MWC 2025
BARCELONA

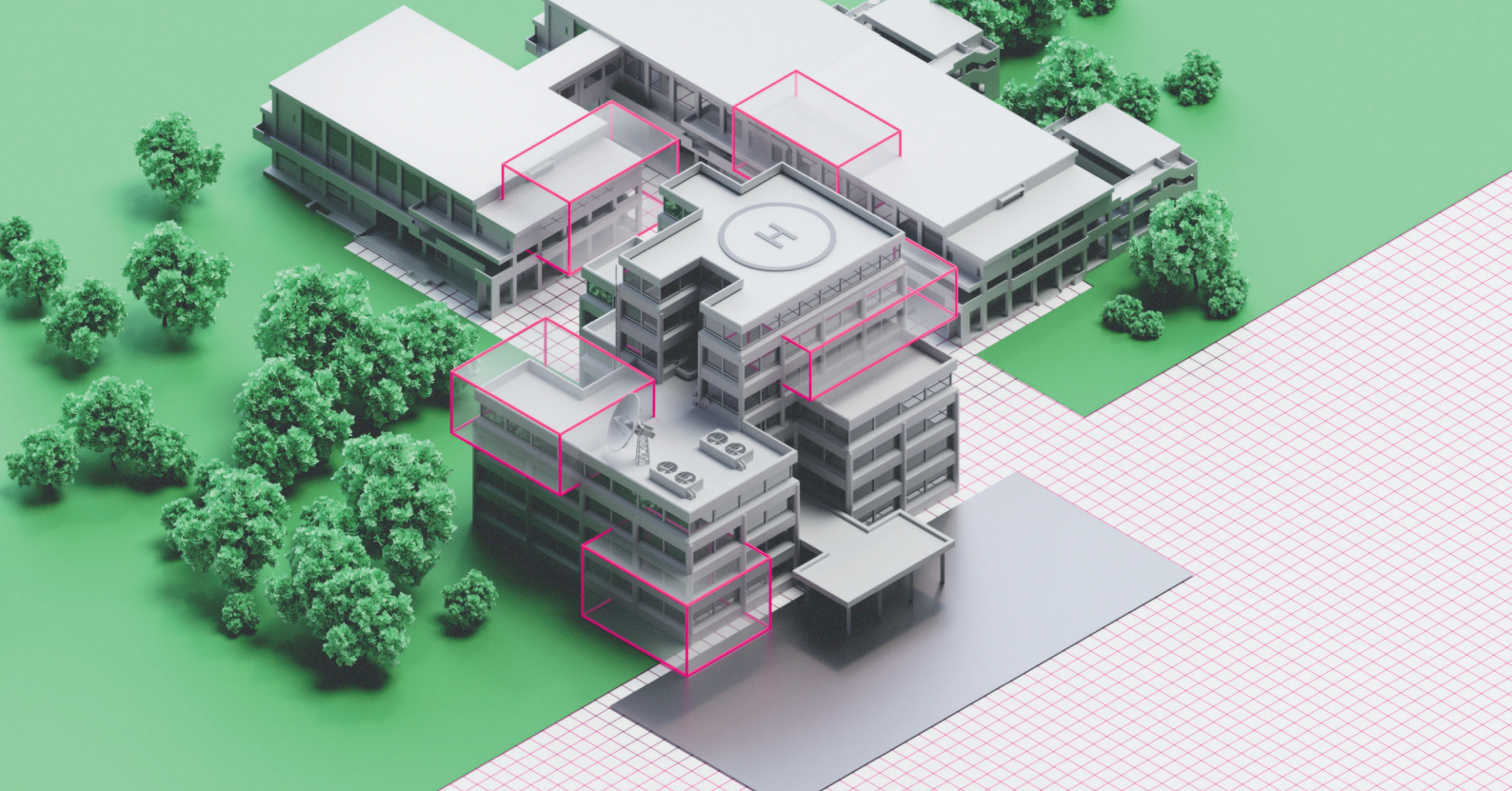03. – 06.03.25

SHAPING TECHNOLOGY FOR ALL

AI for public and business

Telekom's AI solutions boost efficiency and drive growth

The AI revolution has fully arrived. According to Gartner, 59% of CEOs consider AI as the technology likely to have the most significant impact over the next three years. For this reason, at the MWC 2025, Telekom is show-casing its AI solutions that drive growth, increase efficiency, and improve customer satisfaction across public and private sectors – all while keeping a human-centric focus.

Key facts

· Increased efficiency
· Cost savings
· Anomaly detection
· New business insights
· Data security
· Improved customer satisfaction

T **Connecting your world.**

At the Deutsche Telekom booth of the Mobile World Congress (MWC) we reveal our most significant and inspiring AI solutions for the public and business segments, and open a window to the future. Deutsche Telekom will present AI applications and solutions that already deliver concrete business benefits to the public segment and other sectors, including our own company.

Deutsche Telekom's promise to its clients is to unlock the value of AI through innovation and expertise, with the vision of a future where AI enhances business capabilities while keeping a human-centric focus. Deutsche Telekom's advanced AI solutions drive growth, efficiency, and a better customer experience. Join us to un-lock the full potential of AI and shape a connected, secure, intelligent future NOW.

Digital city

At the center of its MWC booth, Deutsche Telekom will showcase more than 30 client cases, presented in a digital city map and developed live across 10 countries within the Deutsche Telekom Group. The city is divided into five distinctive parts, each highlighting a different category of solutions and showing how Deutsche Telekom adds value to the companies and citizens. Whether the AI solution is related to a digital assistant, generative AI, predictive maintenance, security, machine learning, or a chat bot, each case presented gives you a complete insight into the key benefits and specific business impacts.

In the digital city you will find the following spaces:
· Digital town hall
· Smart traveling
· Intelligent hospital
· Automated factory
· Optimized office

Deutsche Telekom's key messages
· **AI brought to life:** Companies of all sizes and from all industries can benefit immediately from AI.
· **Growth:** Deutsche Telekom's AI solutions promote the growth and competitiveness of companies and enable new business opportunities
· **Increase efficiency:** Deutsche Telekom's AI solutions boost efficiency, save employees' time, and reduce costs through automation.
· **Customer experience:** Deutsche Telekom's AI solutions improve the customer experience: Data analysis enables companies to better understand customer needs. AI helps them make better decisions and optimize the quality of their products and services.

T **Connecting your world.**