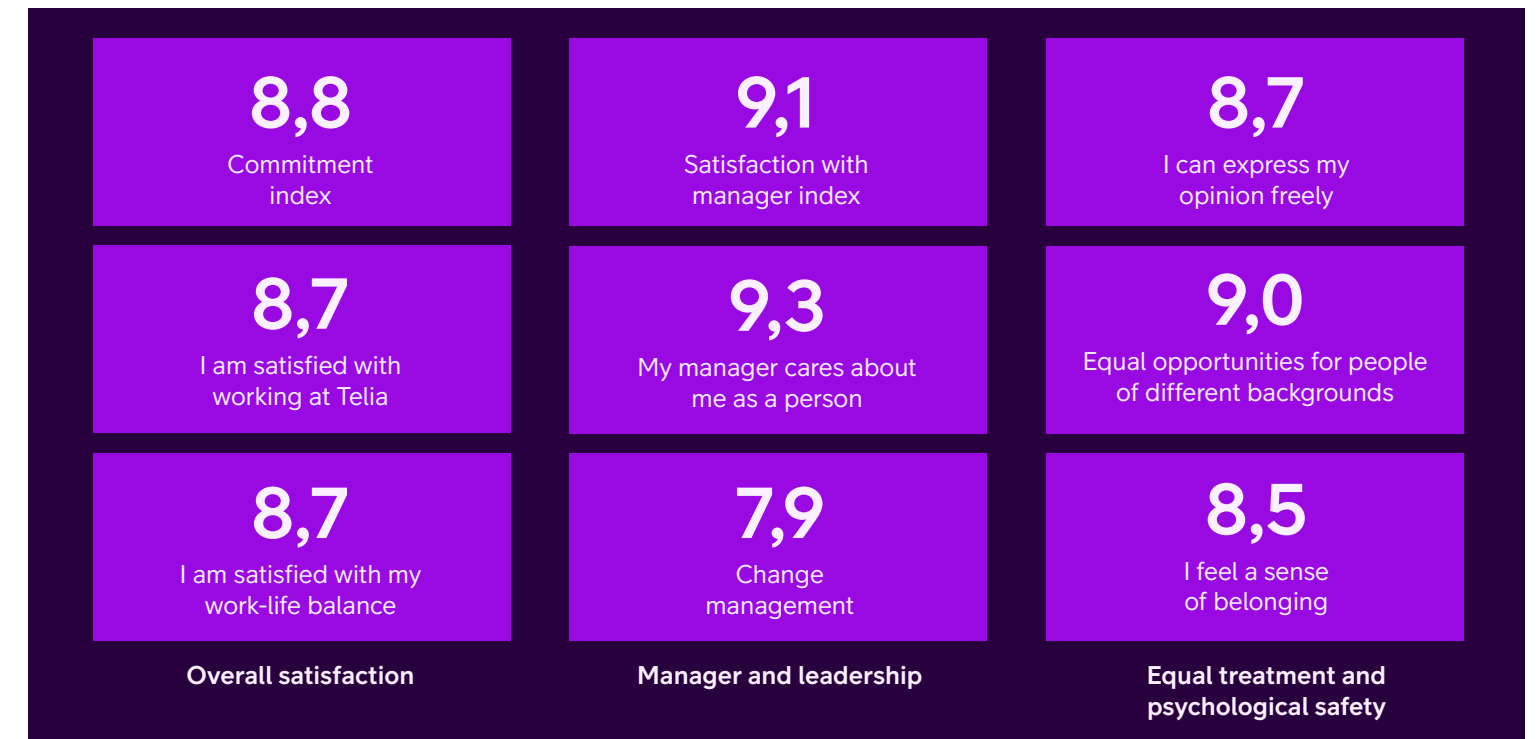
We believe that responsible and sustainable business begins with people. Our employees are Telia's greatest asset, and their dedication, expertise and openness to change underpin reliable services, ongoing innovation and a positive impact on society.

Our ambition is to be an employer that offers meaningful work, a supportive and inclusive environment, and opportunities for both professional and personal growth. Working at Telia is not only about developing technology and delivering services, but also about contributing to digital inclusion, strengthening cybersecurity and supporting a more sustainable future.

- Maintaining high levels of employee engagement and satisfaction is a strategic priority and an integral part of how we manage the organisation.
- We regularly assess employee experience and expectations through engagement and job satisfaction surveys, including People Pulse, as well as targeted questionnaires.
- The insights we gather are embedded in our management culture and help shape both leadership practices and organisational development.
- Managers play a central role in creating an inclusive and supportive workplace. Day-to-day leadership is guided by clear expectations, regular one-to-one conversations and a strong focus on psychological safety.
- Our approach to flexible working is built on trust, outcome-based management and clear agreements, supporting employee wellbeing, engagement and work-life balance.
- To strengthen a sense of belonging and connection, we run a year-round internal events programme, #koosonlahe (#funtogether), which fosters collaboration and reinforces our organisational culture in a flexible working environment.

- The results of the 2025 Commitment and Job Satisfaction Survey indicate a high level of satisfaction with working at Telia. Participation reached an exceptional 95%, and all measured areas scored above 7.8 out of 10.
- The organisational culture initiatives introduced during the year enabled us to restore, by year-end, the strong levels of employee commitment and other cultural indicators that had been in place prior to the redundancies.
- Throughout 2025, we continued to enhance the employee experience through a holistic approach, combining clear objectives, flexible ways of working and a leadership culture built on trust. It is important to us that every employee understands how their work contributes to Telia's strategic goals, and that they have both the autonomy and the accountability to create value in their role.
- As part of the 2025 cross-team collaboration initiative #koosonlahe SuveEri (#funtogether SummerSpecial), employees submitted 63 self-initiated projects, bringing together approximately 800 colleagues from across the organisation.
- In 2025, we placed a strong emphasis on building a culture of innovation, both through the relaunch of our in-house VUNK, and by actively encouraging employee-led initiatives. Through VUNK's business growth accelerator programmes and related activities, around 100 employees strengthened their capabilities in customer-centricity and service design.
- To track progress, we conducted an innovation culture survey, with results showing the index rise from 8.1 in spring to 8.3 in autumn out of 10. This upward trend reflects employees' growing confidence and readiness to contribute to generating and testing new ideas.

## Results of the Telia employee engagement and job satisfaction survey. Based on a scale from 1 to 10. Source: Telia People Pulse feedback survey 2025.



**“I have worked at Telia for nearly eight years, and one moment stands out in particular. About a year ago, when I was experiencing burnout, I felt genuinely supported by the people around me. My manager and team were a constant source of strength. I was able to speak openly about what I was going through,**

**without shame or fear of judgement. Time-sensitive tasks were simply postponed, without question, as I wasn't in a position to lead meetings or manage my usual workload. Throughout that difficult period, I felt, very deeply, that I was truly cared for.”**

**Pirkko Saar**  
Head of Employee Experience & Workplace



### Equal opportunities, diversity and inclusion

Our approach to diversity is guided by the shared principles of Telia Company, with responsibilities and targets set through to 2028 and progress reviewed regularly by both Telia Estonia’s management team and the sustainability steering group.

We are committed to ensuring equal opportunities for all, regardless of gender. Our ambition is to achieve gender balance across the entire organisation, with representation distributed equally across all levels of leadership, job families and organisational tiers. Our target gender pay gap is 0%, and we maintain a workplace free from discrimination and harassment.

These commitments are embedded in our core people processes, from ensuring gender-balanced shortlists in recruitment and monitoring leadership representation, to delivering inclusive hiring training for all managers and conducting systematic gender equality reviews as part of compensation processes.

Our commitment to gender balance and wider diversity was reflected through active participation in several key programmes and initiatives. Working alongside the Estonian Chamber of Commerce and Industry, we contributed to the delivery of the Women’s Leadership Accelerator programme, whilst our involvement in the Silver Strategies programme saw us collaborate with fellow businesses to develop practical approaches to engaging and retaining employees aged 55 and over. In partnership with Swedbank, we also produced the Diversity Academy podcast series – reaching an audience of 26,230 people.

### Gender pay gap and balance

- The gender pay gap for employees in equivalent roles remained stable at 1.6% in 2025 (2024: 1.6%), whilst the organisation-wide pay gap narrowed from 19.4% to 19.21%. This persistent gap reflects the structural distribution of roles across the business: women are more strongly represented in lower-paid support functions, whilst men account for a greater share of higher-paid positions within technology job families.
- Women made up 43% of the workforce and men 57%, with near-equal representation at management level – 48% women and 52% men.
- In technology roles, women held 24% of positions, whilst the share of women in leadership continued to grow, rising to 38% in 2025 (2024: 33%).

