

# Telus supports Canada's vulnerable populations

Telus has put more than \$150 million toward COVID-19 efforts and has been launching initiatives, such as Tech for Good (a program that provides specialized assistance, training and assistive technology to Canadians with disabilities) and Health for Good (which funds mobile health clinics), to intersect its business interests with societal wellbeing.

Thirteen Canadian community boards and five international boards have led the company's support for grassroots charities.

The telco's commitment to supporting Canada's vulnerable populations hasn't gone unnoticed by consumers. TELUS made its debut in the list of Canada's 20 most authentic brands in 2022, ranked as 12th (among 402 brands). The brand has also been named the most trusted telecom brand in Canada. However, telecoms remain one of Canada's least trusted categories.

One of the Brand Authenticity attributes we measure is consumers' perceptions of the brands' commitments to supporting local communities. TELUS increased its scores by 11 points on that front and came in at 6th place (tied with CBC) this year. The telco's advocacy score also increased by eight points this year.

