

30 April 2015

Office of the Company Secretary

The Manager

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ELECTRONIC LODGEMENT

Dear Sir or Madam

Warwick Bray appointed Telstra Chief Financial Officer

In accordance with the Listing Rules, I attach a copy of a media release, for release to the market.

Yours faithfully



Damien Coleman
Company Secretary

WARWICK BRAY APPOINTED TELSTRA CHIEF FINANCIAL OFFICER

30 April 2015 – Telstra today announced Warwick Bray as Chief Financial Officer, bringing more than 25 years of global experience in finance, strategy, telecommunications and business development.

Mr Bray, 53, who is Telstra's Group Managing Director Products and internationally recognised for his mobile strategy and technology expertise, replaces Andrew Penn who commences as Telstra Chief Executive Officer on Friday 1 May. Mr Bray's appointment is also effective 1 May.

Mr Penn said Mr Bray would bring deep understanding of the worldwide telecommunications industry to the role, driving strategic focus for the company and opportunities in key growth areas.

"Warwick has decades of knowledge in and around telecommunications and technology and significant financial experience proven by his business results in Telstra and other companies," Mr Penn said.

"We are pleased to have appointed Warwick from within our executive ranks, highlighting the depth of talent within the business. He is well regarded in the industry and has a proven track record in leading and significantly growing multi-billion dollar businesses."

Mr Bray has been Telstra GMD Products since 2013, responsible for business activities generating \$15 billion in annual revenue including mobiles, cable, ADSL, PSTN, NBN and wi-fi.

He joined Telstra in 2009 as head of corporate strategy, working with CEO David Thodey to redefine Telstra's corporate growth strategy and renew Telstra's emphasis on customer service. He became head of mobiles in 2010, growing the business to \$9.7 billion in FY14 from \$8.0 billion in FY11.

He was Chairman of the Australian Mobile Telecommunications Association from 2012 to 2014, a Director of Telstra's former Hong Kong mobile subsidiary, CSL, from 2012 to 2014 and serves on the strategy committee of the Groupe Speciale Mobile Association (GSMA).

"Telstra is well placed amongst world telcos to continue expanding its operations geographically and through critical newer segments such as e-health, cloud services and software," Mr Bray said.

"It is important that we continue striving for excellence in core products and services for our customers in Australia and overseas, particularly our world-class mobile network, while investing to drive growth for our future. I'm also enthusiastic about continuing Telstra's efforts to improve customer advocacy."

Prior to Telstra, Mr Bray worked in investment banking roles at Taemas Bridge in Australia (2008-2009), Babcock and Brown in London (2006-2008), independent consultancy and a start-up firm (2004-2006), JP Morgan in London (2002-2004) and Dresdner Kleinwort Wasserstein in London (1999-2002). He spent almost 10 years at McKinsey and Company in London and Melbourne from 1989-1998 advising incumbent, new entrant and mobile telecommunications companies on strategy, regulation, mergers and acquisitions, capital spend and operational effectiveness.

He started his career in 1983 as an analyst programmer with Shell and joined Hewlett Packard as a Systems Engineer in 1984 before leaving to join McKinsey. Mr Bray holds a BSc (Hons) and a Masters in Business Administration from the University of Melbourne.

Telstra's Group Managing Director Consumer, Karsten Wildberger, will also assume responsibility as GMD Products while a permanent replacement is determined. A new head of Telstra International is yet to be appointed as a separate role.

Media release: 068/2015

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