**“Women made up 38% of Telia’s technology leadership in 2025, outpacing the broader share of female employees across the sector. We see this as a strong signal that our efforts to dismantle barriers to leadership in technology are bearing fruit.”**

Ingrid Viinapuu  
Head of People and Culture

### Telia Future Minds

To nurture the next generation of talent, we established the Telia Future Minds internship programme, drawing 2,315 applicants. Software development placements proved particularly competitive, with over 340 candidates vying for a single position. In 2025, women represented 57% of all interns, reflecting our commitment to inclusive talent development. We also supported broader leadership growth through the Women in Leadership Accelerator programme, delivered in partnership with the Estonian Chamber of Commerce and Industry, in which 25 participants took part – among them five Telia women leaders.

### Telia youth community VibeHub

In 2025, we launched VibeHub – a community designed for Telia’s next generation of talent. Created for employees aged up to 30, VibeHub offers a safe and supportive space to exchange ideas, develop professionally, and learn from one another. By the end of its inaugural year, the community had already welcomed 30 members.





### Employee wellbeing, safety and health behaviour

In occupational health and safety, our aim is to build employee competence, enable flexible working, and foster close collaboration with workplace safety representatives and the occupational health and safety committee. We are committed to maintaining a working environment that is safe, supportive and fully aligned with international standards. Our occupational health and safety management system holds ISO 45001 certification.

- We take a holistic approach to supporting employees' mental and physical wellbeing, integrating a comprehensive range of wellbeing services with flexible working arrangements.
- Our wellbeing offering includes massage facilities, voluntary health insurance, supplementary vaccination programmes, consultations with mental health specialists, and mindfulness training.
- Flexible working is an integral part of the Telia employee experience – one that promotes wellbeing, supports a healthier work-life balance, and accommodates individual circumstances. Employees have the freedom to work from the office, from home, or temporarily from any country within the European Union or European Economic Area, with flexibility extending to working hours, location and arrangements.
- We also offer part-time working options to support the inclusion of employees with reduced work capacity, whilst promoting the long-term wellbeing and sustained productivity of our workforce as a whole.

### Safety

- Our ISO 45001 occupational health and safety management system passed its interim audit with an excellent outcome – zero non-conformities were identified.
- Hazard reporting increased to 50 situations (2024: 21), reflecting greater awareness and a stronger reporting culture across the organisation: 25 incidents were recorded in offices, 20 in retail locations, and 5 involved field technician teams.
- Workplace accidents fell to four (2024: 6), all of which were minor in nature.
- Every reported hazard and accident has been thoroughly investigated, and there are no outstanding open cases.
- We joined President Kaljulaid's initiative Employers Against Domestic Abuse, reinforcing our commitment to employee wellbeing beyond the workplace.

### Family-friendly employer



In 2025, Telia successfully concluded its participation in the family-friendly employer programme, with our efforts recognised at the highest level through the award of the Gold distinction.

### Health and wellbeing

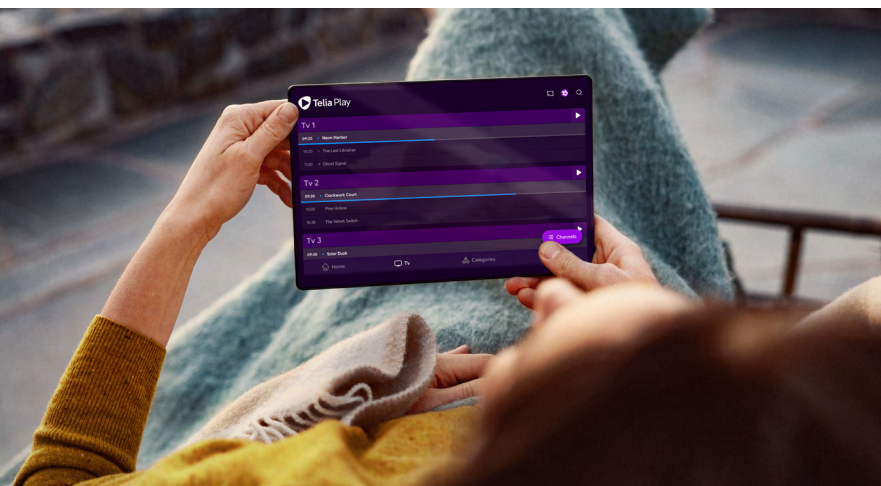
- We were proud to receive recognition from Peaasi.ee as a Cultivator organisation, an accolade awarded to employers who actively support the mental wellbeing of their workforce.
- Employee participation in the Telia Sports Club stood at 58% (2024: 64%)
- Voluntary health insurance enrolment rose notably to 64% of employees (2024: 50%).
- The average sick leave rate remained stable at 1.4%, in line with the previous year
- 97% of employees completed their health check on time, a level consistent with 2024.
- By the year's end, completion rates for e-learning were strong across all areas: 97% of employees finished the workplace safety course, 99% the remote working course, and 96% the fire safety course. Role-specific e-learning completion reached approximately 90%.
- Mental health specialist visits averaged 30 per month in 2025, a modest decrease of 4% compared with the 31 monthly visits recorded in 2024.
- Investment in mental health capability continued through training: 63 employees completed a mental health first aid course, among them 59% of Telia's managers.
- A further 35 individuals took part in an eight-week mindfulness programme.





## Privacy and security

**Our ambition is to be Estonia’s most trusted telecommunications company in the field of privacy – a commitment we track through our regular Brand Performance Tracker survey.**



### Data protection

- We received 225 data subject requests, of which 122 were subject access requests (2024: 230).
- We notified the Data Protection Inspectorate of three high-impact data breaches (2024: 2).

### Scam calls

We blocked nearly 24 million scam call attempts in total. In response to the sharp surge in international scam calls, we introduced our Call Filter service for residential customers in 2024. The service has been widely adopted, with its flexibility and ease of use helping many customers avoid the disruption and distress that scam calls can cause.

## Raising awareness

We are committed to building awareness of safe digital behaviour amongst our employees, customers, and the wider public. Our goal is to help people recognise that security is everyone’s responsibility, understanding the risks we face and remaining alert to them is the first step towards preventing harm.

In 2025, we expanded the scope of our ISO 27001 certification, which now covers not only IT services and data centres but also the critical services and security services provided by Telia.

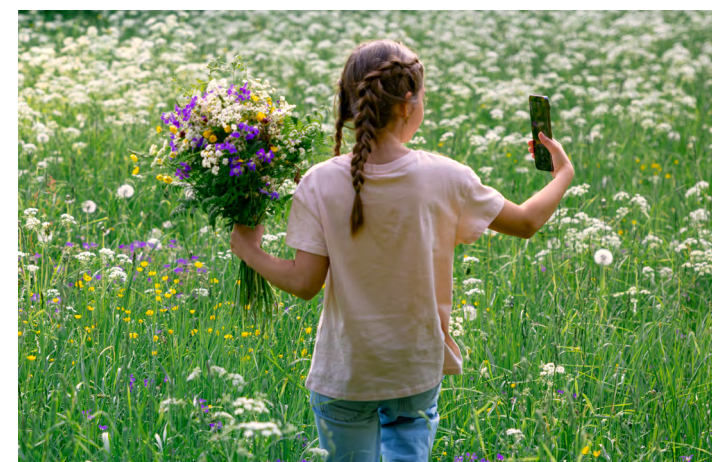
Since 2022, we have run an employee data protection and information security awareness programme. In addition to general data protection training, it includes role-specific training, a range of internal communications activities and awareness-raising events for employees. Examples include:

- Kräkker, our data protection and security newsletter.
- Regular learning bites to strengthen security awareness.
- Telia Talks sessions on data protection and security topics.
- Timely articles, news updates and training materials, for example on phone scams, phishing emails, personal safety and cyber hygiene.
- An International Data Protection Day event.
- Phishing simulation tests to assess how effectively our employees are able to apply their knowledge in practice.[]

- A total of 928 employees participated in internal data protection training sessions. As the size of the workforce decreased during the year, this figure remains in line with the previous year (2024: 970).
- In 2025, we introduced an updated mandatory data protection e-learning course across the organisation. We set an ambitious target and achieved it: 100% of the active workforce completed the course by year-end.



