Investors Day. Deutsche Telekom.

March 19, 2008.



T-Home. Broadband/Fixed Network.

Timotheus Höttges, Member of the Board of Management DTAG.

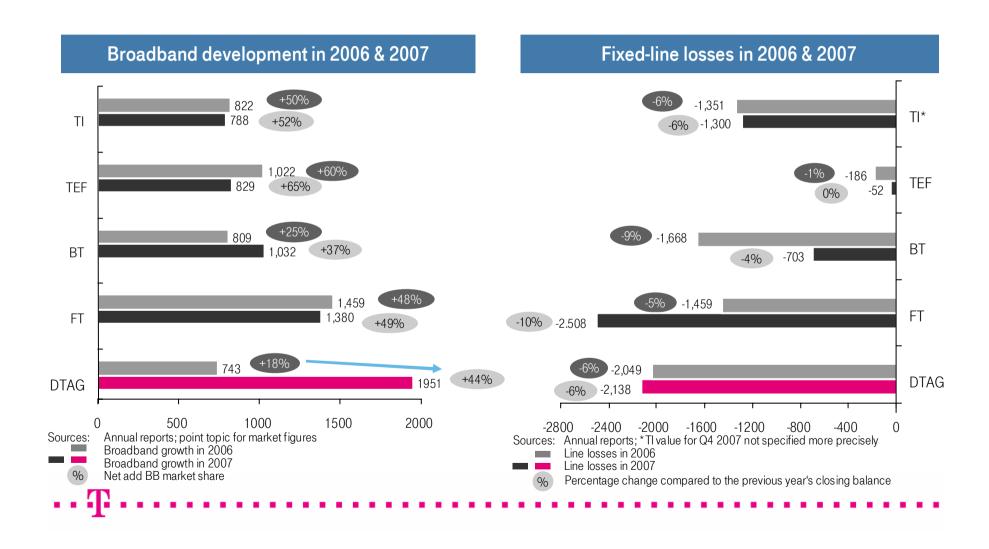


2007: Turnaround in all parameters.

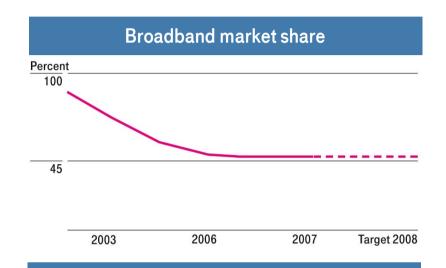
		2007 goal	FY 2007
Expand broadband market leadership	Broadband net add market share	40-45%	44%
Launch IPTV	 Entertain customers 	100-200K	150K
Biggest sales interface	Telekom shopsTelekom partners	786 1000	804 (+181) 1011 (+767)
Meet service expectations	 E20 availability Deadline compliance Order processing time IT stability (MTBF in h) 	65% 80% 1-2 >100h	69% 82% 1.4 104 h
Save for Service	 Cost savings in € - gross Cost savings in € - net 	1.2 bn 0.9 bn	1.2 bn 0.9 bn
Establish Winning culture	 Performance management Talent management Consequence management Health rate 		

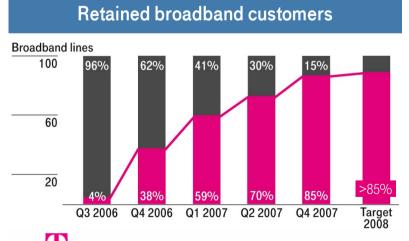
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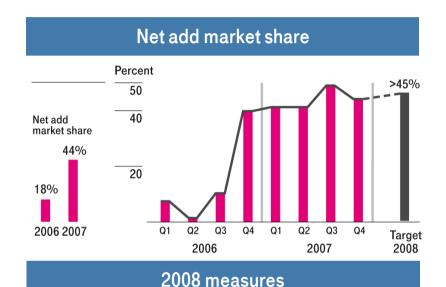
Broadband net adds and fixed-line losses in European comparison at peer level again.



Broadband net add market share more than doubled in 2007; target for 2008: > 45%.

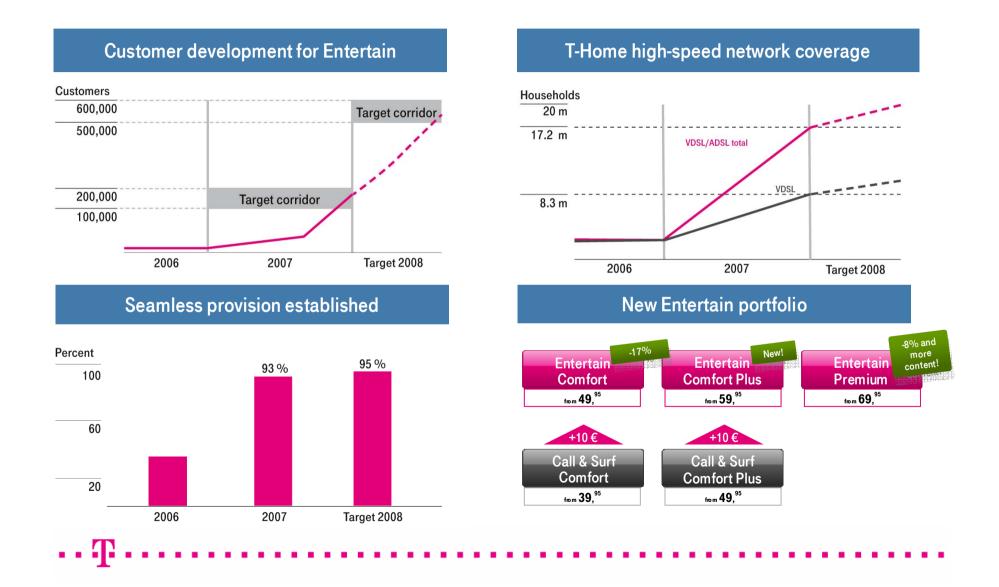






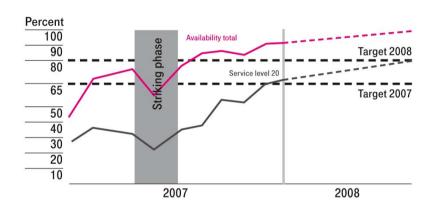
- Concentrated market investment in H1
- Portfolio adjustments
- Win back DSL resale customers
- Develop new target groups (e.g. VSE)
- CRM program (direct-marketing and sales measures)

Increase Entertain customer base to > 500,000 in 2008.

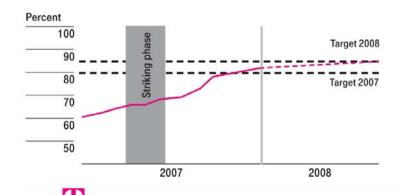


Sustainable improvements in service performance indisputable and ambitious targets for 2008.

Call Center availability at high level



Technical Service deadline compliance



Customer Care awards





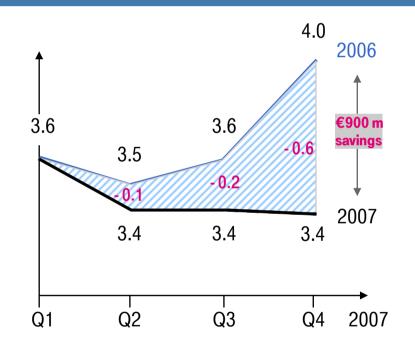


Perspectives for 2008

- Increase of service level 20 to service benchmark of 80%
- Increase of deadline compliance rate to 85%
- Increase of first contact solution rate to 75%
- Increase of automation rate in order management to >80%
- Significant reduction of complaint rate by 60%
- Reduction of installation and repetition failures

Opex savings of €1.2 billion (gross) or €900 million (net) achieved in 2007.





