Front Cover: Kenneth Letander

The Hummingbird • Nanookaasi

The Hummingbird, represents joy and intelligence, representing beauty and devotion. Kenneth Letander, First Nations (Ojibway) artist from Treaty 2 in Manitoba

Pat Kane, Inuvik, NT





Indigenous Reconciliation and Connectivity Report

2024 Edition

To learn more, visit
telus.com/reconciliation
or scan the QR code

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TELUS®



Wildbread Bay, NT

Land acknowledgement

The TELUS team acknowledges that our work spans many territories and treaty areas and we are grateful for the traditional Knowledge Keepers and Elders who are with us today, those who have gone before us and the youth that inspire us. We recognize the land and the benefits it provides all of us, as an act of reconciliation, as recommended by the Truth and Reconciliation Commission's (TRC) 94 Calls to Action and gratitude to those whose territory we reside on, work on, or are visiting.

Photography, unless otherwise credited, was provided by Pat Kane of Timiskaming First Nation currently residing in Yellowknife, Northwest Territories, on the traditional land of the Yellowknives Dene First Nation.

Artwork, unless otherwise credited, was provided by Kenneth Letander, First Nations (Ojibway) artist from Treaty 2 in Manitoba.

Message from our President and CEO

Over the past year, TELUS has continued to make significant strides to advance reconciliation. As the first technology company in Canada to commit to a public reconciliation action plan, we are dedicated to ensuring team members across the business contribute to our strategy by listening and acting intentionally throughout our journey.

By leveraging TELUS' world-leading broadband networks—which now connect 205 Indigenous communities—and our innovative social programs, underpinned by our team's passion for building stronger, healthier communities, we are facilitating sustainable and meaningful progress in advancing Indigenous reconciliation. This includes working alongside Indigenous leaders, organizations and governments to support communities in addressing their unique needs, whilst fostering positive health, education, economic and cultural outcomes nationwide. The inspiring stories featured in this report showcase reconciliation in action, highlighting the potential of purposeful relationships founded on trust and reciprocity.

By way of example, this year, we celebrated the completion of our first placekeeping initiative, a demonstration of our commitment to ensure TELUS spaces are culturally inclusive for Indigenous team members and customers. Working closely with Two Row Architect, Boom Intertribal Indigenous leaders, Elders, Knowledge Keepers and community members over the last two years, we transformed an entire floor of TELUS Harbour in Toronto into the Place of Many Rivers. Its comprehensive design reflects and celebrates the traditions of the Mississaugas of the Credit, the Ojibwe-Anishnaabeg and the Haudenosaunee, whose lands TELUS Harbour is located upon.

In addition, as part of our Responsible AI strategy, we have begun integrating Indigenous perspectives into our data ethics policies. Notably, TELUS became the first Canadian company to formalize our commitment to preserve Indigenous artistic integrity by promising that we will not use artificial intelligence (AI) technology to create or replicate the art or imagery of Indigenous Peoples.

Moreover, our first-of-its-kind partnership with the Nisga'a Lisims Government (NLG) continues to grow. Earlier this year, we collaborated to bring 20-gigabyte internet capabilities to the NLG buildings, the largest network capacity offering for TELUS to date, which further supports economic development in the Nass Valley. As a result of our team's dedication to economic reconciliation and growing the Indigenous economy, TELUS was recognized as one of the Indigenomics Institute's 10 to Watch companies.

TELUS acknowledges that reconciliation is only possible when each of us understands the truth of our shared history and the actions we can take, individually and collectively, to respectfully advance reconciliation. In this regard, our team members are seeking new opportunities to enrich their learning by completing supplemental Indigenous-led courses and certifications beyond our TELUS Truth and Reconciliation learning program that was first developed with Indigenous advocate and educator, Chastity Davis-Alphonse in 2022.

Thank you for your interest in TELUS' reconciliation journey. We are proud of the significant progress we have made thus far, and we remain committed to challenging ourselves, our teams and our peers to continually align ourselves with Indigenous-led frameworks of reconciliation. By openly sharing our progress, we sincerely hope to inspire others to join us on this path together.



Darren Entwistle
President and Chief Executive Officer
Proud member of the TELUS team



TELUS Sky lit up orange for National Day for Truth and Reconciliation

A message from the artist

Dear reader,

I hope these art pieces inspire you to pause and reflect on nature. They serve as a reminder that our world is deeply rooted in connection, stories within stories, patience, and community—lessons that animals teach us if we take the time to truly appreciate what makes each of them unique.

My name is Kenneth Letander, and I am a band member of Dauphin River First Nation in Manitoba. Growing up, I spent much of my time commercial fishing for pickerel on Lake Winnipeg. It was during these times that seeing eagles, bears, deer, moose, hummingbirds, and frogs became a natural part of life. Learning about animals and nature from people like my grandfather taught me the importance of respecting the land and animals and understanding the deep relationship that exists between the land, animals, and people.

These art pieces are more than just visual expressions; they embody the principles of patience, precision, humility, and strength—qualities that animals possess and graciously gift to us if we take the time to respect and appreciate them.

Working with the team at TELUS has been an honour. I deeply value their commitment to engaging with communities and walking alongside Indigenous Peoples, organizations, and businesses in a manner that is authentic and respectful—actions that are critical to long-term relationship building. Their dedication is evident in their active participation within local communities and involvement in various initiatives, whether environmental, economic, or celebratory. This ongoing commitment is essential for walking together with Indigenous Peoples in the spirit of reconciliation.



Sincerely,
Kenneth Letander
First Nations (Ojibway) artist from Treaty 2 in Manitoba

Design inspiration

When synergistic parts work together, they accomplish more than they could alone; the graphic shapes embody the connectivity theme as flowing patterns that connect and are more than the sum of their parts.

Vincent Design



TELUS' commitment to artistic integrity

We are committed to supporting the artistic practices of Indigenous Peoples, while being mindful of the historic role organizations have played in the misappropriation of Indigenous art and culture. We have an obligation and responsibility to ensure that TELUS' use of Indigenous art in our digital and physical spaces is respectful of Indigenous artists.

Expanding on our commitment to artistic integrity, earlier this year, we declared that we will not use AI technology to create or replicate the art of or imagery of Indigenous Peoples.

Accordingly, we collaborated with Kenneth Letander, an Ojibway artist from Manitoba, on the intent, context and manner of the art showcased in this document to ensure Kenneth retains full intellectual property and control over his work. We are excited to share Kenneth's work with you, alongside photography from Pat Kane, Timiskaming First Nation. We encourage you to learn more about how you can appropriately support Indigenous artists through your procurement policies and regulations guiding technology advancements.

The Frog • Omagakii



TELUS' reconciliation commitment

Our vision

Through our world-leading network technology, underpinned by our team's long standing passion for creating stronger, healthier communities, TELUS is committed to supporting the goals of Indigenous Peoples. We believe that connectivity, in concert with human compassion and ingenuity, is intricately linked to positive economic, social, health and community outcomes; and the benefits of the digital economy increase for all Canadians when Indigenous communities are connected to the innovative capabilities and opportunities inherent in broadband infrastructure.

Our commitment

TELUS is committed to progressing the path of reconciliation in a deeply meaningful way, in partnership with Indigenous Peoples and is dedicated to fulfilling our role and responsibilities in this regard.

TELUS believes fervently in understanding shared history, developing, and deepening meaningful, productive relationships with Indigenous Peoples, including First Nations, Inuit and Métis communities, and taking accountability for constructive actions moving forward.

We recognize that reciprocity is the foundation of respectful relations which only occurs within the framework of inclusive dialogue. We understand it is our corporate responsibility to ensure TELUS is a nurturing space for Indigenous team members.

Implementation

TELUS is committed to continuing to learn, evolve and grow to ensure we are aligned with Indigenous-led reconciliation frameworks. We are devoted to ongoing engagement with Indigenous leaders, Elders, and communities in the areas we serve. Our engagement will continue to inform the implementation of TELUS' Indigenous Reconciliation Action Plan (IRAP).

All TELUS team members are responsible for promoting the beliefs and principles outlined in this commitment statement. As corporate and social purpose leaders it is our responsibility to use our voice, business and relationships to encourage reconciliation across Canada.

Our actions are informed by:

- Truth and Reconciliation Commission's 10 Principles of Reconciliation and the 94 Calls to Action
- Reclaiming Power and Place: The Final Report of the National Inquiry into Missing and Murdered Indigenous Women and Girls 231 Calls for Justice
- United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)
- Partnership Accreditation in Indigenous Relations certification process through the Canadian Council of Indigenous Business

Yellowknife, NT

TELUS' principles for Indigenous engagement

TELUS recognizes Aboriginal Title and Rights and Treaty Rights*, as well as the unique culture and governance of individual Indigenous nations and communities. We are committed to engaging Indigenous Peoples in a manner that respects the rights set out in the United Nations Declaration on the Rights of Indigenous Peoples. TELUS acknowledges Indigenous Peoples' inherent right to self-governance, supports processes and agreements that reflect this authority and the role of Indigenous Peoples as stewards of their lands.

TELUS understands that meaningful engagement and reconciliation can only happen within the framework of inclusive dialogue, collaboration and partnership with Indigenous Peoples. This framework informs our actions and our goal is to build long-term, meaningful and collaborative relationships with Indigenous governments and customers.

Guiding principles for TELUS' engagement with Indigenous Peoples and Governments

- TELUS understands that Indigenous Peoples in Canada are comprised of nations and governments who have constitutionally protected Aboriginal Title and Rights*
- TELUS actively seeks to collaborate with Indigenous governments; listening, learning, and integrating their perspectives throughout the development, design and implementation of projects impacting Indigenous Peoples and lands
- TELUS works closely with communities to ensure we carry out our activities and relations in a culturally appropriate and environmentally sensitive manner

* The term Aboriginal Title and Rights derives from legally defined rights protected under section 35 of the Constitution Act 1982. While Indigenous is now in more common use than Aboriginal to speak of First Nation, Inuit and Métis peoples of Canada, when referring to legal rights, the term Aboriginal title and rights is used. Aboriginal is defined in the Constitution Act 1982 Section 35 (2) as Indian, Inuit and Métis peoples of Canada. First Nation is generally used now instead of Indian.



Fort Simpson, NT

TELUS' four guiding pillars

Our strategy weaves together our strategic intent, values and priorities with four guiding pillars where TELUS believes we can enable the greatest outcomes as informed by Indigenous Peoples. Underpinning these pillars is the integration of Indigenous Ways of Knowing and ethical space into TELUS. Ensuring that Indigenous Ways of Knowing and ethical spaces are embedded into the fabric of our commitment to reconciliation is a priority.



Liard River, NT



Connectivity

The Hummingbird • Nanookaasi*

Collaborate with Indigenous governments and organizations to deliver advanced broadband connectivity to Indigenous communities within our serving area.



Cultural responsiveness and relationships

The Eagle • Migizi*

Listen, learn and understand how TELUS can meet unique needs and build meaningful relationships. Ensure culturally responsive customer experience for Indigenous customers.

*Ojibwe translations provided by the artist



Enabling social outcomes

The Pickerel • Ogaans*

Underpinned by our team's passion for creating stronger, healthier communities, develop and expand programs that look beyond connectivity to enable communities for longer-term prosperity and success.



Economic reconciliation

The Moose • Moonz*

Support sustainable economic participation and growth for Indigenous Peoples through involvement in TELUS' business.

Kenneth Letander

TELUS' Indigenous Reconciliation Action Plan

Progress update

We are pleased to share our results from our third year of implementing TELUS' first IRAP. TELUS teams are working collaboratively and strategically to stay true to our commitments, which keep us accountable to our responsibility and capacity to advance reconciliation through our work. While 17 targets have been achieved and new ones created, the remaining commitments are underway and are being thoughtfully implemented. As new goals are set and others evolve to reflect our growing capacities, team members actively prioritize the insights from Indigenous voices, including the Indigenous Advisory Council, community partners and customers.



Beaver • Amik

Commitment	Target	Timeline	2024 Update
Connectivity			
Year-over-year expansion of our advanced broadband and mobility networks to Indigenous communities within our serving areas by leveraging public-private partnership	Expand TELUS broadband networks to at least 20 Indigenous lands	2025	Expanded TELUS broadband networks to 60 Indigenous lands in 2024. **Read more: Connectivity**
Enabling social outcomes			
Respond to Indigenous-led pathways for meaningful change by using our world-leading technology to enable access and expand partnerships with Indigenous organizations	In partnership with Indigenous-led organizations across Canada, support 1,400 individuals in-year through Mobility for Good for Indigenous Women at Risk	2025	Mobility for Good for Indigenous Women at Risk expanded to Quebec. As of Q3 2024, +1,100 individuals across B.C., AB, QC and ON were supported through the program. **Read more: TELUS Mobility for Good**
Engage with Indigenous communities and organizations to explore partnerships that reflect Indigenous practices and ways of being	Provide funding to Indigenous-led social, health and community programs through the Indigenous Communities Fund and the TELUS Friendly Future Foundation	Annual	Supported 117 Indigenous-led social, health and community programs to date. **Read more: Leading with purpose**
Increase partnerships with Indigenous communities and organizations as part of TELUS Days of Giving	Minimum 5 per cent of corporate volunteer opportunities support Indigenous Peoples, communities and organizations	Annual	5 per cent of corporate volunteer opportunities supported Indigenous Peoples, communities and organizations. For example, over 2,400 team members and retirees nationwide took action to support Moose Hide Campaign Day related events. **Read more: Moose Hide Campaign**
Ensure inclusion of Indigenous Peoples in TELUS social purpose programs by proactively engaging Indigenous communities and organizations	TELUS Health Mobile Clinics provide care at locations specialized in serving Indigenous Peoples, using a culturally sensitive and trauma-informed approach	Annual	58 per cent of TELUS Health Mobile Clinics provided care at locations specialized in serving Indigenous Peoples. Locations include Healing of the Seven Generations (Kitchener), Kwum Kwum Child and Family Services (Victoria), pəqƏƝéutxw (SPAKEN) House (Victoria) and Kilala Lelum (Vancouver).

