

23 April 2015

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The Manager

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ELECTRONIC LODGEMENT

Dear Sir or Madam

Telstra Investor Day – Growth Through Network and Product Differentiation

In accordance with the Listing Rules, I attach the presentations to be delivered at Telstra's Investor Day on Thursday 23 April 2015, for release to the market.

Yours faithfully



Damien Coleman
Company Secretary



DISCLAIMER

- These presentations include certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Telstra, which may cause actual results to differ materially from those expressed in the statements contained in these presentations. For example, the factors that are likely to affect the results of Telstra include general economic conditions in Australia; exchange rates; competition in the markets in which Telstra will operate; the inherent regulatory risks in the businesses of Telstra; the substantial technological changes taking place in the telecommunications industry; and the continuing growth in the data, internet, mobile and other telecommunications markets where Telstra will operate. A number of these factors are described in Telstra's Annual Report dated 14 August 2014 and the 2015 Debt Offering Circular lodged with the ASX on 13 March 2015, available on Telstra's Investor Centre website www.telstra.com/investor.
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WARWICK BRAY

MOBILES AND FIXED,
INNOVATION AND DIFFERENTIATION



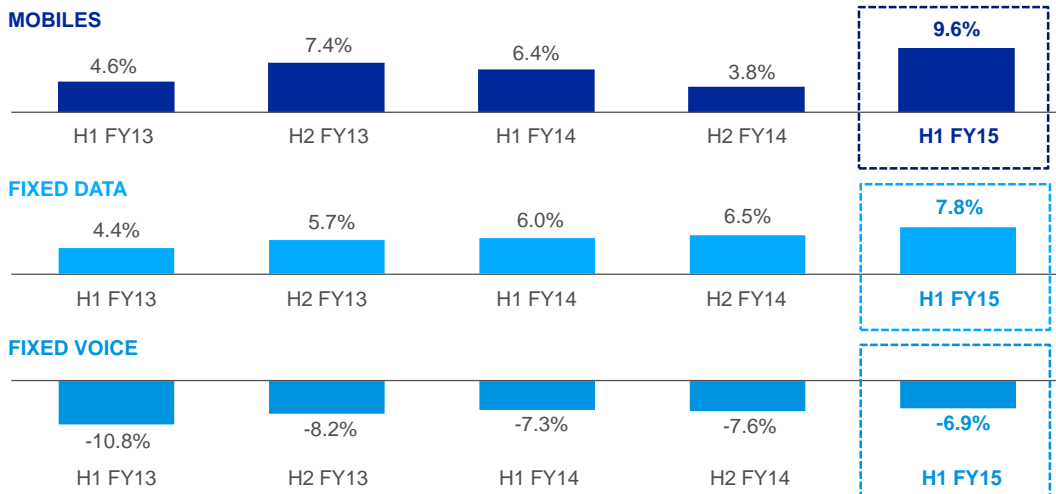
OUR STRATEGY IS DELIVERING RESULTS



SOME OF OUR ADVOCACY, PRODUCT & MARKET INITIATIVES



REVENUE GROWTH (PERCENT PCP)



MOBILE REVENUE

FY13 & FY14 & 1H15 REVENUE (\$M)

TELSTRA CORPORATION MOBILES REVENUE (\$ MILLIONS)	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	DEC-12	PCP GROWTH	JUN-13	PCP GROWTH	JUN-13	PCP GROWTH	DEC-13	PCP GROWTH	JUN-14	PCP GROWTH	JUN-14	PCP GROWTH	DEC-14	PCP GROWTH
Postpaid handheld	2,377	0.3%	2,427	5.4%	4,804	2.8%	2,495	5.0%	2,511	3.5%	5,006	4.2%	2,701	8.3%
Prepaid handheld	351	7.7%	376	14.6%	727	11.2%	419	19.4%	460	22.3%	879	20.9%	498	18.9%
Total handheld	2,728	1.2%	2,803	6.6%	5,531	3.8%	2,914	6.8%	2,971	6.0%	5,885	6.4%	3,199	9.8%
Mobile broadband	576	16.8%	620	18.1%	1,196	17.5%	643	11.6%	644	3.9%	1,287	7.6%	649	0.9%
Machine to Machine (M2M)	44	10.0%	46	15.0%	90	12.5%	47	6.8%	54	17.4%	101	12.2%	55	17.0%
Satellite	7	0.0%	6	20.0%	13	8.3%	7	0.0%	7	16.7%	14	7.7%	8	14.3%
Mobile services revenue (Retail)	3,355	3.7%	3,475	8.6%	6,830	6.1%	3,611	7.6%	3,676	5.8%	7,287	6.7%	3,911	8.3%
Mobile services revenue (Total)	3,800	2.4%	3,903	7.5%	7,703	4.9%	4,077	7.3%	4,098	5.0%	8,175	6.1%	4,380	7.4%
Mobile hardware	767	17.1%	730	6.9%	1,497	11.9%	784	2.2%	709	(2.9%)	1,493	(0.3%)	947	20.8%
Total Mobiles	4,567	4.6%	4,633	7.4%	9,200	6.0%	4,861	6.4%	4,807	3.8%	9,668	5.1%	5,327	9.6%



