



6 September 2018

The Manager

Singapore Exchange
Securities Trading Limited
2 Shenton Way
#02-00 SGX Centre 1
Singapore 068804

Office of the Company Secretary

Level 41
242 Exhibition Street
MELBOURNE VIC 3000
AUSTRALIA

General Enquiries 03 8647 4838
Facsimile 03 8600 9800

ELECTRONIC LODGEMENT

Dear Sir or Madam

Telstra announces new head of Product and Technology

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

Yours faithfully

Sue Laver
Company Secretary

Telstra announces new head of Product and Technology

Thursday 6 September 2018 – Telstra has today announced Deutsche Telekom executive Christian von Reventlow will join as Group Executive Product & Technology on 1st November.

Mr von Reventlow is currently Chief Product & Innovation Officer at Deutsche Telekom AG, a €73b Fortune 100 global telecommunications company with 225,000 employees in more than 50 countries.

Mr von Reventlow has spent more than three years in this role, responsible for accelerating innovation, simplifying the product and service portfolio, digitising core processes and transforming culture. He has been successful in driving the enterprise-wide deployment of digital technologies such as Artificial Intelligence, IoT, augmented reality, digital twins and edge computing.

Telstra CEO, Andrew Penn said Mr von Reventlow would be responsible for driving Telstra's integrated product and technology roadmap.

"I am very pleased to have someone with Christian's product credentials coming on board to deliver innovative and simple product experiences for customers that will lead the market and drive profitable growth. He has spent his career developing and deploying breakthrough mobile, Cloud, software and hardware solutions to customers. He will be accountable for Telstra's products strategy, product lifecycle, and technology and innovation where products are incubated and brought to scale," said Mr Penn.

"As I said when announcing our new structure in July, at the heart of the changes is the simplification of our products and services built on new technology. The new end-to-end products and technology function will significantly increase our technical capabilities around product development and management."

Prior to his role at Deutsche, Mr von Reventlow held senior roles at global technology companies including Intel, Avaya and Bosch Telecom, directing the development and market deployment of breakthrough Cloud, mobile, software and hardware solutions.

Mr von Reventlow has a Doctorate in Electrical Engineering and a Masters in Physics. He has won multiple awards in design, multimedia and product development and is recognised as an industry thought leader in Europe.

Media contact: Steve Carey, +61 (0) 413 988 640

Email: media@team.telstra.com

Investor contact: Ross Moffat, +61 (0) 475 828 700

Email: investor.relations@team.telstra.com

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