Commitment	Target	Timeline	2024 Update
Cultural responsiveness and relationships			
Work with Indigenous educators to expand cultural understanding and ensure learning opportunities and resources are available and accessible	Increase understanding of our shared history from an Indigenous lens, including driving completion of the Truth & Reconciliation learning across TELUS	Annual	To date, +20K team members have completed the Truth & Reconciliation learning program.
Elevate Indigenous voices through ongoing support of TELUS Eagles, a Resource Group for Indigenous team members	Grow the Pathways program in participants and program offerings so all Indigenous team members have the opportunity to thrive at TELUS	Annual	The Pathways program evolved to include Lunch & Learns on topics selected by mentees, as well as drop-in sessions for informal networking. **Read more: TELUS Eagles**
Partner with Carey Newman and the Canadian Museum for Human Rights (CMHR) to expand access to the Witness Blanket and amplify the educational components of the digital Witness Blanket	300K students and educators reached in-year 500K views of website and virtual reality in-year	2024	The digital Witness Blanket has exceeded its 2024 education goals, engaging 319k students and educators, and surpassing 1 million connections since launch. Additionally, Witnessblanket.ca has attracted 287k views this year, exceeding 1 million views since launching and putting us on track to achieve our year-end target. **Read more: Advancing Truth and Reconciliation through art**
	NEW TARGET: Launch virtual and augmented reality, completing the immersive technology rollout for the Witness Blanket program	2025	
Provide culturally responsive experiences for Indigenous team members and customers in TELUS spaces	Incorporate Indigenous placekeeping within TELUS spaces in alignment with renovation projects	Annual	Indigenous placekeeping renovations were completed at TELUS Harbour (Toronto) and "Place of Many Rivers" opened this year. **Read more: Re-envisioned spaces that celebrate the land**
Ensure Indigenous content creators have equitable access to TELUS Local Content programs that support and amplify local authentic storytelling	7 per cent or more of all TELUS funded local content productions are Indigenous-led	Annual	37 per cent of TELUS Local Content productions were Indigenous-led. 18 per cent of TELUS Local Content production budget was allocated to Indigenous creators. **Read more: Elevating Indigenous voices through TELUS Local Content**
	10 per cent or more of production budget allocated to Indigenous content creators across Alberta and B.C.	Annual	

Continued on next page

Commitment	Target	Timeline	2024 Update
Economic reconciliation			
Achieve Partnership Accreditation in Indigenous Relations (PAIR) certification by demonstrating sustained leadership in our commitment to working with Indigenous businesses and to prosperity in Indigenous communities	Become Bronze certified by developing policies and fulfilling targets associated with PAIR reporting	2025	TELUS completed the PAIR Committed level and is on track to submit for PAIR Certification in 2025.
Explore partnerships with Indigenous-led organizations to support increased Indigenous students in Technology	Establish partnership, enhance training and start ideation of collaborative solution	2024	In partnership with the Indigenous Mentorship Network of Ontario, TELUS co-created workshops on communicating data and responsible AI for the 2024 Summer Institute. **Read more: Investing in Indigenous students**
	UPDATED TARGET: Collaboratively deliver at least four initiatives per year that contribute to career exploration and skills development for secondary and post-secondary students	Annual	
Work to enhance participation of Indigenous businesses within our projects and operations to support year-over-year increase in Indigenous supplier spend	Deliver a minimum of quarterly sessions to foster new Indigenous business partnerships and gather feedback from current Indigenous suppliers	Annual	TELUS is making significant strides in Indigenous economic reconciliation through procurement initiatives. Key achievements include increasing Indigenous-owned business spend, engaging with over 40 Indigenous businesses, onboarding new suppliers, securing commitments from eight strategic partners and implementing advanced tracking for Indigenous subcontracting spend. **Read more: Innovating and collaborating to support economic success**

Continued on next page

Commitment	Target	Timeline	2023 Update
Economic reconciliation (Continued)			
Explore partnerships with Indigenous communities to develop solutions that reflect and support Indigenous practices and values	**NEW TARGET:** Plant a minimum of 300 hectares in partnership with Indigenous communities for land restoration projects	2026	Planted 122 hectares to date with Piikani First Nation. **Read more: In the spirit of planting seeds** ***Note:*** *A new target has been established with a focus on nature restoration, replacing the previously published agriculture solutions targets as a result of the evolution of TELUS Agriculture and Consumer Goods.*
Invest in early stage (Seed and Series A) Indigenous-owned for-profit companies that are driving financial and social/ environmental outcomes to make the world a better place	Invest 7.5 per cent of TELUS Pollinator Fund for Good in Indigenous-owned companies	2026	To date, 6 per cent of Pollinator Fund ($6M) has been invested in Indigenous-owned companies. **Read more: TELUS Pollinator Fund for Good**
Enhance the accountability of all team members and leaders at TELUS to support retention and recruitment of Indigenous team members	Implement strategic initiatives of Indigenous Employment Strategy to support recruitment, retention, career development, cultural safety and continuous feedback	Annual	Second year of implementation focused on enhancing the recruitment experience for Indigenous talent, such as a careers guide specifically for Indigenous talent. **Read more: TELUS' Commitment to Indigenous employment**
Incorporate Indigenous perspectives into TELUS' data ethics strategy	Host workshops to incorporate Indigenous perspectives into responsible artificial intelligence at TELUS	Annual	Hosted 3 workshops to gather Indigenous perspectives on artificial intelligence. More workshops with additional communities are in progress. Partnered with Two World Consulting to facilitate engagements on Indigenous data and ethical data governance practices; contributed to the Indigenomics Institute's National 100 Billion Generative AI Economic Study; and supported the **Indigenous Pathfinders in AI** (MILA) program through conference and workshop attendance. **Read more: Increasing the impact of our Responsible AI & Data Ethics strategy**
	Partner with at least two Indigenous organizations on building data governance	Annual	

"Walking through the *Place of Many Rivers,* I can easily appreciate the thought process that went into this design. The sight lines, the natural light, the artwork, the family eating space, the materials– all contribute to an overall feeling of wellness and calm. Not only do I see our people represented, but I feel it in this space. Bravo TELUS, Two Row Architecture and BOOM InterTribal for "raising the bar" in the creation of a true Indigenous space!"

Victoria LaBillois,
Listuguj Mi'gmaq Nation, QC, TELUS Indigenous Advisory Council member



The Learning Circle

Message from the TELUS Indigenous Advisory Co-chairs

As we close out our third year of implementing our first reconciliation action plan, we reflect on the feedback and guidance we have received from the ten members of the TELUS Indigenous Advisory Council.

Over the last 12 months, leaders from across the business have brought forward key areas of focus and ideas aimed at expanding TELUS' reconciliation efforts. We listened to the advisors feedback as to how we can expand the impact of key commitments such as: our employment strategy, our commitment to Responsible AI, and a pilot reforestation project, among other key initiatives.

The advisors were clear that the **Indigenous employment strategy** should reflect transparent progress of our reconciliation journey, ensuring prospective employees understand the culture of TELUS in a deeper way. Additionally, we recognize that attracting Indigenous talent isn't the end goal. Ensuring the success of Indigenous Peoples at TELUS by providing opportunities for development and leadership is the outcome we are striving towards. Having access to the Eagles' Pathways mentorship program, customized wellness and mental health benefits, and dedication to ensuring an inclusive culture are the foundational elements of our strategy.

TELUS' Declaration on **Artificial Intelligence (AI) Image Generation** is an important next step in our ability to uphold our commitment to artistic integrity. This declaration came about as a direct response to feedback from our advisors when discussing how to integrate Indigenous perspectives into our data ethics strategy. As we brought the advisors' feedback to life through this declaration, they provided additional guidance around not only teaching the tool, but also the importance of educating team members on the why. Additionally, they reminded us that by sharing this important work across our networks, we will encourage other corporations to develop similar commitments. We acknowledge that this declaration is just the starting point of our Indigenous data governance journey.

As we launch a new program with **TELUS Environmental Solutions** to partner with Indigenous communities on reforestation services, we are acting in accordance with the feedback from the advisors to develop an outreach tool rooted in storytelling and relationship building. We hope to collaborate with more Indigenous communities and governments, supporting their efforts to preserve the ecological and cultural significance of the land for future generations, and creating meaningful employment and engagement opportunities for community members along the way.

The advisors continue to help shape our strategies, pushing us to reach new heights while identifying and overcoming barriers with us, ultimately advancing reconciliation in a deeper and more impactful way within the communities we serve. We extend our gratitude to the advisors for their invaluable insights and ongoing contributions to our journey.



In addition to the guidance from the advisors, we appreciate the insights and reciprocity that Indigenous team members at TELUS, and the Indigenous leaders and Elders in the communities that we serve continue to share with us as we advance reconciliation together.

We invite you to learn more about the advisors by hearing about their experiences working with TELUS.

Shazia Zeb Sobani
VP Customer Network Planning, Proud member of the TELUS team

Sean Willy
TELUS Board of Directors, President and Chief Executive Officer of Des Nedhe Development, Deninu K'ue First Nation

Top row (L-R): Luc Laine, Magnolia Perron, Stephanie Han (TELUS), James Delorme, Christy Morgan (TELUS), Shaun Soonias. Bottom row (L-R): Victoria LaBillois, Marissa Nobauer (TELUS), Carol Anne Hilton, Sean Willy (Co-chair). Not pictured: Clint Davis, Dr. Kim van der Woerd, Taylor Behn-Tsakoza, Shazia Zeb Sobani (Co-chair).

Meet the council members

TELUS continues to work closely with the Indigenous Advisory Council to guide our strategy. This year, the council directed us as we implemented the next phases of our Indigenous Employment Strategy, actioned our Responsible AI commitment by announcing our AI Image Declaration and piloted a new program that aligns with our new TELUS Environmental Solutions reconciliation commitment.



Carol Anne Hilton
Hesquiaht Nation, B.C.



Clint Davis, ICD.D
Inuk from Nunatsiavut, NL



Dr. Kim van der Woerd
ʻNa̱mgis First Nation, B.C.



Luc Lainé
Huron-Wendat Nation, QC



Shani Gwin
Métis Nation of Alberta and Michel Callihoo Nation, AB



Shaun Soonias
Red Pheasant Cree Nation, SK



Taylor Behn-Tsakoza
Fort Nelson First Nation, B.C.



Victoria LaBillois
Listuguj Mi'gmaq Nation, QC



"Good community and corporate partners are essential to the success of important sustainability efforts such as the Piikani Nation and TELUS restoration project. This example and many others where TELUS strives to collaborate on community projects, supporting the balance of the needs of the land and the strength of sovereignty. This is paramount as an example for all communities and organizations. I am encouraged by these partnerships and I look forward to what the future holds for many communities in environmental sustainability models led by Indigenous peoples."

James Delorme
Klahoose First Nation, BC and Cowessess First Nation, SK

Hear from Clint Davis, as he shares his thoughts on developing the north



"Advising on TELUS' Indigenous Employment Strategy is deeply meaningful to me because it represents an opportunity to create tangible, positive change within the corporate landscape. As a young Indigenous woman, I understand firsthand the barriers and challenges we face in accessing meaningful career opportunities. Being part of the TELUS advisory council allows me to contribute my perspective and experiences to shape strategies that not only support Indigenous talent but also pave the way for future generations. It's about building a more inclusive workplace where Indigenous voices are not just heard but are integral to shaping the company's success."

Magnolia Perron
Mohawks of the Bay of Quinte, ON

Hear more from the advisory council

TELUS Eagles

The Eagle • sp'áḵw'us

The eagle, as it flies high in the sky to understand its environment, represents the gift of foresight. As humans, we draw on this eagle-eye view in setting and achieving our goals, taking into account how fast we can maneuver, what is doable and how we can best achieve success.

Marissa Nahanee • Míkw'achi7m

Eagles is proud to celebrate our 14th year as an employee resource group, staying true to our core values and commitments as we grow and adapt.

In the spirit of collaboration and fostering relationships across TELUS, Eagles team members have been instrumental in providing their authentic voices and unique lived experiences in shaping the fabric of our company.

Some highlights from this year:

- Book Club - collaborated with Connections, TELUS' Resource Group for team members who identify as female and their allies, to read and discuss *In My Own Moccasins* by Helen Knott. We were honoured that Helen joined us for our final virtual discussion.
- National Indigenous Peoples Month - Held events across the country celebrating First Nations, Inuit and Métis culture and contributions including a land-based learning session and Indigenous documentary screenings.

In its second year, Pathways, our mentorship and career development program, focused on supporting Indigenous-identifying team members by:

- Continuing one-to-one pairing of mentors and mentees focused on mentor expertise and mentee professional goals.
- Expanding our sessions to include Lunch & Learns with experts on topics most relevant to mentees, such as leadership development and in-role skill building.
- Launching bi-monthly drop-in sessions for all Pathways participants to provide real-time feedback and to discuss professional successes and challenges in a culturally diverse and safe space.
- Contributing to the Indspire partnership by inviting Eagles members to become mentors to Indigenous young professionals and students.

We look forward to seeing the impact that Eagles and Pathways provide for a ll Indigenous team members at TELUS over the next year.

Crystal Stegner
Tsimshian, Kitselas First Nation

Chantelle Lambert
Cree, Mistawasis First Nation

TELUS Eagles Co-Chairs, Proud members of the TELUS team



"I have participated in other mentorship programs within TELUS, all of which brought a positive impact on my career, but the Pathways program has truly gone above and beyond. Never before have I been in a space that provided such tailor-made support for my needs and who I am as a person of First Nations heritage. I can't thank the Pathways team enough for everything they have done to give me the confidence to bring my true self to work every day."

Justin Taron, Ojibwe, Red Rock First Nation, Proud member of the TELUS team

Team members enjoyed a preview screening of STORYHIVE's Horse Woman sníkłcaʔsqáx̌aʔ tkłmílxw in the Place of Many Rivers as part of the Eagles National Indigenous Peoples Day celebrations.





The Hummingbird • Nanookaasi

The Hummingbird, represents joy, intelligence, beauty and devotion.

