



TELUS' leadership in AI

Pioneering Canada's AI-powered future



Contents

Pioneering Canada's AI-powered future	2	Achieving historic milestones for responsible AI in Canada and around the world	7	Using AI to empower practitioners to focus on what matters most	11
AI and telecom: Powering Canada's digital economy and societies	3	Developing Canada's first sovereign AI facility	7	Leveraging AI and human ingenuity to create an optimized and trusted value chain	12
Shaping tomorrow: TELUS' long-standing leadership in AI	3	Strategic partnerships to enable AI-powered energy optimization in Canada	8	Improving efficiency in Canada's animal agriculture sector through AI	13
Strategic leadership in AI innovation to drive social and business impact in Canada	4	AI as a catalyst for Canada's economic growth	9	Establishing TELUS as a pioneer in the responsible use of AI	13
Promoting safe GenAI skills	4	Focusing on preventative health through technology innovation	9	Building ethical AI through community engagement across the country	14
Empowering team members to embrace GenAI via diverse Copilots	4	Evolving healthcare for Canadians through state-of-the-art technologies	10	Breathing our TELUS brand into AI and exemplifying leadership in digital humanity	14
Demonstrating the potency of AI in action	5	Offering digitally enabled solutions to support the mental well-being of Canadian employees	10		
Bringing a Canadian AI solution to Canadian companies	6				

Pioneering Canada's AI-powered future

The rapid evolution of artificial intelligence (AI) offers Canada an extraordinary opportunity to be the global leader in the deployment of safe AI, driving advances in productivity, health, environmental stewardship and agriculture.

The critical success factors include transparent policies on data protection and sovereignty, access to and flexibility across all major global large language models (LLMs) and AI providers as the market evolves rapidly and unpredictably, and a clear focus on consumer and employee protections.

These approaches must be underpinned by an extensive public-private partnership, where technology leaders provide deep technical understanding and feedback on the implications of policy decisions.



AI and telecom: Powering Canada's digital economy and societies

Recent research highlights the tremendous potential for AI to improve Canada's productivity. A Business Development Bank of Canada study found that 97 per cent of small businesses using AI report tangible benefits, including greater efficiency, lower costs and improved customer service. Analysts at TD Economics further project AI adoption could increase Canada's output by eight per cent over the next decade, particularly in key industries such as agriculture, energy and healthcare.

At the same time, Canada's telecom sector is leading the charge in respect of both investment and innovation. Ranked sixth in the OECD for investment per capita and spending 38 per cent above the OECD average (and having ranked as high as number 1 in previous years), telecom has fueled 17 per cent of Canada's productivity growth since 2009 – supported by \$2.1 billion in annual R&D from TELUS and our industry peers. In a digital and AI world, broadband is disproportionately important, and as AI adoption accelerates, sustained private-sector investment in telecom will be essential to enabling the infrastructure and connectivity needed to power Canada's AI-driven economy.

TELUS has been pioneering AI and machine learning for over a decade.

While most organizations were still contemplating their AI strategies, we deployed a sophisticated enterprise AI platform – Fuel iX – that gave our team members secure access to over 40 leading LLMs in one tool.



Shaping tomorrow: TELUS' long-standing leadership in AI

The following is a compelling summary of TELUS' unparalleled leadership in AI and the pivotal role we are playing in propelling Canada to the forefront of global AI innovation.

AI is a step change in technology that will radically and rapidly transform the way we work and live – in ways we understand today and others we have yet to conceive. Indeed, Canada's uniquely potent technology and communications sector – and TELUS most notably – is well-positioned to lead the charge by safely driving the overall innovation and productivity of our digital economies and societies, helping us realize a friendlier future.

