



# OUR DATA

## KEY PERFORMANCE INDICATORS (KPIs)

To assess how we're doing, we've established several key performance indicators (KPIs) to measure our progress year-over-year. We've identified these areas as those that are most important to our stakeholders and our business.

## PEOPLE AND COMMUNITIES

| PHILANTHROPY   | 2008   | 2009  | 2010   | 2011   |
|--|--|---|--|--|
| <b>Giving In Our Communities</b><br>Amount of corporate, employee & foundation giving  | \$19.54M Arts and Culture<br>\$55.21M Community Development<br>\$62.33M Education<br>\$30.38M Health and Human Services<br>\$1.54M Other<br><b>\$169.02M Grand Total</b> | \$14.8M Arts and Culture<br>\$42.6M Community Development<br>\$66.6M Education<br>\$30.1M Health and Human Services<br>\$.98M Other<br><b>\$155.09M Grand Total</b> | \$12.4M Arts and Culture<br>\$36.2M Community Development<br>\$57.1M Education<br>\$42.5M Health and Human Services<br>\$0M Other<br><b>\$148.2M Grand Total</b> | \$9.5M Arts and Culture<br>\$20.4M Civic and Community<br>\$46M Education<br>\$39.1M Health and Welfare<br><b>\$115M Grand Total</b> |
| <b>AT&amp;T Aspire - Dropout Summits</b><br>Number of summits convened nationwide to discuss the dropout crisis (in collaboration with America's Promise Alliance) | 19   | 84 (cumulative from 2008)   | 105 (cumulative from 2008)   | Summits did not occur in 2011. Final number was 105 summits in all 50 states reaching <b>more than 32,500 stakeholders.</b>          |

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## PEOPLE AND COMMUNITIES CONTINUED

| PHILANTHROPY  | 2008                              | 2009   | 2010  | 2011  |
|---|-----------------------------------|--|---|---|
| <b>AT&amp;T Aspire - Job Shadow</b><br>Number of students provided with Job Shadow opportunities (in collaboration with Junior Achievement [JA])                                      | 9,800                             | More than 28,000 (cumulative from 2008)        | More than 65,000 (cumulative from 2008)                                   | Nearly 94,000 students as of December 2011 and 100,000 as of March 2012 (cumulative from 2008)  |
| <b>AT&amp;T Aspire - High School Success Grants</b><br>Amount donated in High School Success Grants to school districts and educational programs with proven track records of success | \$29M 4-year commitment from 2008 | \$29M 4-year commitment from 2008              | \$29M 4-year commitment from 2008   | \$29M 4-year commitment from 2008   |
| <b>AT&amp;T Aspire Research</b><br>Status of commissioned research completed by Civic Enterprises and John Bridgeland about the nation's dropout crisis.                              |                                   | Launched "On the Front Lines of Schools" study | Released both "Raising their Voices" and "Building a Grad Nation" reports | Released "On Track for Success: The Use of Early Warning Indicator and Intervention Systems to Build a Grad Nation" and "Building a Grad Nation 2010-2011 Update" |
| DISASTER RELIEF   | 2008                              | 2009   | 2010  | 2011  |
| <b>Disaster Relief</b><br>Investment in Network Disaster Recovery program - cumulative  | \$500M                            | \$500M   | \$600M  | \$600M  |



## PEOPLE AND COMMUNITIES CONTINUED

| VOLUNTEERISM / GIVING  | 2008            | 2009              | 2010              | 2011             |
|--|-----------------|-------------------|-------------------|------------------|
| <b>Activate Employees to Volunteer</b><br>Number of hours that AT&T donated through employee & retiree volunteer programs  | 10.3M           | 8.5M              | 9M                | More than 6M     |
| <b>Dollar amount associated with volunteerism</b><br><i>The financial equivalent based on the 2011 industry standard from nonprofit Independent Sector</i>   | \$202.8M        | \$176M            | More than \$192M  | More than \$133M |
| <b>Employee Giving</b><br>Amount of yearly employee giving through United Way campaign   | More than \$31M | More than \$29M   | More than \$31M   | More than \$33M  |
| WORKFORCE  | 2008            | 2009              | 2010              | 2011             |
| <b>Employee Health Care</b><br>Number of employees, retirees and dependents covered  | 1.2M            | 1.2M              | 1.2M              | 1.2M             |
| <b>Provide Quality Jobs</b><br>Percentage of union-represented employees   | 60%             | Approximately 60% | Approximately 58% | 55%              |
| <b>Employee Training</b><br>Amount invested in direct employee training development programs; development reviews<br><i>Does not include \$ spent for travel and work-time allotted for training</i> | \$244M          | \$244M            | \$260M            | More than \$280M |