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MOBILE ARPU

FY13 & FY14 & 1H15 ARPUs

TELSTRA CORPORATION MOBILES ARPU	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$
SIO ARPUs														
Postpaid Handheld Incl. MRO	\$58.88	-\$4.50	\$58.29	-\$0.75	\$58.80	-\$2.71	\$58.81	-\$0.07	\$58.47	+\$0.18	\$58.70	-\$0.10	\$62.22	+\$3.41
Postpaid Handheld excl. MRO	\$65.34	-\$2.09	\$65.92	+\$1.54	\$65.90	-\$0.35	\$66.80	+\$1.46	\$66.20	+\$0.27	\$66.57	+\$0.68	\$69.71	+\$2.91
Prepaid Handheld	\$17.79	+\$1.03	\$18.44	+\$1.77	\$17.94	+\$1.07	\$18.90	+\$1.11	\$19.79	+\$1.35	\$19.98	+\$2.04	\$21.50	+\$2.60
Total Mobile Broadband	\$29.75	-\$2.75	\$29.93	+\$0.09	\$29.80	-\$1.46	\$29.60	-\$0.15	\$29.20	-\$0.73	\$29.59	-\$0.21	\$28.89	-\$0.71
Machine to Machine (M2M)	\$8.66	-\$0.94	\$8.30	-\$0.20	\$8.46	-\$0.63	\$7.69	-\$0.97	\$7.60	-\$0.70	\$7.54	-\$0.92	\$6.93	-\$0.76
Satellite	\$43.47	-\$3.60	\$39.46	+\$4.79	\$41.32	+\$0.62	\$40.43	-\$3.04	\$40.44	+\$0.98	\$39.98	-\$1.34	\$46.61	+\$6.18
Blended ARPU incl. interconnect and MRO	\$44.29	-\$3.42	\$43.47	-\$0.47	\$43.84	-\$2.24	\$43.35	-\$0.94	\$42.48	-\$0.99	\$43.28	-\$0.56	\$44.55	+\$1.20



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FIXED REVENUE & ARPU

FY13 & FY14 & 1H15 REVENUE (\$M)

TELSTRA CORPORATION FIXED REVENUE (\$ MILLIONS)	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	DEC-12	PCP GROWTH	JUN-13	PCP GROWTH	JUN-13	PCP GROWTH	DEC-13	PCP GROWTH	JUN-14	PCP GROWTH	JUN-14	PCP GROWTH	DEC-14	PCP GROWTH
Fixed Voice	2,219	(10.8%)	2,137	(8.2%)	4,356	(9.5%)	2,058	(7.3%)	1,974	(7.6%)	4,032	(7.4%)	1,917	(6.9%)
Fixed Data	1,028	4.4%	1,059	5.7%	2,087	5.0%	1,090	6.0%	1,128	6.5%	2,218	6.3%	1,175	7.8%
Other	467	12.3%	431	4.4%	898	8.2%	416	(10.9%)	414	(3.9%)	830	(7.6%)	413	(0.7%)
Total Fixed Products	3,714	(4.5%)	3,627	(3.1%)	7,341	(3.8%)	3,564	(4.0%)	3,516	(3.1%)	7,080	(3.6%)	3,505	(1.7%)


FY13 & FY14 & 1H15 ARPUS

TELSTRA CORPORATION FIXED ARPU	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$
SIO ARPUS														
Fixed Voice	\$46.34	-\$3.63	\$45.49	-\$2.16	\$45.90	-\$2.98	\$44.53	-\$1.81	\$43.42	-\$2.07	\$43.94	-\$1.96	\$42.73	-\$1.80
Fixed Data (Retail)	\$54.29	+\$0.88	\$54.79	+\$1.07	\$54.53	+\$0.89	\$55.09	+\$0.80	\$55.20	+\$0.41	\$54.98	+\$0.45	\$55.83	+\$0.74
Fixed Data (Total)	\$50.29	+\$0.46	\$50.52	+\$0.56	\$50.35	+\$0.43	\$50.75	+\$0.46	\$50.98	+\$0.46	\$50.74	+\$0.39	\$51.53	+\$0.78




1. Fixed Other includes Inter-carrier revenue, including revenue from the NBN Co in relation to the Infrastructure Services Agreement, Customer Premises Equipment, Payphones and Premium Services.