Strategic leadership in AI innovation to drive social and business impact in Canada

TELUS has been pioneering AI and machine learning for over a decade, consistently staying ahead of the curve in this rapidly evolving field to drive positive social and business outcomes. In an industry-defining move that underscores our commitment to responsible AI leadership, TELUS was amongst the first companies in Canada to establish a Generative AI (GenAI) Governance Board, mere months after the release of ChatGPT. This Board ensures a unified AI strategy and governance across our organization, while incorporating critical external perspectives that both challenge and strengthen our approach. To date, we are one of very few Canadian enterprises with such a robust framework to drive strategic adoption at scale.

Recognizing early that the future of AI would be defined by multiple competing LLMs, TELUS made a bold strategic choice. In early 2023, while most organizations were still contemplating their AI strategies, we deployed a sophisticated enterprise AI platform – Fuel iX – that gave our team members secure access to over 40 leading LLMs in one tool. This achieved two critical objectives: it gave every TELUS team member access to cutting-edge AI tools, while also sustaining stringent data privacy, security and ethical controls allowing TELUS to maintain end-to-end control of its data and privacy inside Canada.

Promoting safe GenAI skills

TELUS understands the challenges that many Canadian companies experience when adopting new technology and enhancing productivity. One of the ways that we have overcome these barriers is through our enterprise Data & AI Literacy program. This initiative, first introduced in 2021, encourages our team members to raise their skill level in working with data and AI through curated learning paths. We have seen a remarkable 24 per cent increase in AI literacy year-over-year since introducing the program.

Empowering team members to embrace GenAI via diverse Copilots

TELUS has always believed in democratizing AI across our entire workforce, regardless of technical skill or area of business. With a strong foundation of AI literacy in place and lower barriers to entry, TELUS has ramped up adoption across our global team and embedded AI into the very DNA of our organization, our culture and how we work. In this regard, we have cultivated communities of power users, created an AI Accelerator program to bring new ideas to life, provided demos of AI capabilities across our

We strongly believe that AI is the next mass productivity tool that must become as ubiquitous and essential as email, driving unprecedented productivity and innovation.



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company, hosted forums, conducted training and shared success stories. Through these actions, we are inspiring our team members to think about and capitalize on the many ways that AI can drive increased innovation and better efficiency in their areas.

The results have been remarkable: we have empowered more than 57,000 team members to leverage data and AI in their daily operations, unlocking incredible productivity gains and enabling team members to use GenAI in countless new and innovative ways; from analyzing complex reports to writing code, automating repetitive tasks and solving business problems in ways we never thought possible.

With this democratized access, team members across our company are regularly and responsibly experimenting and innovating in their own workflows – not just the engineering teams, but our entire organization, from finance and legal to HR and marketing. To date, our team members have already created more than 6,000 custom GenAI Copilots to help supercharge their day-to-day work.

Demonstrating the potency of AI in action

For example, our internal IT help desk copilot has transformed IT support across TELUS by reducing agent-handled queries by 20 per cent. Similarly, our Translation Copilot promises annual savings of \$3 million in translation costs. Moreover, in the field, our Network Technicians Copilots provide real-time, personalized support and quick answers to job-specific questions, generating over \$20 million in savings in 2024 through improved service and operational efficiencies.

Our commitment to AI excellence is further exemplified by the way in which our customer-facing solutions for frontline teams – in both our call centres and stores – are transforming customer service delivery. These solutions have already saved an impressive 80,000 training hours and managed 700,000 monthly queries from 11,000 team members, while achieving \$1.8 million in time savings for our retail team.

These are just a few examples of more than 30 large-scale GenAI solutions at TELUS that have already driven over \$78 million in benefits to date. This is in addition to our team's efforts since 2023 to create machine learning solutions and advance analytics at scale, resulting in \$200 million of benefits to date. Building on this strong momentum, we anticipate AI will drive even greater value and deliver exponential strategic and financial benefits for our organization in the coming years.

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Bringing a Canadian AI solution to Canadian companies

The realization of how dramatically AI was bolstering productivity within TELUS led us to commercialize our Fuel iX AI tools and offer them to other businesses across Canada and around the globe, empowering businesses of all sizes to unlock their AI potential – from innovative, purpose-driven start-ups to large enterprises.