- For the third consecutive year, we conducted a data protection awareness survey to assess employees’ understanding of data protection requirements and the effectiveness of our awareness-raising activities. In 2025, overall employee awareness increased by 5% as a result of internal communications and training initiatives, compared with an 8% increase in 2024.
- Our experts have participated in radio programmes, organised cybersecurity events in collaboration with companies and industry associations, including the Estonian Association of Information Technology and Telecommunications and Swedbank, and published articles to raise awareness of safe digital behaviour across society.
- We regularly share updates on the latest fraud trends, along with practical prevention advice, through our website, social media channels and customer communications.



## Updating customer data and personal data processing

Keeping customer data up to date helps ensure that notifications and communications reach the intended recipient, rather than third parties.

Accurate records also act as a safeguard against fraud by reducing the risk of data misuse.

We are committed to being fully transparent with our customers about how their personal data is processed.

- In 2025, we launched a data update programme within the Telia self-service portal, leading to the update of records for more than 200,000 private customers.
- We also carried out a consent collection campaign across social media, encouraging customers to review and manage their communication and marketing preferences via the self-service portal. Our focus has been on giving customers genuine control over their data and ensuring they receive clear, meaningful information when granting consent.
- During the year, we also upgraded the technical platform and user interface for handling data subject requests. This has simplified the submission process for customers and made request handling more automated, efficient, and reliable.



## Solutions and services for a safer digital experience



Telia operates two dedicated solutions to detect and block fraudulent calls: one targeting so-called wangiri-type calls and another addressing spoofing. Both operate at network level, requiring no configuration by the customer, and intercept suspicious calls before they reach the recipient.

- Wangiri calls, often referred to as “one-second calls”, are designed to prompt a callback, after which the caller incurs unusually high charges. To counter this, Telia has introduced an additional layer of protection: when a customer attempts to call a number identified as potentially fraudulent, a voice warning is played before the connection is established, advising them to hang up.
- Spoofing occurs when a caller falsifies the number displayed on the recipient’s screen, creating the impression that the call originates from a trusted source such as a local number, a bank or a public authority.

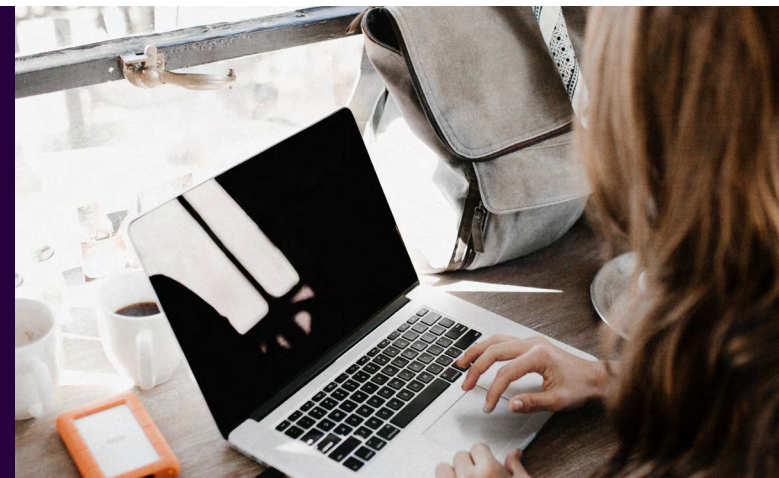
Telia was the first telecommunications operator in Estonia to introduce a solution for detecting and blocking spoofed calls, launched in May 2024. The service operates entirely at network level, requiring no action from customers and incurring no additional charge.

To combat fraud, we work in close partnership with a wide range of stakeholders, including the Police and Border Guard Board, the Bank of Estonia, the Consumer Protection and Technical Regulatory Authority, government ministries, banks and the wider financial sector, other telecommunications operators, the Estonian Association of Information Technology and Telecommunications, and CERT-EE, Estonia’s national cyber incident response unit.

## Home network protection

**A more secure connection in just a few clicks**

Protect your Telia Home internet or mobile internet connection with the Telia Shield add-on service. Telia Shield blocks unsafe websites and prevents your data from being transmitted if your device becomes infected.



Telia Home Network Protection is an add-on security service for Telia home internet customers, providing network-level defence against the most common cyber threats. It safeguards every device connected to the home network, from mobile phones and computers to smart televisions, security cameras and household appliances. The service blocks access to malware, phishing sites, botnet activity and other harmful content, stopping potential threats before they reach the user.

Customers can monitor their protection through the Telia self-service portal, where they can view statistics on blocked threats within their home network and compare them with the average across Telia customers. In March 2026, this network-based protection was extended to mobile users, helping to ensure a consistent level of security wherever they are.

## Telia Safe

The Telia Safe application is available to both private and business customers, providing comprehensive protection for online security and privacy, as well as defence against fraud and misuse of personal data. Telia Safe:

- detects and blocks malicious websites;
- protects against viruses and malware;
- helps parents manage and monitor their children’s internet use;
- supports safe online behaviour, both at home and on the go.

## Secure Net for business clients

Secure Net is an enterprise solution that combines high-quality internet connectivity with built-in cybersecurity. Protection is delivered at network level, stopping threats before they reach the client’s devices, with no configuration, no software installation and no technical burden on the client’s side. Secure Net mission is simple: to make robust cybersecurity effortless and accessible for every business.

In 2025, we further expanded our cybersecurity portfolio for business clients, introducing a suite of new services and solutions, including the Mini Roadmap, Secure Office and Cyber Security Centre.

## Mini Roadmap

The Mini Roadmap provides businesses with a swift, clear and meaningful assessment of their current information security posture, highlighting both existing strengths and potential areas of risk. It sets out a focused, measurable set of actions to support the achievement of cybersecurity objectives over the following 6 to 12 months. At the heart of the service is a thorough yet accessible interview process that requires no prior preparation, making it a practical and effective starting point for any organisation.

## Secure office

Effective cybersecurity requires a holistic approach. The greatest impact comes from two foundations: secure devices and a workforce that understands cyber threats. The Secure Office service, developed over the past year, addresses both. It enables organisations to configure and manage their workstations, identify emerging threats and respond quickly and effectively. Regular cybersecurity training for employees is also an integral part of the service.

## Cyber Security Centre

As cybercrime and attack methods become increasingly sophisticated, relying on a single in-house specialist is rarely sufficient. Robust protection requires a dedicated team with clear roles and responsibilities.

To meet this need, we have developed the Cyber Security Centre service, or Security Operations Centre as a Service (SOCaaS). Through this offering, Telia provides businesses with continuous, round-the-clock protection, combining advanced technology with the expertise of a team of cybersecurity specialists available whenever needed.



## Digital inclusion and accessibility of services

We organise and contribute to a wide range of educational programmes and training initiatives aimed at strengthening the digital competences of children, young people, adults and older members of society. Our goal is to contribute to the steady and systematic reduction of the digital divide.

We also place strong emphasis on building skills and awareness related to cybersecurity and the prevention of cyberbullying. In 2025, Telia extended its support to AI Leap, an initiative focused on developing educational artificial intelligence models and introducing them into Estonian schools. AI was also a key theme across many Telia events throughout the year.

- In 2025, the Ministry of Education and Research recognised the Digital Mentors Programme as Estonia’s best initiative for developing media literacy competences.
- Throughout the year, the programme developed new learning materials on [video gaming](#) and hosted a webinar exploring [children’s online behaviour and habits](#).
- In November, Telia’s headquarters hosted a Digital Mentors hackathon, bringing together 80 students from across Estonia to work on real-world digital challenges.
- The programme’s most viewed webinar “What should you do if your child’s role model becomes a manfluencer?” attracted 4,000 viewers.

**We are committed to improving life and work in Estonia through intelligent and inclusive digitalisation. As technological change accelerates, it is essential to support those whose digital skills need further development.**

## The Digital Mentors training programme

Developed in partnership between Telia and the University of Tartu, the Digital Mentors Training Programme equips upper-year students with the knowledge and confidence to act as digital mentors in their communities. These mentors share their digital skills and media literacy with both younger pupils and older adults. Through structured training sessions, workshops and guided mentoring, the programme helps participants navigate the digital world more confidently, while also supporting educators in teaching and promoting digital skills. [

- The Digital Mentors website received nearly 38,500 visits during the year.
- In total, the programme directly reached around 5,700 people and provided training to 653 teachers.
- Across all touchpoints, including website visits, article readership and related interactions, total engagement reached nearly 50,000.