"WHY TELSTRA" MESSAGE: MOBILES




MORE SQ KM COVERED



FEWER DEAD SPOTS



MORE RELIABLE SPEEDS



FEWER DROPOUTS








"WHY TELSTRA" MESSAGE: FIXED

 <p>FAST, RELIABLE BROADBAND</p>	 <p>CLEAR AND RELIABLE CALLING</p>
 <p>CREATING AUSTRALIA'S LARGEST WI-FI NETWORK</p>	 <p>AMAZING ENTERTAINMENT AND APPS AT HOME OR ON-THE-GO</p>
 <p>EXPERT TECHNOLOGY ADVICE</p>	



DIFFERENTIATION IN MASS MARKET

BRILLIANT EXPERIENCES	
DEVICE PEACE OF MIND	
PROVIDE MORE VALUE	
LOWER CUSTOMER EFFORT	
WORLD CLASS NETWORKS	



EMERGING TRENDS AND OPPORTUNITIES

NETWORK WILL REMAIN IMPORTANT BUT END-TO-END EXPERIENCES WILL BE KEY



TABLETS AND HYBRID MACHINES REPLACING TRADITIONAL PC AND LAPTOPS



MOVING FROM SINGLE-SCREEN, LINEAR CONTENT TO MULTI-SCREEN NON-LINEAR CONTENT



SMART HOME DEVICES ARE BECOMING SMARTER AND EASIER TO USE



TECHNOLOGY IS BLURRING THE LINES BETWEEN FIXED AND MOBILE AS WELL AS PERSONAL AND WORK LIFE



CONSUMERS ARE BECOMING INCREASINGLY SAVVY AND EXPECT OUTSTANDING SERVICE



DIFFERENTIATION IN BUSINESS & ENTERPRISE MOBILITY

PROFESSIONAL SERVICES



MANAGED SERVICES



APPLICATIONS & CONTENT



PLATFORMS



MOBILE / REMOTE DEVICES



CONNECTIVITY



ENABLING GRIDTRAQ TO REMOTELY TRACK AND MONITOR MOBILE WAGONS FOR SCANVOGN AUSTRALIA



COMPANY

Scanvogn Australia sells mobile wagons with accommodation, amenities and onsite offices to the mining industry

BUSINESS REQUIREMENTS

Reliable and extensive network to manage communications to wagons in near real-time.

- Monitor and control wagons remotely
- Wagon location
- Alerts on events such as maintenance and security

SOLUTION

Gridtraq Vehicle Tracking and Fleet Management Solutions
Telstra Mobile Network & M2M Control Centre

RESULT

- A fully managed service for Scanvogn's customers
- Increased security
- Decreased service costs
 - Up to \$40K in tyre and insurance savings over the life of vehicle
 - Up to 15% savings on travel time

"The Telstra Mobile Network was the obvious choice for our M2M solution given the extensive coverage in remote areas of Australian and the proven reliability of the connection."

GRIDTRAQ, Dylan Hartley



HELPING CVA INNOVATE THROUGH STREAMLINING THE DATA COLLECTION PROCESSES

TELSTRA + ARIS, CANVAS AND AIRWATCH FOR CVA

COMPANY

Conservation Volunteers Australia (CVA) is a leading practical conservation organisation. CVA aims to connect people to nature.



BUSINESS REQUIREMENTS

Needed to respond to a tender that required capabilities including remote and offsite staff training, survey capture, data collation and information access for volunteers in the field. CVA were using paper /pen based processes and saw this as the catalyst to innovate.

SOLUTION

Telstra provided mobility solutions which re-engineered their way of working:

- Telstra's superior mobile network coverage in rural and regional areas was key
- Deployed 210 Tablets on Telstra Mobile Broadband
- 210 Aris and 210 Canvas licences with Airwatch issued to volunteers
- Facilitated the professional services integration into CVA systems

RESULT

- CVA was one of the companies awarded the tender.
- Field staff could now access and collect data in the field and provide HQ with up to date visibility of information captured.
- New 'leading edge' business practices is creating more opportunities in the future