2007 achievements

- Gross cost savings 2007 of €1.2 billion:
 - €0.4 billion personnel costs
 - €0.4 billion IT/billing
 - €0.4 billion rent, consulting and other
- Termination costs reduced by €0.2 billion
- Domestic net cost savings of €0.9 billion
- €0.5 billion in savings invested in customer base and better service, including:
 - Higher DSL retail net adds
 - Higher number of shops
 - Better custom er service

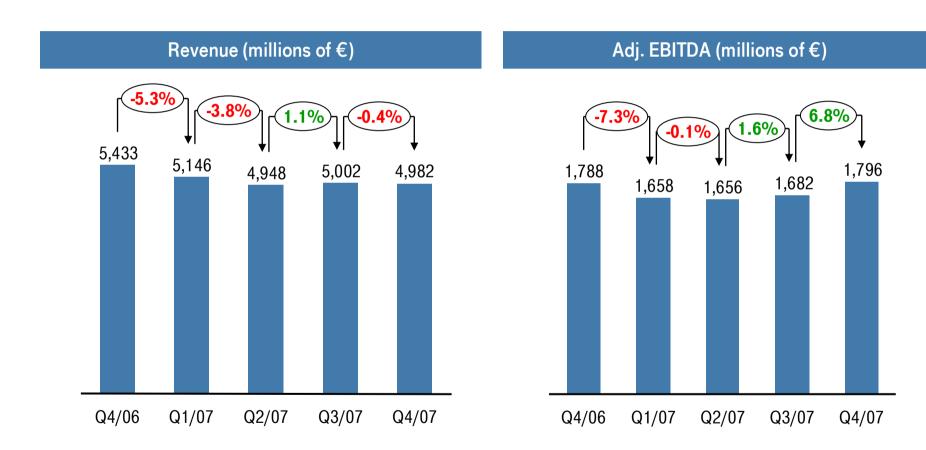
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BIG 6 2008: Continue reorganization through focus program.

1 0		2008 goal	
Expand broadband market leadership	Broadband net add market shareDecline in revenues	> 45% -4% to -6%	Christian Illek
Mass-market-capable IPTV	Entertain customers	> 500K	Chri
Meet service expectations	 Availability (E20) Deadline compliance Complaints rate IT stability (MTBF 20) 	80% 85% - 60% 120h	Thomas Berlemann
Develop customer- oriented Next Generation Company (NGC)	 Next-generation DSL: nationwide production launch on BU basis First-contact solution rate Automation rate (retail/wholesale delivery) Number of deactivated IT systems; activation of new-customer management systems (CRM-T, other) 	100,000 75% > 80% 9	Thomas Dannenfeldt
Save for Service @ T-Home	Cost savings (gross)Reduction of DSL failure frequency (MTBA)	€1 bn > 3.5 years	Da
Establish a winning culture	Health rateStaff restructuring	95 %	

T

Strong sequential BBFN domestic revenue and EBITDA decline in 2006 could be significantly lowered in 2007.



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BBFN domestic: Visible trend towards revenue and EBITDA stabilization.

	2007	2008	2010	
Revenues	-8%	-4% to -6%	Stabilize revenue	
Save for Service Gross Net	€1.2bn €0.9bn	€1.0bn €0.1bn	Ongoing cost reduction with higher net savings	
Adj. EBITDA	-14%	-5% to -8%	Stabilize EBITDA	
Broadband Net adds Net add MS	2.0 m 44%	1.6 >45%	>45% BB market share >1.5 m Entertain customers	
Net adds PSTN Market share	-2.1 m 82%	-1.7m to -1.9m + all IP migration -0.8m to -1.1m 73-75%	Ongoing line losses; market share ~65%	
т			<i>y</i>	

T-Home. Broadband/Fixed Network.

Dr. Christian P. Illek, Member of the Board of Management T-Home, Marketing.



Despite fierce competitive pressure T-Home strengthened position in 2007.

Market Development 2007

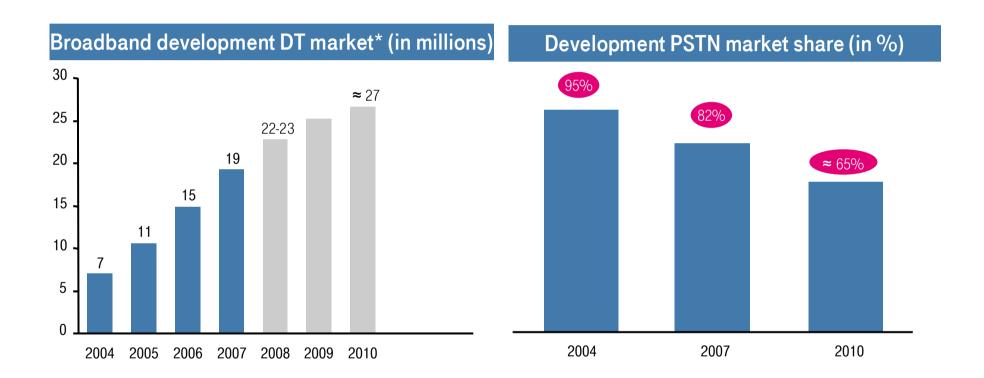
- Broadband net adds: 4.4 m
- Streetprice: decline of 25% for Double play
- Change in Competitive environment (Net add share development 2006 to 2007)
 - Cable: grew from 6% to 8%.
 - ULL: slight increase market share from 39% to 41%.
 - Reseller: significant decrease from 37% to 7%.

DT Achievements

- DT share of net adds increased from 18% in 2006 to 44% in 2007
- Entertain customer base in line with expectations (150 k marketed)
- Entertain portfolio with highest customer satisfaction (Entertain Comfort Plus: TRI*M 17 ppt higher than average T-Home)

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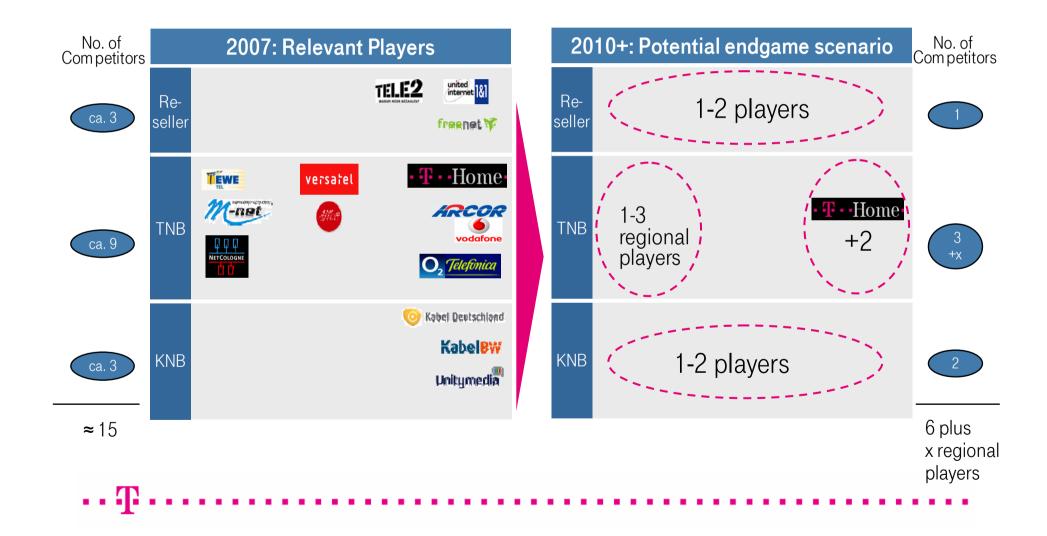
Broadband continues to grow but at slower pace.