Connectivity

Collaborate with Indigenous governments and organizations to deliver advanced broadband connectivity to Indigenous communities within our serving area.

Łutsël K'é First Nation, NT

Enabling access to world-leading technology

TELUS PureFibre® is a world-class wireline infrastructure that provides access to digital tools that are essential for enhancing health, social and economic outcomes. As one of the most advanced broadband network technologies available today, our gigabit-enabled TELUS PureFibre investment is designed to keep up with rapidly evolving technology, delivering increasingly faster connections. This infrastructure forms the backbone of TELUS' 5G network, enabling access to the next generation of wireless technology — the fastest and most robust communications technology globally. Our wireless technology also extends accessibility, allowing us to connect more remote locations by leveraging our comprehensive infrastructure. In extremely remote areas, our wireless LTE coverage (wHSIA) is transforming network usage, offering high-speed internet access where it was previously unavailable. We are privileged to collaborate with Indigenous leaders, organizations and governments of all levels, building meaningful relationships as we work towards a future where all communities are connected.

> In 2024, our co-funding partnerships expanded connectivity to **21** Indigenous communities and **43** Indigenous lands.



Little Doctor Lake, NT

tsątsanë bënı hųlį k'ë ëłk'ëlyé t'ąt'u bënánıë nuhëbá dıłtı hılë sę*

Providing affordable and flexible solutions to connectivity

Our priority is to collaborate with Indigenous communities to meet their connectivity goals by offering customized solutions that work best for their needs. In 2024, TELUS launched a pilot universal service program enabling participating Indigenous governments to provide TELUS broadband services at a specialized rate to every household in their community, ensuring everyone can access the benefits of connectivity. TELUS is keen to learn from this pilot, with the goal of expanding to support even more Indigenous communities moving forward.

> "We always try to be creative in how we can bring long-term benefits to community members. Now with the universal program, this is something that is going to impact the lives of multiple generations, especially when we can continue to be the ones who provide the resources to pay for the internet services. Access to connectivity becomes a lot more feasible with this program."
>
> **Justin Hermann,**
> **CEO, Chard Métis Nation**

*Dënesųłıné translation



Łutsël K'é First Nation, NT

239 **Indigenous communities** serviced by TELUS

121 **Indigenous communities** connected to our PureFibre network

278 **Indigenous lands*** connected to our PureFibre network

+22K Premises connected to our PureFibre network

$122M CAPEX dollars invested connecting Indigenous communities to our TELUS PureFibre network, inclusive of the co-funding partnerships we initiated

80 **Indigenous communities** connected through funding partnerships to our advanced broadband networks**

240K people living in Indigenous communities with access to our advanced broadband networks within TELUS' serving area

89% of homes, communities, small businesses and government buildings on **Indigenous lands** enabled with TELUS' advanced broadband networks within TELUS' serving area

205 **Indigenous communities (637 Indigenous lands)** connected to our advanced broadband networks**

$22M CAPEX dollars committed to expand our advanced broadband networks to 20+ Indigenous lands between 2025-2026, inclusive of the co-funding partnerships we initiated

805 **Indigenous lands** connected to the transformative power of 5G across Canada

1921 **Indigenous lands** covered with our reliable 4G LTE mobility across Canada

*Reserves, treaty lands and self-governing lands ** "advanced broadband networks" is defined as 50/10+ internet speed (including PureFibre) and wHSIA



High-speed internet fuels economic growth in Lheidli T'enneh

In Lheidli T'enneh First Nation's Fort George 2 just north of Prince George, entrepreneur Doug Olson is gearing up for a busy year of business driven by the arrival of high-speed connectivity to the region.

Olson, a member of Lheidli T'enneh First Nation, is the manager of Tano Fuels, the Nation's first gas station and convenience store that opened in 2017. The business holds key importance in the community—not only does it provide food and services to local residents who would otherwise have to drive outside the community, but it is also a significant economic driver for the local economy, enabling the Nation to move into other ventures.

> "Now that we have PureFibre, we are able to utilize the benefits of our existing technology and this has made our business efficiency much stronger."

Lheidli T'enneh's Fort George 2 community is bisected by the Fraser River, with community members, businesses and government living and working on both sides of the river. In order to enable every premise in Lheidli T'enneh to PureFibre and ensure full community connectivity, a two-stage build was implemented, starting with the eastern side (2019) and concluding with the western side in 2021.

Olson says the arrival of TELUS PureFibre has only fuelled more success, bringing an end to the days of unreliable internet services that hampered business growth and innovation.

The first big change? Tano Fuels is able to accommodate customers paying for services with credit and debit cards, a much-anticipated convenience in a digital world.

"We get pretty high traffic through here and customers stopping by for gas often want to pay with a credit card," he said. "Now that we have PureFibre, we are able to utilize the benefits of our existing technology and this has made our business efficiency much stronger."

"Overall, everyone is really happy with the service," said Olson.

The powerful new connectivity is critical to economic growth, but also provides increased access to healthcare, education and a stronger, reliable connection to family and friends.

(L-R): Joey Quewezance, Tano Fuels employee, MLA Roly Russell, Doug Olson, Manager of Tano Fuels, Newton Choy, TELUS, and Cecil Jael, Tano Fuels employee

ʔe xʷoxʷstemnxʷ k słumnuxʷ k steʔ teʔe ʔe k skʷiykʷəstip*

Connecting when and how they need it most

For the eight Participating Bands of the Citxw Nlaka’pamux Assembly (CNA), located in the interior of B.C., access to TELUS’ advanced broadband networks was only one facet of their ongoing partnership with TELUS.

Starting in 2015, TELUS began working alongside Cook’s Ferry Indian Band to enable TELUS PureFibre. Throughout the following years, similar conversations began with the Ashcroft, Boston Bar, Coldwater, Nicomen, Nooaitch, Shackan and Siska Indian Bands.

Through continued conversation and listening, TELUS collaborated with each of the communities to apply for government funding to expand connectivity to the Participating Bands.

As each community brainstormed their visions for these network improvements, each expressed the critical importance of ensuring every individual would own devices and learn how to use them effectively.

> “Linking our eight communities isn’t just about getting online—it’s like opening a door to a world of opportunities. In this digital landscape, it’s not just about finding connections; it’s about paving the way for innovation, empowerment and cultural exchange.”
>
> **Christine Walkem,**
> **Cook’s Ferry Chief. Chair of the Board for the CNA.**

Being a region heavily impacted by climate events, reliable technology is critical. Recent major disasters, including fires and floods, occurred during the second year of the pandemic, which had already created barriers to accessing health and social services for many in the area. TELUS maintained open channels of communication with the CNA to best coordinate relief efforts.

Additionally, TELUS worked closely with many of the Participating Bands to support the holdover services enabling emergency response systems and helped provide essential goods and procure devices for local youth to continue their learning virtually.

As the builds neared completion towards the end of 2023, TELUS, CIBC and CNA partnered to procure devices for the Participating Bands’ members.

Learning how to mindfully use this new technology remains a priority. To support this goal, TELUS hosted two workshops with **TELUS Wise**, a free digital literacy education program offering information and resources to help people of all ages have a positive experience as digital citizens.

To continue sharing this knowledge with community members, Community Liaisons from the CNA staff will be offered further TELUS Wise training opportunities.

“The TELUS Wise workshops have been a valuable opportunity for our members to learn how to use new technology safely and effectively,” said Linda Davidson, Operations Manager at CNA. “We appreciate the collaboration with TELUS in providing this essential training and supporting our communities during challenging times.”

*nɬeʔkepmxcín translation

TELUS celebrates the strong relationships and shared milestones with the eight Participating Bands of the CNA, listening to and supporting their priorities along the way.



(L-R): Chief Marcel Shackelly, Nooaitch Indian Band, Chief Lee Spahan, Coldwater Indian Band, Lucas Treadwell, Manager, Commercial Banking in Kamloops, Rani Hothi, Manager, CIBC Merritt, Chief Lindsay Tighe, Shackan Indian Band, Chief Pamela Robertson, Boston Bar First Nation, Anne Zhong, TELUS, and Chief Christine Walkem, CNA Board Chair and Cook’s Ferry Indian Band

> “Our first set of kids who walked through those doors in 2010 are now young adults and we can see the impact we have.”



Yanathë horeltth'ëłí holé nąltłah asıë ëłk'ëdalt'ı̨ ʔá*

Building futures with faster connectivity

Dustin Nokohoo's days look a bit different than they did just one year ago. With the launch of TELUS PureFibre at the end of 2023 in Chipewyan Prairie First Nation, located in Northeastern Alberta, Dustin now spends some of his time guiding fellow community members on how to use this lightning-fast network.

One group he doesn’t have to spend too much time supporting is the youth at the Sekweha Youth Centre. Sekweha means *“for the youth”* in Dene.

In its 14th year of operations, the centre is now connected to TELUS’ world-leading PureFibre network. Nokohoo, who has been involved since 2018 and currently serves as the Chair, shares that access to this new technology is *“night and day.”*

Before access to the TELUS network, up to 30 kids would be trying to use their devices on a slow and unreliable connection. Nokohoo recalls that the lagging caused a lot of frustration but now, everyone can stream, learn and connect without worry.

The centre is a staple of the community and is open almost every day of the year providing a *“homestyle”* and positive space for the youth to spend their free time. They serve meals each day and use this opportunity to teach the youth how to cook along with other important life skills.

While the centre exists to be a safe space for extracurriculars and connection, it is also designed to prepare them for their lives after high school.

Nokohoo shared, *“Our first set of kids who walked through those doors in 2010 are now young adults and we can see the impact we have.”* Serving approximately 250 students to date, the community supports the centre, knowing the difference it can make for the students, their families and Chipewyan Prairie First Nation community.

A core program offered at the centre is the student summer employment program that is designed with the students’ futures in mind. The program creates opportunities for high school students to build work experience through opportunities including internships with local businesses.

The program also provides the students with the required safety training and other courses required to prepare them if they choose to work in the oil and gas sector after graduation.

Many of these courses are offered virtually, and the students can now easily complete them along with applying for jobs while at the centre.

The staff are also continuing their learning and accessing material virtually. “*With this new connectivity in the centre, we can now explore online opportunities without doubting whether or not it is a good idea due to the connection,”* said Nokohoo.

With the improvements to connectivity, the staff and youth can focus on building their futures while Nokohoo continues to help get the rest of the community up to speed.

The TELUS PureFibre build was co-funded by the Regional Municipality of Wood Buffalo. This $21M investment connected three First Nations, four Métis communities and six rural municipalities in 2023.

*Dënesųłiné translation

(L-R): Dustin Nokohoo, Sekweha Youth Centre Chair, Karley Emerson, and Jessica Janvier, Sekweha Youth Centre Manager at the 2024 Chipewyan Prairie First Nation graduation event.



The Pickerel • Ogaans

The Pickerel represents regeneration and health for Indigenous communities, symbolizing abundance and renewal.

Enabling social outcomes

Tathlina Lake, NT

Underpinned by our team's passion for creating stronger, healthier communities, develop and expand programs that look beyond connectivity to enable communities for longer-term prosperity and success.

Leading with purpose

Social capitalism is ingrained in our identity and actions. We fundamentally believe that good business and doing good go hand in hand. Since 2000, our TELUS family has provided **$1.7B** in cash, in-kind contributions, time and programs, including **2.2M** days of volunteering.

As a global leader in social capitalism, we are dedicated to harnessing our innovative technology and human creativity to drive social progress and facilitate significant outcomes. Our dedication extends beyond supporting local communities through our Give Where We Live philosophy; it involves leveraging our cutting-edge technology capabilities to deliver impactful services that foster innovation and help enable remarkable human outcomes.

Kawimacipayik oma Kiskinohamatowin Awasisak miyawak apahcihcikanah kawicihikocik*

Kick starting the school year with Kits for Kids

Ensuring that youth have the supplies they need as they head back to school is one way that our TELUS Kits for Kids program is stepping in to contribute to a successful school year. In 2024, TELUS delivered over **3K** Kits for Kids to the students of **29** Indigenous communities throughout British Columbia, Alberta and Quebec.

*Cree translation

> "We are deeply grateful to TELUS for the backpacks donated to Kehewin Cree Nation, bringing joy and support to our children's education."
>
> **Phaedra Cardinal,** ISET Manager, Kehewin Cree Nation



(L-R): Jordan Prezanowski (TELUS), Denise Hourd, Capital Projects Manager, Cynthia Youngchief, Kehewin School Vice-Principal, Tara Gadwa, Social Development Assistant, and Dee Dee Cormier (TELUS)

TELUS Friendly Future Foundation

By funding more than 500 charities each year that provide youth-focused education and health programs, many enabled by technology, along with providing educational bursaries, TELUS Friendly Future Foundation is helping more than 2 million youth in communities across Canada build skills, confidence and feel a sense of belonging.

Here's how we've helped Indigenous youth reach their full potential in 2023:

- Our innovation and humanitarian relief grants of **$1.6M** supported 20 projects specifically geared toward Indigenous youth.
- TELUS Canadian Community Boards granted close to **$1M** in funding to support 62 Indigenous youth programs nationwide.
- The newly launched **TELUS Student Bursary** program awarded 53 Indigenous youth from coast to coast with bursaries valued at over **$275,000**. This was done in partnership with Indspire, a national Indigenous charity whose north star is to ensure that, "within a generation, every Indigenous student will graduate."



Tegan McMartin Photography. Alisya Dosouto and Alex Pleva, proud members of the TELUS team

Transforming futures: From science camp to university

Youth who are exposed to STEM-based learning during adolescence (science, technology, engineering and math) have the opportunity to develop new skills, build confidence and discover career paths they may not have considered before. This is especially true for Indigenous youth like Jacob who attended University of Regina's Science Camps for Saskatchewan Indigenous Youth (SCISIY), which received a grant from the TELUS Manitoba and Saskatchewan Community Board in 2023.

Partnering with local Métis and First Nations communities, the camps incorporate a *"two-eyed seeing"* philosophy and land-based learning along with a mentorship program connecting campers to members of the STEM community.