CONCLUSION



ENCOURAGING RESULTS



CONTINUE TO IMPROVE CUSTOMER ADVOCACY



PURSUE GROWTH THROUGH NETWORK
AND PRODUCT DIFFERENTIATION

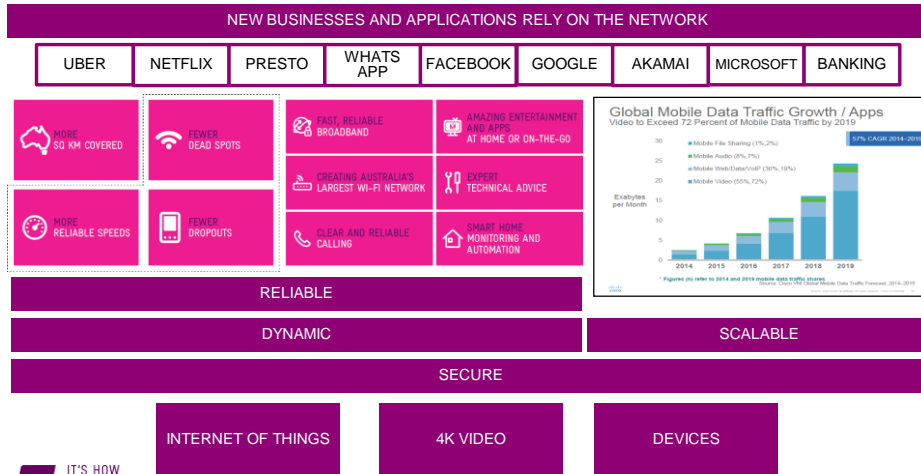


MIKE WRIGHT

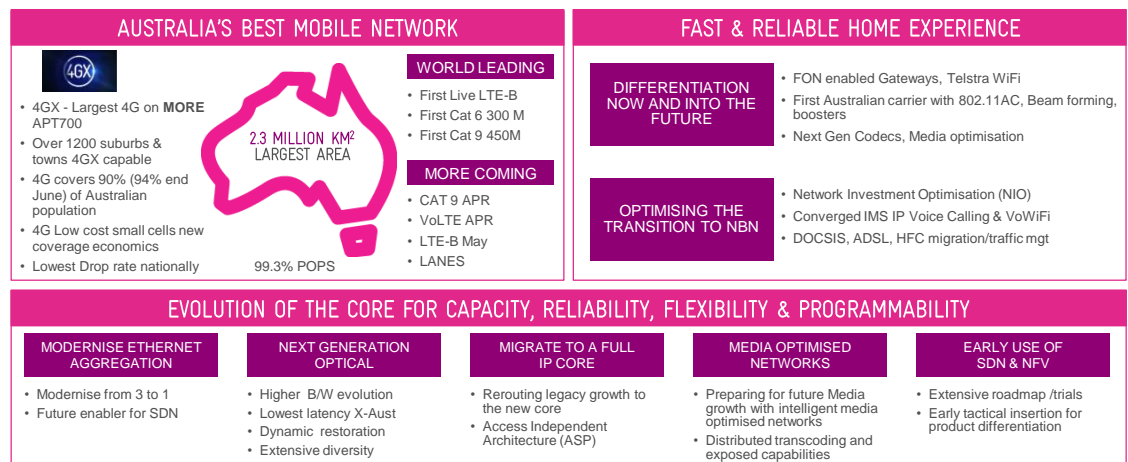
NETWORK DIFFERENTIATION AND INNOVATION



SECURE, RELIABLE, SCALABLE NETWORKS UNDERPIN THE FUTURE OF WIDESPREAD TECHNOLOGY DEVELOPMENT AND EVOLUTION



CONTINUALLY EVOLVING THE NETWORK FOR THE FUTURE WITH PERFORMANCE AND DIFFERENTIATION



* Technology speeds refer to peak network speeds. Customer speeds will be slower.

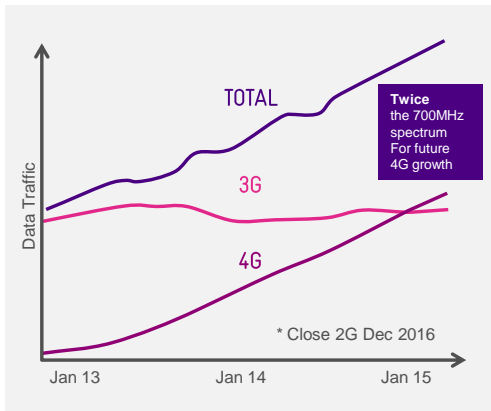
DELIVERING MOBILE FOR TOMORROW



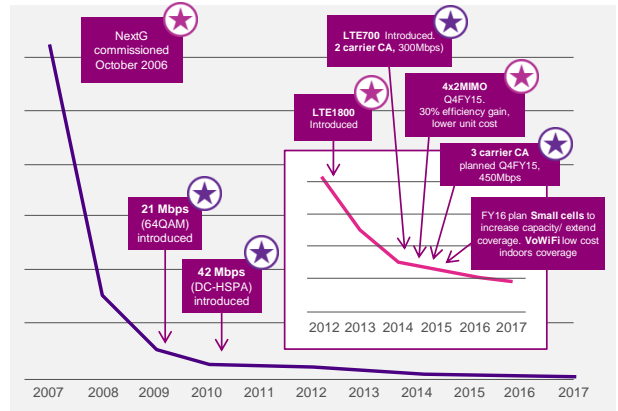
* Technology speeds refer to peak network speeds. Customer speeds will be slower.

LEVERAGING SPECTRUM & TECHNOLOGY TO LOWER COST, OPTIMISE SPEND & DIFFERENTIATE EXPERIENCE

TELSTRA TRAFFIC BY NETWORK TYPE



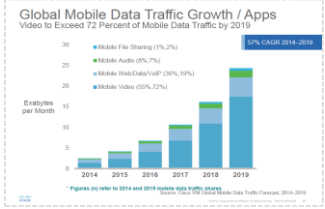
WIRELESS DATA PRODUCT UNIT COST (PUC) - \$/GB



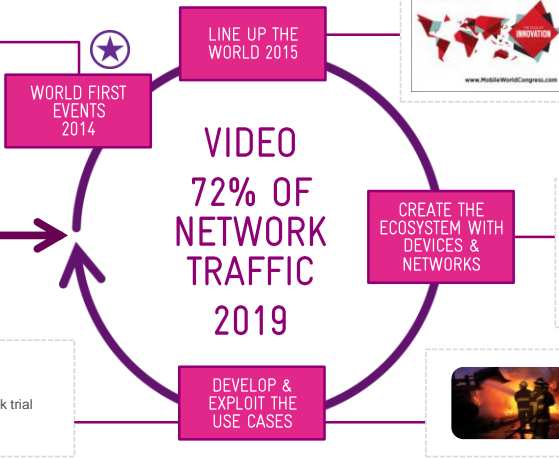
World First **Australian First**

* Technology speeds refer to peak network speeds. Customer speeds will be slower.