At the heart of Fuel iX lies its unparalleled flexibility and the control of data it permits. By adopting a vendor-agnostic approach, we have created a state-of-the-art, enterprise-grade, safe and secure platform that seamlessly integrates with an impressive array of 43 best-in-breed LLMs, both from industry giants such as OpenAI, Google, Meta and Anthropic as well as emerging players. Through our robust partnerships, we are constantly expanding this LLM library, including adding those in early preview stages, so we can experiment and stay ahead of the curve.

TELUS' Fuel iX solution is a uniquely Canadian approach to AI. We can determine which models we permit and how they are hosted, specifically in Canada, given our ability to understand the entire technology stack. As a result, we can provide ourselves and our Canadian clients with end-to-end assurances on data sovereignty and privacy. Fuel iX's advanced testing capabilities can thoroughly stress test any limitations, including security and privacy risks associated with these models before seamlessly, and confidently, incorporating them into the platform without compromising on the stringent security standards. For example, in the weeks since DeepSeek's launch, we have been able to deploy a Canadian-hosted version thereof, completely divorced from the Chinese back end.

TELUS was the first telecom in Canada to sign the voluntary AI code of conduct introduced by the federal government.



Achieving historic milestones for responsible AI in Canada and around the world

TELUS made history in May 2024 when we launched our AI-powered customer support tool – the first in the world to be internationally certified in Privacy by Design (ISO 31700-1). In fact, we see the development of robust responsible AI governance as a critical enabler of our decision to launch the tool. In order to become comfortable using GenAI in a customer-facing manner, we first subjected it to rigorous adversarial testing using our homegrown, innovative ‘TELUS purple teaming’ approach – a model that earned TELUS another international award. The leadership TELUS has demonstrated in this space has led other large Canadian companies to ask for our assistance in helping them overcome their reticence to adopt and teaching them about our approach and methodologies. This purple teaming approach is embedded within Fuel iX and forms the foundation of its advanced LLM testing capabilities.

Recognizing that trust is essential for AI adoption, TELUS was the first telecom in Canada to sign the voluntary AI code of conduct introduced by the federal government in September 2023. In addition to our participation and leadership in standard-setting in Canada, we have actively contributed to standard-setting in the AI space at the global level. By way of example – and there are many more – in May 2024, we participated in the G7 Business Forum (B7) in Rome, supporting the development of AI standards. Most recently, TELUS was amongst just 20 companies worldwide that participated in the OECD Pilot of the Reporting Framework for the International Code of Conduct for Organizations Developing Advanced AI Systems, and we were invited to share feedback with the G7 Working Group on Data & Technology.

Developing Canada’s first sovereign AI facility

Our TELUS team believes firmly in Pan-Canadian AI strategies and the importance of sovereign AI compute for Canada. As such, while most of the private sector has waited on the sidelines to hear more details regarding government funding for this initiative, TELUS has instead taken a trailblazing approach to invest in Canada and our AI future.

TELUS is launching Canada’s first sovereign AI cluster in partnership with NVIDIA to power our nation’s AI future. Recognizing Canada’s need for sovereign AI capabilities, this groundbreaking initiative will provide the computing power and secure infrastructure needed to train and deploy AI models entirely within our country’s borders. We are making this computational power available to the public and private sectors so that we can fuel Canadian leadership in the development and application of AI.