After attending the camp, Jacob later went on to pursue a university degree in science which was a full circle moment for the faculty and camp leaders.

Learn more about the exciting camp experience



University of Regina's Science Camps for Saskatchewan Indigenous Youth

Supporting language preservation and education through digital storytelling

The Simbi Foundation, an organization focused on closing education gaps by deploying infrastructure and software to those who need it most, is working with the Stó:lō communities of the Fraser Valley (B.C.) to promote and preserve the Halq'eméylem language.

Students ages 6-18 receive digital access along with invitations to join in-person workshops where Halq'eméylem speaking Elders share cultural and ancestral stories of the Stó:lō Peoples.

These stories are digitized to create read-along books in Halq'eméylem language which are written and narrated by language speakers, Elders, teachers and community members from Sxwoyehà:là, Sq'ewqeyl, Ch'íyáqtel and Xwchíyò:m communities.

This program is critical in helping connect younger generations to ancient languages and protecting endangered cultural stories and languages while bridging the digital divide.

The Simbi Foundation received funding from the TELUS Vancouver and Coastal Community Board to fund the development of updated technology to allow for barrier-free access to their resources along with the creation of more books.



Learn more about their work in B.C.

Simbi Foundation

Building confidence and cultural awareness through sport

Each year, an estimated 250 Indigenous youth in the northern Alberta communities of Fort Chipewyan, Fort McKay, Conklin, Janvier, Fort McMurray and Anzac receive sporting equipment, jerseys, transport to events and meals on the road thanks to the Wahkohtowin Sports Circle Foundation.

The foundation exists to eliminate the barriers for youth to participate in sports while building positive relationships, a sense of belonging and team spirit.

The Wahkohtowin Sports Circle Foundation received a grant from the TELUS Edmonton and Northern Alberta Community Board in February of 2024.

"The funds used to support the Indigenous youth in the community will have a lasting impact as our region is in a state of local emergency due to the extremely high amounts of death caused by suicide, overdose and self harm."

While focused on helping youth access sports, the foundation is also dedicated to building cultural awareness through their activities and events.

Check out where they are headed next

WAHKOHTOWIN SPORTS CIRCLE FOUNDATION

"It's so important for the youth to have that connection to their culture and have a sense of pride in who they are."

Allison Flett,
Founder of Wahkohtowin Sports Circle Foundation

Anishnabeg Outreach's Ignite: Transforming youth mental health

Anishnabeg Outreach's (AO) mission is to build processes and tools that position current and future First Nations, Inuit and Métis generations as prosperous leaders and strategic partners in Canada's future.

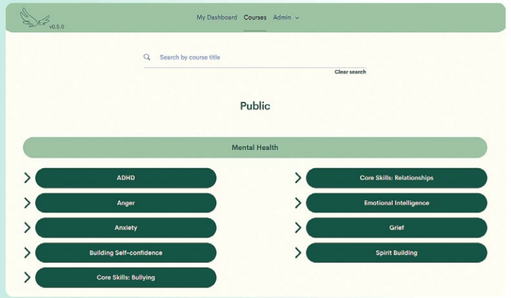
With funding from a TELUS Friendly Future Foundation grant, the Ignite: Transforming Youth Mental Health program aims to address a major gap in national youth mental health models by co-creating resources that encompass Indigenous-led and Indigenous-informed mental health support, life skills development, cultural enrichment and vocational training.

The program blends traditional Indigenous knowledge with an innovative digital learning management system focused on mental health and essential life skills. The system, AONest, serves as a transformative tool that will initially enhance the well-being of 1,500 First Nations, Inuit and Métis youth, fostering critical healing, identity reclamation and ultimately, create a model that can be replicated across the country.

> "What we discovered was, you actually can't help people become employed, or help them learn until they've actually healed, AO wants to make healing accessible to everyone."
>
> **Stephen Jackson,**
> AO CEO

Learn more about the future of AONest





Indigenous Communities Fund

Established in 2021, the TELUS offers up to **$25K** in flexible grant funding for Indigenous-led social, health, and community projects. Since its launch, the fund has contributed **$785K** to support Indigenous-led initiatives.

Funding is available for projects focused on, but not limited to:

- Health, mental health and well-being
- Access to education and resources
- Community building and enhancement
- Language and cultural revitalization
- Inter-community sharing of cultural stories

Preference may be given to programs where technology is being used to advance reconciliation.

Learn more at **www.telus.com/indigenousfund**.



> At the Vancouver-based Indigenous Partnerships Success Showcase in June, TELUS celebrated IndigeSTEAM, a 2022 ICF recipient, as they shared how their work is encouraging Indigenous youth to get involved in robotics as a way to integrate culture, tradition, and language into their learning. Visit indigesteam.ca to learn more.

Listening to our ancestors: GPR knowledge building

As one of the first recipients of the Indigenous Communities Fund in 2022, xʷməθkʷəy̓əm (Musqueam) is marking major developments in their Ground Penetrating Radar (GPR) Policies & Training Tools project. GPR is a non-intrusive and non-destructive method of surveying the sub-surface of an area by mapping the contents in the ground remotely. This technology is currently being used throughout Canada to help in the search for unmarked graves at former Indian Residential School sites.

xʷməθkʷəy̓əm aims to build up foundational knowledge about GPR with Indigenous communities who can then better inform corporate Canada, the general public and the media on the applications and constraints of GRP use. The xʷməθkʷəy̓əm GPR team, in conjunction with the University of British Columbia, ran two GPR training sessions with Indigenous learners from participating First Nations from across B.C. The training sessions taught the Indigenous learners how to use GPR, design a GPR project themselves, and then analyze the data.

The GPR team is proud to share knowledge and build relationships through this program. Kevin Wilson, Geographic Information Systems Analyst and a member of the xʷməθkʷəy̓əm GPR Team, said, "The number of individuals and communities who will benefit from the development of these resources are essentially limitless. The potential impact and reach that this project will have on Indigenous communities cannot be overstated."



2022 GPR training course at Musqueam

> "The number of individuals and communities who will benefit from the development of these resources are essentially limitless. The potential impact and reach that this project will have on Indigenous communities cannot be overstated."
>
> **Kevin Wilson,**
> **Geographic Information Systems Analyst of the Musqueam GPR Team**

Minu-kanuenitakanua atanukana tshetshi nishtuapatakaniti aianishkat*

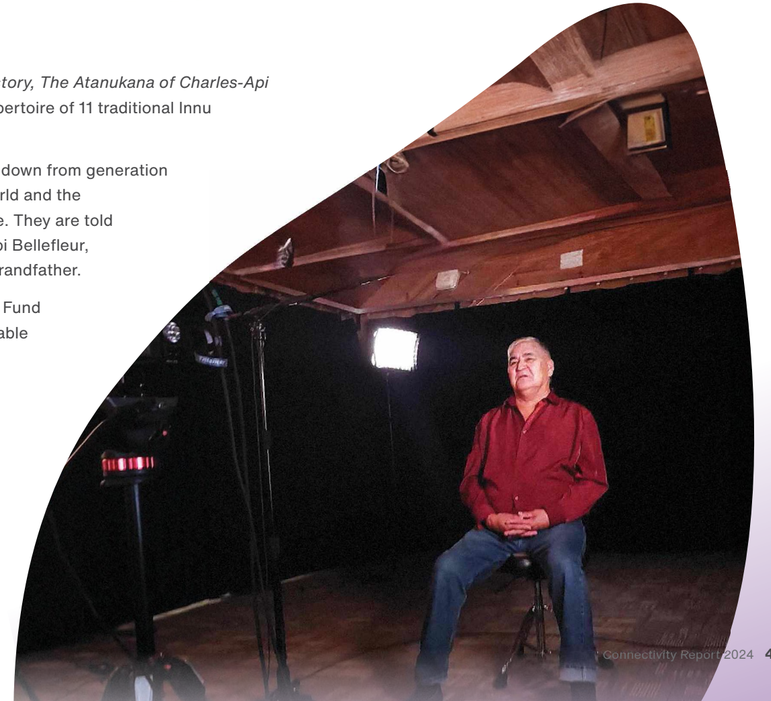
Preserving the Atanukana for generations to come

The mission of the "*Sharing 10,000 Years of History, The Atanukana of Charles-Api Bellefleur"* project is to preserve a complete repertoire of 11 traditional Innu stories called the Atanukans.

These ancient stories, which have been passed down from generation to generation, explore the beginnings of the world and the significance of human existence for Innu people. They are told by the traditional storyteller himself, Charles-Api Bellefleur, who learned these stories from his father and grandfather.

With funding from the Indigenous Communities Fund in 2023, Productions Innu Assi recorded invaluable Innu heritage while providing career building opportunities for Innu youth as they learned new skills in the film production industry. *"We are very proud to have contributed to the preservation of the living heritage of Innu culture by archiving and broadcasting the traditional stories told by Charles-Api Bellefleur to pass them on to future generations,"* said the Productions Innu Assi team.

*Innu translation



Productions Innu Assi

wîwcînan kakiyâwnîanan*

When giving where we live means even more

Our commitment to the safety and well-being of the communities we serve includes where our team members live and work. When it comes to disaster relief, local TELUS team members are among the first to raise their hands to aid in our emergency response efforts. While our primary focus is ensuring our networks are protected to enable emergency communications, they are also asking, “What else can we do? How can we support the communities displaced from their homes and lives?”

For one team member specifically, Susie Houle of Whitefish (Goodfish) Lake First Nation #128, being able to support nearby Indigenous communities during the catastrophic 2023 Alberta wildfires season made a lasting impact on her career.

Houle was raised and lives on her reserve with the mindset modeled by her parents that “it’s not about us, it’s about the collective.”

Houle's commitment to giving back is not just a professional duty, but a personal mission that reflects the spirit of utility and mutual support that she grew up with. *“This shared vision of collective well-being and community empowerment is what makes TELUS' initiatives impactful and meaningful,”* said Houle.

Throughout 2023-2024, TELUS provided **$151K** in emergency response funding to **12** Indigenous communities in the areas that we serve.

> “As an Indigenous person, I deeply understand the importance of community and interconnectedness of all its members,” said Houle. “My experiences have led me to build relationships and trust with the communities that I work with.”

Hear more from Susie about her experience on #TeamTELUS



Susie Houle, Whitefish (Goodfish) Lake First Nation #128, Proud member of the TELUS team

*Cree translation

Connecting for Good

Bridging digital and socio-economic divides is a core pillar of our social purpose. At TELUS, we know technology can be a powerful equalizer, but only if everyone has access to it. Through our Connecting for Good® programs — including Health for Good™, Mobility for Good®, Internet for Good® and Tech for Good™ — we are leveraging our technology to ensure underserved citizens are connected to the people, information, and opportunities that matter most in our increasingly digital society.



Mobility for Good for Indigenous Women at Risk

Developed in partnership with Indigenous-led organizations, Mobility for Good for Indigenous Women at Risk provides free smartphones and talk, text and data plans to Indigenous women at risk of or surviving violence.

In 2024, TELUS expanded its Mobility for Good for Indigenous Women at Risk program to Quebec in partnership with Quebec First Nations Women's Space (QFNWS). An organization created by **Quebec Native Women**, QFNWS provides women with a vital lifeline to emergency services, reliable access to virtual health and wellness resources, and a way to stay connected to their friends, family and support networks.

Hear more about the program

"With the launch of this new program in Quebec, TELUS is taking a concrete step toward reconciliation. Reliable cellular connectivity provides Indigenous women and girls with critical access to services that support their safety and well-being. This marks a significant step forward in our efforts to provide inclusive anti-violence services by and for Indigenous women while identifying solutions to help ensure they have quick access to the essential emergency services and community programs they need."

Marjolaine Étienne,
President of Quebec Native Women

11K youth aging out of care were able to stay connected with family, support networks and access resources through Mobility for Good

90% of Internet for Good participants said the program allows them to stay connected to the people and resources that matter most

61.6K in-need families, Elders, people living with disabilities and youth aging out of foster care enrolled in our Internet for Good program

41 Indigenous organizations are distributing phones to Indigenous women at risk across British Columbia, Alberta, Ontario and Quebec through our Mobility for Good for Indigenous Women at Risk program

87% of Mobility for Good participants say the program makes it easier to stay connected to friends, family and support networks

250K people living in Canada have been positively impacted by our Internet and Mobility for Good programs to date

16.7K Elders and seniors are staying connected to family and friends through Mobility for Good for Seniors

3.9K Indigenous women at risk of or surviving violence have access to a lifeline through our Mobility for Good for Indigenous Women at Risk program

58% of TELUS Health for Good partners provide services at locations specifically serving Indigenous Peoples providing wrap around culturally inclusive support (e.g. ceremony)

Building the healthiest communities and workplaces on the planet

At TELUS, we are committed to transforming health experiences with genuine care. We harness the power of technology to enhance the health and well-being of Canadians and people around the world, including the most vulnerable populations.

As a global leader in health and well-being, encompassing physical, mental and financial health, TELUS Health is on a mission to become the most trusted well-being company in the world. Our thousands of dedicated TELUS Health team members, passionate clinicians and healthcare professionals are committed to solving the most pressing health issues facing people globally, including citizens, healthcare professionals, employers and employees. We use our world-leading technology to dramatically improve remedial, preventive and mental health outcomes, covering over 75 million lives in 160 countries, and growing.



Contwoyto Lake, NT

Digital access to culturally-informed healing and resilience

In 2021, TELUS launched the Indigenous Cognitive Behavioural Therapy (CBT) program to support the overall wellness, healing and personal growth of Indigenous team members. Available **digitally** to companies in Canada, including TELUS team members, the program enables access to virtual mental health support whenever and wherever.

What is CBT?

CBT is a form of therapy that supports individuals to understand and change the thoughts, feelings and behaviours that are causing dysregulation.

What is Indigenous CBT?

Developed in collaboration with First Nation and Métis partners including Knowledge Keepers, Elders and Indigenous and non-Indigenous therapists and clinicians, the Indigenous CBT program is culturally responsive and rich in storytelling and cultural teachings. It integrates Indigenous ways of being with best-in-class clinical practices to offer individuals a healing journey guided by dedicated therapists. It includes videos, readings and activities to complete between therapy sessions.

