

Trust in the Digital Age

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A time of paradoxes...

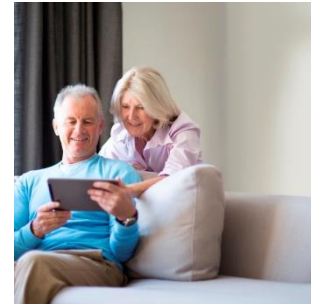
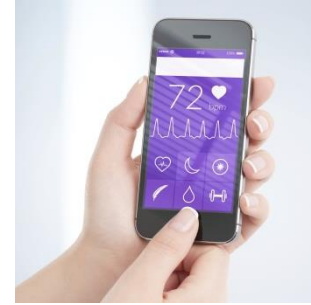
Connected world Retreat
Progress Technology

Trust Framework

=

**Empowering our
Customers**

Technology,
a step change
in people's life



A time of paradoxes...

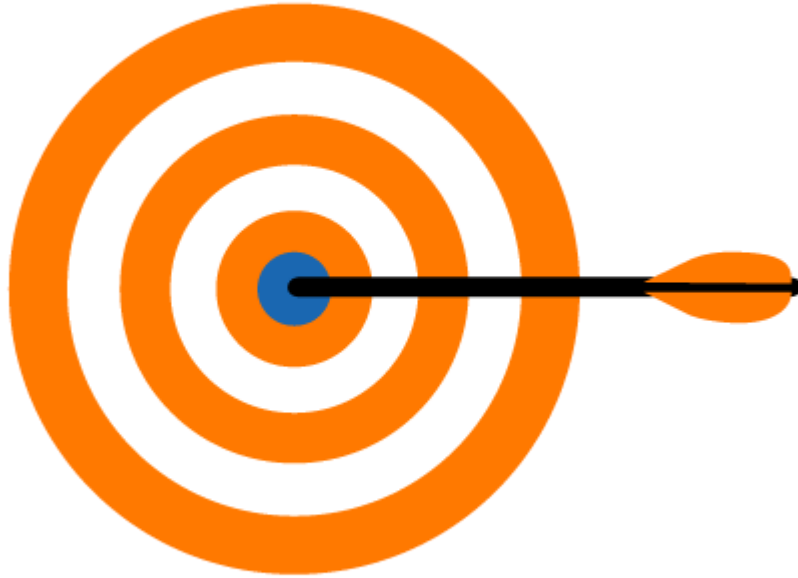
Frontiers Boundaries fading away

Private Professional lives

Real Digital

Privacy Usage

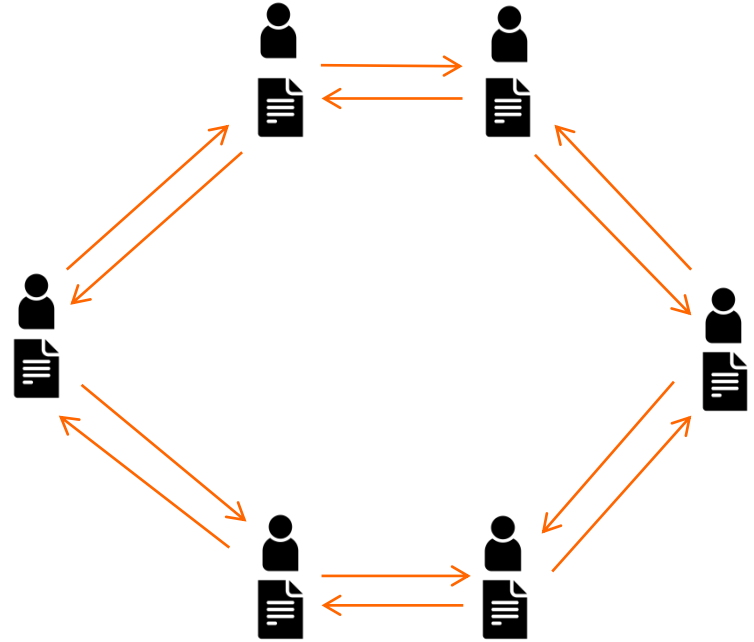
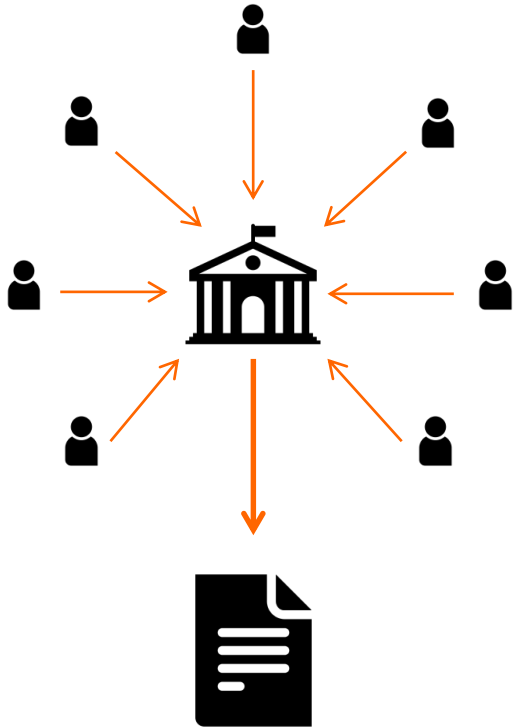
Trust, a moving target



Global vs Personal



A distributed trust era



Technology = Progress

Six keys to empowering our customers

1. Quality of network = Investment
2. High Quality of service = Face to Face
3. Data Protection = Safety, Control, Transparency, Support
4. Moral Bond = Digital Society Forum...
5. Compliance & Ethics = Benefits for All Stakeholders
6. Commitment to Employees = Reinforced Cooperation

**Let's Build Trust
Together!**