



## \* 8. Our People

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### Our People

#### Our beliefs

The HR management philosophy of WIND Hellas is associated with ongoing training, encouragement, supporting initiative and ensuring a quality working environment that respects, appreciates, supports and encourages employee development. WIND Hellas is one of the most responsible employers, ensuring ideal working conditions for its employees, with many benefits and advantages.

#### Our Commitment

Our main concern is to give every employee the opportunity to ensure the best utilization of their potential and the career opportunities that arise in our Company, by offering appropriate conditions for development both at personal and professional level.

#### Our achievements

WIND Hellas created new jobs in 2008, supporting its employees and offering the means necessary for personal development.

## 8.1 The identity of our People

The Company's strategy and philosophy is not restricted to numbers but is based on the principles of non-discrimination, equal opportunities and every person's right to work.

The Company does not support child labor and ensures that all personnel hiring is in no way related to child labor.

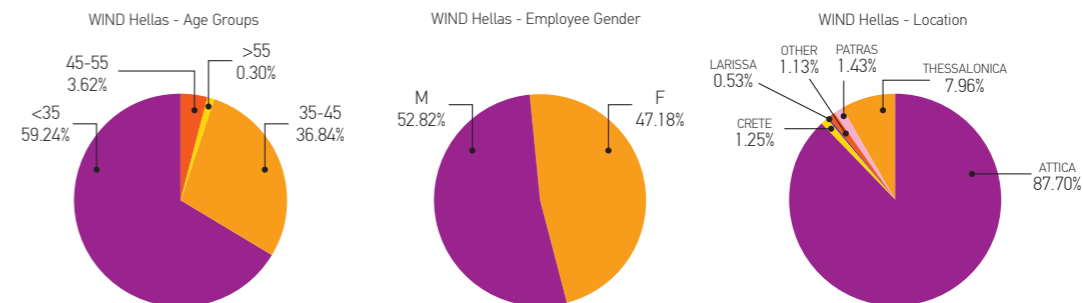
Thanks to the equal opportunities policy implemented, 47% of our workforce is women and 53% is men.

All the Company's human resources are distinguished by a high level of academic education and specialization. Of our employees, 46% have university degrees, 21% have postgraduate degrees and 20% hold technical diplomas.

Gender allocation	
Women	47%
Men	53%

Academic level	
Holders of technical diplomas	20%
Holders of university degrees	46%
Holders of postgraduate degrees	21%

Graphs per age group, gender and location



## 8.2 Creating New Jobs

The dynamic development of WIND Hellas has resulted in the creation of new jobs in the Company, which hired 299 people in 2008, 22 of them outside Athens.

The people hired outside Athens in 2008 are:

People hired per geographical location outside Athens in 2008			
Larissa	3	Patras	16
Corfu	2	Thessalonica	1
Total		22	

We announce new job vacancies by using new methods for attracting candidates.

All new job vacancies and the profiles of the people who can apply for these positions are posted on our Website and on employment Websites and are also announced through classified advertisements published in selected newspapers.

Due to the swift development of our chain of stores throughout Greece and our ever-increasing customer base, the methods used to attract new candidates to meet the increased needs of the WIND stores became more "aggressive" this year. More specifically, in 2008, the HR Division implemented a more dynamic plan for attracting candidates, which included, among other things, banner campaigns on selected Internet sites, distribution of printed matter through WIND promotional events and WIND sponsored events, a radio campaign on selected radio stations, as well as "outdoor" advertisements at central tram stations in Athens. In addition, the prospects for employment with the Company were presented through the "WIND Telecoms Career Day" meeting.

## 8.3 Training our People

Training our employees is a top priority for us, so that they can progress and increase their performance.

Our ultimate goal is to attract, maintain and develop our staff in a dynamic environment of new technologies.

That is why we offer equal training opportunities in support of the career progression of our employees, which also ensures a competitive advantage over other Companies. The training provided relates to technical knowledge and management skills, so that employees can be perfectly equipped to carry out their work. Approximately 25,000 hours were spent on training in 2008.

### Total training hours in 2008

Hours	24,939
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### Average training hours per employee in 2008

Average hours	15
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Types of training

- WIND Corporate University
- E- Learning On Line
- Scholarships
- Knowledge Management - Library

## 1. WIND Corporate University (WCU)

Since 2007, we have implemented the Corporate Leadership Program, which is called "WIND Corporate University" (WCU) within the company. It has been designed in accordance to the standards of a mini business MBA program, consisting of procedures, structures and functions similar to those of an academic institution. The purpose of the WCU is to communicate the new Leadership Framework and reinforce corporate culture. The WCU supports the development of executives through training in administration and leadership practices.