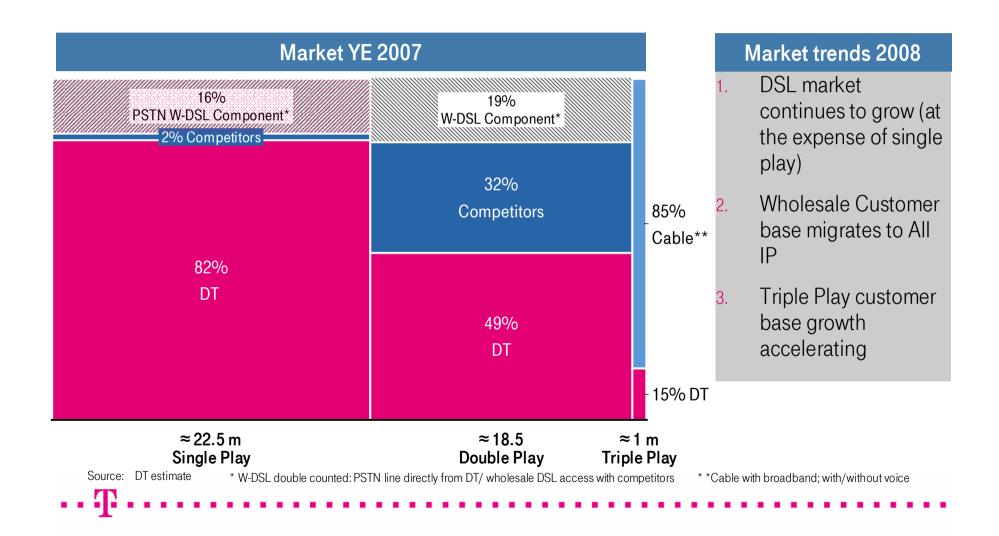
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^{*}Source: DT estimate; Residential and business.

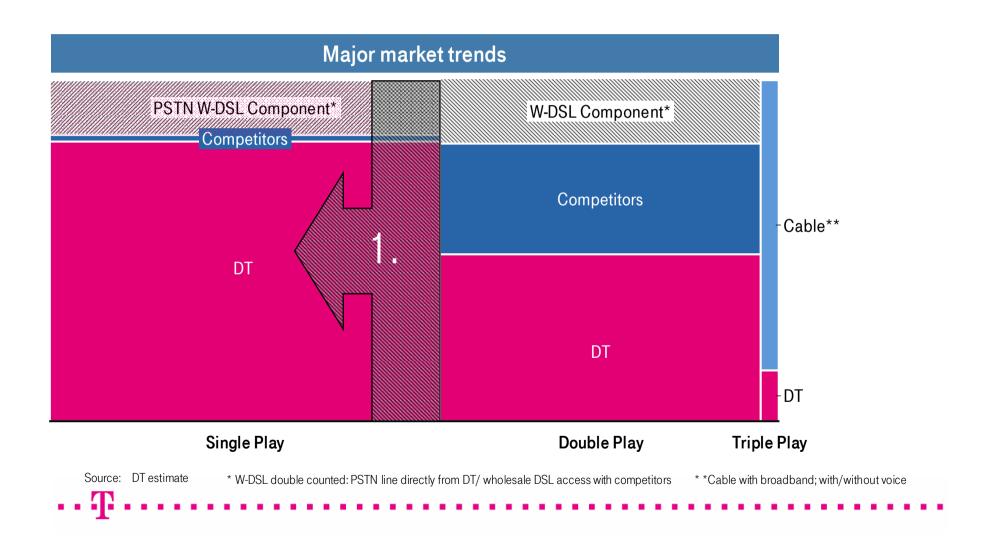
Competitive landscape will consolidate with 6+ players likely to remain.



Market dynamics in 2008 driven by 3 major trends.



Strategy 1: Increase broadband net add share to >45% to compensate for single play losses.



Strategy 1: Net add share of broadband >45% mainly through targeted customer approach and churn reduction.

Customer Target Groups

- Attract new target groups (e.g. best ager/family)
- Push congstar through All IP

Portfolio

- Continuous portfolio adjustments, follower strategy on pricing
- Convergence offerings (e.g. family package)

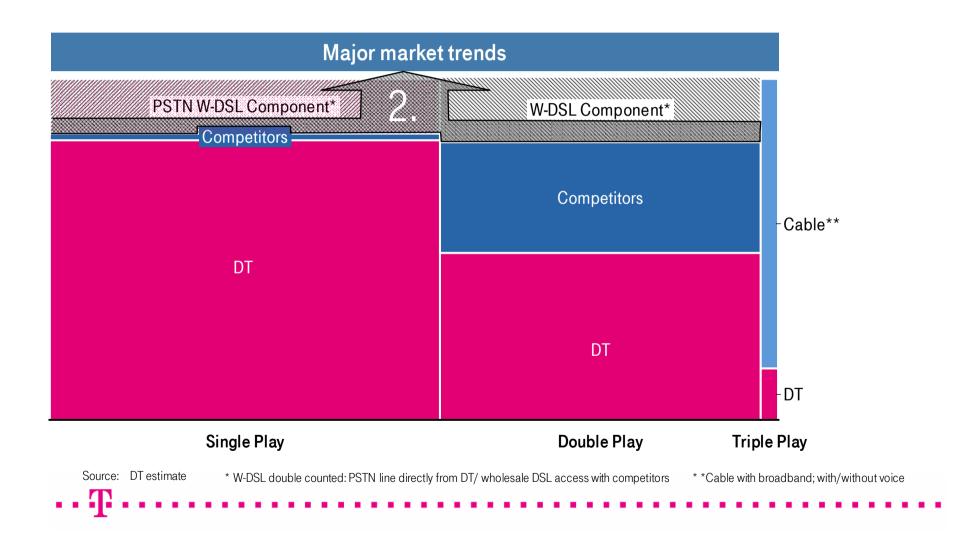
Footprint

- Continue with multi-channel sales strategy, expand footprint in selected geographies
- Expand broadband infrastructure (DSL in rural areas/SAT)

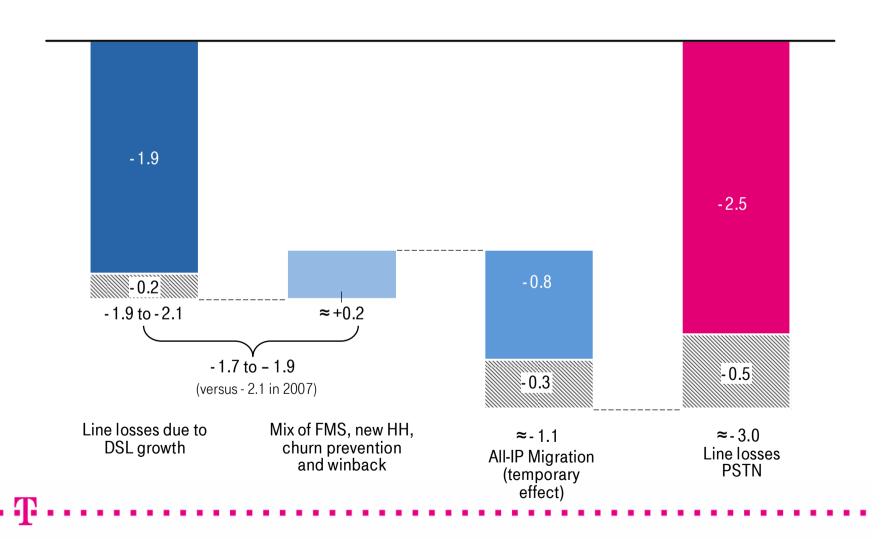
CRM

- Intensify Win back
- Reduce DSL churn by approx. 4 6 ppt.

