From AI Adoption to AI Impact.

We have built positive AI momentum

… with our leaders



Telekom Transformation Team went back to “AI school”

… in day-to-day operations



Regular AI usage has risen to 83% among all employees

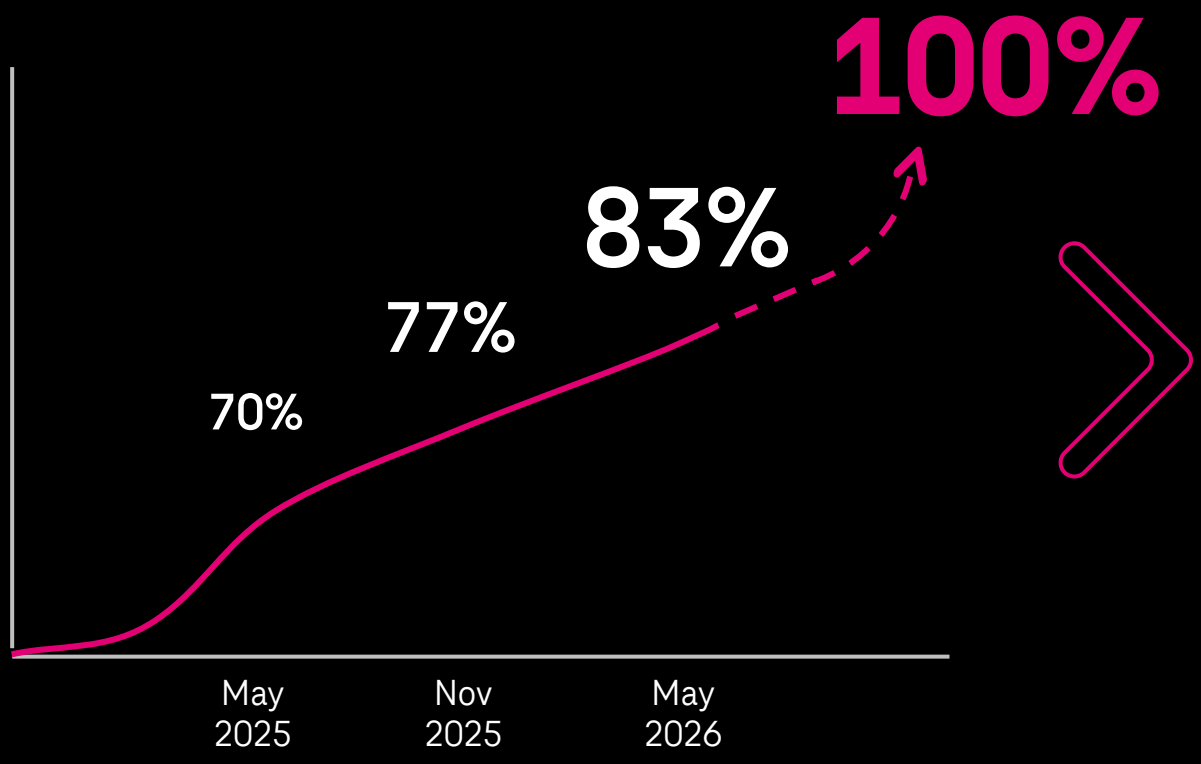
… grassroots



22 AI-related communities with > 6,000 members

We are ready for the next phase

Regular usage of AI[1]



AI for everyone

- **Tools for everyone:** AskT, ChatGPT Enterprise & MS Copilot
- **Developer tools**: GitHub, Claude, Windsurf, Optimus, ...
- **Special interest tools:** Nadia, Harvey, ...