**“Perhaps the most memorable moment was helping an elderly lady who was unable to come to the store to sign a contract and could not do so digitally either. We agreed to make an exception and travel to her so the contract could be signed in person. When my colleague and I arrived, the elderly lady was sitting on a stone beside her barn, waiting for us, and the contract was successfully signed.”**

Janne Kodumäe  
Telia sales consultant and winner of the Best Sales Advisor 2025 competition



## The AI Leap programme

In late summer 2025, Estonia launched the AI Leap programme, an initiative championed by the President of Estonia and delivered through a public–private partnership spanning the entire education system. The programme is governed by the AI Leap Foundation, whose supervisory board includes Andre Visse, CEO of Telia Estonia.

The AI Leap programme aims to keep Estonia at the forefront of global education by equipping pupils and teachers with modern, AI-based learning tools designed to enhance the quality of education. Its ambition is to integrate technology seamlessly into the education system, building a robust framework and support structure for the effective use of artificial intelligence in schools. The first activities were introduced during the 2025/2026 academic year. Telia is among the first private-sector supporters, providing financial backing as well as contributing expertise and experience to help shape future-ready curricula for the age of AI.

**“For us, it is important that Estonian children continue to receive a world-class education, including in the era of AI. This also provides a direct opportunity to contribute to Estonia’s economic competitiveness and to the development of a smart, knowledge-driven economy.”**

**Andre Visse**  
CEO of Telia Estonia

In the programme’s first phase, 20,000 upper secondary students in Years 10 and 11, together with 3,000 teachers, gained access to leading AI-based learning applications from 1 September 2025. The next milestone is to extend the AI Leap Programme to vocational schools and

incoming Year 10 students, bringing a further 38,000 learners and 2,000 teachers into the programme from 2026.

Through its contribution to AI Leap, Telia aims to support the development of a connected and sustainable digital society in which education is innovative and inclusive, and young people are well prepared for future careers. The programme also represents a meaningful contribution to the continued advancement of Estonia’s digital state and reflects Telia’s ambition to lead in technology and connectivity services. Further information is available at [tihupe.ee](https://tihupe.ee).

- In 2025, nearly 1,600 teachers and 4,000 students participated in the programme’s launch training sessions.
- Free accounts with full access to premium features were provided to all Year 10 and 11 teachers nationwide, totalling 4,700 users.
- The AI assistant developed within the AI Leap Programme attracted an average of 1,456 unique users per week.
- 69% of teachers reported that AI had proven valuable in their professional practice.



## LaserTech

LaserTech is a spin-off of the TV3 programme Laser, produced with the support of Telia and published on YouTube. Combining engaging storytelling with practical insight, the series explores a wide range of technology topics and emerging social media trends, with a clear focus on raising awareness of cybersecurity and offering practical guidance for everyday situations.

In 2025, Telia’s experts focused primarily on fraud, both on social media platforms and across the wider internet. Over the course of the year, LaserTech generated 1,181,269 views on YouTube, along with a further 21,624 views on Inspira.



## Bullying-Free School Foundation

In 2025, the Bullying-Free School Foundation (SA Kiusamisvaba Kool) developed an online training programme on the prevention of cyberbullying, designed for both child welfare specialists and parents. The programme is expected to be made available to the wider public in 2026, with an open invitation for broader participation.



## Opinion Festival

Telia took part in the Digital Wisdom programme at the Opinion Festival in summer 2025. The discussions focused on artificial intelligence and the forthcoming AI Leap Programme, with several panels also broadcast live on Telia’s Facebook page and the Inspira channel.

- Key topics included the readiness of the Estonian education system for the AI era, including whether artificial intelligence supports or challenges critical thinking.
- Children’s safety in digital environments was also discussed, with a focus on how to protect them from online risks in an age shaped by artificial intelligence.
- The sessions attracted an in-person audience of around 400 people, while combined viewership across Inspira and Facebook reached up to 24,500.



## Telia Digital Hub

Now in its sixth year, the Telia Digital Hub conference returned under the theme Growth Against All Odds, focusing on how organisations can continue to grow in an increasingly complex economic and geopolitical environment. The programme explored technologies that enable resilience, efficiency and new opportunities, including artificial intelligence, automation, cybersecurity and the role of public–private collaboration in driving Estonia’s next phase of digital development.

- Highlights of the event included a keynote by Mo Gawdat, former Chief Business Officer of Google X and a leading voice on innovation and artificial intelligence, alongside more than 70 experts and practitioners.
- The conference featured five dedicated content streams: Top Executives Club, the IT-Manager’s Club, the IT-Guru’s Club, the Public Sector Club and the Solutions Lounge.
- In total, the programme included over 40 presentations and panel discussions, with more than 25 partners and technology companies showcasing their latest innovations and solutions.
- The event concluded with a panel “Growth against all odds – how can Estonian businesses make the AI leap?”, exploring how Estonian companies can successfully adopt artificial intelligence in challenging conditions.
- ICT sector awards were also presented in collaboration with the Ministry of Justice and Digital Affairs and the Estonian Association of Information Technology and Telecommunications, with the Best ICT Collaboration Project award going to kood/FutureCoders.
- Telia Digital Hub brought together more than 1,000 participants at Kultuurikatel, reinforcing its position as one of Estonia’s leading technology events.



“Twenty years ago this April, Elion’s digital TV, the predecessor of Telia TV, entered Estonian homes. At the time, we were among the first in the world to launch an IPTV service. I still vividly recall the enthusiasm with which our team worked on this project. To many, it felt like science fiction that a high-resolution picture could be delivered through a telephone socket.

Our shared ambition was that within ten years, we would become the leading TV service provider in Estonia, and we achieved it. Looking back, I strongly associate this achievement with Telia’s values. We had the courage to drive technological progress, and we delivered new solutions more simply and rapidly than many other telecom operators around the world.”

Toivo Praakel  
Regulatory Relations and Network Innovation Manager



## Access to connectivity services

Estonia’s history, bringing fast, future-proof fixed broadband within reach of a further 136,000 households and approximately **300,000 additional people** across the country.

The programme represents a total planned investment of close to €100 million and will be implemented between 2025 and 2032. Telia is financing the initiative entirely from its own resources, without reliance on state subsidies or public funding.

- At the start of 2026, Telia became the first mobile operator in Estonia to open its 5G network to all mobile customers.
- Today, our 5G network covers 98% of the population.
- Telia continues to operate Estonia’s highest-quality mobile network. Independent measurements by Rohde & Schwarz ranked our network highest in overall performance for both voice and data services.
- In major cities, average mobile download speeds increased to 591.8 Mbit/s, up from 445.9 Mbit/s the previous year.



- Fast fixed broadband connectivity is now available to 587,000 homes
- More than 56% of our home internet customers now use connections with speeds of at least 100 Mbit/s.
- In August 2025, Telia introduced ultrafast 2.5 Gbit/s home internet for private customers for the first time.
- During 2025, we also expanded fast internet access to a further 15,000 homes across nearly 40 regions throughout Estonia.



“In 2021, we completed a decade-long programme to decommission legacy technologies, becoming one of the first, if not the first, telecom operators in the world to migrate all legacy systems onto a single, unified IP network. Today, this network underpins all the services we provide.

I still remember how we began this journey, when many colleagues and partners doubted it could be done. In the final phase, we even had to slow the pace to ensure that every detail of mission-critical services, such as the 112 emergency line, was fully addressed and all risks carefully managed. For me, this stands as a clear example of our courage to innovate and our commitment to simplifying the way we operate.”

Tarko Tikan  
Chief Network and Infrastructure Architect





# Environmental Impact ▶



# Environmental Impact

## Environmental Management

At Telia, we take a holistic approach to environmental responsibility. Our management systems, climate targets and the actions required to achieve them are not separate initiatives but an integral part of how we operate every day.

- In 2025, we successfully completed an interim audit of our ISO 50001 energy management system and renewed our ISO 14001 environmental management certification, with no non-conformities identified in either process.
- During the same year, our subsidiary Green IT also achieved ISO 14001 certification, further strengthening and extending our environmental management framework.
- We also updated our climate risk assessment in 2025, drawing on forward-looking scenarios such as heatwaves, storms and periods of heavy rainfall to better understand and prepare for potential impacts.

**“When I joined Telia 15 years ago, environmental impact management was only just beginning to be integrated into day-to-day working life. Today, we have built a system embedded in Telia’s everyday operations and decision-making — driven by ambitious goals and talented people, creating lasting value for our customers.”**

**Raina Jürgens**  
Process and Environmental Domain Manager





# Greenhouse gas emissions

We work closely with our suppliers to support and encourage the adoption of science-based climate targets, helping to reduce emissions across the entire value chain.