### Total training hours in 2008

Hours	3,920
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## 2. E-learning on Line - E-gnosis

E-gnosis is a pioneering and integrated training tool based on e-learning principles. It has been in operation since 2006 and includes MS Office and Business courses, as well as Harvard Business courses designed by the Harvard Business School in cooperation with the HR Division.



The 2008 e-gnosis included MS Office, Business Fundamental and Harvard Business School coaching.

### Total number of participants in 2008

Number of participants	577
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## 3. Knowledge Management - Library

A library has been set up in the Company's headquarters with over 1,000 available books and professional articles relating to Management, People Management, Marketing, Finance, Public Relation and Information Technology. The material is available to all employees and is aimed at diffusing knowledge at different sectors, depending on the employees' field of expertise.

## 4. Scholarships

Since 2002, WIND Hellas started a process for financing bachelor and master level education. Our goal is to help employees capable of progressing professionally within the Company obtain a degree.

So far a total of 42 scholarships have been offered for Graduate and Postgraduate Education

in public and private academic institutions — 29 scholarships for Postgraduate Degrees and 13 scholarships for Graduate Degrees.

## 8.4 Professional Development & Progress

To ensure the development of employees with increased potential, we invest in our staff and their development, by using state-of-the-art tools for contributing to their progress.

### 1. Company Integration Programs

Company integration programs are in place for new division and department employees, to **provide appropriate guidance** on what new employees should know both about the Company and the telecommunications market.

### 2. Development Centers

WIND Hellas shares responsibility with employees for their professional development. As part of such efforts, we have organized Development Centers. Development Centers are aimed at:

- **identifying the professional abilities and characteristics of participants**, based on the skills and performance levels required by the Organization,
- **recognizing the strengths of participants and the fields where they need improvement**, so as to lay the foundations for a dialogue relating to the structuring of the Personal Development Plan.

### 3. Personal Development Planning

Personal Development Planning ensures that each of our staff is given appropriate development opportunities in accordance to their potential and the needs of the Company. While development planning is done at a purely individualized level, we also use a common framework to determine the skills required in each step of the professional development process. Such planning is carefully prepared for each employee in close cooperation with their respective managers and is based on development experiences that are necessary for the achievement of common goals relating to the development of an individual and the progress of the Organization.

### 4. Attracting candidates within the Company

When certain vacancies have to be filled, we begin searching among our own staff, as the best source of qualified candidates.

We encourage our employees to look into opportunities for change and progress in other positions or departments, in order **to provide individuals with the opportunity to acquire knowledge and enjoy personal development and freedom of choice.** The staff at WIND Hellas can evolve into "knowledge leaders" or "people leaders."

### 5. Performance Assessment System

An important tool that focuses on employee development and progress is the Performance Assessment System. The system has two goals: first, to ensure the objective assessment of employee performance, and second, to contribute to their further development and progress.

**The key purpose is to help achieve company goals.** All Company members have a chance to discuss their performance assessment result, to ask possible questions and work out solutions in cooperation with their supervisors. A key element in the process is two-way communication in order to ensure an employee's fair and just assessment, as well as further progress.

**The assessment system is based on key competencies on which employees are assessed.** The first part pertains to such assessment. Following assessment, joint action is taken to fill in the Personal Development Plan aimed at contributing to an employee's further development through monitoring their performance.

Upon completion of the assessment, there follows a process for setting specific goals to be achieved by the employee over the following year.

## 8.5 Benefits & Working Environment

As one of the most responsible employers, we ensure ideal working conditions for our employees, as well as many benefits and advantages. We guarantee to implement policies ensuring transparency, meritocracy and objectivity for a fair and trusting working environment.

We provide our employees with an integrated competitive package of benefits, which rewards performance, skill development and overall company success. Our integrated package of benefits includes:

- Competitive fixed and variable wages, based on market comparisons, which reward an employee's contribution to the achievement of company goals
- Life insurance, including disability-accident coverage
- Group medical care coverage program, which can include family members
- Subsidized private pension scheme
- Use of mobile phone at discount prices
- Restaurant-cafe with very low prices (at Kifisias Ave. and Athinon Ave.)
- Company products offered at WIND stores at discount prices
- Privileges within the framework of the largest transaction reward program through the WIND Bonus AMEX and WIND Bonus VISA credit cards
- Discounts and offers in stores and businesses throughout Greece

In July 2007, our Company announced the signing of the Company's Collective Employment Agreement (CCEA), which was put in effect retrospectively from October 2006 and was renewed in 2008.

The CCEA has also included **a provision for covering daycare costs until children reach primary school age, the payment of child benefit even to parents with only one child,** whereas most existing sector agreements provide such benefits only to parents with at least three children, as well as coverage of the cost of medical check-ups every two years.

## 8.6 Internal Communication

WIND believes that in-depth internal communication at all hierarchy levels is one of the key factors for our success.