Enabling at scale

- **>250 k** AI enablements since 2023
- **x2** AI learnings of leaders YoY

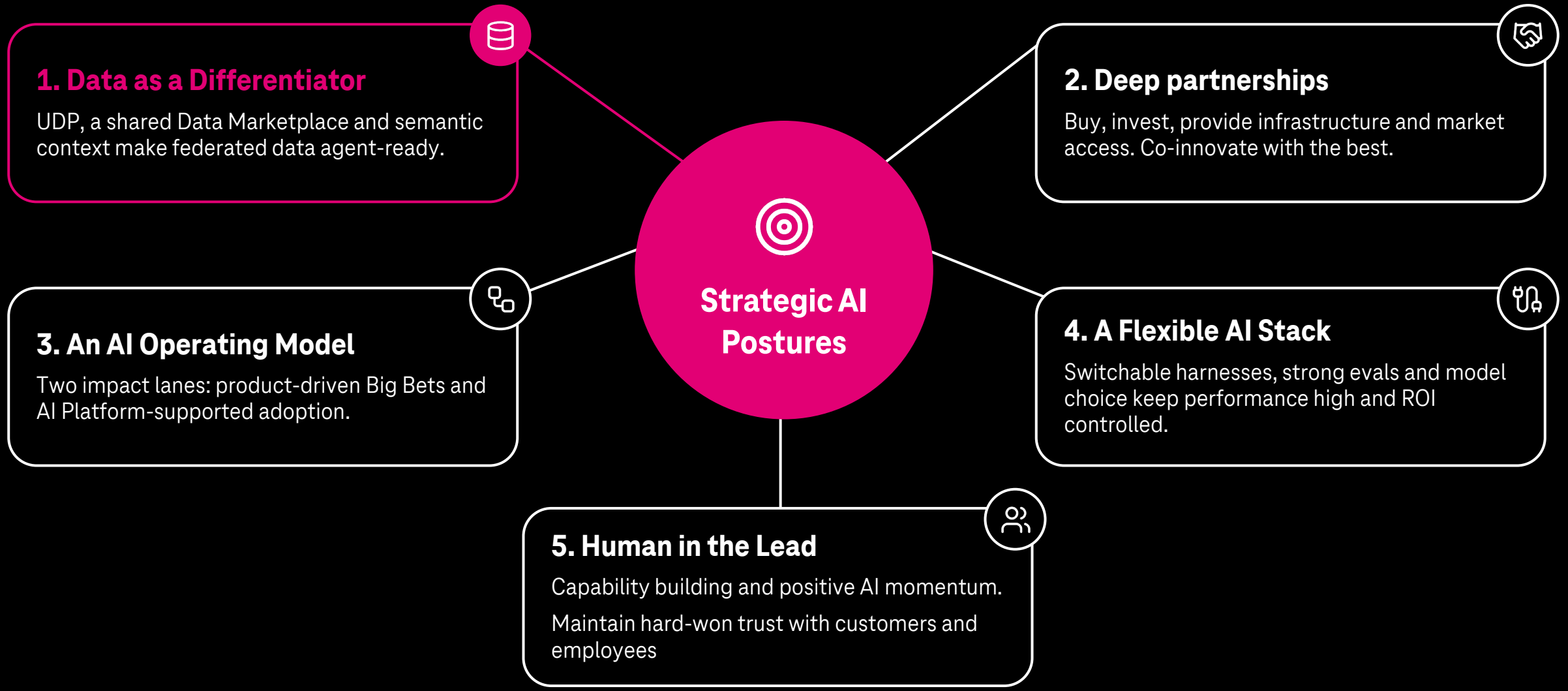
Visible impact [2]

- **80%** report substantial productivity improvements
- **65%** reinvest saved time into improving quality of work
- **Higher Engagement** of teams with higher AI adoption

[1] Results of Employee Survey, May 2026 [2] Results of ChatGPT Enterprise User Survey in DT: 1,850 participants, 2026

