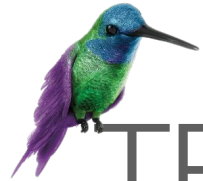




Why TELUS?





TELUS Brand

The value of brand
in the customer journey

Our brand story

Our Future Friendly brand promise sets the tone for the language we use to communicate with our customers. It informs how we use our technology solutions to connect Canadians, improve their lives, and transform the communities in which we live and work. And it helps our team members, agencies and partners contribute to upholding the integrity of our \$8.6 billion globally-valued brand, going to market as one team.

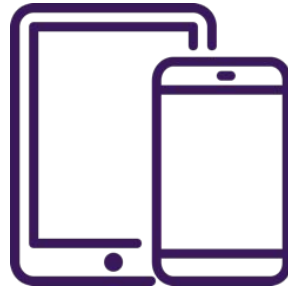


Social purpose



Giving Back

TELUS is giving back 5% of pretax profits to local communities



Bridging Digital Divides

Connecting over 50,000 Canadians in need



Protecting Our Planet

Zero waste and carbon neutral by 2030

We have the courage to innovate.

We embrace change and initiate opportunity.

We have a passion for growth.

We believe in spirited teamwork.

Why TELUS?

Amazing service

- We deliver amazing service by building trust and relationships with our customers and Canadians through easy, reliable and personalized experiences.

World-class network coverage

- The power of our world-leading networks and cutting-edge technology enables innovative solutions for Canadians at home, in the workplace and on the move

Amazing people

- Our amazing people set us apart. We are passionate and purposeful. We innovate and improve together. We understand the importance of connecting with each other and the world around us.

Social purpose

- Our core commitment of 'We give where we live' and supporting those in our communities who need it most through a range of social purpose driven programs is helping to realize friendlier futures for us all



let's make the future friendly™