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## PEOPLE AND COMMUNITIES CONTINUED

| WORKFORCE   | 2008                                 | 2009                                 | 2010                                 | 2011                                 |
|---|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Amount invested on tuition reimbursement  | \$25M                                | \$27M                                | \$34M                                | Nearly \$28M                         |
| Percent of employees receiving regular performance and career development reviews   | 100%                                 | 100%                                 | 100%                                 | 100%                                 |
| <b>Employee Safety</b><br>AT&T's OSHA total recordable occupational injury and illness rate (per 100 employees)             | 2.08                                 | 2.07                                 | 2.2                                  | 2.14                                 |
| <b>Workforce Diversity</b><br>Total Workforce   | Women - 44%<br>People of Color - 39% | Women - 41%<br>People of Color - 38% | Women - 40%<br>People of Color - 38% | Women - 39%<br>People of Color - 39% |
| Total Management  | Women - 41%<br>People of Color - 30% | Women - 40%<br>People of Color - 30% | Women - 40%<br>People of Color - 31% | Women - 39%<br>People of Color - 31% |
| SUPPLY CHAIN  | 2008                                 | 2009                                 | 2010                                 | 2011                                 |
| <b>Supplier Diversity</b><br>Spend with minority, women and disabled veterans business enterprises                          | \$6B                                 | \$6.9B                               | \$9.2B                               | \$12B                                |
| <b>Supply Chain Survey</b><br>Number of website hits by suppliers on the Principles of Conduct for Suppliers (since launch) |                                      | 2,500                                | 4,987                                | Did not track in 2011                |



## ENVIRONMENT

|   | 2008      | 2009  | 2010   | 2011  |
|---|-----------|---|--|---|
| <b>Domestic Carbon Footprint</b><br>Company-wide greenhouse gas (GHG) emissions (metric tons CO <sub>2</sub> -equivalent) | 9,066,626 | 8,931,090   | 8,925,724  | 9,066,558   |
| <b>Domestic and International Carbon Footprint</b>  |           | 8,973,484   | 8,966,682  | 9,144,648   |
| <b>Water Footprint</b><br>Gallons of water used for domestic operations   |           |   | 3.4B   | 3.4B  |
| <b>Fleet Operations</b><br>Alternative Fuel Vehicles in service   | 105 total | 970 total:<br>625 CNG<br>344 Hybrid<br>1 Electric | 3,487 total:<br>2,472 CNG<br>1,013 Hybrid<br>2 Electric                          | 5,114 total:<br>3,469 CNG<br>1,617 Hybrid<br>3 All-Electric<br>25 Extended Range Electric |
| Total gallons of gasoline replaced  |           |   | 1 million gallons of unleaded gasoline in 2010 (by deploying 2,472 CNG vehicles) | 2.5 million gallons of unleaded gasoline in 2012 and each additional year they are in use |
| <b>Energy Intensity</b><br>Intensity of data carried on our network (kWh / Terabyte)                                      | 654       | 498   | 415  | 347   |
| Percent reduction in kWh / Terabyte (year over year)  |           | 24%   | 17%  | 17%   |

# OUR DATA

## ENVIRONMENT CONTINUED

|  | 2008          | 2009      | 2010  | 2011          |
|--|---------------|-----------|---|---------------|
| <b>Alternative Energy</b><br>Solar production<br>(annual kWh)  | 1,634,393     | 1,626,221 | 2,849,896   | 3,182,923     |
| <b>New: Alternative Energy</b><br>Solar + fuel cell capacity<br>(KW)   |               |           |   | 3,888.0       |
| <b>Reduce Waste</b><br>Pounds of network<br>"scrap" materials kept<br>out of landfills   | 75M           | 72.1M     | 56.9M (95% of all<br>materials received at<br>AT&T's Investment<br>Recovery Center) | 50.1M         |
| <b>Manage Regulated Waste</b><br>Managed tons of<br>regulated waste<br>(universal, hazardous,<br>exempt and special, as<br>well as non-hazardous<br>waste) | 25,000        | 17,300    | 14,000  | 12,500        |
| Percent of regulated<br>waste recycled<br>(universal, hazardous,<br>exempt and special, as<br>well as non-hazardous<br>waste)                              |               |           | 70%   | More than 63% |
| <b>E-Waste</b><br>Number of computers,<br>monitors, servers and<br>other equipment that<br>were donated, recycled<br>or reused                             | Almost 68,000 | 63,000    | 96,000  | 77,000        |



## ENVIRONMENT CONTINUED

|   | 2008 | 2009  | 2010  | 2011  |
|---|------|-------|-------|-------|
| <b>Cell Phone and Accessory Recycling</b><br>Number of cell phones reused or recycled | 4.5M | 4.2M  | 3.7M  | 3M    |
| Pounds of cell phone batteries and accessories recycled                               | 1.3M | 1.8M  | 1.8M  | 1.7M  |
| <b>Paperless Billing</b><br>Approximate total number of paperless-billed customers    |      | 12.3M | 14.4M | 17.2M |

## TECHNOLOGY

|  | 2008 | 2009 | 2010 | 2011        |
|--|------|------|------|-------------|
| <b>AT&amp;T Patents</b><br>Average number received every day | 2    | 2    | 2    | More than 2 |