Ongoing, important, two-way communication reinforces a climate of trust and contributes to the establishment of a shared culture that recognizes individual skill, effort and contribution, and upgrades teamwork.

That is why we keep looking into all channels of employee-management communication, so as to establish even stronger bonds, reinforce intergroup cooperation, and utilize the power of constructive dialogue.

Moreover, in addition to the contractual obligations required by the law, we use the HR Department and all modern means of internal communication to keep employees up-to-date with issues that they are particularly interested in as members of society. The methods and channels of communication we use are numerous and are under constant development.

Following is a list of the most important ones:

### 1. Presentation of the package of benefits

As part of the integration of new employees in the Company, a personal, detailed presentation of the package of benefits is held by the HR Department for each new colleague.

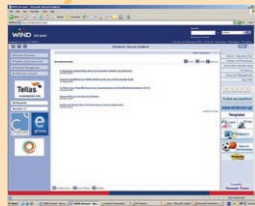
There follow some additional means used by the HR Division for providing better information to employees regarding the Company's package of benefits:

- Distribution of relevant information publications
- Distribution of easy-to-use information cards with useful telephone numbers per service
- A special Website (through the WIND portal) that includes a comprehensive presentation of all updated information and details regarding the use of the programs on offer.

### 2. WIND Intranet

WIND is one of the first companies in Greece to set up an internal Website where all employees can access all kinds of information, in an effort to make it a live two-way means of communication that promotes effective and direct information about what is going on in the Company and a means for promoting internal processes (electronic application forms) and knowledge (e-library, e-learning).

Through the Intranet, we can greatly reduce bureaucracy, as all internal applications by employees are filed and forwarded electronically in accordance with current procedures and policies.



### 3. WIND ABOUT

Another important tool that makes our internal communication effective is WIND ABOUT, our company magazine, which is distributed to all employees. The magazine presents part of the company's material, namely information about the Company's business activity, while at the same time being a means of expression for our people as it includes the most important company projects along with the experience of those who have worked for them.



### 4. Internal e-news

Internal communication was reinforced in 2008 through the mailing of special "e-news" publications, such as "Easter e-news" and "Xmas e-news", which ensured the communication of privileged seasonal discounts at WIND stores.

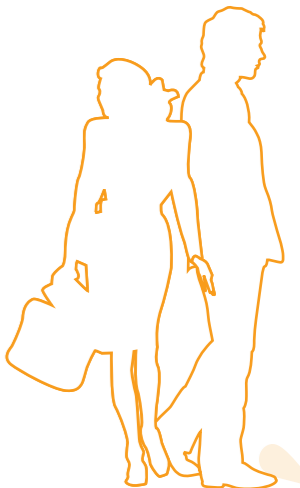
### 5. Internal Marketing

It is our policy to provide our employees with an integrated and direct promotion of products and services (internal promos).

The key practices followed in 2008 to achieve this goal were:

- The function of Internal TVs at the entrances of our largest facilities, promoting company campaigns or advertisements.
- Electronic communication of the Company's new products and services to employees.
- Electronic competitions for free invitations and tickets for events sponsored by the Company, for our employees working both in Athens and other areas.
- Special promotion actions in our facilities, through the distribution of promotional material.
- Internal branding not only in the central buildings in Athens, but in the rest of our building facilities as well.

Company messages are also communicated internally through bulk SMS sent to our employees' mobile phones, if necessary.



## 6. Employee events

Internal employee relations are further reinforced through various events organized throughout the year, such as:

- the Christmas party,
- the events held for awarding prizes to employees who have worked for the company for a long time (10 and 15 years),
- the "New Year Pie Cutting" events,
- the intercompany mini soccer and basketball championships.



## WIND Parent's Day

Every year, upon completion of the school year, Company employees bring their children into their office areas so that they can celebrate **Parent's Day** all together in an effort to help children come into contact and become acquainted with their parents' working environment, as well as to promote "work-life balance."

As part of the Parent's Day event, the "WINDLand" playground has also been in operation since 2008, welcoming children from various Institutions from around the country. Such actions and relevant liaisons with NGOs involved in child support have increased awareness of child-related issues among employees.



## 8.7 Development of Internal Volunteerism

As part of the "In Action" Corporate Responsibility program, the HR Department, based on the conviction that knowledge and incentives for awareness should begin **within the Company**, has made a systematic and decisive contribution since 2005 towards the **development of corporate volunteerism** in order to inform employees about our Company's social program and encourage active participation in the program.

The social policy of WIND Hellas begins with our own staff, who undertake initiatives and participate in a large number of actions both for social groups that need extra support and the environment.

