



## **Stakeholder Engagement**

AT&T engages a diverse range of stakeholders across all parts of our business. Our code of conduct guides our engagement with stakeholders. We work with organizations and individuals on a variety of issues where our experience, abilities and resources most closely touch on the needs of our business, employees, shareholders and communities in order to create shared value and strengthen both our company and our communities. These stakeholders include:

- Customers
- Employees
- Consumer and Privacy Interest Groups
- Suppliers
- Industry analysts
- Environmental non-governmental organizations (NGOs)
- Education and research organizations
- Public policy makers
- Investors
- Community agency groups

We also belong to, and/or support, organizations and committees committed to a wide range of citizenship and sustainability issues, including:

- Global e-Sustainability Initiative
- Business for Social Responsibility
- Electronic Industry Citizenship Coalition's Extractives Working Group
- Net Impact
- Advisory Panel on Access & Aging
- Carbon Disclosure Project's Supply Chain Initiative
- National Minority Supplier Diversity Council
- AT&T Consumer Advisory Panel
- Business Coalition for Student Achievement
- Hands On Network Corporate Service Council
- The QuEST Forum
- Alliance for Telecommunications Industry Solutions
- Digital Energy Solutions Campaign
- Continua Health Alliance
- U.S. Department of Energy's National Clean Fleet Partnership

AT&T engages stakeholders to understand their perspectives, as well as to gain their insights into emerging trends, risks and opportunities for our business. These are important conversations that help us better drive sustainability into our business operations. We solicit feedback from stakeholders in several ways, including:

- Human Factors Lab: AT&T conducts usability testing with consumers throughout the development phase on the design and use of products before being sold to the public.
- AT&T Consumer Advisory Panel: Established in 2008, this panel is comprised of 19 national consumer leaders who meet quarterly with corporate leaders from AT&T to discuss ways that the company can better serve these communities and continue its efforts to become a more diverse and sustainable company.
- AT&T Business Sustainability Advisory Council: Established in 2009, this council comprises leading NGOs, customers, suppliers and academics. It meets twice a year and is designed to help AT&T better communicate the economic and environmental benefits of our business products and services.
- Meetings with stockholders: We regularly engage with stockholders who have an interest in AT&T's sustainability efforts, whether related to a specific issue or an overarching interest in socially responsible investing.
- Supply Chain Survey: Initiated in 2009, AT&T conducts an annual sustainability survey with the suppliers who account for most of its purchase spending. This survey provides a means through which suppliers and AT&T can collaboratively engage in dialog and actions towards continuous improvement. The survey focuses dialog with suppliers on our Principles of Conduct for Suppliers and helps identify and recognize high performing suppliers.
- Meetings with state and federal legislators and regulators: AT&T participates in the U.S. Environmental Protection Agency's/U.S. Department of Energy's Energy Star® program and National Institute of Standards and Technology working groups on cyber security and standards as well as regularly meets with appropriate local and national elected officials and regulators.
- Periodically, we engage a wide range of stakeholders to share our sustainability plans and priorities and to help us better identify the risks and opportunities facing our company. This analysis helps us evaluate and prioritize the sustainability-related issues that are most relevant to our company and stakeholders.
- Online Feedback: We invite any visitor to our sustainability website [www.att.com/csr](http://www.att.com/csr) to share with us their feedback through email.
- Online Survey: In addition to providing feedback through email, visitors to [www.att.com/csr](http://www.att.com/csr) are invited to take a survey where AT&T asks visitors to provide feedback on a collection of questions about our sustainability reporting. We take this feedback into account when planning the next year's report.

Stakeholder engagement – whether it occurs through dialogue, structured collaboration or formal alignment – is a means to help inform decisions, identify solutions and contribute to progress on specific social and environmental issues. Through our engagement with stakeholders, we seek to continually improve our business operations and policies, helping to improve the long-term health of both AT&T and the communities in which we live and work.