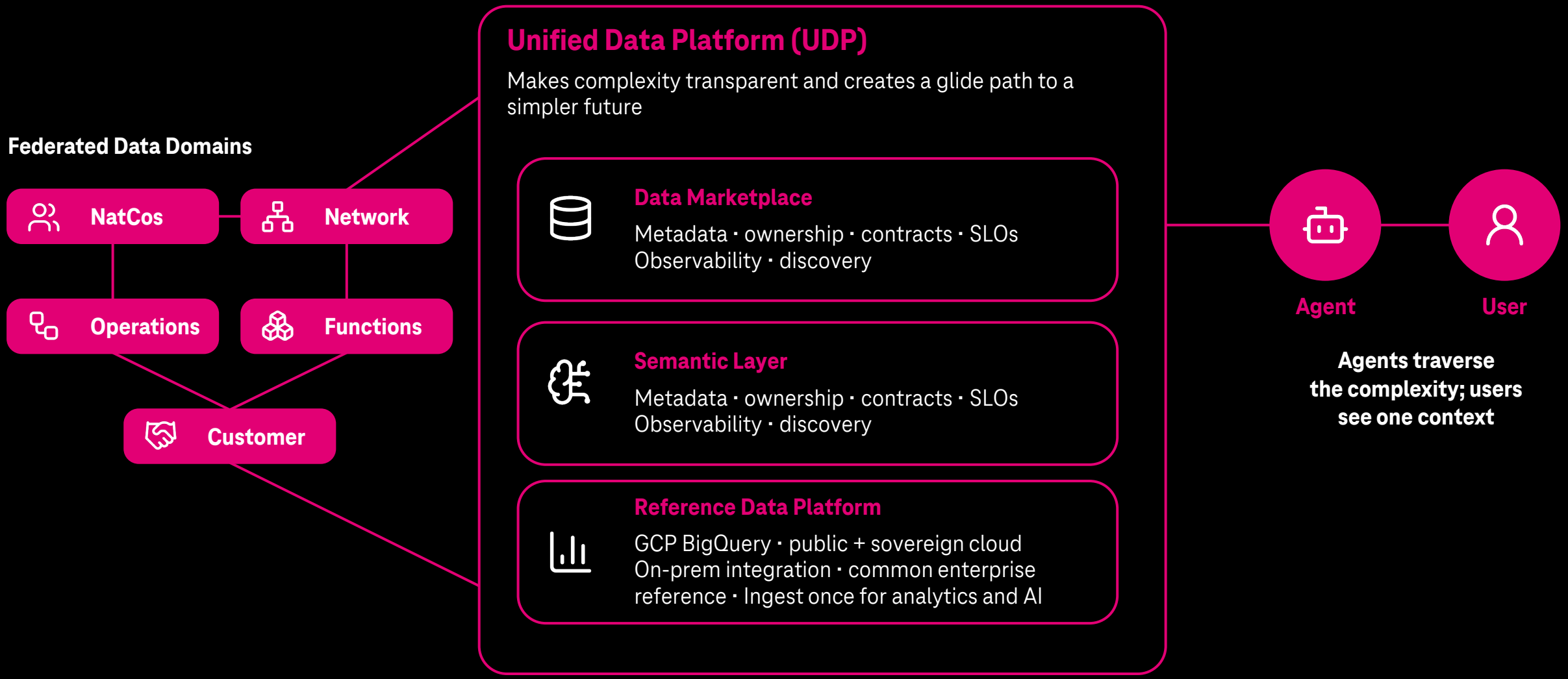
Five Postures for a fast-changing AI Landscape

How we remain agile and focused on impact



Data as a Differentiator for AI Adoption

UDP makes federated data usable while transformation happens in parallel



Winning with Deep Partnerships

Partners with investments, hosting, joint go-to-market or early access

OpenAI
Frontier Lab

AWS
Cloud + AI Tools

Microsoft
Cloud + AI platform

Google
Cloud + AI platform

Lovable
AI software builder

Perplexity
AI search

Decagon
Customer-service agents

Wonderful
Enterprise AI agents

ElevenLabs
Voice AI

n8n
Workflow automation

Black Forest Labs
Image models

HappyRobot
Operational voice agents

Nscale
AI infrastructure

Neo4j
Knowledge graphs

Cohere
Enterprise models

Together AI
AI compute + models

Illustrative ecosystem — partner roles span multiple layers and engagement models