More specifically, the following actions were undertaken in 2008:

### 1. The "Day After" program

As members of the WIND Hellas family, employees proved their sensitivity and sense of responsibility "In Action" by taking part as volunteers in the reforestation carried out in the Municipality of Avlis, in the Prefecture of Evia, as part of the "Day After" program. The volunteer work was carried out in February 2008, and a total of 22 employees took part.

It was organized by the Non Governmental Organization "PRAKSIS" in cooperation with the Hellenic Network for Corporate Social Responsibility, of which WIND is a member, in order to help the fire-stricken areas and perform volunteer reforestations.



**We promise to prepare and implement an internal volunteerism action plan for 2009, based on specific Environment-related axes per quarter.**



## 2. Supporting various institutions

Since 2006, through the special "In Action" publication, an effort has been made to inform employees about the Welfare Institutions supported by the Company, enabling them to participate as volunteers through a standing order linked to their payroll in order to provide financial support to such Institutions, which include: the "Lyreio Children's Institution," the "Hellenic Society for Disabled Children" (ELEPAP), the "Medecins Sans Frontieres" and the "Hellenic Society for the Study and Protection of the Monk Seal (MOM)".

## 3. Blood Bank – Volunteer blood donation by employees

One of the most important initiatives undertaken by the Company was the establishment of a Blood Bank, which has been in operation since 2002 thanks to the volunteer blood donation program held by employees, which is implemented twice a year.

The aim of the Blood Bank is to contribute to the nation-wide effort to ensure adequate quantities of blood and provide immediate support to employees and their families when they are in need of blood.

The Company cooperates with the largest Hospitals for the implementation of the program.

The social benefits of such actions are the promotion of volunteer blood donation and a contribution towards the establishment of a blood inventory. The benefit for the Company and its employees is that the Blood Bank has provided practical assistance to employees' families in over 160 cases.

In 2008, the Volunteer Blood donation day was held on December 5th, on occasion of International Volunteer Day, and the action was communicated through a special e-news edition prepared for that purpose.



## 4. World Environment Day

Employees participated on a volunteer basis in a Quiz through the special "e-news" edition that focused on World Environment Day, which was interactive and was aimed at increasing environmental protection awareness among employees.

Employees tested their knowledge regarding the Company's environmental protection actions. The employees that gave correct answers participated automatically in a draw to win symbolic prizes.

In addition, on occasion of World Environment Day, WIND employees working in the Company's 400 stores in Greece voiced their own environmental protection message by informing customers about the Company's "green" actions and providing them with advice on how to save energy during day-to-day activities.





## 8.8 Health & safety

In its effort to comply with the Greek laws and in line with its sensitivity to occupational safety and health issues, WIND Hellas performs periodic inspections on all facilities, and all employees are examined by occupational physicians.

Our Company has also ensured that **written occupational risk assessments are prepared for all its facilities and all activities carried out by its employees.**

By placing special emphasis on ongoing employee training and awareness, we hold training health and safety seminars for all staff members, and **a procedure is implemented to check whether every supplier and subcontractor complies with the required health and safety guidelines.**

Our primary goal is to make sure that the health and safety of all parties involved are ensured.

### 1. Health and Safety training for employees

Special health and safety training is provided to ensure that employees are well informed on such issues.

#### Total training hours in 2008

Hours	636
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WIND Hellas, in accordance to educational requirements holds regular **Fire Safety - Fire Protection and First Aid** training sessions for those colleagues who comprise the fire safety teams in our facilities all over Greece. Such sessions include both theoretical and practical training and are carried out in collaboration with the Fire Department and our Company's occupational physicians.

### 2. Indicators of Injuries, occupational diseases, working days lost, absenteeism

Year	Employees lost	Number of accidents (absence > 1 day)	Number of accidents (absence > 3 day)	Total days of absence from work
2007	0	1	7	152
2008	0	0	2	196

## \*9. Market

9.1 We invest in Infrastructures and Services to ensure benefits for all

9.2 We support those in need

9.3 We implement Responsible Marketing Practices

9.4 We promote Responsible Information & Responsible Use

9.5 We provide Information on how to use Mobile Phones and the Internet Safely

9.6 We develop Responsible Suppliers

9.7 We ensure Customer Satisfaction

### 9.1 We invest in Infrastructures and Services to ensure benefits for all

Telecommunications are a critical factor for economic development, social cohesion and security in Greece. That is why WIND Hellas **creates infrastructures and services with a view to ensuring benefits for all**, within the framework of Reliable Business Enterprise.

So far we have invested millions of Euros to install equipment in frontier areas, without any commercial benefit, in order to ensure the provision of telecommunications services throughout the country and contribute to social cohesion.

The aim of the Company is to keep developing and optimizing its network, especially in remote or isolated areas where access to and use of telecommunications is critical, as mobile telephony is one the most important means of security for local residents.