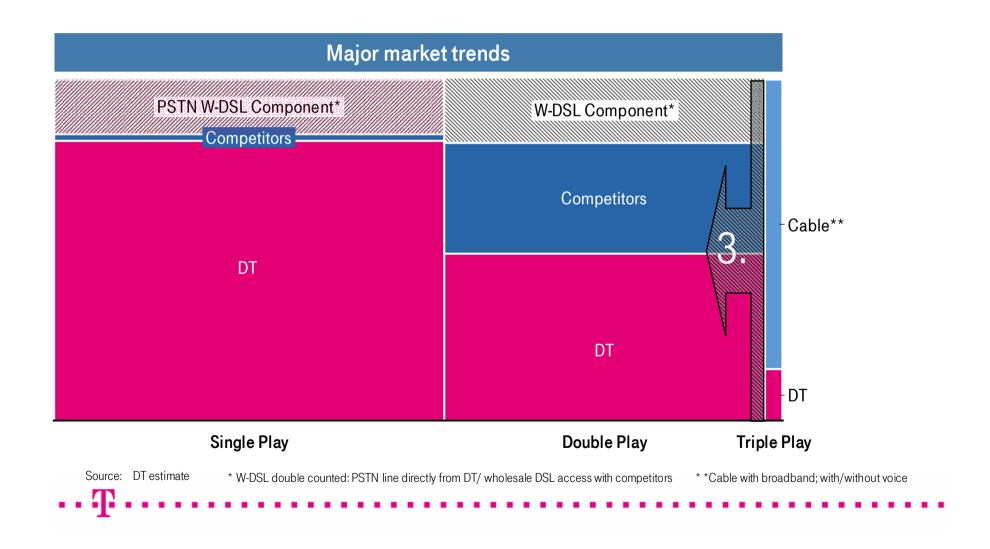
Strategy 2: Mitigate All IP Migration through ULL focus and winback activities.



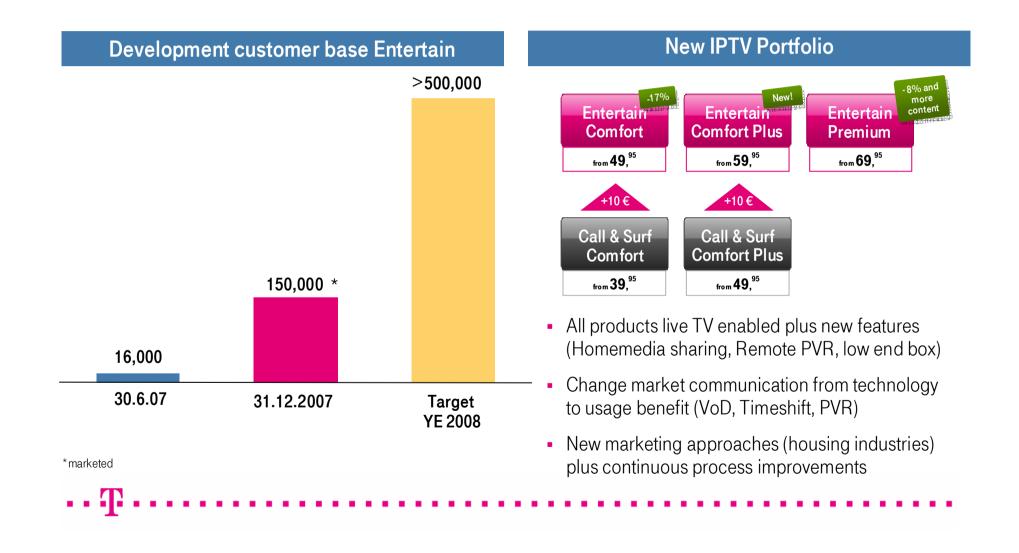
Our view on the PSTN development 2008.



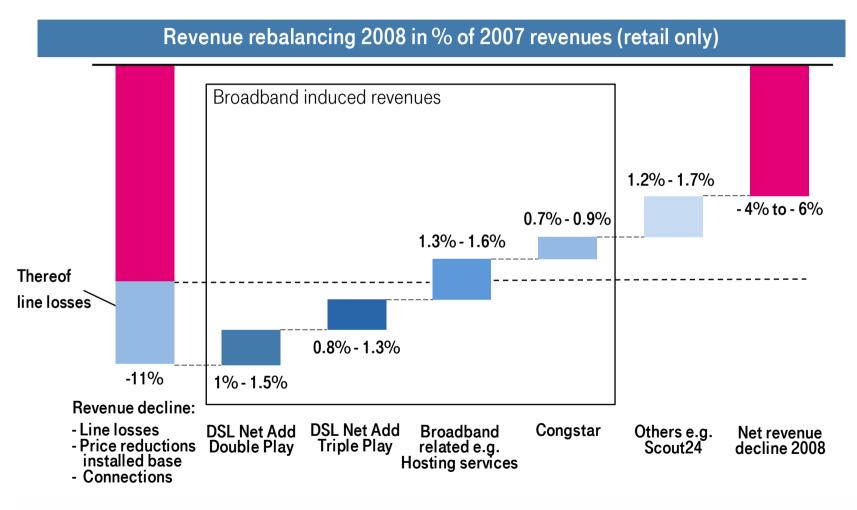
Strategy 3: Increase Triple Play customer base to >500k to increase both, ARPA and customer loyalty.



New Triple Play portfolio allows significant uptake in Entertain customer base.



Revenue rebalancing 2008 heavily dependent on broadband success.





T-Home. Broadband/Fixed Network.

Thomas Berlemann, Member of the Board of Management T-Home, Customer Services.

BIG 6 2008: Service objectives 2008.

2008 goal

Expand broadband market leadership	Broadband net add market shareDecline in revenues	> 45% -4% to -6%
Mass-market-capable IPTV	Entertain customers	> 500K
Meet service expectations	 Availability (E20) Deadline compliance Complaints rate IT stability (MTBF 20) 	80% 85% - 60% 120h
Develop customer- oriented Next Generation Company (NGC)	 Next-generation DSL: nationwide production launch on BU basis First-contact solution rate Automation rate (retail/wholesale delivery) Number of deactivated IT systems; activation of new-customer management systems (CRM-T, other) 	100,000 75% > 80% 9
Save for Service @ T-Home	Cost savings (gross)Reduction of DSL failure frequency (MTBA)	€1 bn > 3.5 years
Establish a winning culture	Health rateStaff restructuring	95 %



Deutsche Telekom offers an integrated customer service across all customer contact points.