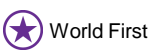
LEADING FUTURE VIDEO: BRINGING LTE-BROADCAST TO LIFE



- Event Media:** Horseracing, Stadiums, Golf, Racing, Cycling, Marathons
- M2M:** Signage, Mass Device/Car/Lighting
- Software Updates:** OS and App Updates, Facebook trial
- Mass Media:** LTE-B in a STB
- Emergency Use:** Alerts, PTT, PA



LTE-B World User Group
GSMA, GSA
Telstra, Verizon
Facebook



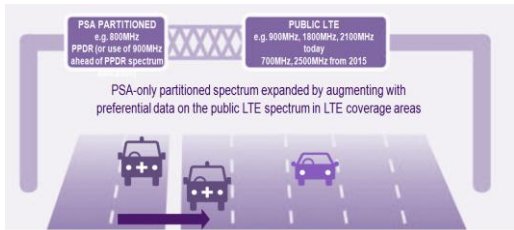
NEW GROWTH: LTE ADVANCED NETWORK FOR EMERGENCY/ENTERPRISE SERVICES



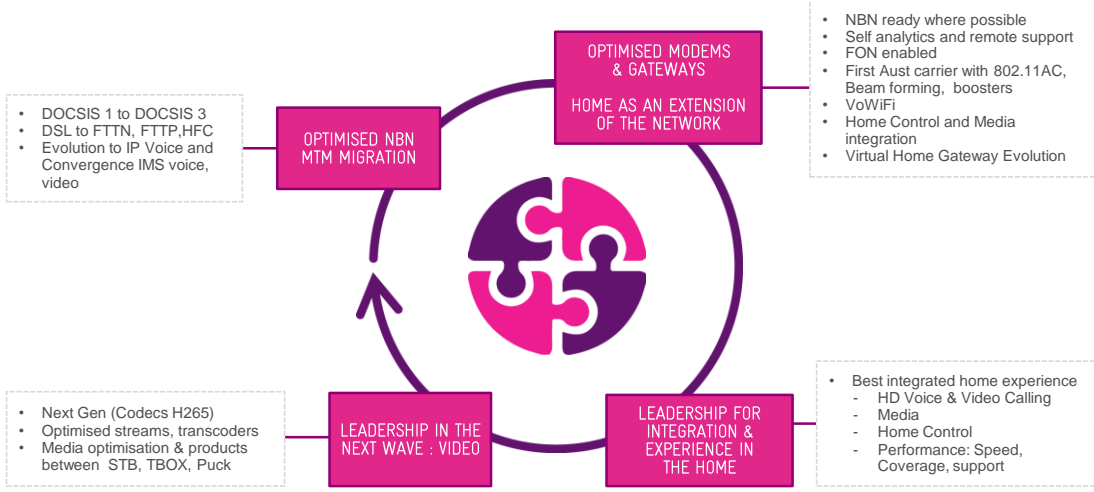
Broadband for All: Outstanding LTE Solution
Telstra for LTE Advanced Network for Emergency Services (LANES)

LANES is a ground breaking new technology developed by Telstra to provide Emergency Services groups or Enterprises with reliable wireless broadband communications in emergency situations.

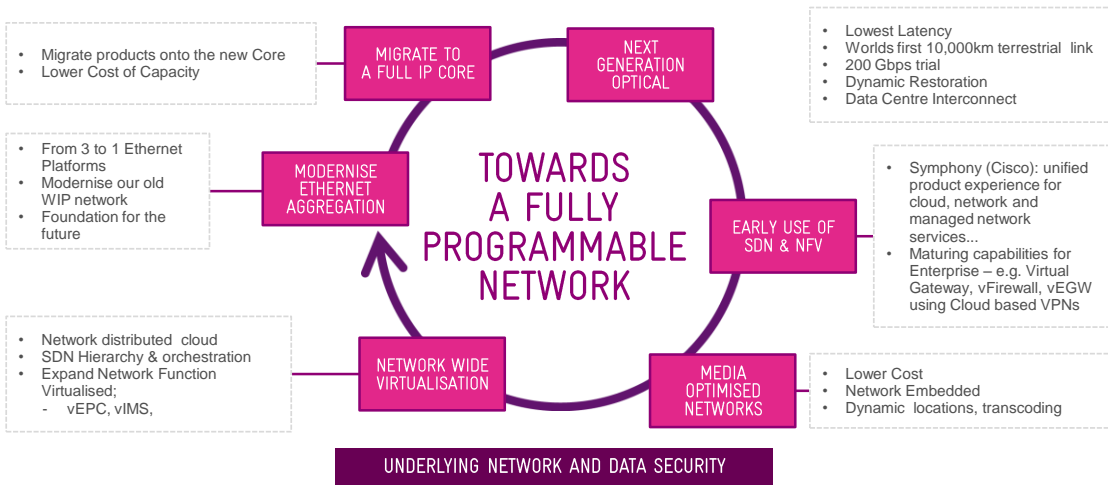
LANES enables dedicated mobile network capacity and priority access to the public mobile network for Emergency Service or Dedicated access for Enterprises.



