

1 October 2014

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ELECTRONIC LODGEMENT

Dear Sir Madam

Telstra completes acquisition of Ooyala

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

Telstra completes acquisition of Ooyala

Wednesday, 1 October 2014 (AEST) – Telstra today announced it had completed the acquisition of Ooyala, a leader in video streaming and analytics.

Telstra announced on 12 August 2014 its acquisition of Ooyala subject to customary closing conditions including the receipt of US regulatory approval, which was granted on 4 September 2014 (AEST). As announced at that time, following completion Telstra holds 98 per cent of the company.

Ooyala enables broadcasters, operators and media organisations to deliver digital TV and video content, across any device to mass audiences, using analytics to provide recommendations, personalised content and advertising to the end user.

Ooyala is a subsidiary of Telstra and will operate as an independent business, retaining its brand, structure and management under the Telstra Software Group.

Read Telstra's original announcement on the deal [here](#)

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www.telstra.com.au/abouttelstra/media-centre/

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