Deutsche Telekom



















Customer Service

Deutsche Telekom Kundenservice (DTKS) Field Service

Deutsche Telekom Technischer Service (DTTS) Telekom Shops

Local Telekom Shops Retail Partners

Retail partners of Deutsche Telekom

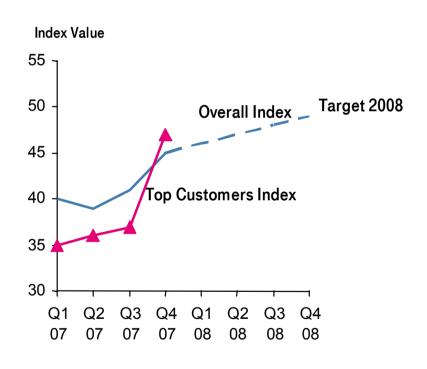
eChannel

Online Services of Deutsche Telekom

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Overall target: Increase customer satisfaction and loyalty.

Customer Loyalty Index

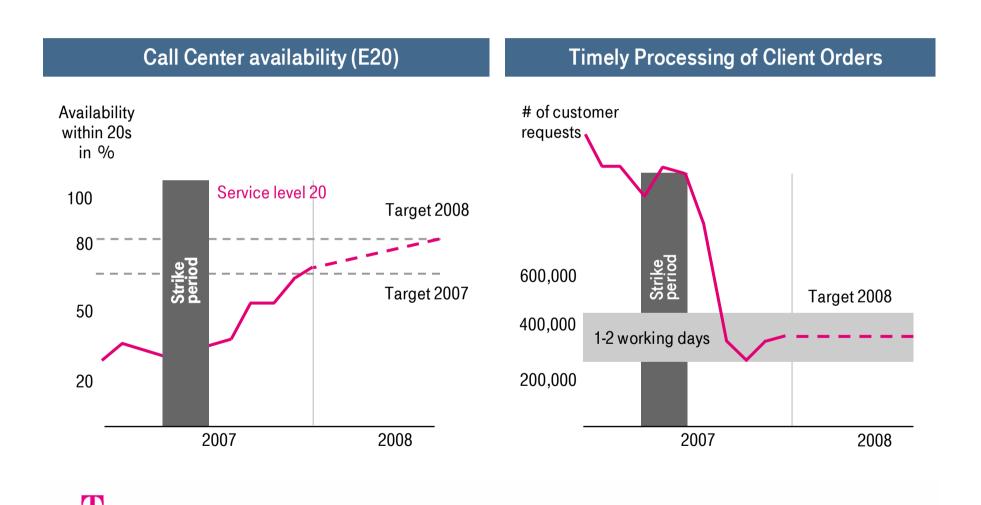


Measures and improvements

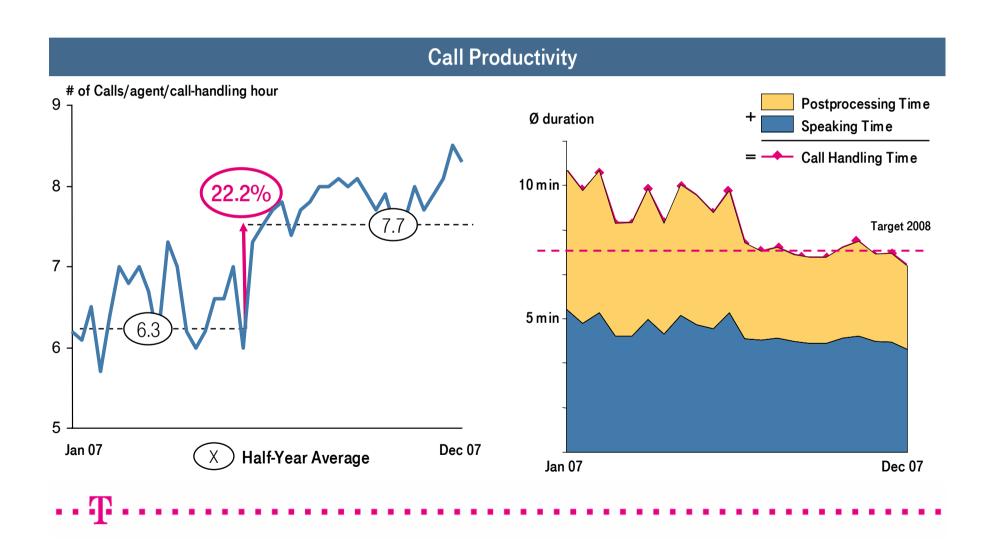
- Customer-oriented products and service improvements led to a sharp increase in customer loyalty in 2007
- Introduction of Top Customer program is visible especially in 4th quarter
- T-Home has retained contact with the European benchmark
- Further increase customer loyalty in 2008 targeted by continuing this strategy:
 - Customer-oriented product development
 - Service improvements T-Home

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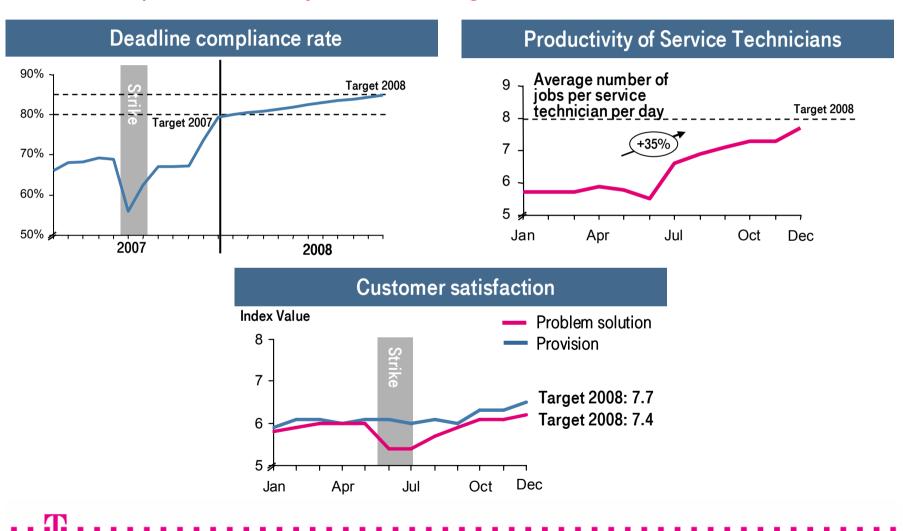
Main KPIs of customer service radically improved in 2007. Focus in 2008 on stabilization on high level.



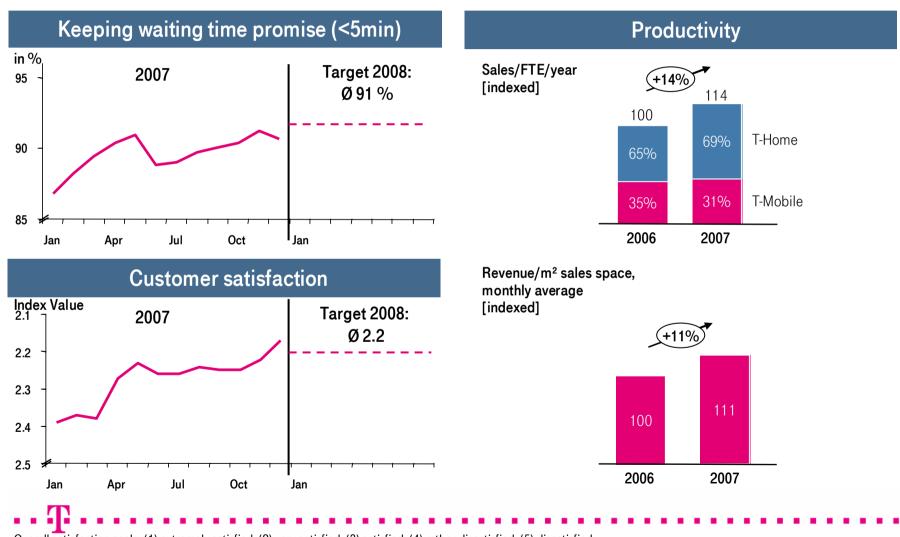
Significantly increased call productivity in 2007 – further improvements in 2008 planned.



