

16 March 2016

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ELECTRONIC LODGEMENT

Dear Sir or Madam

Telstra Group Executive Appointments

In accordance with the Listing Rules, I attach two Market Releases for immediate release to the market:

1. Kevin Russell appointed Group Executive Retail; and
2. Stephen Elop joins Telstra senior leadership team.

Yours faithfully



Damien Coleman
Company Secretary

Kevin Russell appointed Group Executive Telstra Retail

16 March 2016 – One of Australia's most senior telecommunications executives, Kevin Russell, will join Telstra next month as Group Executive Telstra Retail leading the company's consumer, business, stores and product functions.

Mr Russell, 49, brings a wealth of telecommunications and technology experience in Australia, the United States, Europe, Asia and the Middle East. He has held executive roles for SingTel Optus, most recently as Country Chief Officer and CEO Consumer, Australia, as well as senior positions at Hutchison Whampoa Group in Australia and internationally.

Telstra Chief Executive Officer Andrew Penn said Mr Russell would bring substantial expertise to the Retail role at an important time for Telstra. Mr Russell will report directly to Mr Penn.

"We are looking forward to welcoming Kevin to the Telstra leadership team. He has an impressive track record working for several of the world's largest telcos in a range of demanding markets," Mr Penn said.

"He has passionately worked to build customer experiences in new and existing major consumer brands and service business clients. He has managed major programs across national fixed and mobile networks and is well regarded in the local technology community."

Mr Russell was with SingTel Optus from January 2012 to March 2014, holding the positions of Chief Operating Officer, CEO Consumer, Australia then the combined role of Country Chief Officer and CEO Consumer, Australia. As Chief Operating Officer then CEO of Hutchison Three UK, he led the provider from fifth to first in network reliability and coverage. As Chief Executive Officer of Hutchison Telecoms Australia, Mr Russell oversaw the launch of the 3 brand and mobile services in 2003. He has held other telecommunications and technology positions in Israel and Hong Kong.

He is currently Chief Executive Officer for a Silicon Valley-based technology start-up. He holds a Bachelor of Arts (Accountancy and Computer Science) and is a Member of the Institute of Chartered Accountants of Scotland.

"Telstra is committed to improving its service to its customers and to simplifying and strengthening its core business. These are key directions in which I believe my experience will be directly relevant," Mr Russell said.

"More broadly, the market transition to the National Broadband Network and accelerating technology innovation presents growth opportunities and changing competitive dynamics requiring nimble execution."

Mr Russell replaces Dr Karsten Wildberger, who resigned last December to return to Europe. Dr Wildberger will finish with Telstra on 31 March, with short term arrangements in place until Mr Russell commences in late April.

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Ref number: 036/2016

Stephen Elop joins Telstra senior leadership team

16 March 2016 – Accomplished global technology executive Stephen Elop will join Telstra in the newly created role of Group Executive Technology, Innovation and Strategy.

Mr Elop, 52, will have responsibility for leading Telstra's strategy to become a world class technology company. He will report directly to Chief Executive Officer Andrew Penn and be based jointly in the United States and Australia.

Mr Penn said Mr Elop was a significant appointment reinforcing Telstra's ambitions to be a world class technology company. Mr Elop has held global executive roles with Nokia, Microsoft, Juniper, Adobe and Macromedia including CEO of Nokia for three years.

"Stephen will immediately add major firepower to our team with his extensive and deep technology experience and an innate sense of customer expectations. He is a recognised international technology leader and strategist from across a range of global organisations," Mr Penn said.

The Technology, Innovation and Strategy portfolio brings together aligned lines of business including the Chief Technology Office, Chief Scientist, Telstra Software Group and Corporate Strategy with strong links into product development functions.

"I have long recognised the Telstra team as one of the most innovative and insightful in the telecommunications industry. Telstra has a strong focus on its customers, and a willingness to invest in advanced products and services to best serve those customers," Mr Elop said.

"I am excited to be joining the team at a particularly unique moment of opportunity for Telstra."

Mr Elop was Chief Executive Officer of Nokia from September 2010 to September 2013, when it was announced that Microsoft was purchasing Nokia's mobile and devices business, at which time he became Executive Vice President, Devices and Services pending deal completion. Upon closure of the deal with Microsoft, he became Executive Vice President of the Microsoft Devices Group and served in that role until July 2015.

Prior to Nokia, Mr Elop was President of the Microsoft Business Division, with responsibility for the Microsoft Office franchise and related products. He was previously Chief Operating Officer of Juniper Networks, a senior executive at Adobe Systems and CEO at Macromedia.

Mr Elop has a Bachelor of Computer Engineering and Management and an honorary Doctorate of Science from McMaster University in Ontario, Canada. He is currently Distinguished Engineering Executive in Residence at McMaster University.

Mr Elop commences on 4 April.

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