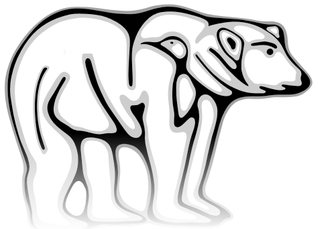
> "This program combines Indigenous knowledge with CBT, designed by Indigenous People and allies for Indigenous People across Turtle Island."
>
> **Kara Moss, an Ojibway Indigenous woman whose traditional name is White Swan and is a member of the Crane Clan from Brokenhead First Nation on Treaty One Territory.**

Moss co-led the development of the program and is the clinical supervisor supporting the Indigenous Clinical Programs within TELUS Health.

The program acknowledges the experiences and resilience of Indigenous Peoples, and includes voices of survivors of the residential school system, the Sixties Scoop, and those affected by the issue of missing and murdered Indigenous women, girls and LGBTQIA2S+ individuals.

"It's strength-based, integrating Indigenous ways of being and clinical practice that helps people develop coping strategies and allows for self-exploration," said Moss.

TELUS offers this program to Indigenous team members and their families as part of our mental health and wellness commitments to support them along with additional benefits and resources that contribute to their experience at TELUS.



Bear • Makwa



The Eagle • Migizi

The Eagle symbolizes respect, honor, strength, spirituality and wisdom.

Cultural responsiveness and relationships

Listen, learn and understand how TELUS can meet unique needs and build meaningful relationships. Ensure culturally responsive customer experience for Indigenous customers.

Łutsël K'é First Nation, NT



Fostering relationships based on listening, learning and truth-telling

As a social purpose leader, we acknowledge our responsibility to use our influence, business practices and relationships to advance Truth and Reconciliation and amplify Indigenous voices. Inviting our customers, team members and partners to join the Moose Hide Campaign movement and amplifying the digital Witness Blanket across our channels are important ways that we are elevating Indigenous voices to share their truths and lived experiences. We continue to collaborate with Indigenous artists to share their communities' stories and reflect them through our physical spaces, from our fleet to our offices. From virtual trivia sessions celebrating important Indigenous advocates and historical milestones to volunteering at local pow wows, all team members have the opportunity to listen, learn and support Indigenous-led initiatives.

> "Our partnership with TELUS is crucial for raising awareness about the critical issue of Missing and Murdered Indigenous Women and Girls in our country. TELUS demonstrates its growing commitment through initiatives like Wear and Share Wednesdays and active participation in our events, sharing the free gift of Indigenous medicine—the moose hide pin—with their team and customers."
>
> **David Stevenson,**
> CEO, Moose Hide Campaign

(L-R): TELUS team members gathered for a Moose Hide Campaign roundtable discussion in TELUS Harbour's *Place of Many Rivers*.

Celebrating milestones in the fight against gender-based violence

The Moose Hide Campaign is a grassroots Indigenous-led movement dedicated to ending gender-based violence. The campaign hosts a Walk to End Violence in Victoria, B.C. every May and encourages Community Champions to host walks across Canada.

> "Each year, hundreds of thousands of Canadians unite for Moose Hide Campaign Day to raise voices and end gender-based violence. TELUS played a key role in supporting this effort by distributing moose hide pins, a symbol of healing for a social ailment in our country. Each pin sparks five conversations, and together we are bringing this critical issue out of the darkness and into the light."
>
> **Raven Lacerte,**
> **Co-founder and National Ambassador**

Celebrating an impressive milestone in their 13th year, the Moose Hide Campaign gifted their **5-millionth** pin to Indigenous advocate and Executive Director of the Prince George Friendship Centre, Barb Ward-Burkitt. This achievement has inspired 25M conversations about ways we can all bring an end to gender-based violence across the country. Working with the Prince George Friendship Centre as a partner of the **Mobility for Good for Indigenous Women** at risk of or surviving violence, we were proud to celebrate this moment with Barb and members of the community she serves.

Another major milestone for the campaign was the launch of the "**We are medicine**: a practical journey to end violence" program. This three-hour online course shares the insights and experiences of Wisdom Carriers and members of the Moose Hide Campaign team and invites learners to develop a deeper understanding of their role in ending gender-based violence as an act of reconciliation.



Founder of the Moose Hide Campaign, Raven Lacerte, giving Barb Ward-Burkitt the commemorative 5-millionth moose hide pin.

Inspiring action and conversations where we live and work

In the third year of our partnership with the Moose Hide Campaign, TELUS team members focused our efforts on inviting our peers, partners and customers to join the movement. This meant TELUS sales teams were wearing pins and sparking conversations as they knocked on doors. Additionally, TELUS customers and campaign supporters could pop into any TELUS store across Canada to pick up pins throughout the month of May.

Leaders and team members shared their hopes and visions for a safer future during two virtual and five in-person roundtable discussions. Partners and vendors walked with us on Campaign Day in cities across Canada and many decided to officially join the movement by ordering pins and donating.

We will continue to amplify the Moose Hide Campaign's message about the ways we can all respond to the **231 Calls for Justice** with team members, customers and our partners as part of our commitment to reconciliation.

11.9K
Pins distributed, 288 stores participated

12
TELUS Partners participated

+1.3K
Team members engaged

10
Walks to End Violence

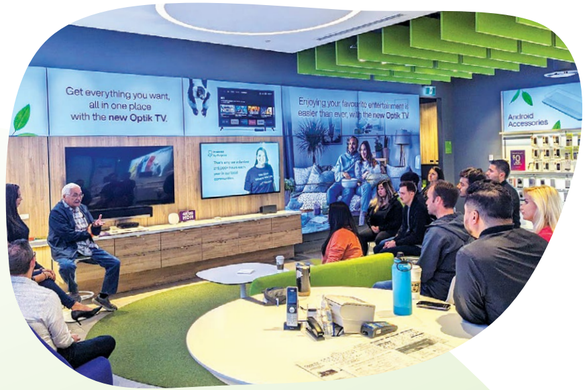
Learn more about the impact this partnership holds for TELUS team members

> "It's really important to create safe spaces for vulnerable conversations and educate team members about this important cause. Our team recently hosted a Lunch & Learn, and it was really eye-opening to learn the very real experiences of those impacted by discrimination and violence. Offering support wherever it is needed, being intentional about my relationships, and showing compassion are a few of the ways I honour my commitment to the Moose Hide campaign."
>
> **Hesham Fahmy,** Chief Information Officer, Proud member of the TELUS team

Deepening our learning

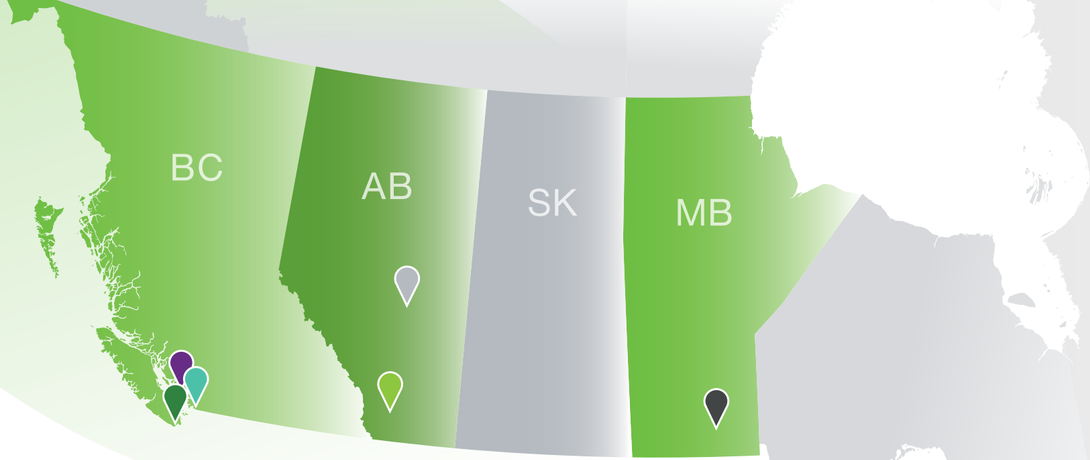
Since the launch of the TELUS Truth and Reconciliation learning program created in partnership with Chastity Davis-Alphonse (Tla'amin and Tŝilhqot'in Nations) in 2022, TELUS team members have continued their learning journeys in meaningful ways with a focus on building relationships and learning with those communities on whose territories TELUS operates.

> "Attending the Truth and Reconciliation session with Dr. Karine Duhamel on treaties and their significance opened my eyes to the crucial role these agreements play in shaping the relationship between Indigenous peoples and the government, instilling in me a greater appreciation for their contemporary importance. This experience has motivated me to advocate for honoring these treaties and to support efforts towards genuine reconciliation and justice."
>
> **Jason Slote,**
> **Proud member of the TELUS team**



To date, **+20K** team members have completed the TELUS Truth & Reconciliation learning program.

TELUS team members learn cultural teachings shared by Blackfoot Elder Casey Eaglespeaker (SorrelHorse) from Kainai Nation at a TELUS store in Calgary.



Learning more about the location of our stores

Since 2023, six TELUS retail teams and over 90 team members across B.C., Alberta and Manitoba have invited Elders from the host territory to share cultural learnings and truths about the experiences and histories of the Indigenous Peoples whose ancestral lands the stores are located.

Learn more about how teams at TELUS are continuing their learning

Tsawwassen Mills, Tsawwassen, B.C.
scəwaθən (Tsawwassen) treaty lands

Park Royal, West Vancouver, B.C.
X̱wemelch'stn (Capilano IR 5), Skwxwú7mesh Nation (Squamish)

Victoria, B.C.
Traditional territory of the Esquimalt, Songhees, and W̱SÁNEĆ Peoples

South Centre, Calgary, AB
Treaty 7 region and home to Métis Nation of Alberta: Battle River Territory of Districts 5 and 6

Southgate, Edmonton, AB
Treaty 6 region, and traditional lands of First Nations and Métis People

St. Vital Centre, Winnipeg, MB
Treaty 1 region and the heartland of the Métis People

Kwatate’ndiara’sennihk*

Cultivating our long-standing relationship with Wendake

The relationship between Wendake First Nation and TELUS has blossomed into a rich and beautiful sharing of cultures and traditions.

Over the past three years of closely collaborating together, our TELUS team has been privileged to learn from and participate in the rich cultural traditions of the community. Whether through sponsoring the annual Wendake Pow Wow, which celebrates First Nations dances, songs and traditions, or through participating in the Rendez-vous des Artistes et des Artisans de Wendake, an event that spotlights the talent and creativity of Indigenous artists. Our team is proud to help preserve and promote the vibrancy of Wendake culture today, so that future generations can connect with this heritage.

These partnerships have created meaningful opportunities for our team members to learn and volunteer at events, and help amplify the voices, experiences and contributions of Indigenous Peoples.

One example is our partnership with the Salon du livre des Premières Nations, which helps promote Indigenous literature, increase the visibility of Indigenous authors and encourage reading and education within the community.

This year, TELUS also donated 432 books and art accessories to the École Wahta’ in Wendake to help promote a love of reading and education among Wendake’s youth. By providing high-quality educational resources, TELUS hopes to contribute to the cultural and intellectual growth of the community’s children and teens.

The relationship between TELUS and Wendake is an inspiring example of what can be achieved when businesses and Indigenous communities work together toward a common goal. By continuing to invest in connectivity, education, health and economic development, we are contributing together to build a more inclusive and prosperous future for all.

*Wendat translation

Members of the Wendake community and the TELUS team at the Wendake Pow Wow.

“The long-standing relationship between TELUS and the community of Wendake is a powerful example of what can be achieved when mutual respect and collaboration are at the heart of our actions. As a member of the Huron-Wendat Nation and former Delegated Chief within the Council of the Huron-Wendat Nation, I have seen first-hand how TELUS has invested in our community, and also supported our cultural and educational events. Their commitment to reconciliation and sustainable development is a source of inspiration and model for other businesses to follow.”

Luc Lainé, citizen of the Huron-Wendat Nation of Wendake, Quebec, and TELUS Indigenous Advisory Council member





Re-envisioned spaces that celebrate the land

Creating culturally responsive experiences for Indigenous team members and customers within TELUS spaces is integral to our reconciliation journey. We aim for these projects to create a space for Indigenous team members and offer others the opportunity to learn about the communities on whose traditional lands TELUS buildings are located.



(Top L-R): The Place of Wild Rice, The Marsh, (Bottom right): The Longhouse

Miziwe ziibiiwan*

Place of Many Rivers

In 2024, TELUS launched our first placekeeping initiative at TELUS Harbour in Toronto. The 28th floor, now known as the Place of Many Rivers, represents and acknowledges the traditional territories of Mississaugas of the Credit, the Ojibwe-Anishnaabeg and the Haudenosaunee on whose land TELUS Harbour is located.

Developed in collaboration with **Two Row Architect, BOOM InterTribal**, and Indigenous leaders, Elders, Knowledge Keepers and community members, the space invites you to view the natural things around you, like the waters of Lake Ontario, as soon as you enter the floor.

From the meeting rooms, collaboration spaces and lounge areas, to the intricate millwork and vibrant wall appliqués, you'll find design elements that reflect the traditions of the communities.

It harkens back to the wild rice that once thrived here, the long-houses that united people for knowledge sharing and storytelling, and the traditional weaving and crafting that honor the reciprocal relationship with the land and the animals who share it.

*Mississauga Ojibwe translation



Yuma Dean and Marjan Verstappen of the Bawaadan Collective

> "When you look at spaces such as this, it invokes curiosity. I wonder why that wall was curved? Why was this chosen? My hope is that this place is an opportunity to tell stories, connect and share."
>
> **Christy Morgan,**
> **Manager, Reconciliation Strategy, St'uxwtéws (Bonaparte) Band, which is a part of the Secwepemc (Shuswap) Nation, in British Columbia, Proud member of the TELUS team**

Experience the space

Digital Witness Blanket

Advancing truth and reconciliation through art

This year, Carey Newman (Hayalthkin'geme) celebrates the 10th anniversary of the Witness Blanket exhibit, which allows visitors to the Canadian Museum for Human Rights (CMHR) to bear witness to the stories of Survivors as they share, in their own ways, the atrocities of the residential school system through artwork, videosand images.