Field service continuously improves deadline compliance rate and productivity with rising customer satisfaction level.



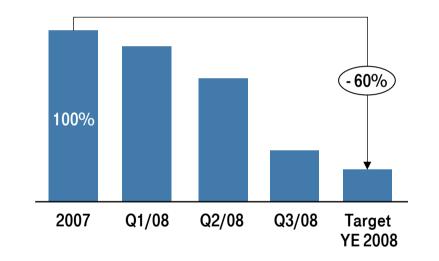
KPI improvements at Telekom Shops in 2007 will be continued in 2008.



Overall satisfaction scale: (1) extremely satisfied, (2) very satisfied, (3) satisfied, (4) rather dissatisfied, (5) dissatisfied Keeping waiting time promise: waiting up to 5 minutes, CATI normed to mystery shopping, in %.

Target 2008 in service: Reduce customer service complaints rate by approx. 60% until year-end.

Target Complaints Rate 2008

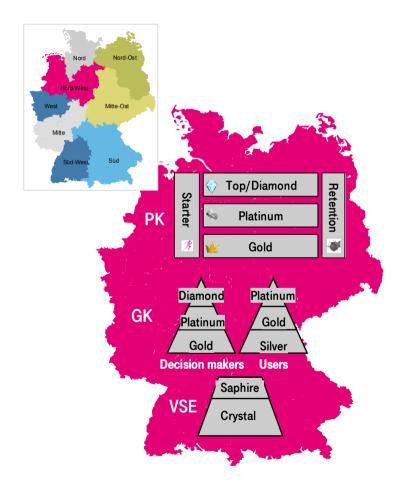


Measures

- X-functional task force drives aggressive process to avoid complaints
- All service channels implement program to improve employees' complaint management skills
- Success of task force will secure further OPEX reduction and increase customer loyalty in 2008

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Integrated Customer Service embraces all of DT's customers and their different needs.

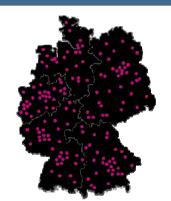


- Service segments to ensure harmonized service experience
- Value segments ensure appropriate service cost per customer
- Life cycle segments will drive revenue and increase loyalty of customer base

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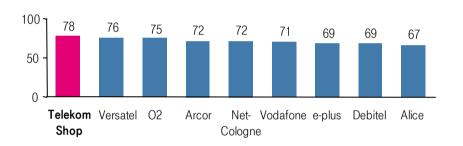
Achievements 2007 in sales: Integrated sales is No.1 in customer and dealer satisfaction.

Local Presence in German Market 2007

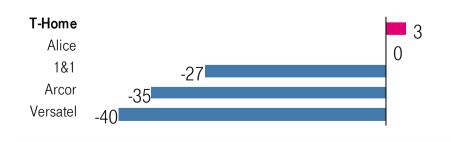


- Biggest sales organization on German telecoms market
- Shop presence increased to > 800 (in 2006: 586)
- 1,011 retail partners
- Reduction of distance to customer by more than 20%

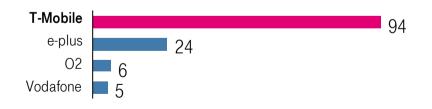
Customer satisfaction with Telekom Shop*



Dealer satisfaction with T-Home*



Dealer satisfaction with T-Mobile*



*Source: independent research assigned by T-Home.

Customer satisfaction is the key driver to stabilize customer base and revenues.



We will continue to drive customer satisfaction and thereby customer loyalty throughout 2008!

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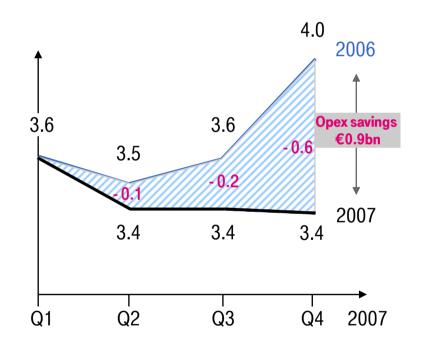
T-Home. Broadband/Fixed Network.

Thomas Dannenfeldt, Member of the Board of Management T-Home, Market & Quality Management.

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Achievements 2007: Gross cost savings of €1.2bn and net savings of €0.9bn at BBFN Domestic.

Opex development domestic (in € billion)



Achievements 2007 domestic

- Gross cost savings of €1.2 billion in 2007:
 - € 0.4 billion personnel costs
 - € 0.4 billion IT/Billing
 - € 0.4 billion rent, consulting and other
- Termination costs reduced by €0.2 billion
- Domestic net cost savings of €0.9 billion
- €0.5 billion of savings invested in customer base and better service e.g.:
 - higher DSL retail net adds
 - higher number of shops
 - better custom er service

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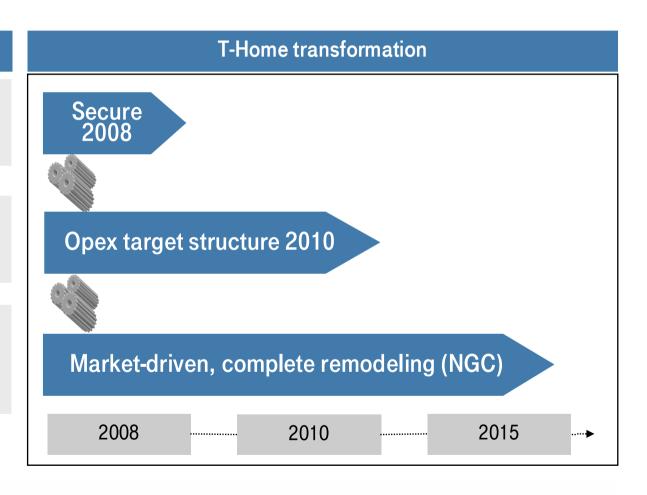
Longer-term cost savings initiative: New setup of S4S@ T-Home to deliver mainly cross-functional cost savings.

Top targets

Securing profit & short-term optimization of service and quality

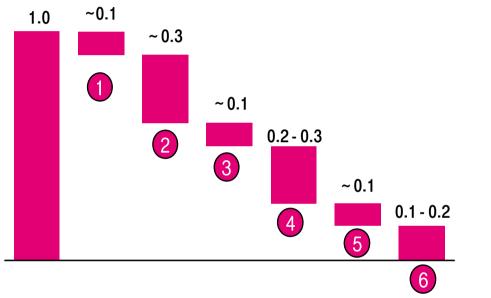
Stabilize EBITDA; service and quality levels in line with European peer group

Safeguarding T-Home's competitiveness in the long run



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S4S@T-Home will deliver EUR 1.0 bn gross cost savings.