We also guide suppliers in setting clear, measurable goals to lower their climate impact (see the chapter "Reducing environmental impact across the value chain" for more detail). At the same time, we increase customer awareness of the environmental impact of our products and services, for example by promoting refurbished devices. We are also enhancing the quality of our emissions data by moving from average-based estimates to more precise, manufacturer- and sector-specific data.

## We reduce the climate impact of our operations

- We monitor and improve energy efficiency
- We upgrade cooling and technical system
- We use and generate renewable electricity and utilise waste heat
- We replace fossil fuels with renewable electricity and lower-emission solutions



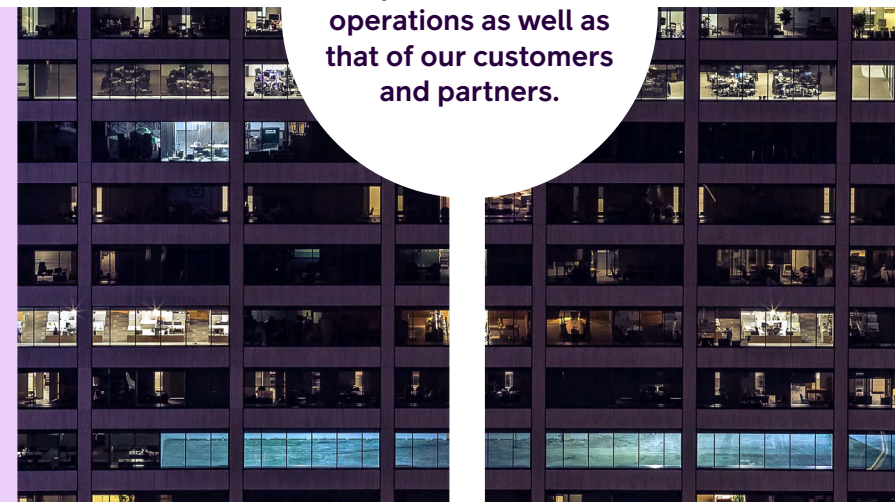
We reduce the climate impact of our own operations as well as that of our customers and partners.

## We engage and support customers

- We offer device reuse and rental services to prevent devices from becoming idle at end of life
- Our device portfolio includes A-energy class products
- We raise awareness of e-waste and digital pollution

## We engage suppliers and partners

- We work closely with suppliers and partners
- We select partners based on environmental criteria
- We agree on specific greenhouse gas emission reduction targets
- We collect data on partners' greenhouse gas emissions



## We engage and support customers

- We consistently implement circular economy principles
- We extend the lifespan of devices and technology
- We increase reuse and enable device circulation

# Journey towards emission freedom

Emission reductions and targets are presented relative to the base year (2018).

We have set group-level targets for reducing greenhouse gas emissions.





### Telia Estonia's indirect emissions and emissions across the entire value chain

	2018 base year	2022	2023	2024	2025
Energy	11%	9%	19%	25%	25%
Purchased goods and services	53%	73%	67%	62%	54%
Waste and end-of-life disposal of products	0,03%	0,02%	0,02%	0,02%	0,03%
Business travel	0,2%	0,2%	0,2%	0,4%	0,3%
Employee commuting	0,8%	0,9%	0,9%	1%	1%
Telia equipment consuming energy at customer premises	35%	17%	13%	12%	19%

### Annual reduction targets 2026-303 Scope emissions (tCO<sub>2</sub>e)

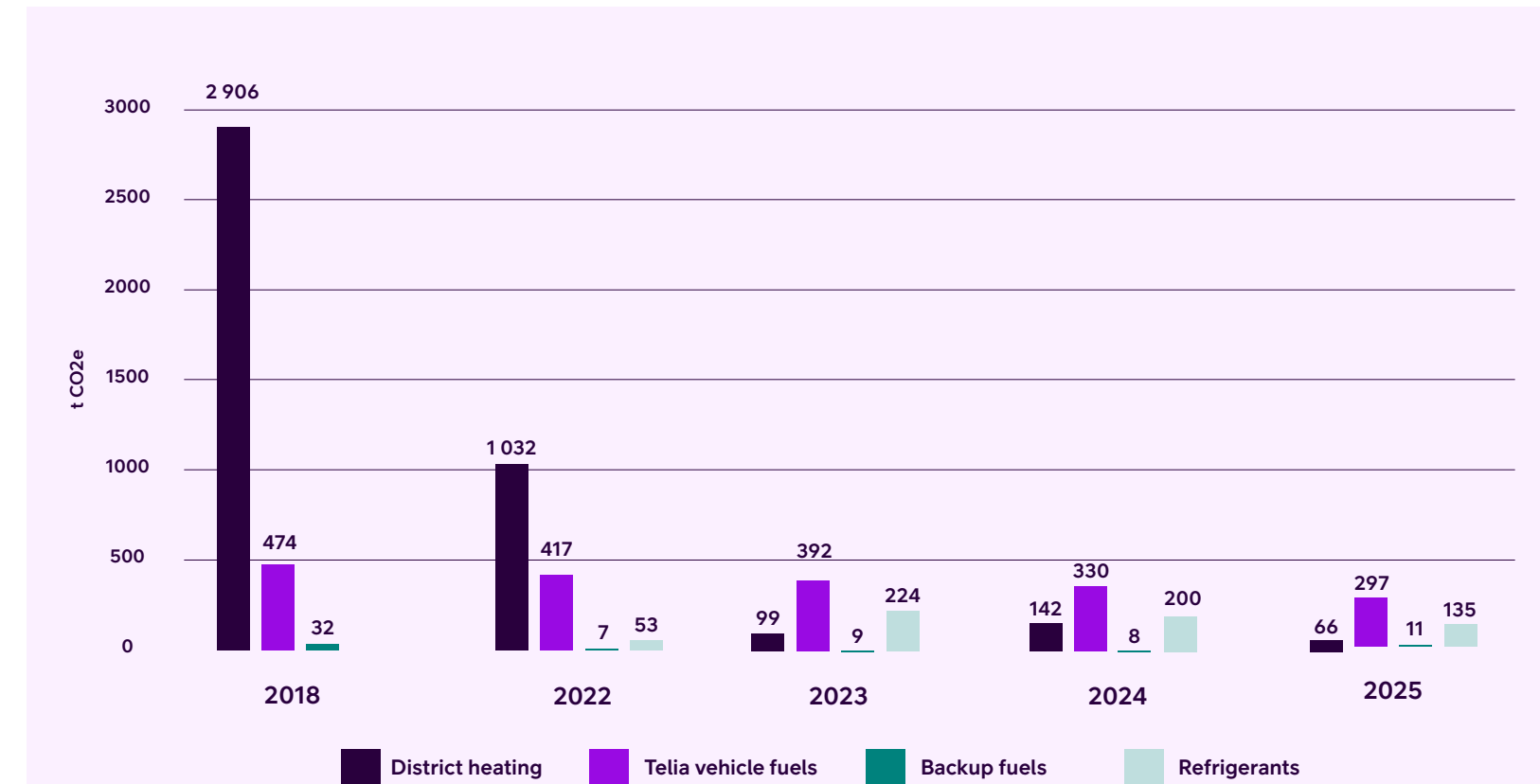
year	% reduction compared with previous year	% reduction compared with baseline (2018)
2025	5%	35%
2026	3%	37%
2027	3%	39%
2028	5%	42%
2029	7%	46%
2030	8%	50%

### Total Scope 3 emissions (tCO<sub>2</sub>e)

2018 base year	2025
130 190	68 353

Scopes are defined on page 26.

### Telia Estonia greenhouse gas emissions in Scope 1 and 2



District heating was previously the single largest source of emissions within our operational boundary; however, since 2023, calculations have been based on producer-specific emission factors, which are both more granular and yield lower figures than the methodology previously applied.

- Telia's own greenhouse gas emissions have fallen consistently year on year, standing at 508 tonnes of CO<sub>2</sub>e in 2025, a reduction of 85% against the 2018 baseline.
- The predominant source of emissions within our operational boundary is attributable to the Telia vehicle fleet operated by our technicians serving customers across Estonia.

**Telia Company achieved an 'A' rating in the Carbon Disclosure Project's Supplier Engagement Assessment, placing it among the world's foremost organisations actively driving climate action across their supply chains.**



## Energy consumption

Since 2016, we have sourced 100% of our electricity from renewable energy.