> Since the digital platform's launch, it has reached over **1M** students and educators, with over **1.3M** people experiencing the digital Witness Blanket online.

Inspired by his father's experiences in a residential school, Newman created the original Witness Blanket, a monumental work of art made from over 877 pieces collected from 77 communities. These pieces were gathered from former residential schools, churches, government buildings and significant cultural sites across Canada, and were donated by Survivors and their families.

In 2022, the CMHR and Newman partnered with TELUS to launch the digital Witness Blanket project, creating a more accessible experience to more Canadians coast to coast. This innovative digital platform showcases a digitized version of the original exhibit, offering a more immersive technological experience to teach lessons from residential schools.

Beginning in 2025, we are excited to launch the next phases of this partnership through the development of virtual reality (VR) and augmented reality (AR).

Since 2022, TELUS has partnered with the National Centre for Truth and Reconciliation to raise awareness of the digital Witness Blanket, promoting understanding and fostering reconciliation among students and educators across Canada.

Learn more about the impact of the witness blanket

Canadian Museum for Human Rights

> "We have started a journey together, focused on charting a path forward for Indigenous and non-Indigenous Canadians through truth-telling, listening to Survivors and education. In the year since we proudly launched the digital Witness Blanket with artist Carey Newman and the support of TELUS and the TELUS Friendly Future Foundation, we have connected with over a million Canadians, inviting them to also bear witness to the atrocities of the residential school System. Our education guide has been downloaded and used by thousands of teachers across the country. We are deeply grateful to TELUS for their continued support of the project as we begin to expand it to include augmented reality and virtual reality."
>
> **Isha Khan,** CEO, Canadian Museum for Human Rights



TELUS Fleet connects communities through art and storytelling

In line with TELUS' commitment to amplifying Indigenous voices and talent, we actively seek innovative and impactful ways to engage our customers with their communities. Expanding on our fleet refresh initiative launched in 2021, we collaborated with three Indigenous artists in 2023 to highlight their stories and exhibit their incredible artwork on TELUS fleet vehicles in British Columbia, Alberta and Quebec.

Trevor Snook





Johnny Ketlo III,

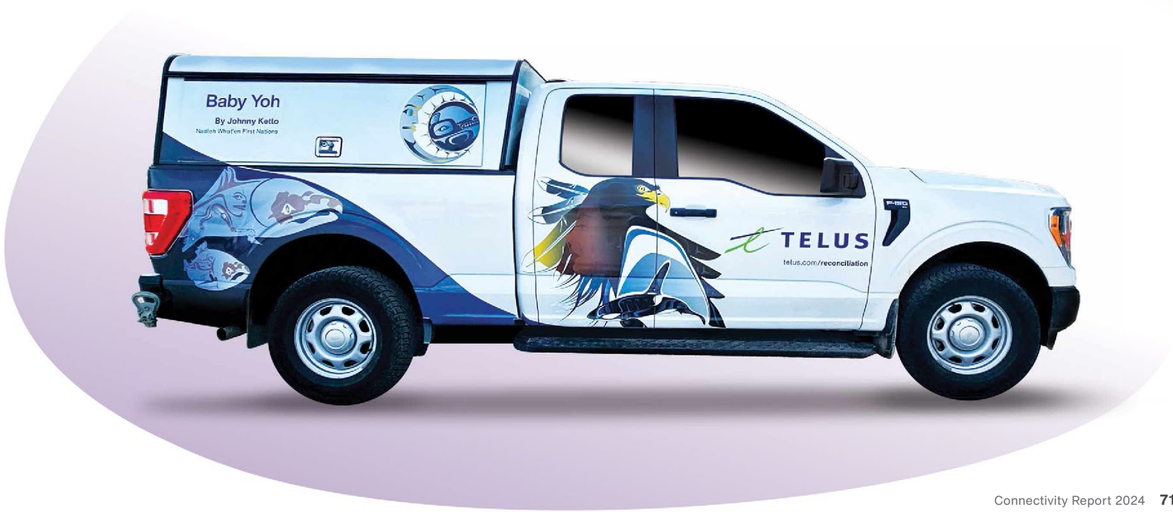
Nadleh Whut'en Yinka Dene

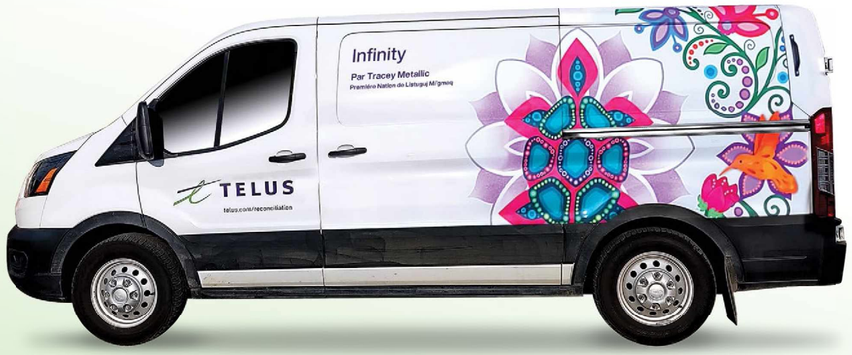
Prince George, British Columbia

Baby Yoh

"The Golden Eagle lives in the highest regions of the earth. His name is Yoh. The note he speaks from his beak is connected to all creation. Yoh-Ho-Ah-Hey."

Learn more about Johnny and what Baby Yoh means to him







Tracey Metallic,
Listuguj Mi'gmaq First Nation

Listuguj, Quebec

Infinity

"The message I want my art to convey is that there is nothing in life you cannot over-come. Our strength is not in who we once were but in who we are destined to become."

Read more about Tracey and her story of hope and resilience



Trevor Snook,
Qalipu First Nation

Regional Municipality of Wood Buffalo, Alberta (Fort McKay, Fort McMurray, Anzac, Janvier, Conklin)

Fibres of our Connection

"This piece is a representation of our Indigenous connection to the lands that have sustained us. It is the fibres of our existence."

Experience *Fibres of our Connection* and Trevor's story



Elevating Indigenous voices through TELUS Local Content



Tulita, NT

TELUS Local Content funds and supports the production of locally reflective content across British Columbia and Alberta through two funding programs, **TELUS STORYHIVE** and **TELUS originals**.

Screens need Indigenous representation, and TELUS recognizes a special responsibility to the Indigenous storytellers on whose lands we live and work. Since 2013, these programs have distributed over **$7.2 million** in community programming funds to Indigenous content creators, filmmakers and storytellers.

TELUS Local Content

TELUS STORYHIVE is a platform that supports new and emerging content creators in British Columbia and Alberta, with a specific focus on elevating underrepresented and diverse voices and communities. The innovative programs offer production funding, training, professional mentorship and distribution to viewers on Optik TV, Stream+ and STORYHIVE's YouTube channel. The best part about the programs is that no experience is required to participate.

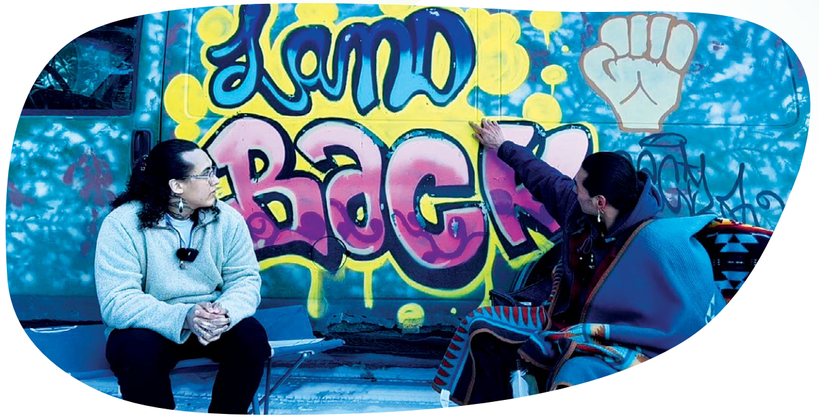
STORYHIVE creativity connected by TELUS

Since 2013, STORYHIVE has funded over **720 new and emerging Indigenous content creators** with grants ranging from $10,000 to $100,000 along with training, mentorship and distribution.

Prestigious award for Indigenous on location live streamer

Braden Kadlun Johnston, the Indigenous content creator behind the STORYHIVE live stream series, *On Location with Braden Kadlun and Rebecca Rooney,* has been honored with a prestigious national award from Indspire, a partner of the TELUS Friendly Future Foundation's Student Bursary. Braden was awarded the **2024 Indspire Award** for Inuit Youth for his dedication to creating positive change wherever he goes, as an avid speaker about the realities of Northern living, sobriety, healing and Inuit culture.



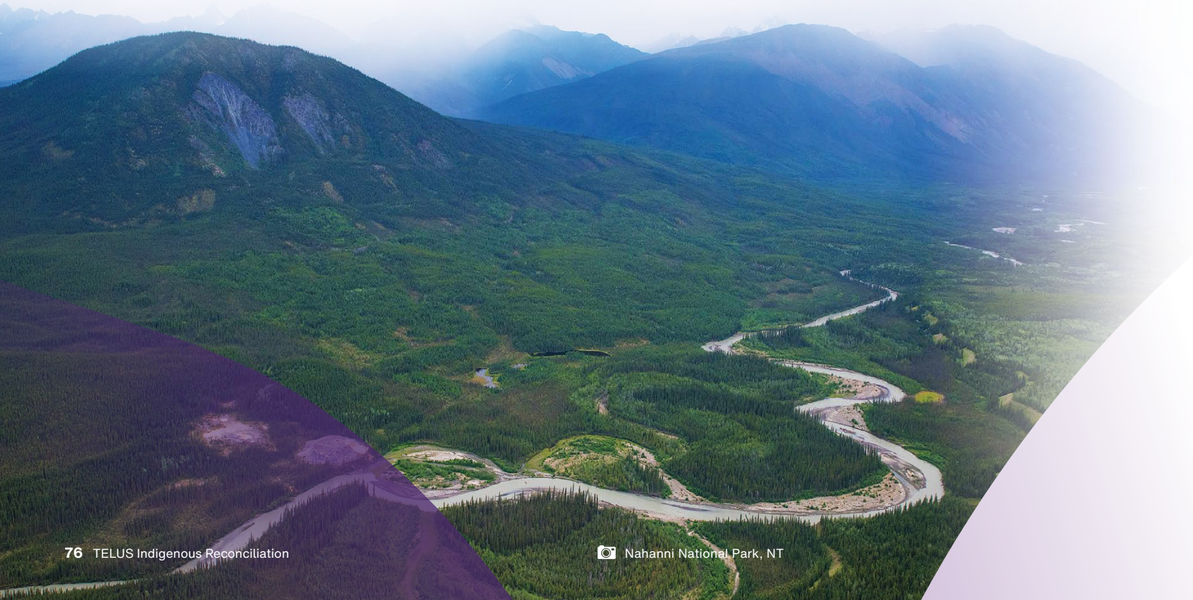


"I feel compelled to share and to speak on my journey and what we've been through and where we're going, because it's not just about sharing the hardships... It's about sharing the success you've found to show that there is another side."

Braden Kadlun Johnston,
Inuk residing on Treaty 7 territory, Moh'kinsstis

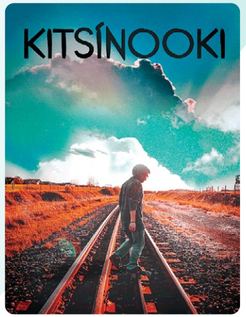
STORYHIVE Indigenous Storyteller Edition

In 2022, new and emerging Indigenous filmmakers across B.C. and Alberta were selected for the second TELUS STORYHIVE Indigenous Storyteller Edition, a program developed in collaboration with the Indigenous Screen Office, Creative BC and an Indigenous Advisory Committee. Each project lead received $20,000 in production funding, along with training and professional mentorship (in partnership with the National Screen Institute) to create their short film project.



Nahanni National Park, NT

Learn more about a few of the projects:



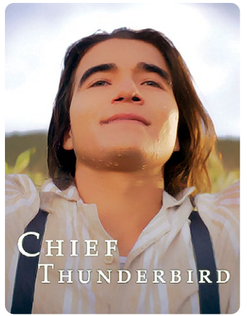
Kitsínooki

Project Lead: Jerimiah Morrison

Region: Lethbridge, Alberta

Synopsis: Lethbridge's own hip-hop collective, Super Crew, once pioneers, now mentors, illuminates a path for future generations in Alberta by creating and collaborating with Indigenous youth and students from the region.

Watch the video



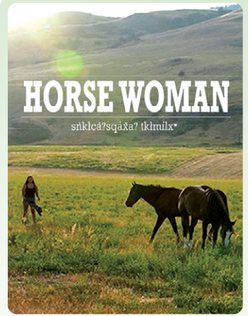
Chief Thunderbird

Project Lead: Dolly Kruger

Region: Penticton, B.C.

Synopsis: It's late June in 1950, and the cousins are stuck thinning apples on a hot afternoon. Chief Thunderbird makes use of the storm to break the monotony of apple thinning for the other teenagers in the orchard.

Watch the video



Horse Woman
sn̓klc̓a̓ʔsqáx̌aʔ tkl̓mílxʷ

Project Lead: Mariel Belanger

Region: Vernon, B.C.

Synopsis: Land-connected Sienna from the Okanagan Indian Band intuitively knew the wildfire was going to grow and threaten her new equine friends. When she chose to defy her mother and rescue them, she, in turn, was rescued by them.

Watch the video

TELUS originals

TELUS originals funds and supports the production of compelling, locally reflective and socially purposeful documentaries and documentary series that connect established, independent filmmakers from diverse identities and communities to local and global audiences.

