



PRESS RELEASE

Bucharest, May 19th, 2021

Telekom launches Project Futureproof to support Gen Z in exploring future careers

- *The project Futureproof is a support platform (futurefeed.telekom.com/ro-RO) that aims to inspire & support Gen Z to identify future careers and uncover skills they do not know they have.*
- *Research conducted by Telekom reveals that Gen Z feel anxious about their future prospects with over 54% unsure what careers may exist in the future.*
- *Project Futureproof has been developed in collaboration with Gen Z contributors and skills & employability experts. It features a free-to-access digital tool that leverages vocational personality modelling to help to connect users with potential future career clusters.*

More than 1 in 2 European Gen Z are concerned about their post-pandemic futures. Project Futureproof, launched in 10 countries of the Deutsche Telekom Group, including in Romania, aims to stand by Gen Z and leverage digital optimism to help enable a successful future for the next generation. It is a support platform that has been developed to demonstrate the huge potential of Gen Z and help inspire them to identify future careers, as well as uncover skills they do not know they have.

Project Futureproof has been developed in collaboration with both Gen Z contributors and a diverse group of professional skills & employability experts. It aims to connect users to peer-to-peer inspiration & support. It has been endorsed by seven-time GRAMMY award winner Billie Eilish.

"The future feels uncertain", says Billie Eilish, "but I'm always inspired by what our generation is able to achieve in the face of so many different challenges."

In a post-pandemic world, there are many uncertainties the next generation are facing; culturally, socially & economically. Research* released by Telekom shows 61% of European Gen Z are anxious about their future job and career prospects. 54% are unsure what careers will exist in the future, with 43% saying they are unsure if they have the qualities they need to succeed.

"Telekom Romania has always supported young people and has endorsed, through its initiatives, programs and strategic partnerships, the development of the young generation of professionals. In the current context, more than ever, we want to help Gen Z by providing them with digital tools that will lead young people to identify opportunities for professional development and turn their individual passions and skills into assets for the future," says Andreas Elsner, Chief Commercial Officer of Residential Marketing & National Sales Telekom Romania.

"Gen Z are stepping into a world of work that will have been fundamentally changed by both the COVID-19 pandemic and digital transformation," explains Ulrich Klenke, Chief Brand Officer at Deutsche Telekom. "We believe that it is our collective responsibility to help them navigate the opportunities & challenges they face. We want to show them that if they have a passion, they have a future."

At the heart of Project Futureproof is a free-to-access digital tool (futurefeed.telekom.com/ro-RO) that helps Gen Z to better understand their abilities and how these are connected to future career opportunities. It uses established RIASEC (vocational personality) modelling to help to connect users with potential future career clusters. The tool helps Gen Z to see how their passions, skills, talents and personality are fundamental to helping shape their future journey and how they can best use these personal attributes as part of future careers. Unlike existing services, the tool takes a uniquely Gen Z perspective, identifying key trends & changes in the world of work, delivering insights through a personalised, gamified experience.

Alongside the tool, a 'Project Futureproof' online hub also features helpful resources where Deutsche Telekom experts share insights on how to write CVs, prepare for job interviews and improve your social media

TELEKOM ROMANIA

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3-5 Piața Presei Libere, City Gate (North Tower), 18th Floor, 1st District, 013702, Bucharest

E-mail: mediarelations@telekom.ro

Further information for journalists: www.telekom.ro



EXPERIENȚE ÎMPREUNĂ.

profile. As Europe's most valuable Telecommunications brand, Deutsche Telekom is dedicated to supporting young people with a broad ongoing range of initiatives including dual student & apprenticeship programmes, careers & employability resources, tailored youth tariffs and localised initiatives.

Deutsche Telekom is launching an international Gen Z engagement campaign and an optimistic short film that invites young people to choose utopia over dystopia and trust that their passion will support them. Created by Saatchi & Saatchi, London, the film has a message of digital optimism hinting at the career opportunities that will naturally evolve from this generations' current passions. Set in 2021, a series of sci-fi glitches offers a group of Gen Z a vision into the future, showing a glimpse into how they (and the world around them) have been changed by following their passions. Directed by Rollo Jackson, the series of vignettes of the future harness a spirit of hope and possibility with a playful, but contemporary, nod to sci-fi. Backed by a version of Billie Eilish's 'My Future', the superstar also cameos in the future world. The campaign will be featured across a range of Gen Z focused digital and social media channels including Instagram, YouTube, Snapchat, TikTok and Spotify.

In 2020, Telekom partnered with Billie Eilish to shine a light on the power and potential of connected technology in the hands of young people. Now more than ever, Telekom wants to facilitate equal participation in social, economic and cultural life, as a key focus for the brand. Project Futureproof is the next phase of its mission to support this generation, and what they do next.

To find out more visit: www.telekom.com/projectfutureproof

The Futureproof online support platform dedicated to young people is available here:

futurefeed.telekom.com/ro-RO

Watch the campaign video here: <https://youtu.be/NIHcgqih86GI>

*The research was carried out in April 2021 by Kantar, Munich on behalf of Deutsche Telekom. A sample size of 4000 young people aged from 16 to 26 years were interviewed.

Campaign & Solution Credits:

Creative Agency: Saatchi & Saatchi, London

Digital Partner – Tool concept & realization: Publicis Sapient, Germany

Film Production: Somesuch (LA Shoot: Somesuch LA, Kiev Shoot: Radioaktive Film)

Director: Rollo Jackson

Music: 'My Future' by Billie Eilish & Finneas Baird O'Connell

Lead Media Agency: Mindshare, Germany

Additional Media Agencies: emetriq (Germany), Pulse Advertising (Germany), esome (Germany)

PR: Proud Robinson + Partners

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About Telekom Romania

Telekom Romania is a dynamic brand, offering fixed and mobile innovative communication services to a broad customer community.

Our solutions open a world of infinite opportunities to share the beauty of life together with our families, friends, partners, colleagues and citizens around us. Our mission is to enrich people's lives, by offering them fixed and mobile integrated services, latest technologies like 4G, optical fibre, as well as Internet TV which brings users a new entertainment experience, with access to exclusive and quality content, on all screens, and advanced interactive features. Telekom Romania is the trusted partner for companies, providing them with complete communications and IT&C solutions. Our network is bringing together people, machines and content, connecting them for a better, safer, simpler future.

Telekom Romania is present in the Romanian market since 2014, after the joint rebranding of Romtelecom and COSMOTE Romania.

Telekom is a brand pertaining to Deutsche Telekom, one of the world's leading integrated telecommunications companies.

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CONTACT:

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TELEKOM ROMANIA MOBILE COMMUNICATIONS S.A.

Corporate Communication

E-mail: mediarelations@telekom.ro

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