Within that framework, the Company continues to improve coverage of both island and remote areas, thus contributing to the provision of telecommunications services in nationally sensitive areas of the country.

In 2008, the GSM population coverage of WIND Hellas was 99.6%. In the sea areas of Greece in particular, coverage reached 98%.

(Data: December 2008)

## 9.2 We support those in need

### 1. Social Services

We, the people of WIND, take part in and support initiatives undertaken by Non Profit Organizations through the creation of special social services such as:

#### The “AMBER ALERT” Service

Through its nationwide telecommunications network, WIND takes part in the Amber Alert program. WIND customers can **participate actively in efforts made to locate a missing or kidnapped child**, by sending SMS messages to 1056 on their mobile phones.



#### “Medecins Sans Frontieres” donation service

In recognition of the **important charity work** done by “Medecins Sans Frontieres,” the Company supports them by creating the first Donation Service in Greece, which can be used by WIND customers to support the organization by making a donation through an SMS message to 19192 or a call to 9011602020.



The service received 160 calls and 1,674 SMS in 2008, which yielded the amount of 3,295€ for the “Medecins Sans Frontieres”.

#### European Hotline for Missing Children

WIND supports 116000, the European hotline for missing children, which can be used to report cases of missing children easily, quickly and free of charge or ensure that aid is provided to children in need.



#### “The Smile of the Child” Service 1056

In addition to the support offered to the “The Smile of the Child” Institution, WIND also offers its subscribers **the option of making free calls** to the 1056 SOS hotline from their mobile phones in order to help deal with serious incidents of child victimization.

#### “Offer” service

This is a joint charitable initiative undertaken by the three mobile telephony companies in Greece, which was started in February 2006. By activating a common 5-digit number for a specific period of time, subscribers to the three companies can send as many SMS messages as they wish (at a cost of 1€ plus VAT) to provide financial support to a Non Governmental Organization upon application. **In 2008, the service was activated 6 times.**

Through the “Offer” service, WIND paid 60,034€ to various organizations in 2008.

### 2. Products and services for the disabled

In the WIND Website ([www.wind.com.gr](http://www.wind.com.gr)) we have created a special section for the disabled ([http://www.wind.com.gr/wind\\_amea/](http://www.wind.com.gr/wind_amea/)) that enables “special-needs” mobile telephony users to access information about WIND easily and promptly by using large fonts and different colors.

Furthermore, there are special prices for subscribers with hearing or speaking impairments. More specifically, deaf or mute subscribers who have a disability ratio of over 50% can communicate by SMS at prices reduced by 50% with the special WIND Care plan.



## 9.3 We implement Responsible Marketing Practices

Our Company's communication with customers is based on the principles of transparency, in order to comply with the rules of correct conduct and ethical behavior.

### 1. Self-commitment framework

As part of self-regulation in the mobile telephony sector and with a view to the active participation of mobile telephony in the correct use of value added services by our targeted customers, we have prepared and followed in cooperation with other mobile operators the "Code of Conduct for Value Added Services Provided through Mobile Phones and for the Protection of Minor Users," which pertains also to the **safe use of mobile phones by children and teens** or to adult services.

### 2. Parental Control Services

We can assure **parents** have **control over their children's access to adult services**. We have developed appropriate procedures for barring access to such services immediately upon request by a parent. More specifically, the "Adult services" section of the WIND Plus services menu is protected by a parental control mechanism. Parents can either bar access to that section directly from their child's mobile phone, or they can call the Customer Service Department on 1260 and request barring of the section. We have also published a relevant information leaflet, which is available in all our stores.

### 3. Premium rate services (901 & 909 numbers)

To protect themselves from premium rate (901 numbers) and/or adult (909 numbers) services, WIND subscribers **can request the barring of all 901 or/and 909 numbers** by calling the Customer Service Department at 1260.

### 4. Dating and Chat Services

In the Dating and Chat services, all entries are **controlled and the use of certain predefined words is prohibited**. The Company can also block access to such services for persons breaching the terms of use of the services. One can activate the barring of such services by calling the Customer Service Department at 1260.

### 5. Ensuring the privacy of communications

To ensure the privacy of communications and the protection of personal data, our Company has established a set of security rules in the form of security policies and procedures. With such rules, we ensure the implementation of all existing legal and institutional security requirements, as established in the Decisions made by Independent Authorities (Hellenic Authority for Communication Security and Privacy, Hellenic Data Protection Authority, etc.).

More specifically, in order to **ensure the privacy of communications**, communication via the mobile telephony network is highly encrypted in accordance with international mobile telephony technical specifications, which guarantee the privacy of communication.