In the **2023-2024** Broadcast Year, Indigenous documentary directors and producers made up **12%** of TELUS original filmmakers and **18%** of the program's annual funding was committed to Indigenous-led projects.

Aitamaako'tamisskapi Natosi: Before the Sun and s-yéwyáw / AWAKEN are two examples of our commitment to funding and supporting Indigenous stories in B.C. and Alberta.



Buffalo • Mashkode bizhike



Aitamaako'tamisskapi Natosi:
Before the Sun, a TELUS original

An intimate and thrilling portrait of a young Siksika woman and the deep bonds between her father and family in the golden plains of Blackfoot Territory as she prepares for one of the most dangerous horse races in the world—on bareback.

A sport for the truly brave, Logan Red Crow is an Indian Relay rider who vaults from horse to horse in short, exhilarating races. She is a champion in the making—besides her skill and sheer grit, Logan has a loving family, an elite group of horses and a home on her ancestral lands. Those are invaluable, but this rider will need more for victory.

Directed by Banchi Hanuse (Nuxalk), Produced by Mike Wavrecan and Executive Produced by Carey Newman / Hayalthkin'geme (Kwagiulth, Coast Salish, Settler), ***Aitamaako'tamisskapi Natosi: Before the Sun*** has screened at over 40 film festivals globally and garnered 23 awards.

TELUS was proud to release the **Siksikaitsiipowahsin version** (in the Blackfoot language) of this film on June 21 in honour of National Indigenous Peoples Day.

English version

Blackfoot version

s-yéwyáw / AWAKEN,
a TELUS original

Ecko Aleck of the Nlaka'pamux Nation, Alfonso Salinas of the shíshálh Nation and Charlene SanJenko of Splatsin of the Secwépemc Nation are learning and documenting the traditional cultural teachings and legacies of their Elders, including the impacts of genocide resulting from Canada's Indian Residential School (IRS) system. Working in deep collaboration with award-winning filmmaker Liz Marshall, the team calls the audience's attention to the filmmaking process of narrative collaboration between an Indigenous and settler team as this character-driven documentary connects the transformative stories of three Indigenous multimedia changemakers and their four Elders. Infused with Indigenous ceremony, s-yéwyáw / Awaken walks alongside the process of intergenerational healing.

Watch the video



Access Indigenous storytelling-when ever, wherever

TELUS Optik TV, channel 8 (TELUS originals), channel 9 (TELUS STORYHIVE)

TELUS Optik TV, channel 126 (Indigenous Voices) - Explore live streams, documentaries and special features from Indigenous storytellers

TELUS Stream+

STORYHIVE YouTube Channel and TELUS originals online viewing platform



The Moose • Moonz

The Moose symbolizes strength, resilience and adaptability, associated with wisdom and endurance.

Economic reconciliation

Behchokǫ̀, NT

Support sustainable economic participation and growth for Indigenous Peoples through involvement in TELUS' business.

Aligning business practices with the needs of Indigenous Peoples

TELUS is committed to demonstrating respect and reciprocity towards Indigenous communities in genuine ways, aligning with the TRC's Calls to Action #92. Across all areas of our business including employment, supplier procurement and business development, we are strengthening our relationships and understanding of the Indigenous communities we collaborate with to better guide our reconciliation efforts.

After over two years of listening, building and iterating, we are well underway into implementing the Indigenous employment strategy and have been working hard to align around our Employer Brand Proposition which will guide our strategy through the coming years. Our key priorities remain to ensure that team members feel included and to build programs that support their career development at TELUS.

We continue to connect with Indigenous business owners and entrepreneurs through the Indigenous Procurement Program, providing us the opportunity to listen to their feedback about their experiences so we can continue to refine the process.

With every opportunity, we also encourage our vendor partners to build relationships with Indigenous businesses within their own supplier networks and we foster these connections where we can.

Guided by our reconciliation commitments and the valuable insights from our Indigenous partners, employees and Indigenous Advisory Council, TELUS is dedicated to being an inclusive employer and business partner.

"TELUS' inclusion in the 2023 Indigenomics 10 to Watch list highlights their groundbreaking efforts in advancing connectivity and economic reconciliation. Their commitment to developing partnerships and co-designing initiatives with Indigenous communities exemplifies the principles of Indigenomics. By prioritizing access to technology, supporting Indigenous-led projects, and fostering economic opportunities, TELUS demonstrates remarkable respect for Indigenous ways of knowing and a genuine dedication to building a more inclusive and equitable future. This recognition underscores TELUS' role as a leader in transforming the landscape of Indigenous economic development and inclusion while setting a powerful example for other corporations to follow."

Carol Anne Hilton,
Hesquiaht Nation, CEO & President, Indigenomics Institute, Global Centre of Indigenomics, Global Indigenous Technology House, and TELUS Indigenous Advisory Council member



Wekweètì, NT

How wireless towers are changing lives ts’imlisims*

In June of 2023, Nisg̱a’a Lisims Government (NLG) and TELUS announced a first-of-its-kind partnership to bring wireless connectivity to the Nass Valley. TELUS would construct six wireless towers and three small cells, while NLG would own and maintain all infrastructure once on air. This unique partnership was made possible through building a meaningful and intentional relationship centered on reciprocity.

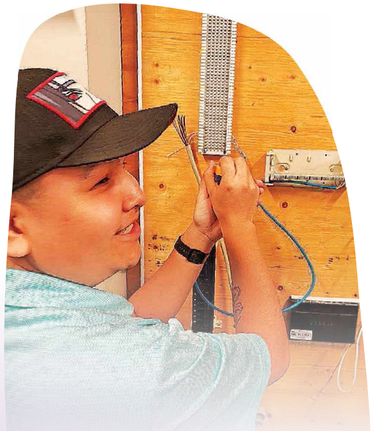
A key aspect of NLG’s vision for the partnership was to ensure that the project would yield long-term career opportunities for Nisg̱a’a citizens in the Nass Valley.



For Dylan Grandison, a Field Technician for NLG-owned Lisims Internet Technology (LITS), this build means more than just access to wireless coverage in previously unconnected areas of the valley he calls home.

Grandison was hired to become the subject matter expert for this project. He has been the go-to for all Nisg̱a’a citizens and residents, as he continues to oversee the management of NLG business accounts and supports the maintenance of the tower infrastructure.

With a background working in hospitality and a keen interest in IT, Grandison already has many qualities and skills, such as customer





service and attention to detail, that are setting him up for success in his new role. He did, however, have a lot to learn when it came to the ins-and-outs of maintaining a network.

Grandison has taken two intensive courses to become a Certified Fibre Optic Technician and a Certified Premise Cabling Technician. Additionally, last year he participated in the first round of TELUS-led training with the TELUS wireless team to build his knowledge of infrastructure maintenance.

*Nisg̱a’a translation for “in the Nass Valley”

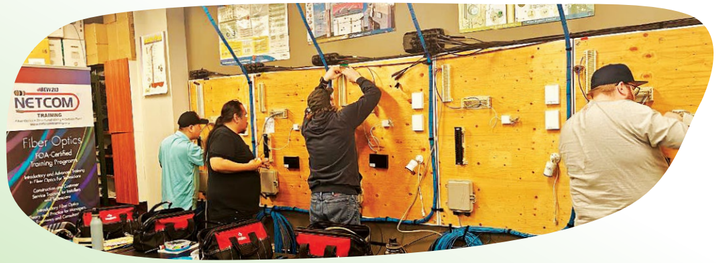
Dylan Grandison

> “The opportunity means everything. It’s definitely a once in a life-time experience.”
>
> **Dylan Grandison,**
> Field Technician for NLG-owned Lisims Internet Technology (LITS)

His enthusiasm for deepening his knowledge of the technical elements of his work is noticeable and it’s clear he is prepared to learn on the job as the project progresses.

When the first wireless sites went on air in April of this year, Grandison said that day was a significant achievement as he felt a lot of positivity and excitement for the future. He reflected on the gravity of the build stating *“the fact that there will soon be cell service throughout the whole valley, even on the highways, is huge.”*

A few weeks later, TELUS representatives were privileged to attend NLG’s bi-annual Special Assembly to meet the community and collaboratively share updates on the connectivity projects within the Nass Valley.





At this event, Grandison received a standing ovation from all in attendance for his dedication to ensuring a smooth transition to this new technology in service to his community.

For Grandison, while the tower construction is a critical phase of the project, this is just the beginning of an exciting and meaningful career. He shared that *“the opportunity means everything to [him]. It’s definitely a once in a lifetime experience.”*

TELUS is proud to collaborate with NLG on this wireless build along with other innovative initiatives to enable positive economic growth for residents and businesses in the Nass Valley.

Tsatahrontonh!: Les Épices du Guerrier*

Spotlight on Les Épices du Guerrier



TELUS is celebrating a new partnership with Wendake First Nation member Daniel Picard and his company, Les Épices du Guerrier. Specializing in producing spices and culinary products inspired by Wendat traditions, their products embody the community's spirit of innovation and entrepreneurship.

TELUS Quebec has selected Les Épices du Guerrier as a key gift to be distributed at TELUS events, aiming to strengthen the visibility and distribution of Picard's products nationally and internationally.

TELUS supports Indigenous entrepreneurs and small business owners through partnerships, procurement opportunities and programs like **Shop With Owners**. Through these meaningful choices to support small Indigenous-owned businesses, TELUS is contributing to the economic growth of Wendake while also promoting high-quality, authentic products.

According to **The National Indigenous Economic Development Board's 2019 Indigenous Economic Progress Report**, the number of Indigenous entrepreneurs is growing at five-times the rate of non-Indigenous entrepreneurs in Canada.

Our commitment to economic reconciliation centres on including and amplifying Indigenous businesses and entrepreneurs to accelerate their economic successes.

To learn more about Les Épices du Guerrier, visit **epicesduguerrier.com**.

Daniel Picard

*Wendat translation



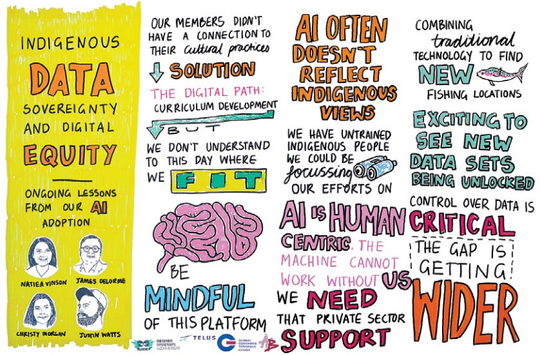
Ekali Lake, NT

Expanding on our commitment to artistic integrity in the AI era

For the first time since 2019, our Commitment to Artistic Integrity has been updated in this report to reflect recent technological advancements and the role we play in ensuring they remain ethical.

To emphasize our ongoing dedication to advancing reconciliation in a meaningful way, TELUS declared that we will not use artificial intelligence (AI) technology to create or replicate Indigenous Peoples' art or imagery.

A key element of our AI and data ethics strategy is to listen to and learn from those affected by and interacting with technology. Through our discussions with TELUS' Indigenous Advisory Council, we recognized a strong desire to safeguard and uphold our commitment to artistic integrity amid the recent advancements in image generation AI.



"AI designed without First Peoples negatively impacts our communities. Cultural images, artistic traditions and the work of Indigenous artists are more than 'designs', they are sacred in their meaning and symbolism. It is paramount that we are partners in building this critical piece of infrastructure so that it does not further oppress our people. Our inclusion matters in getting it right, It's encouraging to see TELUS proactively distance itself from the unethical and harmful use of our images, creative expressions and intellectual property, setting an example for other organizations. Indigenous People have been left out and have missed benefits such as employment and economic opportunities due to appropriation and exclusion. There is nothing about us, without us. As Canada struggles with its commitment to Truth and Reconciliation and AI's capacity to help or harm, this declaration is a timely and positive step."

Shani Gwin, Founder and CEO of pipikwan pêhtâkwan and TELUS Indigenous Advisory Council member

Read the full declaration

"Honour by Design"

To visualize our commitment, TELUS commissioned a custom piece of art from Kenneth Letander, the Ojibway artist also featured throughout this report.



"My idea around these concepts is that there is a human hand in control of pressing a small green circle, which represents how the person chooses when and how to use AI. Behind the hand is a turtle, which represents Indigenous stories. Below is a blue river of water, which is where the green circle meets in the middle, which represents the collision of humanity and technology and how humans can use it for good, by even using AI to protect waterways and Mother Earth. To the right is a picture of a globe with lines, which represents communication lines to a tablet screen, where the turtle is looking and taking in information. However, the information representing AI isn't connected to the turtle nor the hand, as it is respecting Indigenous stories, culture, and determination."

Kenneth Letander, First Nations (Ojibway) artist from Treaty 2 in Manitoba

Above: Indigenous Partnerships Success Showcase

Increasing the impact of our Responsible AI & Data Ethics strategy

The **First Nations Information Governance Centre** (FNIGC) recently launched the reimagined Fundamentals of OCAP®—the first and only online course dedicated to the First Nations principles of OCAP® (Ownership, Control, Access, and Possession). OCAP® asserts that First Nations alone have control over data collection processes in their communities, and that they own and control how this information can be stored, interpreted, used or shared.

Historically, First Nations have not always been consulted about what information should be gathered, by whom, how or when, and data gathered may or may not have been relevant to their questions, priorities and concerns. OCAP® asserts that First Nations need to be stewards of their information, not unlike how communities steward their lands.



(L-R): Lisa Bragg, PICCASO Awards Host, Jonathan Dewar, FNIGC CEO, Kristine Nelgia, FNIGC Sr. Manager, Education & Training, and Pam Snively, Proud member of the TELUS team

Integrating OCAP® principles into our work

At TELUS, our dedication to learning and respecting Indigenous data sovereignty models is an ongoing journey of listening and growth.

TELUS' Data & Trust Office (DTO) has:

- Offered OCAP® training for TELUS team members who support data privacy, ethics, governance and AI
- Sponsored OCAP® training for other TELUS teams who work with First Nations communities as part of their work
- Committed to expanding this training to other key teams in the coming years

These initiatives are part of TELUS' broader commitment to fostering meaningful relationships with Indigenous communities and promoting ethical data practices, which includes our Declaration on Artificial Intelligence (AI) Image Generation.