- In 2025, electricity accounted for 95% of Telia's total energy consumption, followed by heat energy at 3% and fuels at 2%.
- Overall, 97% of all energy consumed was derived from renewable sources.

## Electricity

- All electricity used by Telia in 2025 came from renewable sources.
- Of this, 58% was supplied through a long-term power purchase agreement with the Telia wind farm, 40% was covered by guarantees of origin, and 2% was generated by Telia's own solar installations.
- As of 2025, Telia operates 91 solar parks across Estonia with a combined installed capacity of 1,488 kW. During the year, we continued to expand our solar portfolio, adding 297 kW of new generation capacity compared to the previous year.

## Heat energy and liquid fuels

In 2025, 73% of heat energy was sourced from renewable origins, including the ground-source heat pump at Telia's head office, which operates entirely on renewable electricity. Telia also used renewable diesel in its backup generators throughout the year.



## Smart battery management and transition to lithium batteries

In 2025, we partnered with Estonian start-up Fentrica OÜ to introduce AI-driven smart battery management across our mobile mast infrastructure. The system enables batteries to operate for longer periods during power outages, shifts energy consumption to times of lower electricity prices and higher renewable availability, and reduces usage during peak demand periods, thereby contributing to overall grid stability.

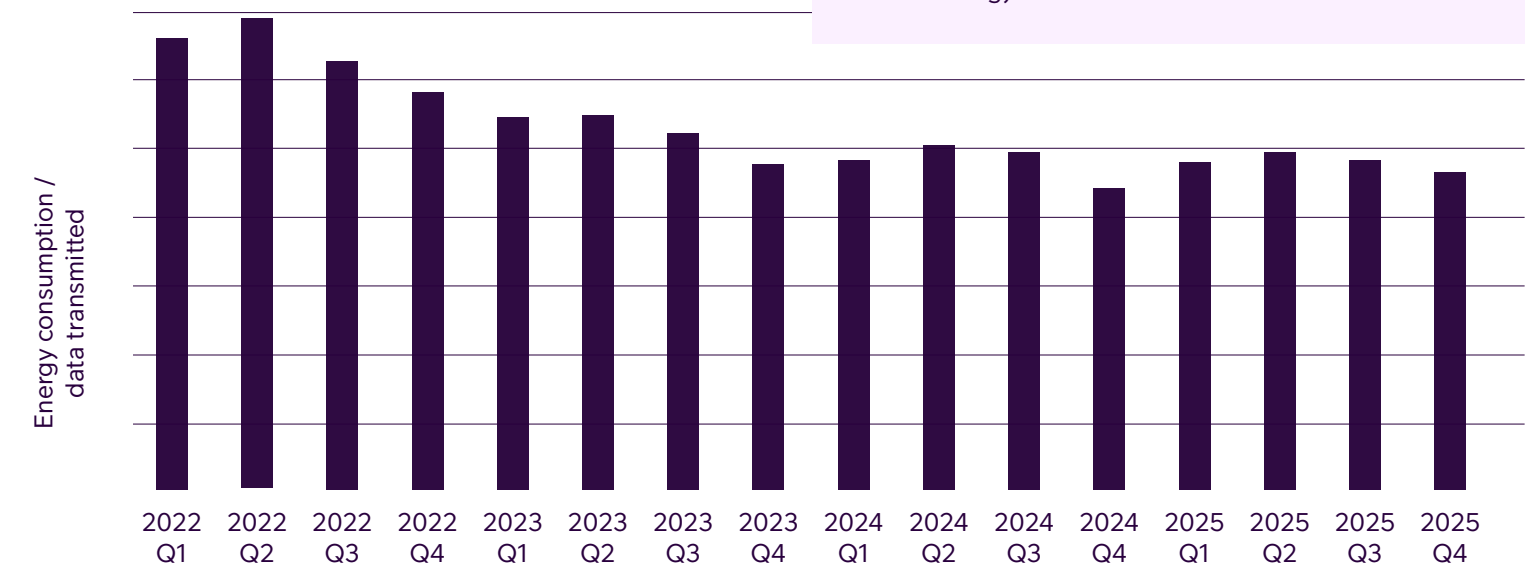
The solution was successfully deployed across 13 technical sites in 2025, with a phased rollout planned in the coming years. In parallel, Telia continued its programme to replace lead-acid batteries with longer-life lithium alternatives, further improving efficiency and sustainability across our network infrastructure.

## Energy efficiency

We are continuously improving energy efficiency across all areas of our operations. These gains are driven by both technological innovation and the ongoing modernisation of our network infrastructure, including the gradual replacement of legacy technologies with more efficient alternatives.[]

**Our mobile network is Telia's single largest consumer of energy. As customer data consumption continues to grow, so does overall energy demand, which is why we consistently invest in improving the energy efficiency of the mobile network year after year. Our objective is to transmit each unit of data using as little energy as possible.**

- **In our data centres**, energy efficiency improved during 2025, with the annual weighted average Power Usage Effectiveness (PUE) increasing from 1.71 to 1.68. To further enhance efficiency, end-of-life cooling systems were replaced with newer, more energy-efficient equipment, reducing overall energy consumption from cooling operations.
- **In the fixed network**, efficiency improvements are being achieved through the gradual decommissioning of the copper network and its replacement with fibre-optic infrastructure. In 2025, Telia extended fibre connectivity to approximately 13,000 additional homes, and by year-end, fibre was available at nearly 440,000 addresses across Estonia. This transition supports both lower energy consumption and the delivery of future-proof connectivity.
- **In the mobile network**, energy efficiency is improving through ongoing modernisation and the expansion of 5G. Newer technologies enable significantly higher data volumes to be transmitted with lower energy use. We also actively encourage customers to migrate to the more energy-efficient 5G network, compared to earlier generations of mobile technology.



While mobile network energy efficiency remained broadly stable in 2025 compared to the previous year, the long-term trajectory continues to show a clear reduction in energy consumption per unit of data transmitted, supported by ongoing network modernisation and the expansion of 5G technology.



## Circular economy and waste

Our ambition in waste management and the circular economy is to reduce reliance on new devices and extend the lifecycle of existing electronic and network equipment wherever possible.

**“At Telia, we are committed to keeping electronic devices in use for as long as possible. When those devices do reach the end of their lifecycle, we do everything we can to ensure the materials within them are returned to circulation. Every year, we sell thousands of refurbished devices to our customers, and 95% of the materials recovered from the electronic waste collected through us goes on to find a second life.”**

**Asko Pukk**  
Head of Device Sales

### Refurbished devices

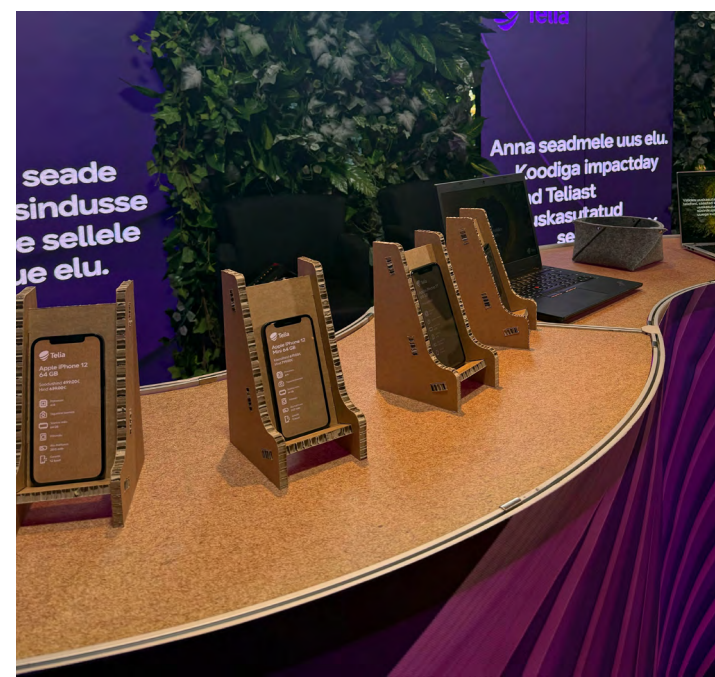
Our objective is to promote the reuse of devices. To support this, we expanded both the availability and the range of refurbished devices, offering them at competitive prices alongside flexible payment options. The offer was very well received by customers, resulting in a marked increase in sales volumes. In 2026, we will continue to broaden our refurbished device portfolio across all existing product categories, including smartphones, laptops and tablets. Raising awareness will remain a key priority, alongside improving understanding of the available options and the benefits of choosing refurbished devices. [

- In 2025, we increased sales of refurbished smartphones, laptops and tablets.
- We expanded the range of refurbished smartphones and laptops.
- To encourage uptake, we introduced more favourable financing options, including instalment plans for private customers and leasing solutions for business customers.