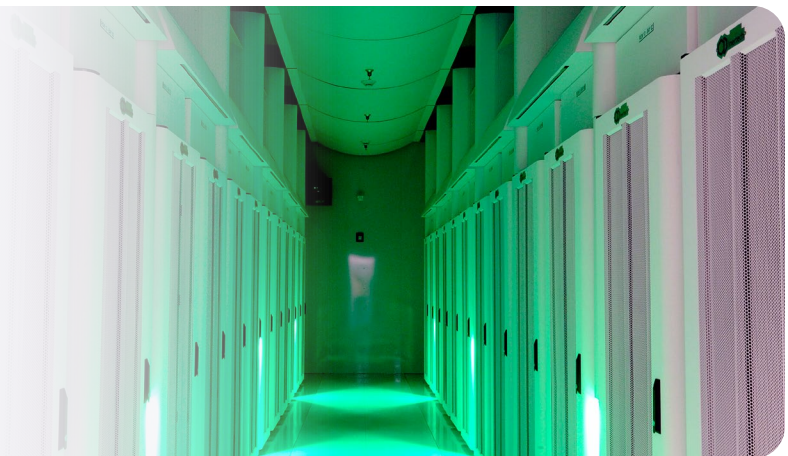


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Through this partnership, our TELUS team is independently deploying hundreds of NVIDIA's latest-generation, industry-leading graphics processing units (GPUs) at our TELUS data centre in Quebec, with plans to expand to all of our data centres across Canada and deploy more than 10,000 GPUs by 2030. TELUS is amongst the first to bring NVIDIA's state-of-the-art, high-end GPUs to Canada, strengthening our country's AI ecosystem. This pioneering venture will serve as the foundation for a fully managed, Canada-based AI cloud platform, empowering businesses and researchers with the computing power to build advanced AI capabilities without relying on foreign infrastructure. Clearly, this is a pivotal milestone in establishing our nation's digital independence and advancing Canada's innovation economy. Additionally, the AI cluster will leverage TELUS' high-speed, ultra-low-latency fibre-optic network with our energy-efficient, 99 per cent renewable-powered data centres designed to be three times more energy efficient than the industry average. Consequently, this will use significantly less electricity to power the energy-intensive workloads of AI computing.

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Strategic partnerships to enable AI-powered energy optimization in Canada

Similarly, TELUS has partnered with the globally renowned Vector Institute since its inception in 2017, supporting its mission to empower researchers, businesses and governments to develop and adopt AI responsibly. Together, we are offering an open-source Energy Optimization System powered by AI that will help Canadian companies significantly reduce their electricity consumption in commercial buildings, just as we have done in our TELUS data centres. Moreover, TELUS worked with Vector in the creation of an AI-powered tool that successfully identified patterns amongst social media users self-reporting long Covid, which could, in turn, be shared with clinicians and researchers to inform treatment strategies.

AI as a catalyst for Canada's economic growth

We believe passionately that thoughtful AI adoption across the entire business spectrum is key to ensuring that Canadian businesses remain competitive on a global scale. Importantly, AI presents a generational opportunity to rapidly close Canada's productivity gap, supercharge our economy through innovation and make our nation a global leader in the AI revolution.

The impact of AI on productivity will be profound, as evidenced by a PwC report, which found that AI could boost global GDP by \$15.7 trillion by 2030. In a [recent op-ed](#) in *The Globe and Mail*, TELUS' Chief Information Officer, Hesham Fahmy, outlined our team's vision and highlighted some of the key steps we believe Canada should take to drive AI adoption and upskill our nation's workforce.

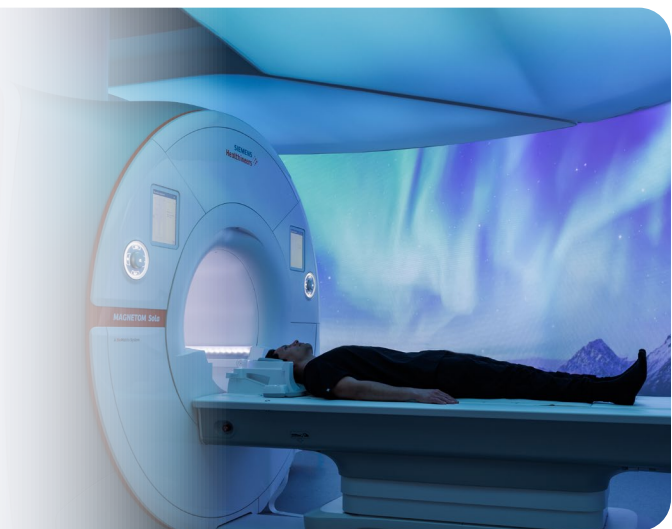


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Focusing on preventative health through technology innovation