Our AI Operating Model

Two different lanes for Impact Delivery

Lane 1 · Product Driven And Executed Like An AI Company

Smaller number of Big AI Bets

Plan

Select by value and complexity

Business ownership · central portfolio view

Design

Tiger Teams

Force priorities · harmonise journeys

Build

4–5 person AI-native squads

One flexible product · harnesses · evals

Run

FDEs deploy; business teams own

Adoption · ROI · People Score

Lane 2 · Business Driven On Common Ai Platforms

AI in everything that we do

Plan

Segments set local priorities

Impact and workforce effects stay transparent

Design

AI Builders with central FDE support

Skills and workflow redesign

Build

Configure shared AI platforms

Approved tools · models · Agent Factory

Run

Segments own adoption and impact

Central teams clear approvals and budget

Shared AI Foundation Marketplace · Tools & Models · Observability & Evals · Guardrails & Compliance · Token cost optimisation

People Foundation **Capability Building** **Change & Transformation** **Role Architecture**

Journey to Impact for a chosen big bet

Sales & service automation illustrates this Operating Model

01 Select	02 Redesign	03 Build	04 Deploy	05 Scale
Quantify cash impact and complexity	Tiger Teams redesign the journey	AI-native squad builds one flexible product	FDEs adapt to local systems	Business teams own adoption and ROI
Sales & Service as an Example	Authentication: 14 methods → 3 paths	AI-first routing + dialogue harness	Local integration + change support	Improve handling every month

Support & steering across all five

- Approval Task Force
- Red Carpet Partner Support Team
- Central AI Budget Support
- AI dashboard & leadership overview

Tiger Teams redesign Sales & Service before we build

Business owners redesign the journey for one scalable answer

1. Set Up The Decision Team

Cross-NatCo team



6 Markets · One Mandate

Product & Technology

AI Product Manager · Engineer · Architect

2. Redesign The Journey

Simplify before automating

- **Authentication**
- **AI call routing**
- **Common KPIs**
- **Customer experience**