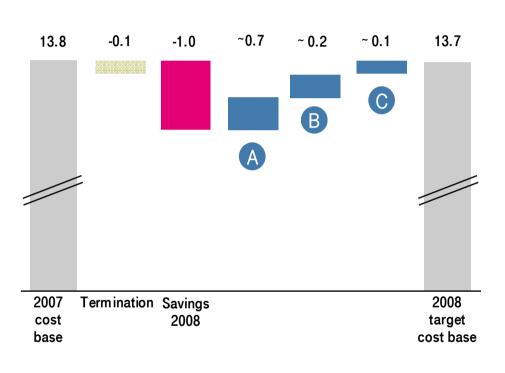


Sources of savings

- 1 Field Service (TS)
- Customer service (KS) Incl. headcount efficiency (T-Service)
- 3 Technology
- 4 IT restructuring
- **6** Billing
- 6 Overhead and other cost reduction

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Main share of 2008 savings will be reinvested to stabilize top line.



Areas of Reinvest

- A Consolidation:
 - Active Billing
 - Congstar
 - DTKS
 - Immobilienscout 24
- B Reinvest to stabilize current business (e.g., Entertain, better value mix in 2play)
- © External-driven cost increase (Increase ULL, energy)

Significant reductions of IT systems and spend.

IT retire measures to continue in 2008 and beyond

2007	2008	2009	2010	
10	9	10	5	
Number of major application shut downs				

 Continuation of the comprehensive, radical remodeling of the IT environment started in 2007



 Realization of IT savings by deactivating IT applications completely

Price optimization

Lowering IT wholesale prices

Volume optimization

 Program to enhance IT efficiency in plan, build, run, consequently decreasing IT volume requirements



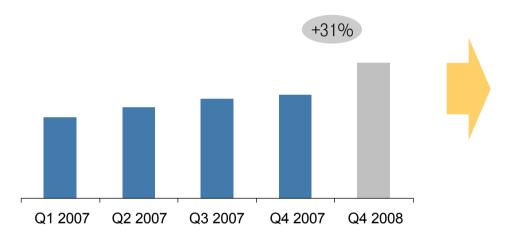
Fewer time-outs and better performance for 45,000 front-office employees: MTBF* improvement from 65h (Q1/07) to 120h (Q4/08)

*Mean time between failure on top 20 applications



Contribution to savings through billing: More online business and complexity reduction.

Online billing customer growth



Savings drivers

- Increasing number of online bills
- Complexity reduction
 - Retire IT
 - Product portfolio
 - Consolidation of change request cycles
 - Adaptation of functionality to cost of billing
 - Price reductions, computing services

Higher customer satisfaction

 Higher customer satisfaction levels for products with embedded online bill



Zero Touch initiative essential for savings and ambition levels.

Zero touch implementation

 ...addresses efficiency of provisioning and repair/fault clearance of products

Scope

- ...represents >10% of total T-Home OPEX
- ■...will enable savings in the 3-digit million € range until 2010
- ...will result in significantly higher customer satisfaction levels in 2008 through 2010

Reason / Rationale

- ...depends on fast IT retirement execution
- ...is key enabler for optimizing economics of NGN transformation

Enabler

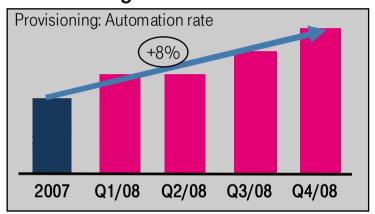
•...is a very cross-functional challenge and therefore an opportunity for the company

Culture

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Main driver of Zero Touch is automation and increase of first-contact solution rate.

Provisioning





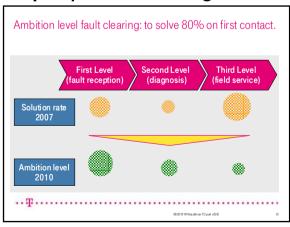
Quality/ Customer satisfaction

- Provides transparency and control to customer
- Speeds up delivery time

Efficiency

Avoidance of direct and failure costs

Repair/fault clearing





Volume reduction

- Enable customer self-service
- Less manual switching
- Zero-defect quality at delivery
- Less complexity in hardware (IADs)

Increase of First Contact Solution Rate

- Increase diagnosis capabilities at first level
- Adapt steering to process cost



S4S@T-Home covers the entire business and will deliver significant savings by 2010: Initiatives.

Process and platform-related initiatives Market-related initiatives **G&A-related initiatives** IT/process retirement Increase retail sales efficiency Reduce rent/space/energy More efficient production Increase retail marketing **Procurement** platforms efficiency **Customer Care** Increase wholesale efficiency **Centralized functions Zero Touch** Reduce product complexity **Field Service**

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Q&A session on T-Home.

Break.

T-Systems. Next Generation.

Reinhard Clemens, Member of the Board of Management DTAG.

Joachim Langmack, Chief Sales & Service Officer of T-Systems Enterprise Services GmbH.

Zwezdana Seeger, Chief Systems Integration Officer of T-Systems Enterprise Services GmbH.



Next Generation T-Systems.

A. Our point of departure - Challenging situation in an attractive market

B. Our way forward – Restoring growth and profitability

C. Our target – Leading European-based ICT player

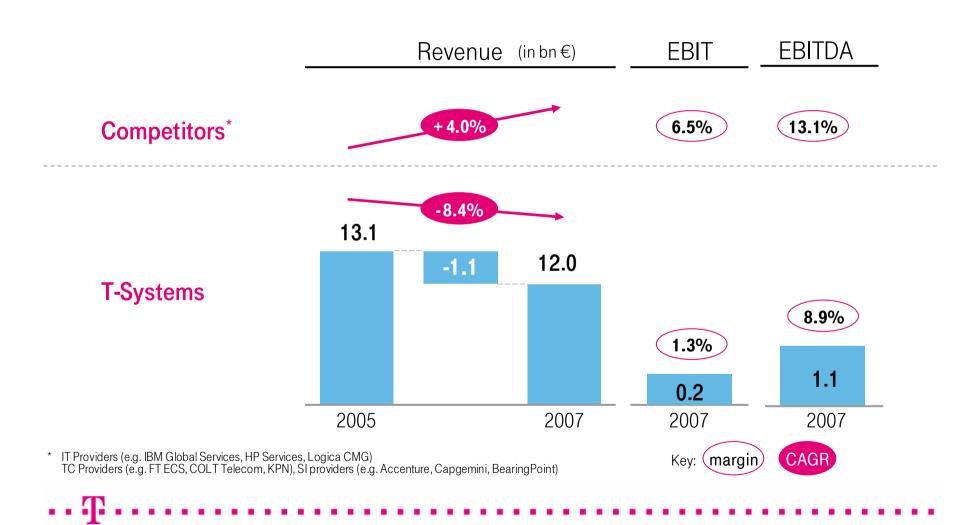
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T-Systems in 2007.

- T-Systems was shrinking in a growing ICT market.
 - T-Systems delivered significantly lower EBIT-margin than competitors.
- Costs in many areas are above benchmark levels.
- Customer satisfaction and quality are ok but do not fit to our aspiration level.

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T-Systems was shrinking in a growing ICT market.



Fundamentally we are a sound company.

Excellent people

Recent sales successes show that the ICT strategy is working

1 TC provider for German SMEs

1 globally in the SAP field with more than 1,550,000 SAP users

2 Europe-wide in operating data centers

3 globally in IT services for the automotive sector

Our market is large with approx. €180 bn and attractive growth rates.

ICT services stack	T-Systems approach	2007 WEU (in €)	CAGR 07-10	
Systems Integration	Fully addressed	51.2 bn	5.5%	
IT Infrastructure Services	Fully addressed	68.4 bn	5.9%	"Netw
Telecommunications Services*	Fully addressed	58.3 bn	0.9%	centr

"Networkcentric ICT"

^{*} German TC market excluding VSE segments adressed by T-Home, exlcuding mobile minutes adressed by T-Mobile D Source: TS market model based on third party analyst research.