FAST & RELIABLE HOME CONNECTION



NEXT GENERATION CORE TECHNOLOGIES



TELSTRA REMAINS WELL POSITIONED TO GROW
IN THE FIXED AND MOBILE SPACE VIA
ONGOING INVESTMENT IN OUR NETWORKS AND
INTRODUCTION OF INNOVATIVE SOLUTIONS TO
ENHANCE CUSTOMER EXPERIENCE.



MIKE BURGESS

MANAGING CYBER SECURITY IN AN
INCREASINGLY CONNECTED AND ENABLED
ONLINE WORLD



Impact at Pace, Scale & Reach

- Financial Loss**: Target expects \$148 million loss; Sony lost \$35 million; Anthem's breach cost likely to exceed \$100 million; Home Depot costs \$33 million; J.P.Morgan profit falls 6.6%.
- Brand Damage**: Sony's brand perception hit its lowest in 6 years; Neiman Marcus reports loss; eBay users change passwords.
- Legal Action**: Anthem CEO faces big test; Home Depot facing 44 civil suits; J.P.Morgan seeks to determine extent of attack.
- Reduced Productivity**: eBay hacking puts damper on sales.

News snippets include: Target's Reputation Takes A Beating After Data Breach, Target fails to end banks' lawsuit over data breach, Net Target CIO Jacob resigns following data breach, Hack to cost Sony \$35 million in IT repairs, Data Breach Sets Off Upeaval at Sony Pictures, Sony Hack Pushes Consumer Brand Perception to Worst Levels in At Least 6 Years, Neiman Marcus investigates breach, Neiman Marcus CEO apologizes for data breach, offers free credit monitoring, eBay asks its 112 million users to change passwords after data breach, eBay hacking puts damper on sales, Anthem data breach poses a big test for its CEO, Anthem Data Breach Creates Security Fears For Consumers, Anthem's big data breach is already sparking lawsuits, Cost of Anthem's data breach likely to exceed \$100 million, Home Depot cyber breach costs at \$33 million and counting, Home Depot Facing at Least 44 Civil Suits in Data Breach, Home Depot given until July to respond to data-breach lawsuits, Home Depot Needs Reputation Cleanup in Aisle 1, After Breach, JPMorgan Still Seeks to Determine Extent of Attack, U.S. states ask JPMorgan Chase for security data as they probe hack, The Real JPMorgan Data Breach Danger Is Still on Its Way, JPMorgan profit falls 6.6 percent as legal costs rise.

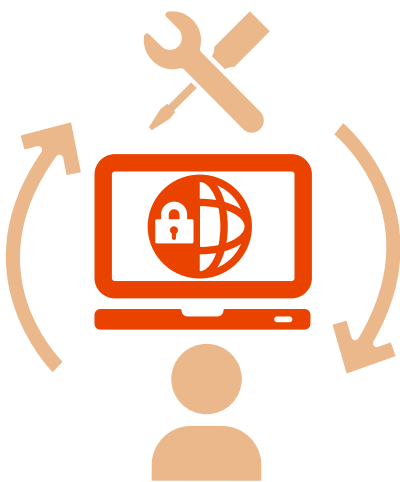
CONSTANTLY ASSESSING THE CYBER THREAT

KEEPING CUSTOMERS' DATA SAFE AND OUR NETWORKS SECURE

- Next Generation Perimeter Solutions**: Deploying next generation network perimeter solutions to identify and mitigate application threats.
- Mobility and End Point Security**: Protect the network and endpoints from both known and zero-day malware.
- Advanced Malware Protection**: State-of-the-art sandboxing technology helping protect against hacks that bypass signature-based controls.
- Discovery Security Analytics**: Correlating a diverse set of security, network and application event data to improve understanding of normal and discover first seen problems – the unknown unknown!
- Hybrid Cloud Security**: The ability to protect hybrid cloud environments and identify business risks associated with SaaS usage.
- Social Engineering**: Ensuring adequate employee security awareness training and procedures are in place to minimise social engineering. And machine speed ability to spot when employees are hooked.
- Application Threat Protection**: Detect and remediate application vulnerabilities and prevent malicious hacks and attacks.