Harmonise requirements and sign off a common design

3. Prove The Simplification

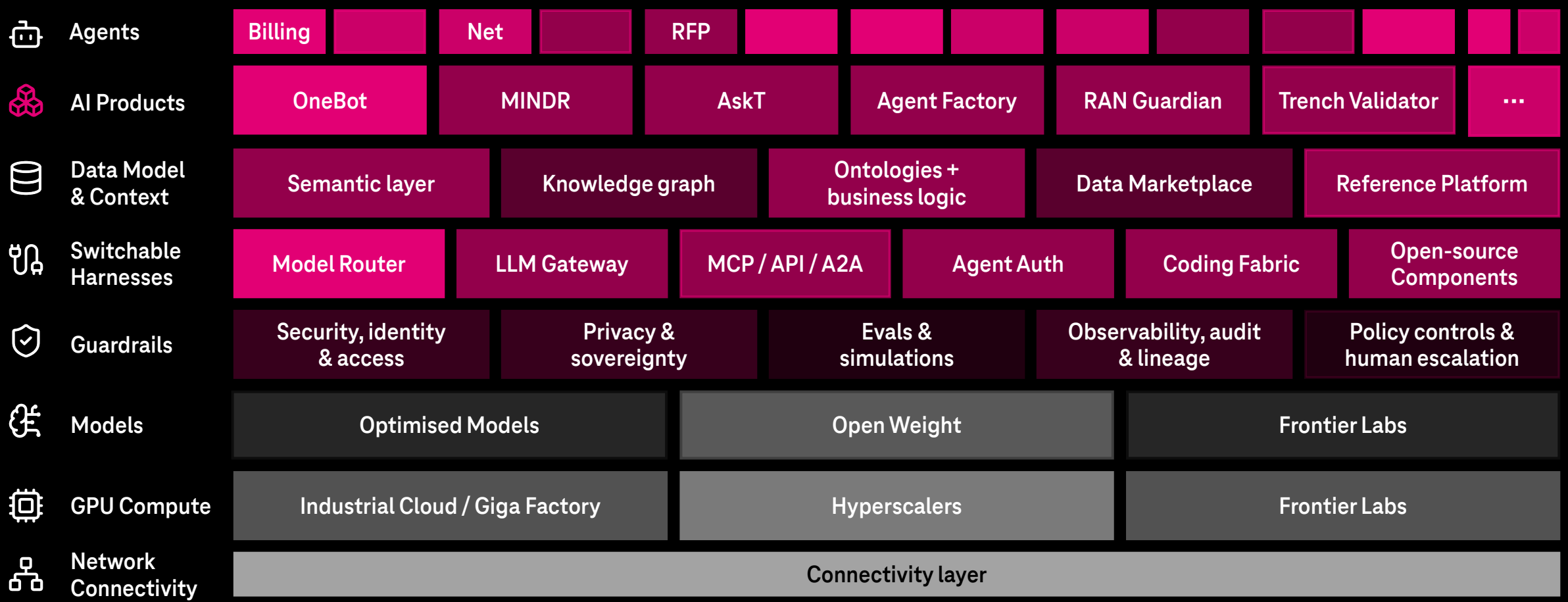
Authentication as an Illustration

14 Live Methods › **3** Common Methods › **9** Countries Adopt

One Design, Reused Across Markets

Shorter build time · less complexity · faster deployment · flexibility for localisation