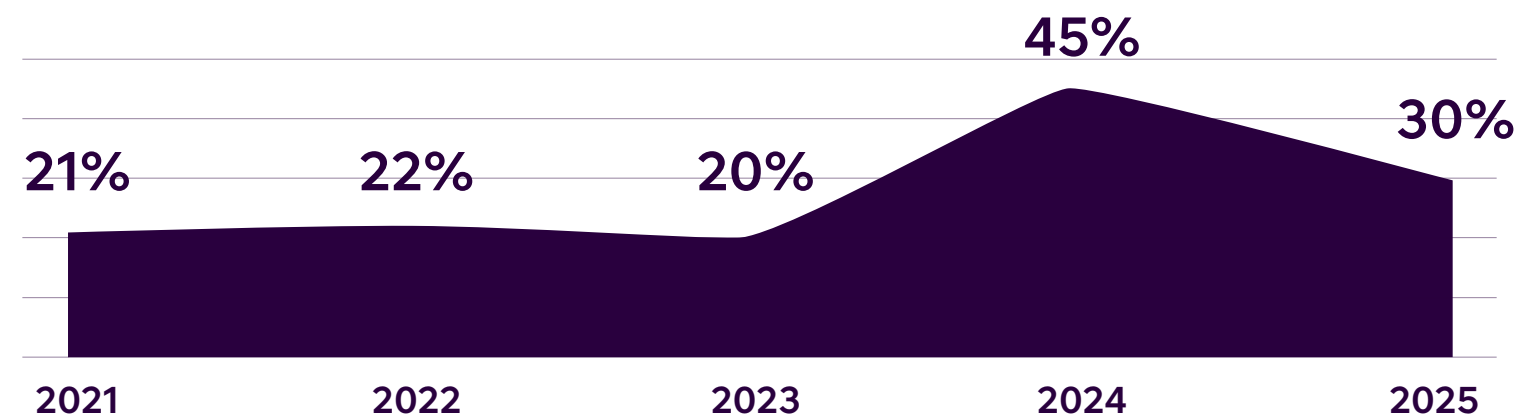
### Trade-In device return programme

We continue to enhance our trade-in service, which covers smartphones, smartwatches, tablets and laptops. Through this service, customers can exchange their existing smart device for a new one via the Telia e-shop. During campaign periods, approximately half of all devices are purchased using the Trade-In service.[

- In 2025, thousands of devices were returned through the programme, the majority of which were smartphones.
- The average value of returned phones exceeded €200.



### Share of customer devices reused out of all leased devices



### Reuse and circulation of customer equipment

The reuse of equipment remained at a consistently high level throughout the year. Of the rental devices returned to Telia, including routers and set-top boxes, 30% were prepared for reuse. This is supported by a well-established and efficient process developed over many years. Returned devices are tested immediately upon receipt, and those suitable for reuse are quickly returned to circulation rather than held in storage. Alongside managing device circulation within Telia, we also contribute to the wider reuse of electronics beyond the company.

- Approximately 20 tonnes of network equipment were reused within Telia.
- 16.5 tonnes of Telia devices were sold externally for reuse.
- 50 tonnes of equipment were directed to recycling and material recovery.
- Our subsidiary Green IT channelled more than 37.4 tonnes of devices into reuse.

### Collection

Our ambition is to recover 20% of all mobile devices sold to customers annually by 2028, equivalent to collecting one device for every five new handsets sold.

The scheme includes devices returned through our Trade-In service, as well as those brought directly to our retail stores. Wherever possible, collected devices are repaired and returned to use, while devices beyond repair are handed over to certified partners for responsible material recycling.

- In 2025, we carried out a comprehensive review of opportunities to extend the lifespan of mobile devices and reduce the resource intensity associated with manufacturing new ones.
- Our collection rate for the year reached 14.7%, which now serves as the baseline for future measurement.

**We remain committed to achieving a 20% annual collection rate by 2028. Our 2025 result places us within five percentage points of this target.**



### Packaging

We are working to reduce the environmental impact of our packaging by minimising plastic use and prioritising mono-material solutions that are easier to recycle.

In 2025, our focus was on reducing single-use packaging and improving efficiency across logistics packaging. While these measures delivered clear improvements, overall packaging volumes did not decrease, as higher shipment volumes outweighed the gains achieved through optimisation.

- Within the logistics chain between Telia's central warehouse and retail stores, we introduced reusable plastic crates at scale, replacing previously standard single-use packaging solutions.
- We also discontinued additional transport packaging for routers and set-top boxes, as their original retail packaging is sufficiently durable to ensure safe delivery to parcel lockers.
- At the same time, we continued to expand the use of circular packaging solutions. Through the Trade-In service, devices were delivered to customers in KIUD, a reusable textile packaging solution, wherever possible. Each unit was reused an average of 4.6 times over the course of the year, further reducing reliance on single-use materials.

### Waste circularity

In 2025, we redirected 97% of waste to reuse and recycling, exceeding our target of 90%. The increase in the recycling rate was primarily driven by a higher volume of waste that can be directed into material recovery, such as soil, electronics, and packaging. The volume of municipal waste and unsorted construction waste remained at a similar level to previous years.

To achieve our target, we will continue to focus on raising awareness of the importance of waste sorting among both internal teams and network construction partners.

**“In 2025, we redirected 97% of waste to reuse and recycling, exceeding our target of 90%. We are very close to achieving our 2030 goal of ensuring that all waste generated through Telia’s operations is reused or returned to material circulation.**

**Kairi Pahapill**  
Supply Chain Development Manager

### Change in total waste volume

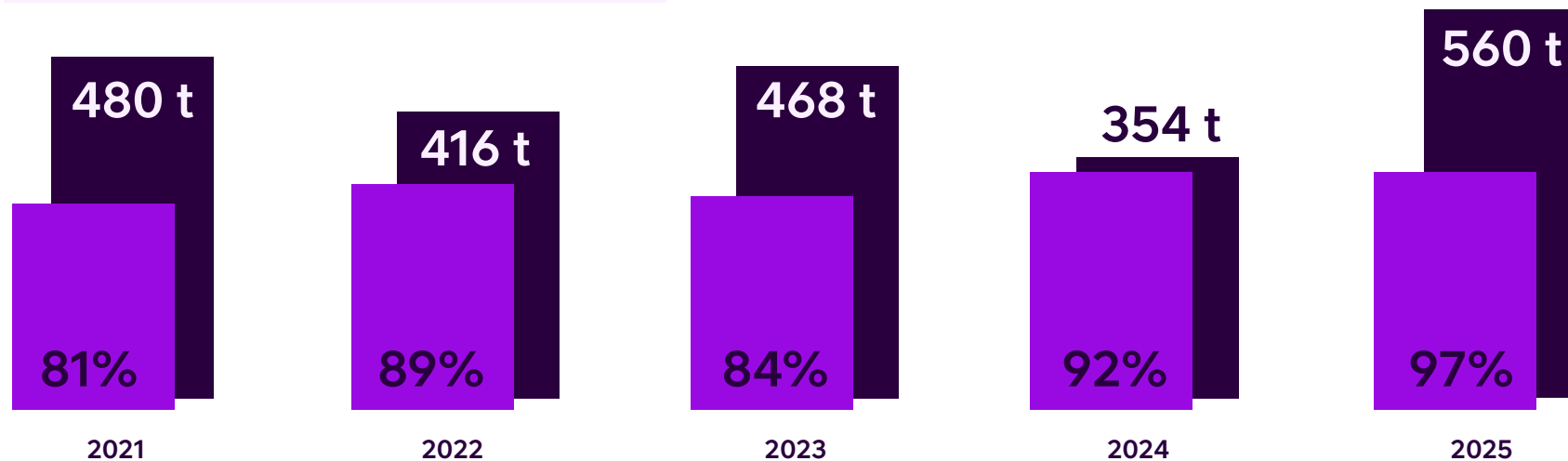
In 2025, total waste volume increased from 350 tonnes to 560 tonnes, representing a rise of approximately 60%. This growth was driven primarily by two factors:

- The expansion of network development and excavation projects, which led to a threefold increase in soil waste and had a significant impact on overall volumes.
- The inclusion of our subsidiary Green IT in waste reporting, adding more than 40 tonnes of electronics and packaging to the total.