Our TELUS team strongly believes that as a society, we must democratize access to healthcare to ensure that our fellow citizens receive the care they need and deserve, regardless of their location or socio-economic status. Doing so will improve Canada's productivity by creating a healthier, more engaged workforce, with lower employee absenteeism and higher retention. Moreover, by leveraging our technology innovation to shift the paradigm to the prevention of illness, not just its remediation, we can help alleviate operational and financial pressure on our healthcare system.

Precision Health has been meticulously curated around each individual for a truly unique, AI-enabled, preventive health experience.



Evolving healthcare for Canadians through state-of-the-art technologies

Our TELUS Health team is harnessing the power of technology innovation, including data analytics and AI, to transform our healthcare system through targeted interventions and preventative health strategies. We envision a future where prevention and health data take precedence; where people are familiar with and benefit from their health knowledge to make proactive changes for a longer, healthier life.

Our state-of-the-art Precision Health capability leverages technology and AI to empower patients to understand their health at a deeper and more proactive level. We are one of the few companies in the world offering the quadfecta of bioanalytics, imaging and genetic analytics, coupled with precision medicine insights, and turning this into meaningful actions that are highly personalized. Using millions of data points, Precision Health has been meticulously curated around each individual for a truly unique, AI-enabled, preventive health experience. Precision Health transcends mere observation by utilizing real-time data to deliver precise measurements and actionable results. Our approach transforms cutting-edge science into proactive strategies, ushering in a new era of personalized wellness, where every step is a deliberate stride toward improving health outcomes.

By way of example, Precision Health seamlessly integrates genetic, lab and imaging data to generate a 3D digital replica or “twin” of each individual. Our skilled team combines the data to allow individuals to see and understand correlations and changes in their health data year-over-year, helping to improve their healthspan, not just their lifespan.



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Offering digitally enabled solutions to support the mental well-being of Canadian employees

Another critical pillar of our TELUS Health strategy is support for employee mental health and well-being. TELUS Health’s employer business operates in 167 countries and supports the total health and well-being for over 35 million lives worldwide. A foundational component of our offering is our digitally enabled Employee and Family Assistance Program set of solutions. Through this offering, employees at our customer organizations can access mental health counselling and holistic well-being solutions delivered by counsellors from around the world, alongside a compelling suite of digital solutions. Our team is incorporating AI-powered solutions to: assist in the personalization of content for users based on their health goals; improve the productivity of our clinicians and counsellors providing these solutions; and ultimately improve the experience for our members.



Importantly, organizations with highly effective health and wellness programs report 11 per cent more revenue per employee and 28 per cent higher shareholder returns. Moreover, communities and society as a whole benefit; notably, increases in population well-being are associated with higher levels of economic growth. In fact, research by Gallup demonstrates that cities with higher levels of well-being experience higher GDP growth rates, lower unemployment rates and increased entrepreneurial activity.

Using AI to empower practitioners to focus on what matters most

Healthcare practitioners face growing administrative burdens that take time away from patient care. Our TELUS Health team is transforming clinical workflows through AI-powered automation, streamlining documentation and improving efficiency. By integrating AI into our highly secure and confidential Collaborative Health Record (CHR) and Electronic Medical Record (EMR) platforms, providers can populate patient charts with a single click and easily match incoming files, significantly reducing documentation time. Early data indicates that these AI-assisted workflows can save physicians up to four hours per week, enhancing operational efficiency and patient outcomes.