FOCUSED ON 4 CORE SECURITY CAPABILITY PILLARS CRITICAL TO SUPPORTING OUR CUSTOMERS SECURITY NEEDS

SECURITY SERVICES PORTFOLIO - END-TO-END



NO SINGLE 100% SECURITY SOLUTION

CYBER SECURITY

AS MUCH A HUMAN ISSUE AS IT IS A TECHNICAL ONE



1 KNOW THE VALUE OF YOUR DATA

2 KNOW WHO HAS ACCESS TO YOUR DATA

3 KNOW WHERE YOUR DATA IS

4 KNOW WHO IS PROTECTING YOUR DATA

5 KNOW HOW WELL YOUR DATA IS PROTECTED

**CYBER SECURITY
INDUSTRY LEADING APPROACH
THE FIVE KNOWS**

T IT'S HOW WE CONNECT

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INFLUENCE


DISCOVERY

T IT'S HOW WE CONNECT

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WHY TELSTRA AND CYBER SECURITY

-  TELSTRA'S INDUSTRY LEADING APPROACH TO EFFECTIVELY MANAGE THE CYBER RISK
-  WE UNDERSTAND THE CYBER THREAT
KEEPING CUSTOMERS' DATA SAFE AND OUR NETWORKS SECURE
-  FIVE KNOWS OF CYBER SECURITY
DISCOVERY & INFLUENCE
-  SECURITY SERVICES PORTFOLIO
END TO END







 IT'S HOW WE CONNECT

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VISH NANDLALL
TECHNOLOGY INNOVATION

 IT'S HOW WE CONNECT

WHERE ARE WE HEADED?

	2005	2010	FUTURE
VISION	one bill, triple play 	one device, 1,000s of apps 	?
FOCAL POINT	Network 	Device 	?
COMPETE BASED ON	Price of service 	Number of apps 	?



Source: Vision Mobile, Telstra

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FIVE YEARS IN THE FUTURE

1. 5G will be standardised
2. Networks will be optimised for traffic against specific services and media types
3. Consumer devices will be dominant, but small devices for data sensing and processing will make up a significant percentage of mobile and Internet traffic.
4. Telecom and other industries will be more platform shaped, with data becoming as important as products.
5. The world will be faster, and more connected with a billion more participants in the global economy



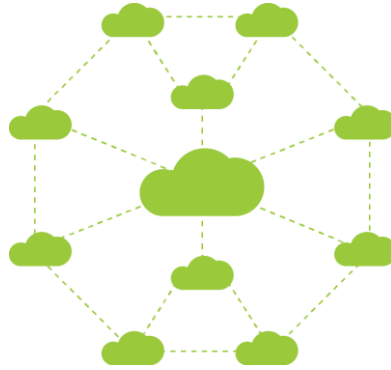
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FUTURE VISION

20-YEAR PRODUCTIVITY BOOM POWERED BY TWO NEW ABSTRACTIONS



WORLD OF THINGS EXPLODING WITH DATA



FLEXIBLE NETWORKS CONNECTING CLOUDS



WORLD OF THINGS EXPLODING WITH DATA

BEFORE 2005



Closed and centralised IoT networks

TODAY



Open access to IoT networks centralised cloud

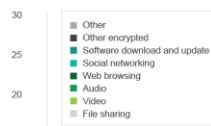
2025 AND BEYOND



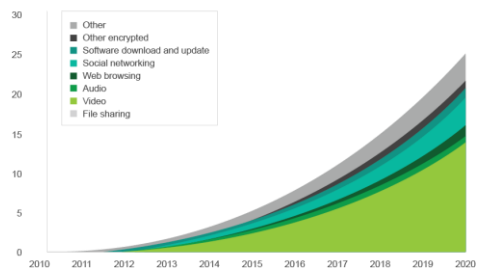
Open access to IoT networks distributed cloud

IoT EVOLUTION

Mobile data traffic by application type (monthly Exabytes)