### Digital clutter and digital clean-up

In January 2026, Telia led the eighth national Digital Clean-up Day, an initiative aimed at helping individuals and organisations reduce digital clutter across their devices and systems, while raising awareness that digital activity also has an environmental impact. A new feature introduced this year was a dedicated calculator, enabling participants to estimate the environmental footprint of both their accumulated digital data and their electronic devices. The next nationwide Telia Digital Clean-up Day will take place on 29 January 2027.

- More than 50 institutions, companies and organisations participated, alongside 1,100 private individuals.
- An estimated 300 terabytes of digital clutter were deleted during the initiative, with Telia employees contributing a further 207 gigabytes.
- Over 3,200 end-of-life electronic devices were collected for responsible processing.
- Through the Green School network, an additional 169 institutions took part, including 83 kindergartens, 74 schools, 5 hobby education institutions, 4 vocational schools and 3 other organisations, bringing total participation to 8,154.



Waste share, reuse and recycling. Reuse refers to both repeated use and reprocessing.





# Reducing environmental impact across the value chain

## Supply chain

Our largest climate impact is in Scope 3 and is linked to our supply chain. As a result, our suppliers play a critical role in achieving our climate targets.

At Telia Company level, we set a target for 2025 that 72% of suppliers would have established science-based (SBTi) climate targets. We have now set a new target: by the end of 2028, this share will increase to 75%.

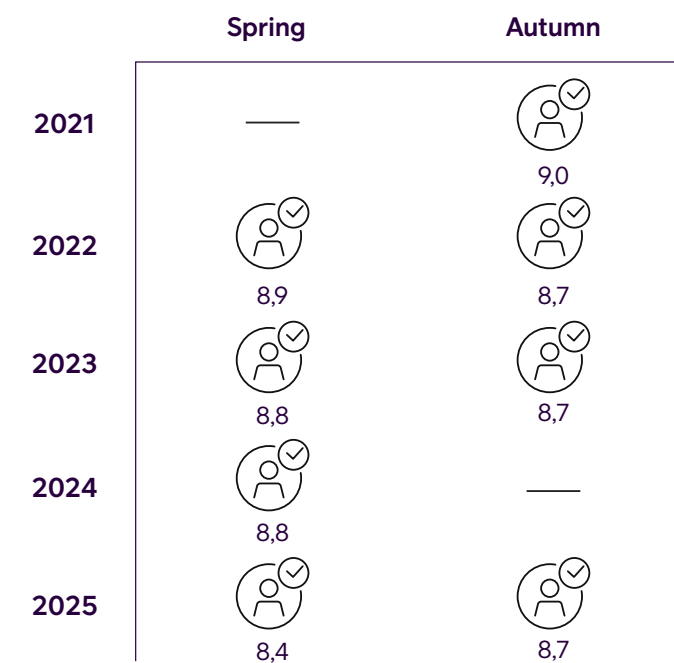
Telia's 50 largest suppliers account for approximately 65% of total greenhouse gas emissions. We expect these suppliers to reduce their emissions by 50% by 2030, compared to the base period (2018–2020).

- In 2025, 63% of Telia Company suppliers (2024: 62%) had committed to science-based greenhouse gas reduction targets.
- To strengthen awareness amongst Telia Estonia's suppliers, we hosted a dedicated environmental information day in 2025. The session presented Telia's climate ambitions, clarified our expectations with regard to science-based targets, and provided guidance on available collaboration opportunities and support mechanisms — including access to the international knowledge-sharing platform SME Climate Hub.

- In 2025, a new environmental e-learning module was developed at Telia Company level and designated mandatory for all employees, achieving a completion rate of 98%.
- Throughout Environmental Awareness Month, we curated a programme of knowledge-sharing and practical guidance spanning energy efficiency, digital waste, artificial intelligence, and environmental stewardship.

## Employee environmental behaviour

Fostering environmental awareness amongst our employees is a priority, ensuring that every individual understands their own footprint and is empowered to make more sustainable choices, in turn contributing to the delivery of Telia's broader environmental objectives.



Telia employee awareness of environmental and climate integration across our operations (scale 1–10). Telia People Pulse feedback survey 2025

## Environmental enquiries from clients

To support transparent and consistent communication, we have developed a dedicated internal tool for our business account managers, enabling them to respond to clients' environmental enquiries quickly, accurately and clearly.

- On 25 April, we hosted a community tree-planting day.

## Environmental information - explanatory notes

### Basis for Telia's greenhouse gas emissions accounting

- Telia's greenhouse gas emissions across the entire value chain include all three scopes combined.
- Telia's own emissions refer to Scopes 1 and 2, which refers to emissions arising from its own operations and energy consumption. These include fuel used by Telia vehicles, backup power fuel, refrigerants, electricity generation and consumption, and thermal energy use.
- Scope 3 covers indirect emissions outside Telia's direct control. These include purchased goods and services, products sold and leased to customers, business travel, waste, and the end-of-life treatment of sold products.

The calculations follow the Greenhouse Gas Protocol methodology. Telia's climate targets have been independently validated by the Science Based Targets initiative (SBTi)

From 2025 onwards, the subsidiary Iglu OÜ, acquired by Telia on 1 July 2025, has been included in the emissions accounting, accounting for 0.08% of Telia's total footprint.

### Changes to greenhouse gas calculation principles

In 2025, the base year (2018) greenhouse gas emissions accounting was revised, and Scope 3 emissions for 2018–2024 were recalculated to align with the requirements of the Science Based Targets initiative.

### The updated calculation principles include the following:

- The calculation methodology and specific emission factors for Scope 3 activity categories 1, 2, and 4 were updated and harmonised to improve the assessment of emissions arising from equipment, services, and logistics purchased by Telia.
- From 2025 onward, fuel used by Telia company vehicles is reported under Scope 1 (previously classified under Scope 3).

Figures for Telia's own emissions are also not directly comparable year to year. This is mainly due to the inclusion of Scope 1 refrigerants in 2020 and changes to the methodology for calculating Scope 2 district heating emissions in 2023.

### Definitions (greenhouse gases and circular economy)

CO<sub>2</sub> equivalent (CO<sub>2</sub>e) expresses the total amount of greenhouse gases converted into carbon dioxide (CO<sub>2</sub>), taking into account the different global warming potential of each gas. CO<sub>2</sub>e therefore enables all greenhouse gases to be expressed in a single, comparable unit of measurement.

The terms 'greenhouse gas emissions' and 'greenhouse gas emission volumes' likewise refer to the combined impact of all greenhouse gases.

- Reuse and recycling refers to the use of products or materials again, either through direct reuse or reprocessing. In the context of devices, the term 'device circulation' is also used.
- Reuse means using a product or device again for the same purpose without any reprocessing.
- Recycling and material recovery refers to processing materials into new raw materials or products.
- Device refurbishment refers to the collection of used devices, their inspection and repair, and their return to a new cycle of use.



# Certifications and Recognition

## Governance and cross-cutting themes (across all ESG dimensions)

- EcoVadis – Platinum rating (Telia Company)
- Estonian Sustainable Business Association Responsible Business Index – Gold level
- Quality Management System (ISO 9001:2015)

## Environmental Impact

- CDP A+ rating (Telia Company)
- Green Office label
- Environmental Management System (ISO 14001:2015)
- Energy Management System (ISO 50001:2018)

## Social Impact

- Global Benchmarking Alliance Digital Inclusion Benchmark – 8th place globally (Telia Company)
- Highest network performance score based on Rohde & Schwarz measurements
- Digital Mentors Programme — recognised by the Ministry of Education and Research as Estonia's leading media literacy initiative
- Occupational Health and Safety Management System (ISO 45001:2018)
- Remote Work Champion™ label (2024–2026)
- Information Security Management System (ISO/IEC 27001:2022)
- Brand Performance Tracker 2025 – 1st place in the privacy category
- Diversity Label
- Family-Friendly Employer – Gold label
- Peaasi.ee Cultivator Award
- CVKeskus.ee Most Desirable Employers Survey 2025 – 3rd overall in Estonia and 1st in the telecommunications and IT sector
- CV.ee Top Employer Award – 1st place in the telecoms and IT sector, and 6th place in the top-of-mind category

Thank you for reading!

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