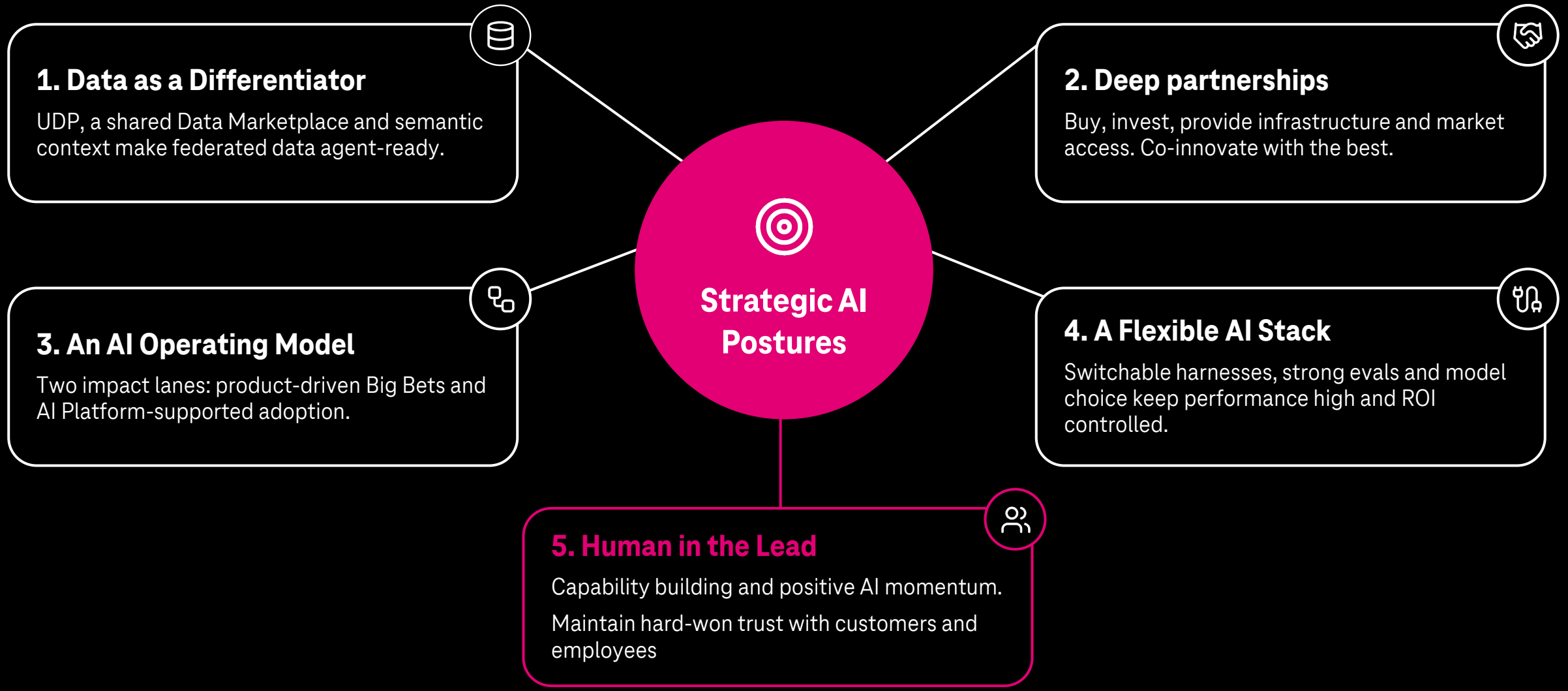
A Flexible AI Stack emerges for Telekom



- Maximum reuse, minimum lock-in
- Optimise continuously for ROI and cost
- Strong Guardrails to maintain trust

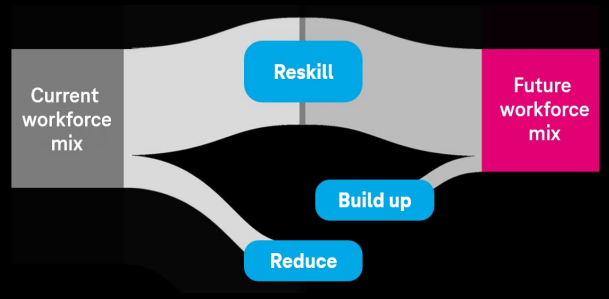
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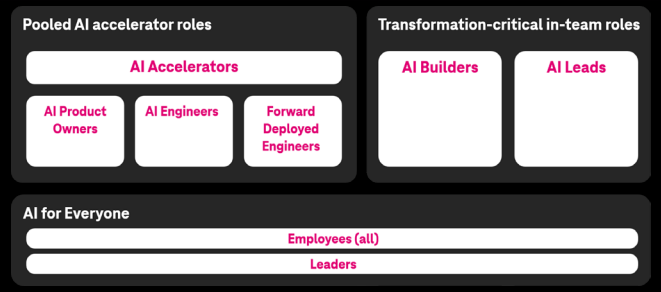