AI-driven virtual assistants are improving clinician support and patient engagement. For instance, our CHR Assistant ChatBot provides real-time help for healthcare professionals and is estimated to resolve 70 per cent of routine support inquiries, reducing the pressure on customer service teams. In its first week, the ChatBot handled approximately 400 inquiries that would have otherwise been directed to our call centre. Similarly, our patient-facing AI chatbot, used by over 180,000 patients, has processed more than 5,100 inquiries in just 3.5 months, with less than one per cent requiring manual intervention. These AI-driven solutions reduce administrative friction, improve access to information, alleviate pressure on our public healthcare system, and enhance the overall patient experience.

AI-powered ambient scribing is further transforming clinical documentation. Through strategic partnerships, TELUS Health has integrated advanced medical scribe technology into three EMR platforms, automating real-time note-taking and significantly reducing clinician workload. These AI-driven scribes help reduce documentation time by up to 29 hours per month per clinician and enable charting three times faster than manual entry. A recent OntarioMD pilot demonstrated a 69.5 per cent reduction in documentation burden, reinforcing the potential of this technology to reduce cognitive load, improve work-life balance and enhance care delivery.

CHR embedded AI, built in-house and powered by TELUS Fuel iX, is optimizing workflow automation while driving efficiencies at scale. AI-powered inbox



AI-driven virtual assistants are improving clinician support and patient engagement.

management, intelligent document processing and automated clinic letter writing are delivering measurable impacts. CHR-AI has cut patient chart creation and inbox file matching time in half and has processed nearly 1.4 million pages across 440,000 documents for clinicians.

These AI-driven solutions reduce administrative friction, improve access to information, alleviate pressure on our public healthcare system, and enhance the overall patient experience.



As we continue to expand and interconnect AI capabilities across our product suite, TELUS Health remains steadfast in our commitment to leveraging technology to enhance the healthcare experience, enabling providers to focus on delivering the best possible care to their patients.

Leveraging AI and human ingenuity to create an optimized and trusted value chain

Within our TELUS Agriculture & Consumer Goods line of business, our team is using technology innovation, artificial intelligence and human ingenuity to optimize the agribusiness and consumer goods production chains. Our team is delivering digital solutions and data insights that connect the global supply chain, driving more efficient production processes and improving the safety, quality and sustainability of outputs, all in a way that is traceable and clear to the end consumer.

By way of example, our Retail Execution SalesAgent helps companies to analyze their customer data, market trends and sales performance, providing actionable insights and personalized recommendations for their sales teams. The Sales Copilot helps ensure that the right products are placed in the right stores at the right time, maximizing sales opportunities and enhancing overall retail execution efficiency.

In addition, our innovative Insights Copilot taps directly into a customer's database to provide precise answers to their questions, bypassing the need for traditional reports and analytics filters. This intelligent copilot understands natural language queries and pulls relevant data from various databases to deliver real-time, actionable insights. The Data Copilot



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accurately and immediately provides an organization with specific sales figures, customer trends and inventory status.

Within TELUS Agriculture & Consumer Goods, we are also partnering with like-minded, innovative companies, such as Google. Together, we are testing supply chain models from ideation to prototyping, against B2B networks and agronomy datasets, and engaging the customer communities to build and deliver relevant, transparent and impactful AI-based solutions.

Improving efficiency in Canada's animal agriculture sector through AI

In response to the challenging labour environment in veterinary medicine, TELUS Animal Agriculture's innovative voice-to-text AI solution is transforming how veterinarians manage their documentation, saving vets up to 50 per cent of their documentation time (approximately 30 minutes per day per vet). This technological advancement not only reduces the administrative burden for vets who often work 14-hour days during peak periods, but also increases practice efficiency by 10 per cent through streamlined documentation processes and improved accuracy in medical record keeping. The implementation of this AI solution directly addresses work-life balance challenges for veterinarians while simultaneously enhancing client communication and satisfaction. Notably, this allows vets to dedicate more time to what matters – patient care and client interactions – ultimately leading to better service outcomes and increased client loyalty.



TELUS won the international award for Outstanding Organization in Responsible AI Leadership from the Responsible AI Institute.