We comply with very strict requirements in processing our customers' personal data, in accordance to applicable legal provisions on the protection of individuals from the processing of personal data. More specifically, we comply with Law No. 2251/1994 "Consumer protection," Law No. 2472/1997 "Protection of individuals from the processing of personal data" and Law No. 3471/2006 "Protection of personal data and of the privacy in the electronic communications sector".

## 6. Informing customers about charges

We stand by each customer in order to satisfy their demands and respond to their everyday needs. This is the primary goal and everyday effort all of us have undertaken.

## What a customer wants... is what we want...

We want our language of communication to be friendly, and we want to be ahead of every development that could make an ordinary person's life easier and more comfortable.

- Our effort is reflected in our communication **material**, which is **clear, detailed, legal, fair, honest**, without any hidden details, based on actual facts and age, gender and religion-appropriate, with respect for human diversity.
- To ensure the above, the Company's marketing division checks advertising messages before they are communicated.

## 7. Implementing Transparent Pricing Practices

We want our customers to be aware of when and how charges are going to be made. At all customer information points, we make sure that any information provided is presented and **explained accurately, clearly, simply, with a view to transparency.**

Regarding multimedia information services, our Company implements the corresponding EETT regulation, by informing its subscribers in accordance with the requirements set forth in the regulation.

The rates charged for all multimedia information services are posted on a special page of the Company's Website.

## 9.4 We promote Responsible Information & Responsible Use

Our subscribers can be informed about a number of services we have developed:

### 1. Airtime Balance Information Service

The service is offered automatically and free of charge to prepaid users. Upon top-up, or at any other time, prepaid users can be **informed immediately about their remaining airtime**, as well as the balance of their free airtime plan.

### 2. Airtime Transfer Service

Our subscribers can **transfer airtime from the prepaid or tariff plan to another WIND prepaid user** who needs airtime by calling a 4-digit number or sending an SMS to a 5-digit number.

### 3. Airtime Extension Service

Thanks to the airtime extension service, even subscribers with no remaining balance at all can **extend their airtime immediately** simply by calling a 4-digit number in order to make a phone call that is absolutely necessary.

### 4. WIND Ring Me Now Service

We enable prepaid users with no airtime balance to notify any WIND prepaid user or tariff plan subscriber immediately asking them to call them back. The service can be activated simply by sending an SMS to a 4-digit number and typing the mobile number that has to call back.

## 9.5 We provide Information on how to use Mobile Phones and the Internet Safely

### • Labels for products and services, and consumer information

Our Website at [www.wind.com.gr](http://www.wind.com.gr) includes extensive information about health issues and how parents can advise their children on how to use mobile phones and the Internet correctly. We have also published a relevant brochure entitled "Mobile Telephony and Children – Tips for Parents", to ensure more **effective information on the use of mobile telephony.**

In addition, the mobile telephones and electronic devices sold by the Company are all labeled in accordance to relevant legal requirements (CE - European product safety labels, compulsory device recycling labels).

We also provide information publications in our stores to offer our customers and all interested parties information **on the correct use of mobile phones, electromagnetic radiation and health issues, as well as correct use of mobile phones and the Internet by adults.**



## 9.6 We develop Responsible Suppliers

We believe that our Company can influence a large number of companies doing business with us and we apply supplier selection policies that can **contribute to the development of Corporate Responsibility.**

Depending on its needs throughout Greece, WIND Hellas does business with local suppliers (e.g. contractors for the construction of local projects for WIND) and vendors supplying various items (e.g. suppliers of gifts, packaging material and carton manufacturers). Thus, we reinforce local markets.

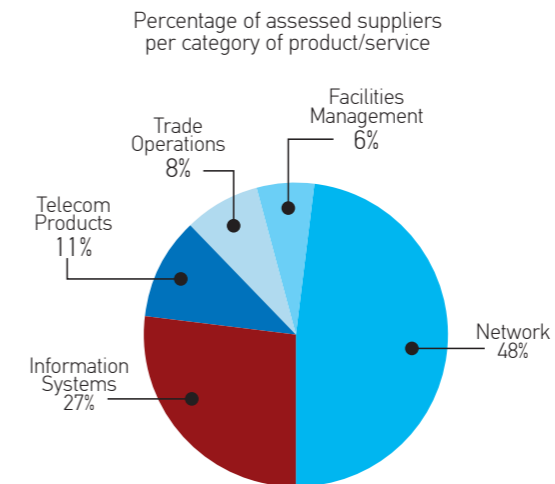
The criteria we use in choosing our suppliers are:

- Health & Safety Certification
- Self-commitment to comply with applicable environmental protection laws

To ensure the quality of its products and services, WIND assesses its suppliers in accordance with the requirements laid down in the ISO 9001 and ISO 14001 management systems.