Re-imagining work

Redesigning the workforce



Redesigning capabilities and roles

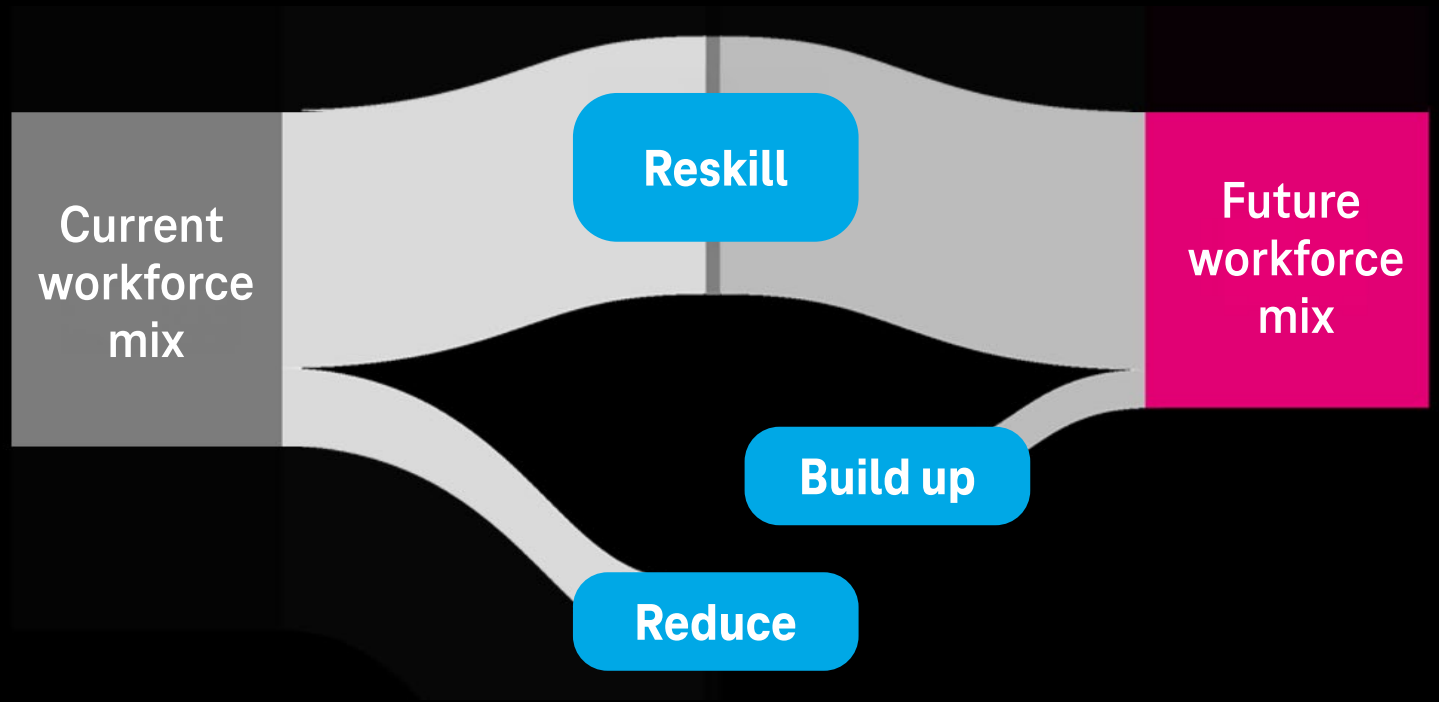


AI for Everyone

- All employees AI-ready
- Teams rethinking work
- Leaders leading the way

Powered by best HR AI tools

Redesigning the workforce



Workforce redesign

- Systematic approach: roles → tasks → activities
- Assessment of AI potential

Outcome

- Accelerated transformation ambition
- Changing skills and capabilities
- Emerging new roles

Redesigning capabilities and roles

Pooled AI accelerator roles

AI Accelerators

Provide expertise and acceleration support

AI Product Owners

Own AI products and drive business value

AI Engineers

Engineers build advanced solutions

Forward Deployed Engineers

Embedded in the business to adapt AI solutions

Transformation-critical in-team roles

AI Builders

Own and Implement no/low code solutions

AI Leads

Drive domain, process and workforce transformation

AI for Everyone

Employees (all)	Work with AI | Critically assess outcomes | Give feedback on AI quality
Leaders	Understand AI | Apply AI | Transform at scale

AI for Everyone

- Be the best in **preparing our people** for an **AI first future.**
- **Employability** as our North Star

All employees AI-ready

Q1 2027: Broad Access to external certificates
Q2 2027: Growth hub AI Coach for everyone

Teams rethinking work

Q1 2027: Broad access to Team Createathons
H1 2027: AI Wizards supporting teams

Leaders leading the way

Q4 2026: Nadia coach for all leaders
Q1 2027: AI Academy with T-Mobile US



T-Style is what makes this work











STYLE

Performance

The Uncorporate

Collaboration

The leading formula

(Best Team × Best Technology) T STYLE

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