Next Generation T-Systems.

A. Our point of departure – Challenging situation in an attractive market

B. Our way forward - Restoring growth and profitability

C. Our target – Leading European-based ICT player

Positioning: Services and target groups.

What do we sell?

- ICT services on a global basis
- Global TC delivery

What is our "Go to market" approach?

- Large corporations with headquarters in Europe
- Public institutions in Europe
- SME in Germany
- Automotive industry
- IT provider of Deutsche Telekom



Our target structure and objectives.

T-Systems

- Network-centric ICT services
- Worldwide delivery capabilities
- Competitive cost structures

Systems Integration

- Enhance delivery quality
- Implement partnership
- Automotive market leadership

Corporate Customers

- Win big deals (ICT)
- Market leadership in public sector (in Europe)
- Drive international TC business

ICT Factory

- Enhance ICT Factory delivery quality
- Develop innovative ICT services that can be highly standardized

Business Customers

- Ensure successful product mix
- Defend market leadership in Germany

Corporate Business Development

Develop innovative services

Processes, Quality, IT

 Introduce a professional process and IT architecture

Finance & Controlling

Improve transparency and introduce professional steering logic

Human Resources

World class HR support

Corp. Marketing & Communications

Improve brand perception

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New focus in sales - Corporate Customers (1/2). Clear, effective and efficient go to market.

Focus on key accounts

- Key factor for growth Improve "Share of Wallet".
- Global responsibility for profitability.
- One face to the customer.

Focus on large corporations – one direct sales

- Direct sales approach with regional structure: Be close to our customers.
- Key area for growth Increasing IT market share.
- Eliminate redundant ES/BS go-to-market approach Only one regional direct sales force.



New focus in sales - Corporate Customers (2/2). Clear, effective and efficient go to market.

Public institutions in Europe

- Public market with specific requirements and different go-to-market.
- Key area for growth Improve market success.

Deutsche Telekom

- Support Deutsche Telekom in optimizing the IT services landscape and achieving cost targets.
- Focus on service management and quality.

Focus on international business, drive growth

- Significant growth with large outsourcing deals with EU-headquartered MNCs.
- Focus development of local growth and profit in countries.

Winning big deals

- Key area for growth and recent successes.
- Bringing together "best people" for success.



Focus Systems Integration. Cognizant partnership will drive SI business.

- DT-strategy gap closed
- T-Systems structural problems hedged
 - Improving cost position: Outsourcing our offshore workload at competitive pricing
 - Additional verticals: Cognizant adds Financial Services, Pharma capabilities
 - International growth/Onsite presence: Cognizant with complementary footprint
- Upside potential through T-Systems-Cognizant joint SI go-to-market
 - Each parties' core customers secure
 - Joint deal funnel
 - Opportunistic Cross-selling of our infrastructure services via Cognizant footprint
- First mover in market: Bringing the best of Global Delivery to Europe's leading companies

Bottom Line: Double-digit revenue growth expected for System Integration by 2010



Partnership logic: Complementary capabilities.



Strong footprint in North America, UK and India

57,000 associates

Leadership in Financial Services, Life Sciences, Healthcare, Information and Media

Consulting, Systems Integration and Maintenance, BPO

Global 2,000 firms (80% North America), 500+ clients in total

Geographic Coverage

Talent Management

Industry Depth

Services Portfolio

Client Base

·· T ·· Systems·

Continental European Leadership: Top 3 in market, Number 1 in Germany

55,000 associates

Leadership in Automotive, Telecommunications, Manufacturing and Public Sector

Information and Communication Technology (ICT): Combining consulting, IT and telecommunications

Global 2,000 firms and Public Sector (80% Europe), SME base in GER

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Next Generation T-Systems.

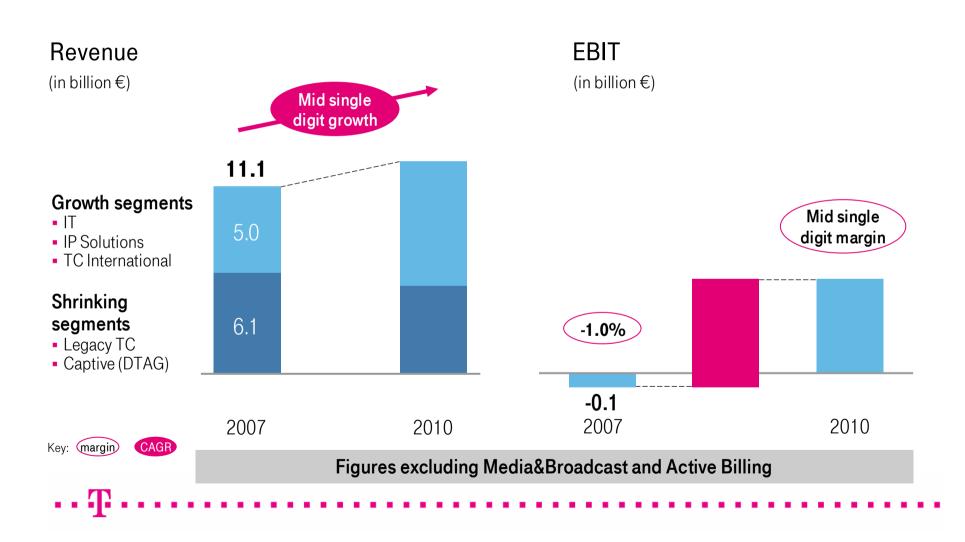
A. Our point of departure - Challenging situation in an attractive market

B. Our way forward – Restoring growth and profitability

C. Our target – Leading European-based ICT player

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Target: Revenue and EBIT growth until 2010.



Competitive cost structures – Save-for-Service.

Save-for-Service (S4S) targets

(in billion €)

	2008	2010
ICT production/		0.5
Sales/G&A		0.3
Total	0.3	0.8

Fields of action

ICT production:

- Optimized delivery of TC-services
- Personnel cost reduction
- Cost reduction in computing/desktop support services

Sales:

- Sales channel efficiency
- Reduction of external workforce

T-Systems "BIG 6" strategic targets – Platform for restoring growth & profitability.



Q&A session on T-Systems.

Thank you for your attention.

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Backup.

The significance of regulation for T-Home in Germany.

Market environment	Key regulatory challenges		
VDSL	 DT is obliged to offer access to ducts and under certain conditions to dark fiber. Moreover competitors may collocate at the street cabinet. Many details are still unclear. Negotiations are ongoing. 		
	 Q3/08: BNetzA to decide on the scope of regulation for the wholesale broadband access market thereby addressing VDSL once more. 		
ULL provisioning	 T-Home already voluntarily fulfills capacity requirements from the new – but still not effective - reference offer (330K/month). Existing backlog eliminated by end of March. New one-off charges to be applied for in Q2/08 		
Wholesale pricing	 Tariffs to be approved for Bitstream Access (incl. "Naked DSL", ongoing), ULL provisioning Q2/08, Interconnection Q4/08 Objective: to stabilize prices and revenues. After several rounds of price reductions in the last years prices should have reached a floor. 		
Retail markets	 NRA should scale back immediately regulation on retail markets following the new EU Recommendation Competitive development in the German Telecommunications Market unlikely to be 		
	reversed (Monopolkommission 2007). T-Home must have freedom to compete on equal terms.		