### • Assessment of Suppliers

We apply strict procedures for the selection and assessment of our suppliers and the control of our tenders and suppliers. Within the framework of this effort, 461 critical suppliers were assessed on the basis of such criteria regarding the quality of their products and services, as well as economic, environmental and other details for the year 2008; these suppliers were active in the sectors shown in the following graph.



**The Company's goal is to continue to perform an annual assessment of all critical suppliers responsible for the majority of our purchases, as well as to enrich our assessment with further social and environmental measurable criteria.**

## 9.7 We ensure Customer Satisfaction

Our Company carries out regular inspections throughout Greece to verify network coverage quality with a view to ensuring continuous and uninterrupted communication between our subscribers.

Furthermore, to ensure ongoing improvement of Company-customer relations, we do periodic surveys using measurable terms, pertaining to all areas where customers come in contact with the Company.

The following surveys were performed in 2008:

- “Secret Visitor” and “Secret Caller” type surveys
- WIND Franchisee Satisfaction Survey
- Market Surveys

In 2008, the percentage of remarks-complaints received from customers per month was approximately 3% of the total number of requests. In an effort to reduce the above percentage, an integrated interdepartmental customer complaint management mechanism has been set up, with the following key features:

- A common base for recording and routing the various cases
- Ongoing day-to-day quality monitoring of the progress, method and time of resolution of cases
- Preventive and corrective action plan to keep improving the process
- Informing customers on the resolution of their cases through telephone and SMS
- Daily, monthly and annual review of relevant results and communication of such results to the Management

In addition, a mechanism has been developed for recording proposals made by subscribers about planning new services or modifying existing ones. Such proposals are evaluated on a monthly basis and are forwarded to the Marketing Department for further action.

### • Compliance with the Code of Conduct

In promoting ethics and correct business practices in all our operations, we have participated actively in the consultation with the Hellenic Telecommunications and Post Commission (EETT) for the drafting of the Code of Conduct for the provision of electronic communications to consumers, which describes the key principles and rules that have to be complied within the sale of electronic communication services by our employees, partners and contractors.

You can find the Code of Conduct for the Provision of Electronic Communications on the Company's Website or obtain it from all WIND stores and Customer Service Department representatives through the company's information Websites.

In an effort to actively encourage our partners to implement business ethic rules, we have prepared the Directive for the Management of Active or Deactivated Customers with Overdue Payments, which **lays down key principles of business behavior** which all Companies have to follow in communicating with our customers.

To that end, we have encouraged and participated actively in Public Consultations with the relevant Authorities for the establishment of special laws relating to the principles and rules that should govern the operation of Companies focusing on informing debtors on overdue payments.

## \* 10. GRI Relevant Requirements Table

Main and Additional Indicators	Reference to a specific paragraph
<b>Strategy and Analysis</b>	
1.1 Statement by the CEO	2
1.2 Key impacts, risks and opportunities	5.5
<b>Organization Profile</b>	
2.1 Name of the Organization issuing the Report	4.1
2.2 Primary brands, products or/and services	4.4
2.3 Organization's structure	5.4.1
2.4 Location of Organization's headquarters	4.1
2.5 Countries where the Organization operates	4.1
2.6 Nature of Ownership	4.3
2.7 Markets served by the Organization	4.5/4.6
2.8 Scale of the Organization	4.2
2.9 Significant changes to the Organization	5.7
2.10 Awards received	5.8
<b>Report Parameters</b>	
3.1 Reporting Period	1
3.2 Most recent previous Report	1
3.3 Reporting cycle	1
3.4 Contact point for queries	1
3.5 Defining Report content	1
3.6 Boundary of the Report	1
3.7 Limitations to the scope of the Report	1
3.8 Joint ventures, subsidiaries and outsourced operations	(Not applicable)
3.9 Data measurement techniques	1
3.10 Effect of any re-statements of information	(New Report)
3.11 Changes from previous Reports	(New Report)
3.12 Identifying the location of GR standard disclosures	10
3.13 External assurance	1

Main and Additional Indicators	Reference to a specific paragraph	
<b>Governance, commitments and participation</b>		
4.1 Governance structure and engagement	5.4/5.4.1	
4.2 Role and duties of the Chairman of the Board of Directors	5.4	
4.3 Independent/non-executive members of the Board of Directors	5.4	
4.4 Mechanisms for communication with the BoD	5.4.2	
4.5 Compensation and performance of executives	5.4	
4.6 Conflict of interest in the Board of Directors	5.4.4	
4.7 Expertise of the BoD relating to sustainable development issues	5.4	
4.8 Statement of mission or values	5.3	
4.9 Governance performed by the BoD	5.4/5.4.3	
4.10 Evaluating the performance of the BoD	5.4.3	
4.11 Precautionary approach/principle	5.5	
4.12 Externally developed principles/regulations	3.4	
4.13 Membership of associations	5.9	
4.14 List of stakeholder groups	3.3	
4.15 Identification of stakeholders	3.3	
4.16 Approaches to stakeholder participation	3.3/9.2/9.5/9.6/9.7/8.6/8.7	
4.17 Topics raised through stakeholder involvement	9.2/8.6/8.7/6.1/6.2/6.3/6.4/6.5	
<b>Management Approach</b>		
	Our Commitment	5
Economy	Social Contribution	4.2
	Indirect economic impact-Local communities	8.2
	Our Commitment	7
Environment	We operate in accordance with environmental standards	7.1
	We take initiatives	7.11.1/7.11.2/7.2.5