Establishing TELUS as a pioneer in the responsible use of AI

What further differentiates TELUS is how we are setting a gold standard for the responsible and ethical use of AI. In the absence of an AI regulatory framework, we enabled the responsible adoption of AI at TELUS by collaborating with international experts, through consultation and experimentation. Ultimately, we set the bar high for safe and responsible AI, and our team met that standard. We began this work many years ago – in 2018 – to establish a Responsible AI Framework. Subsequently, with the advent of GenAI, we redoubled our focus on AI governance.

Our team's efforts to integrate responsible practices into our AI systems, foster trust and benefit society were recognized at the end of 2023, when TELUS won the international award for Outstanding Organization in Responsible AI Leadership from the Responsible AI Institute. Moving forward, Canada has an incredible opportunity to be global leaders in developing AI safely and adopting AI responsibly and ethically, for the benefit of all our fellow citizens.

Building ethical AI through community engagement across the country

TELUS' data ethics strategy recognizes the value of diverse voices and perspectives. We engage and partner with various communities and Indigenous organizations to gain meaningful insights that we share publicly to encourage discourse. Our team launched the [inaugural TELUS AI Report](#) last year, showcasing the vast array of perspectives of AI in Canada, and made a [public commitment](#) declaring that we will not use AI tools to create or replicate the art or imagery of Indigenous Peoples.

Breathing our TELUS brand into AI and exemplifying leadership in digital humanity

Alongside our commitment to the ethical and responsible use of AI, we humanize this ground-breaking technology by embedding our TELUS brand into our AI thesis – including our core values of social purpose, innovation and putting customers and communities first. At TELUS, we do not just view AI as a new technology for our business, but a powerful tool to create deeply meaningful human outcomes, as we strive to make the future friendly.

Importantly, our TELUS brand has always been inextricably linked to nature. We appreciate that innovation is often inspired by the natural world and we have been able to leverage that innovation to make a meaningful and ongoing connection with customers, demonstrating that TELUS is approachable, engaging and friendly. Indeed, the comforting iconography and vocabulary of nature serve to assuage the anxiety so many feel about the complexities and pace of change in today's AI-driven world.

As the global leader in social capitalism, our TELUS team is passionate about leveraging technology, and AI specifically, to make the world a better place. Our leadership in digital humanity is centred around harnessing innovative technology to create positive social impact, guided by our long-standing philosophy to “give where we live” and improve our global communities. In addition to the exceptional work of our TELUS Health and TELUS Agriculture & Consumer Goods teams highlighted above, as well as our long-standing dedication to the ethical use of AI, we are showcasing TELUS' leadership in digital humanity by:

- Leading in environmental stewardship, as evidenced by our dedication to being nature-positive through our innovative technology and the virtual connectivity we enable. We are delivering on our commitment to achieve net carbon neutrality in our operations by 2027 through our investments in sustainable technologies and by embracing greener business practices;

Our TELUS team is passionate about leveraging technology, and AI specifically, to make the world a better place.



As we put technology into the hands of Canadians, we are simultaneously providing them with tools and coaching to become more informed, secure and capable digital citizens through our TELUS Wise program.

- Driving philanthropy and community impact through TELUS Friendly Future Foundation and our TELUS Community Boards by way of grants offered to grassroots organizations that are using technology to enable improved health and educational outcomes for underserved populations around the world; and
- Bridging digital divides through our Connecting for Good programs, which provide Canadians who are in need of a helping hand with access to low-cost, free or subsidized home internet, mobile phone services, our innovative mobile healthcare clinics and more.

Importantly, as we put technology into the hands of Canadians, we are simultaneously providing them with tools and coaching to become more informed, secure and capable digital citizens. Through our TELUS Wise program, we provide citizens with free access to digital literacy tools and resources needed to stay safe in our digital society, including our AI workshop, which teaches young people how to navigate this rapidly evolving technology. In 2024, we increased the reach of our online workshops through AI-powered accessibility features and live translations into more than 40 languages. To date, these workshops have benefitted over 800,000 individuals and counting.

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