> "The OCAP® training course has been a transformative experience that has reshaped our approach to data collection, use and handling. By incorporating the principles of OCAP®, I have not only strengthened my commitment to data privacy but also deepened my understanding of the importance of listening to and respecting the data sovereignty of First Nations People. This training has empowered me to navigate the complex landscape of data privacy and innovation with a renewed focus on ethical practices and cultural sensitivity."
>
> **Julie McGrandachan,** TELUS Data & Trust Office Partner

Making history at the inaugural PICCASO Canada ceremony

FNIGC was awarded the first Indigenous Leadership Award this past June at the inaugural 2024 PICCASO Canada ceremony in Toronto. This prestigious event aims to recognize trailblazers in the data, privacy and information security community in Canada.

> "This award highlights FNIGC's role in ensuring First Nations voices are heard and respected, and also reflects the growing importance of data sovereignty in the fight for First Nations rights and self-determination,"
>
> **Kristine Neglia,**
> **FNIGC's Senior Manager of Education & Training.**

TELUS looks forward to celebrating future achievements and the lasting impact that the FNIGC will have in data privacy innovation and compliance.

TELUS' commitment to Indigenous employment

In 2021, TELUS committed to creating an Indigenous employment strategy that attracts Indigenous talent and creates paths for career development for Indigenous team members.

Working with Indigenous-led **Rise Consulting** to support the initial strategy, TELUS' Indigenous employment strategy reflects the insights gathered from over 18 internal and external engagements, our Indigenous Advisory Council, and best practice research and Partnership Accreditation in Indigenous Relations (PAIR) certification requirements.

A living document, our hope is that the thoughtful development and implementation of this strategy will position TELUS as an employer of choice for Indigenous talent.



"As an Indigenous TELUS team member of 8 years, I have always felt an immense sense of pride in the goals and aspirations of the organization with respect to diversity and inclusion. I have the flexibility to work remote and still pursue my cultural education outside of work through their amazing Indigenous wellness benefit program. I highly recommend TELUS to family and friends often for either a connectivity solution, or work opportunities."

Darren Ketlo,

Frog Clan member of the Nadleh Whut'en First Nation, Proud member of the TELUS team

Recruitment as an act of reconciliation

In response to feedback we've received, TELUS is focused on finding meaningful ways to support an Indigenous team member's whole self while creating accessible opportunities for career progression.

In alignment with the Recruiting with Care pillar of our Indigenous employment strategy, we have launched a Careers guide to give insights on TELUS as an employer, and recruitment information including types of roles, career paths and application support.

This includes the Indigenous Employee Wellness Benefit which provides Indigenous team members with up to $1K annually to access traditional healing practices and care along with access to the **Indigenous Cognitive Behavioural Therapy program**.

Additionally, Indigenous team members can participate in the **Pathways mentorship program** facilitated by the Eagles employee resource group for Indigenous-identifying team members and their allies.

We look forward to sharing more learnings and feedback from team members as we continue to grow and implement our Indigenous employment strategy.

"Our relationship with TELUS has been one of the most sincere and uplifting experiences. We have truly appreciated the attention to ensuring each project takes on a truly Indigenous-led approach."

Raymond Deleary,

Chief Business Development Officer BOOM InterTribal, Deshkan Ziibiing, Chippewas of the Thames First Nation

Indigenous employment strategy milestones

Q 1/2 2022
Developed the Indigenous Employment Strategy with the support of Indigenous led RISE Consulting and informed by engagement with Indigenous team and community members

Q 3/4 2022
Launched the TELUS Truth and Reconciliation learning program

Q 1 2023
Launched the Indigenous Wellness Benefit for Indigenous team members and their families

Q 2 2023
Launched the Indigenous led Pathways mentorship program exclusively for Indigenous mentees. Launched the first Indigenous student co-op in legal services in partnership with Metropolitan university

Q 3/4 2023
Launched the The $50 million TELUS Student Bursary Fund partnership with Indspire to providing 276K in funding to Indigenous students in 2023

Q 1/2 2024
Launched Indigenous co-op in Cyber Security

Investing in Indigenous students

Investing in Indigenous students is key to supporting long-term growth of our communities and increases Indigenous Peoples representation in the workforce. From partnering with Honouring Indigenous Peoples **Youth to Youth National program** to host a virtual introduction to media training to support their own storytelling journeys to TELUS team members participating in the Indspire mentorship program **Rivers to Success**, TELUS is proud to partner with aligned organizations to build unique opportunities to support Indigenous students in their studies and career development.



Partnering with Indigenous Mentorship Network of Ontario

The Anishinabe concept, Mno Nimkodding Geegi- which means *"we are all connected"* in Ojibwe- has been a guiding theme of the Indigenous Mentorship Network of Ontario (IMNO) since its inception. They continue to honour that concept through their commitment to growing and supporting community-based health and well-being research along with offering training opportunities for Indigenous trainees and researchers in Ontario.

Each summer, IMNO offers a Summer Institute for Indigenous undergraduate and graduate students pursuing research in the area of applied community-based Indigenous health and well-being. TELUS team members worked with IMNO to co-create and deliver workshops on data sovereignty, data governance and communicating data.

The partnership with IMNO is an opportunity for Indigenous students to gain practical skills in the information and technology space through knowledge sharing from TELUS team members.

Learn more about the Indigenous Mentorship Network of Ontario at **imn.mcmaster.ca**.

TELUS Student Bursary

The TELUS Student Bursary program launched in 2023, including a partnership with Indspire to provide bursaries to Indigenous students across Canada pursuing post-secondary education. Together, we have supported more than 50 First Nations, Métis or Inuit students from coast-to-coast-to-coast.

Bailey and Tiyanetkw, two future educators who are passionate about incorporating Indigenous teachings, culture and traditions into their curriculum, received TELUS Student Bursaries that are supporting them throughout their educational journeys.



"I would not be able to be doing the work that I'm doing right now without help from programs like Indspire, and without the TELUS Student Bursary. This is life-changing for Indigenous students who otherwise would not have the opportunity to go to school."

Bailey McGill

Read Bailey's story



"I want to honour my ancestors and remaining language speakers by becoming one of the few Okanagan language speakers. My ultimate goal is to someday become a Nsyilxcen language speaker, knowledge keeper and educator."

Tiyanetkw Manuel

Read Tiyanetkw's story

Innovating and collaborating to support economic success

Indigenous Suppliers Program

Building on our success in achieving a 10% year-over-year increase in spend with Indigenous businesses, TELUS continues to focus on becoming more intentional in how we grow our Indigenous Suppliers program.

- Hosting our first Innovation Day where we connected with 65 Indigenous suppliers to understand procurement challenges and identify opportunities for innovation.
- Sharing details about the process of becoming a TELUS supplier with Indigenous government leaders and business owners and continually listening to feedback.
- Launching an Economic Reconciliation Commitment campaign with our key vendor partners.
- Attending the first Métis Nation Economic Reconciliation Forum where we discussed important topics like distinction-based reporting.

It was a privilege to be part of many important conversations throughout the year and we are dedicated to incorporating the insights and feedback we heard into our strategy as we grow the Indigenous Procurement program.

To learn more about becoming an Indigenous supplier at TELUS, please visit **telus.com/indigenoussuppliers**.



Łutsël K'é First Nation, NT

Pollinator Fund for Good

The TELUS Pollinator Fund for Good, one of the world's largest corporate social impact funds, is part of TELUS Global Ventures, and an extension of TELUS' long-standing commitment to social capitalism. With an initial investment of $100 million, the Pollinator Fund has been moving swiftly to find and back companies that are driving compelling solutions in health, education, agriculture, and the environment.

Since launching in 2020, the Pollinator Fund has committed to deploying 7.5 per cent of the fund's investments into Indigenous-led companies, having already invested $6M. By supporting Indigenous businesses and innovators, we are generating meaningful impact that is critical for advancing reconciliation and fostering the growth of Indigenous communities. To date, the Pollinator Fund has invested in **Raven Indigenous Capital Partners** and **Virtual Gurus**.

Learn more at **telus.com/pollinatorfund**.

Supsūpii•p̈o'omaaksin*

In the spirit of planting seeds

A major reforestation project is underway to restore one of the largest riparian cottonwood forests in North America and preserve its land for future generations of Piikani youth.

Rooted in Indigenous ecological knowledge and respect for the people who have stewarded it for millenia, a partnership has emerged between TELUS Environmental Solutions and Piikani Nation.

For generations, the Náápi Otsíthaatan (Oldman River) watershed has provided for the hunting, fishing, gathering and ceremonial needs of Piikani Nation members. In recent years, the community has grown increasingly concerned about the ecological decline they've witnessed in the area as a result of climate change and increased industrial and agricultural activity.

"Over the last few years, we've seen shorter seasons with our berries, sweetgrass, mint, harvesting of medicines, and with the availability of fish," stated Noreen Plain Eagle, Lands Manager with Piikani Nation.

The once numerous willows and cottonwoods, which are essential for mitigating flash flooding and protecting vulnerable fish species like the westslope cutthroat trout and bull trout, have dwindled.

"Our members have said, 'Are we ever going to replace those trees? Is it ever going to change?' And absolutely, what we see now is, down the road, it's going to be a legacy of our partnership that's going to be there," Plain Eagle shared.

Together, TELUS and Piikani have already planted tens of thousands of stems of native cottonwood, poplar, aspen, and shrubs such as silverberry (known to Piikani as Wolf Willow), which are maintaining their growth wonderfully, according to Plain Eagle. That number will grow to 350,000 by the end of 2025, completing the rehabilitation of 300 hectares of high priority land identified by the Piikani Lands Department, at no cost to the Nation.

Beyond the ecological benefits, Plain Eagle also points to the economic and employment success stories that are sprouting from this partnership. *"We've been able to hire members in our community to help with the cutting, and planting is going to be long-term employment for our community members."*





A total of 16 Nation members have been trained in activities like cutting, planting and ATV operation through customized training opportunities that engaged community members in these rehabilitation efforts and equipped them to participate in additional land management strategies in the future.

> "Those are things that this partnership is bringing to the table, those kinds of resources and opportunities, It's creating employment for our community members, it's creating awareness among our youth, and it's creating long-term stability in the river valley that's been lacking for a long time, and it's going to come from us and our partners."
>
> **Noreen Plain Eagle,** Lands Manager with Piikani Nation

While a key goal of this partnership is to reforest the area with 300,000 trees and restore ecological stability, it won't end there. TELUS and Piikani are committed to deepening this relationship and building a meaningful dialogue around how they can continue to work together and support the community's success.

"As we're moving forward, there are other opportunities that are starting to surface. This is just the beginning," said Plain Eagle.

Restoring the Náápi Otsíthaatan watershed in collaboration with Piikani is an important and meaningful way that TELUS is advancing reconciliation while accelerating climate action.

Todd Korol Photography. Willis Iron Shirt and Joseph Yellow Horn of Piikani Nation

*Blackfoot translation

Caring for our planet

TELUS is committed to caring for our planet through our choices and actions. It starts with the creative and simple steps taken at work or home by our team members but also includes our organization-wide initiatives. Through investments in innovative technologies and sustainable business practices, we're working to build a better future for the next generation. We mindfully consider our impact on the environment in every decision we make, and building a sustainability-focused business is an important aspect of our overall corporate strategy.

31%

reduction in absolute Scope 1 and 2 GHG emissions from 2019

68%

of electricity requirements procured from renewable or low-emitting sources in 2023

15M

15 million devices kept out of landfills, so far

51%

reduction in water consumption intensity per terabyte of data traffic from 2019

To read more about how TELUS is working towards achieving net carbon neutrality for our operations by 2030, visit us at telus.com/sustainability.



Alexandra Falls, NT

Acknowledgments

We extend our heartfelt gratitude to everyone who contributed to the development of this report, especially the many Indigenous voices that guide our commitment to reconciliation. Thank you for sharing your truths.

About the design company Vincent Design Inc.

Vincent Design Inc. is an Indigenous-owned creative agency in Winnipeg, MB, specializing in graphic and website design and development. Since 2007, led by Founder and Creative Director, Shaun Vincent, Vincent Design has been creating strategies and products that connect your brand with your customers and allow you to see your ideas take shape.

With dedication, exploration and drive to help their clients' organizations grow, they've established themselves as a leading design and marketing agency, where their team approach to workflow and availability to clients sets them apart from the competition.

VINCENT DESIGN INC.

vincentdesign.ca



Nahanni National Park, NT



About the artist Kenneth Letander

Kenneth Letander, BSW, MBA, is an Ojibway artist from Manitoba, Canada, who currently resides in Alberta, Treaty 6 area.

He is widely recognized for his artistic skills, and his work has been featured in Canada, Australia, New Zealand and Germany. Ken is a n expert in speaking on the topic of the Truth and Reconciliation Commission (TRC). He has worked for Canada's TRC from 2010-2012, where he conducted personal interviews with First Nations Residential School Survivors and their children from across Canada.

Ken's extensive experience in supporting the development of the Government of Alberta's Sixties Scoop Apology has made him a leading voice for Indigenous reconciliation. Through his art and his work, Ken Letander continues to promote healing and understanding between Indigenous and non-Indigenous peoples.



About the photographer Pat Kane

Pat is a visual storyteller based in Yellowknife, Northwest Territories, on the traditional land of the Yellowknives Dene First Nation.

He takes a documentary approach to stories about life in Northern Canada, with a special focus on issues important to Indigenous people, including the relationship between land and identity.

Pat is a National Geographic Explorer and a former mentee of the World Press Photo Joop Swart Masterclass. His work has been published by National Geographic, The New York Times World Press Photo, The Atlantic, The Globe and Mail and other media worldwide.

Pat is of Irish-Canadian and Algonquin Anishinaabe ancestry and is a member of the Timiskaming First Nation.

He's part of the photo collectives **Indigenous Photograph** and **Boreal Collective**.