	Main and Additional Indicators GRI	Reference to a specific paragraph
Society	Our Commitment	6
	Education	6.1
	Children	6.2
	Culture	6.3
	Environment	6.4
	Social Relief	6.5
Labor Standards	Our Commitment	8
	Employment	8.1/8.2
	Professional development & training	8.3/8.4
	Internal communication	8.6
	Internal communication	8.7
Product Responsibility	Occupational Health & Safety	8.8
	Marketing Officer's practices	9.3./9.4/9.5
	We support those in need	9.2
	Customer satisfaction	9.7

### Financial performance indicators

	Disclosure on Management approach	2/3.2/5
EC1	Direct Economic value	4.2
EC6	Management of locally-based suppliers	9.6
EC7	Procedures for local hiring	8.2
EC8	Infrastructure investments	4.5/9.1
EC9	Understanding and describing significant indirect economic impacts	6/9.6/8.1/8.2

### Environmental performance indicators

	Disclosure on Management approach	7/7.1
EN1	Materials used	7.5/7.6/7.7/7.8/7.9/7.10
EN3	Energy consumption	7.2.2
EN5	Energy saved	7.2.3/7.2.4/7.2.5
EN8	Total water extraction	7.3
EN16	Total direct and indirect gas emissions	7.2.2
EN18	Initiatives to reduce greenhouse gas emissions	7.4
EN22	Total weight of waste	7.11.1
EN26	Initiatives to mitigate environmental impacts	7.4/7.5/7.6/ 7.7/7.8/7.9/7.10/7.11

	Main and Additional Indicators GRI	Reference to a specific paragraph
<b>Social performance indicators: Labor practices and decent work</b>		
	Disclosure on Management approach	8
LA3	Benefits provided to full-time employees	8.5
LA7	Rate of injury, occupational ailments, etc.	8.8
LA8	Education for employees on health issues	8.8/7.12.2
LA10	Average hours of training per year/employee	8.3
LA11	Programs for skills management and lifelong learning	8.3/8.4

### Social performance indicators: Society

	Disclosure on Management approach	6
S01	Impacts on communities	6.1/6.2/6.3/6.4/6.5
S04	Actions taken in response to incidents of corruption	5.6

### Social performance indicators: Product responsibility

	Disclosure on Management approach	9
PR1	Compliance with health and safety standards	7.11.1/7.12.1/7.12.2/7.12.3/8.8
PR3	Information on product labeling	9.5
PR5	Customer satisfaction	9.7
PR6	Programs for adherence to standards related to communications	9.3/9.7

### Sector Supplement

IO3	Practices to ensure health and safety of personnel	7.12.2
IO4	Compliance with standards on radiofrequency emissions	7.12.1
IO5	Compliance with guidelines on exposure to radiofrequency emissions from base stations	7.12.1/7.12.3
PA2	Practices for access and use of products and services by the disabled	9.2
PA7	Policies and practices to manage human rights issues relating to access	9.3
PA10	Initiatives to ensure clarity of charges and tariffs	9.3
PA11	Information to customers about products and services	9.4

\* **Table of Principles of the Global Compact Initiative**

Principle	Paragraph
<b>Human Rights</b>	
1. Supporting and respecting the protection of fundamental human rights	8.1/8.5
2. Making sure that they are not complicit in human rights abuses	8.5/3.2/5/5.1
<b>Labor Standards</b>	
3. Upholding the freedom of association and the effective recognition of the right for collective negotiation	-
4. Elimination of all forms of forced or compulsory labor	-
5. Effective abolition of child labor	-
6. Elimination of all kinds of discrimination in respect of employment and occupation	8.1/8.2
<b>Environment</b>	
7. Supporting a precautionary approach to environmental challenges	7.4-7.11
8. Undertaking initiatives to promote greater environmental responsibility	7.1-7.12
9. Encouraging the development and diffusion of environmentally friendly technologies	9.5/7.2.3-7.2.5/7.4-7.11
<b>Anti-Corruption</b>	
10. Working against corruption in all its forms, including extortion and bribery	5.6

Assiduity of Sustainability Report texts.  
Structure of GRI Indicators