

14 August 2014

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ELECTRONIC LODGEMENT

Dear Sir or Madam

Peter Hearl to join Telstra Board

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

Yours faithfully



Damien Coleman
Company Secretary

Peter Hearl to join Telstra Board

14 August 2014 – The Telstra Board today announced the appointment of Peter Hearl, 63, as a non-executive Director. Mr Hearl is based in Sydney and will bring more than 40 years of corporate experience across industry sectors in North America, Europe and Asia.

Mr Hearl, a former chief operating officer of global consumer group Yum! Brands and global president of Pizza Hut, is also a non-executive Director of Goodman Fielder and Treasury Wine Estates in Australia.

Telstra Chairman Catherine Livingstone said Mr Hearl brought considerable experience from industries including consumer goods and energy and was proven in building customer advocacy for brands.

“Peter will bring a diverse range of skills and background to the Telstra Board which fit well with our need to be a company intensely focused on customers in our decisions,” Ms Livingstone said.

Mr Hearl worked for Yum! Brands Inc from 1997 to 2008, starting as regional vice-president for Asia-Pacific Yum! Restaurants. He became President and Chief Concept Officer Pizza Hut USA in 2002 then Chief Operating and Development Officer for Yum! Brands globally in 2006 until 2008, reporting to the Chairman and CEO and responsible for operations across 34,000 restaurants in more than 100 countries.

He previously worked for PepsiCo Inc from 1991 to 1997 in Hong Kong, London and Sydney reaching regional vice-president level. He worked in various roles with Exxon from 1973 to 1991 in the United States and Australia.

Mr Hearl became a Director of Goodman Fielder in 2010 and Treasury Wine Estates in 2012. He holds a Bachelor of Commerce (Economics) from the University of New South Wales and is a graduate of the Australian Institute of Company Directors.

Mr Hearl's appointment is effective 15 August 2014. He will stand for election by shareholders at Telstra's next annual general meeting in Brisbane on 14 October.

Upon this appointment, the Telstra Board of Directors will comprise Chairman Catherine Livingstone AO, CEO David Thodey and directors Geoffrey Cousins AM, Peter Hearl, Russell Higgins AO, Chin Hu Lim, John Mullen, Nora Scheinkestel, Margaret Seale, Steven Vamos and John Zeglis.

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

Reference: 152/2014

Note: A hi-res picture of Peter Hearl will be available at <http://tel.st/j2u3>