



OMNITEL: Backs the "Equal is More" enterprise promoted by the National Commission for Equal Opportunities of the Council of Ministers with an all-female concert The event is to offer a moment to reflect on the role of women and the occasion to spread values and ideas which the company has always promoted.

Rome, 6 March 2001 - For Omnitel the event is the continuation of the ventures in which the company and Institutions are involved for the development of new proposals in the social and environmental spheres. It is also an opportunity to share an in-house culture that has always been based on values such as the sharing of ideas and the development of equal employment opportunities with the outside world.

Indeed, it is no coincidence that the company has had its own Joint Committee for Equal Opportunities since 1997, constituted by the company and the National Trade Union Organisations, with the common wish to enhance female employment resources and promote certain behaviour coherent with the principles of equality and equal opportunities of men and women in the world of employment. The Commission operates with the aim of studying the feasibility, creation and monitoring of the possible ventures aimed at developing equal opportunities within the company.

At the end of 2000, the number of people working for Omnitel was over 8500, of whom approximately 58% are women, with peaks of 80% in the Call Centres, a percentage that, whilst reflecting the typical female prevalence of the service sector, finds one of its most significant examples in Omnitel.

The Human Resources and Organization Manager and the Operations Manager are just two examples of the 22 women amongst the 148 Omnitel managers who occupy very high-level posts with great responsibility in the company and reveal the immense possibilities for the development and growth of female employees.

Omnitel's commitment to equal opportunities in the world of employment and the family also takes the form of a venture aimed at supporting maternity. Omnitel has independently decided to pay its employees 100% of their salaries for the majority of the optional period of maternity leave. Furthermore, a joint Solidarity Fund, funded by contributions of the company and its employees, provides for the total refund of expenses sustained during maternity and the early years of childhood.

An in-house survey carried out last year on a representative sample of women, has confirmed the perception of women employees of enjoying the same opportunities within Omnitel as their male colleagues and their satisfaction for their prospects of personal development.

Flexibility, relational ability and emotional intelligence are typically female characteristics, but also fundamental qualities in a sector subject to rapid changes such as that of telecommunications. Omnitel has recognized these characteristics as true company assets and has launched a series of internal and external ventures to support their enhancement. The sharing of the aims of the "Equal is More" project thus becomes an occasion to spread the values and ideas that fully correspond with Omnitel's own corporate values.