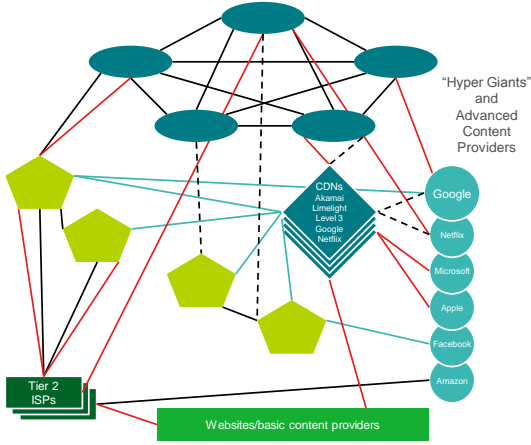
10X GROWTH IN MOBILE VIDEO TRAFFIC BETWEEN 2014 AND 2020



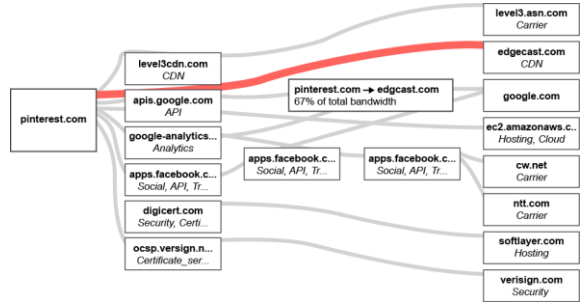
10x GROWTH IN VIDEO



FLEXIBLE NETWORKS CONNECTING CLOUDS



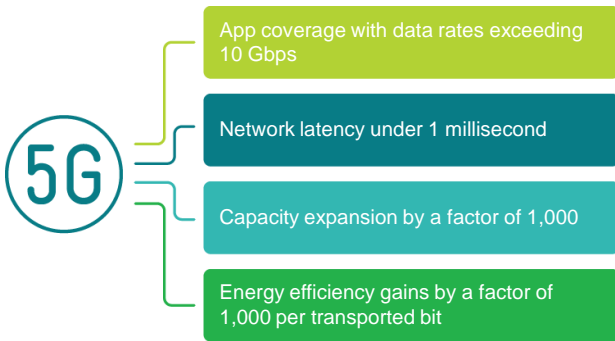
INTERNET CIRCA 2015



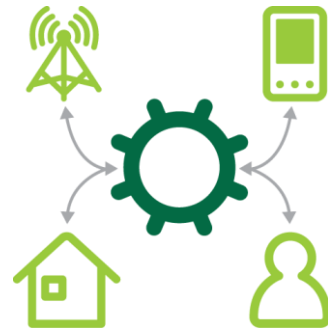
MODERN APPLICATIONS USE CLOUDS

FIVE KEY ENABLING TECHNOLOGIES

5G & Software Defined Networks (SDN) / Network Function Virtualisation (NFV)



MORE THAN JUST SPEED



NETWORK ON DEMAND



FIVE KEY ENABLING TECHNOLOGIES

CLOUD AND BIG DATA



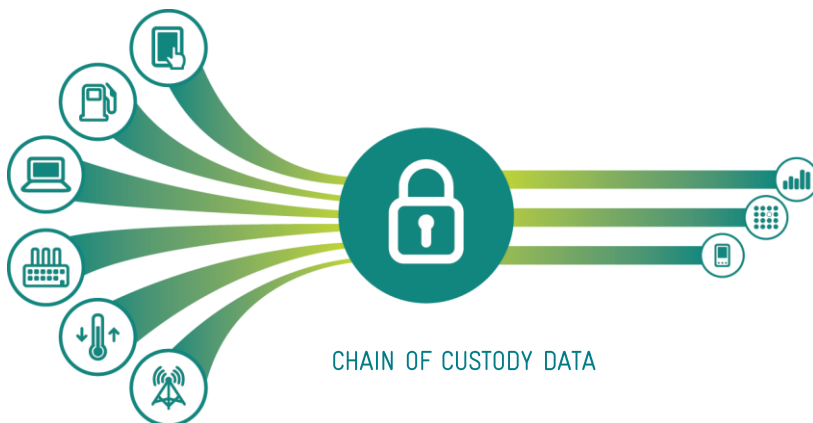
AGILITY AND OPERATIONAL EFFICIENCY

DATA INSIGHT NEW COMPETITIVE ADVANTAGE

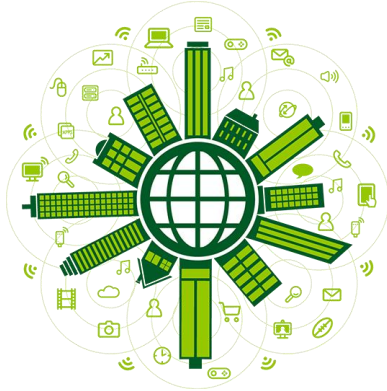


FIVE KEY ENABLING TECHNOLOGIES

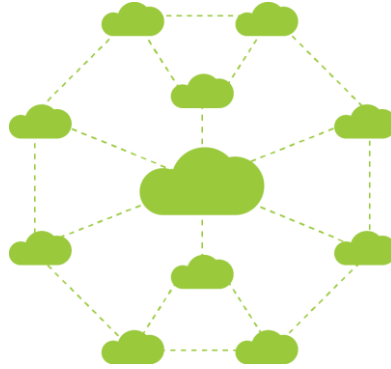
SECURITY



FUTURE VISION



WORLD OF THINGS EXPLODING WITH DATA

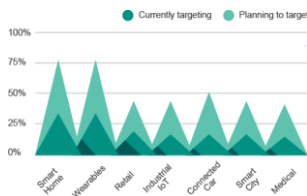


FLEXIBLE NETWORKS CONNECTING CLOUDS



FUTURE VISION CONCLUSION

53%
DEVELOPERS ALREADY INVOLVED IN IoT



IoT developers will create demand



2G dominated networks

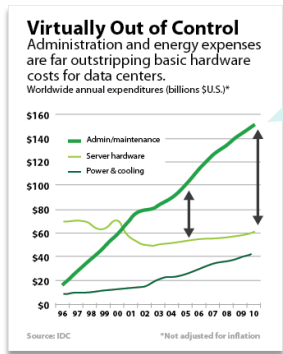


3G dominated networks



4G dominated networks

More speed = More video



No Moore's law for OPEX

What will happen when servers go from 1G to 10G? How big does this gap become?

WORLD OF THINGS EXPLODING WITH DATA
"SERVICE AGILITY AND REVENUE CREATION"

FLEXIBLE NETWORKS CONNECTING CLOUDS
"OPERATIONAL & CAPITAL EFFICIENCY"

