

23 April 2015

Office of the Company Secretary

The Manager

Company Announcements Office
Australian Securities Exchange
4th Floor, 20 Bridge Street
SYDNEY NSW 2000

Level 41
242 Exhibition Street
MELBOURNE VIC 3000
AUSTRALIA

General Enquiries 08 8308 1721
Facsimile 03 9632 3215

ELECTRONIC LODGEMENT

Dear Sir or Madam

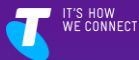
Telstra Investor Day – Growth Through Network and Product Differentiation

In accordance with the Listing Rules, I attach the presentations to be delivered at Telstra's Investor Day on Thursday 23 April 2015, for release to the market.

Yours faithfully



Damien Coleman
Company Secretary



TELSTRA INVESTOR DAY

GROWTH THROUGH NETWORK AND
PRODUCT DIFFERENTIATION



DISCLAIMER

- These presentations include certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Telstra, which may cause actual results to differ materially from those expressed in the statements contained in these presentations. For example, the factors that are likely to affect the results of Telstra include general economic conditions in Australia; exchange rates; competition in the markets in which Telstra will operate; the inherent regulatory risks in the businesses of Telstra; the substantial technological changes taking place in the telecommunications industry; and the continuing growth in the data, internet, mobile and other telecommunications markets where Telstra will operate. A number of these factors are described in Telstra's Annual Report dated 14 August 2014 and the 2015 Debt Offering Circular lodged with the ASX on 13 March 2015, available on Telstra's Investor Centre website www.telstra.com/investor.
- These presentations are not intended to (nor do they) constitute an offer or invitation by or on behalf of Telstra, its subsidiaries, or any other person to subscribe for, purchase or otherwise deal in any debt instrument or other securities, nor are they intended to be used for the purpose of or in connection with offers or invitations to subscribe for, purchase or otherwise deal in any debt instruments or other securities.
- All forward-looking figures in this presentation are unaudited and based on A-IFRS. Certain figures may be subject to rounding differences.
- All market share information in this presentation is based on management estimates based on internally available information unless otherwise indicated.
- All amounts are in Australian Dollars unless otherwise stated.
- © TM Registered trademark and trademark of Telstra Corporation Limited (ACN 051 775 556) and its subsidiaries. Other trademarks are the property of their respective owners.



WARWICK BRAY

MOBILES AND FIXED,
INNOVATION AND DIFFERENTIATION



OUR STRATEGY IS DELIVERING RESULTS

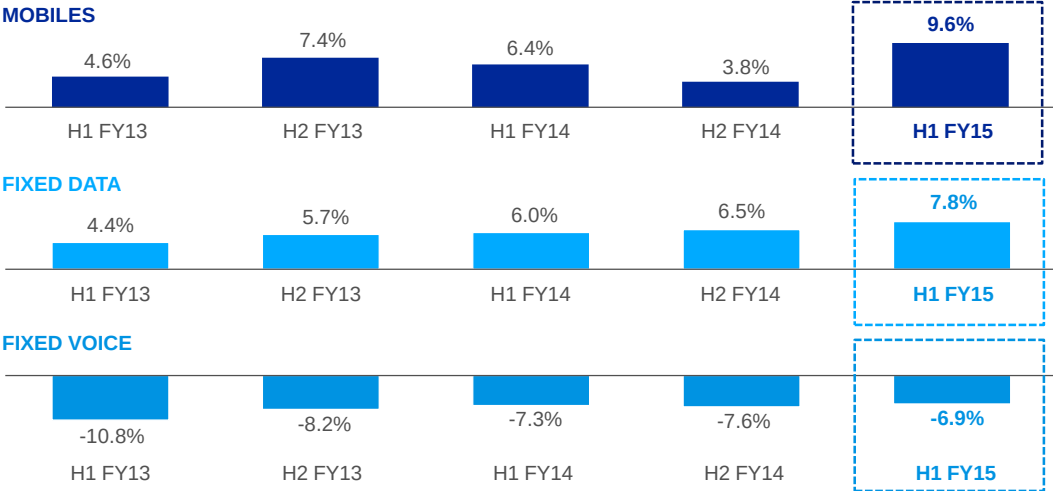


SOME OF OUR ADVOCACY, PRODUCT & MARKET INITIATIVES



Page 5

REVENUE GROWTH (PERCENT PCP)



Page 6

MOBILE REVENUE

FY13 & FY14 & 1H15 REVENUE (\$M)

TELSTRA CORPORATION MOBILES REVENUE (\$ MILLIONS)	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	DEC-12	PCP GROWTH	JUN-13	PCP GROWTH	JUN-13	PCP GROWTH	DEC-13	PCP GROWTH	JUN-14	PCP GROWTH	JUN-14	PCP GROWTH	DEC-14	PCP GROWTH
Postpaid handheld	2,377	0.3%	2,427	5.4%	4,804	2.8%	2,495	5.0%	2,511	3.5%	5,006	4.2%	2,701	8.3%
Prepaid handheld	351	7.7%	376	14.6%	727	11.2%	419	19.4%	460	22.3%	879	20.9%	498	18.9%
Total handheld	2,728	1.2%	2,803	6.6%	5,531	3.8%	2,914	6.8%	2,971	6.0%	5,885	6.4%	3,199	9.8%
Mobile broadband	576	16.8%	620	18.1%	1,196	17.5%	643	11.6%	644	3.9%	1,287	7.6%	649	0.9%
Machine to Machine (M2M)	44	10.0%	46	15.0%	90	12.5%	47	6.8%	54	17.4%	101	12.2%	55	17.0%
Satellite	7	0.0%	6	20.0%	13	8.3%	7	0.0%	7	16.7%	14	7.7%	8	14.3%
Mobile services revenue (Retail)	3,355	3.7%	3,475	8.6%	6,830	6.1%	3,611	7.6%	3,676	5.8%	7,287	6.7%	3,911	8.3%
Mobile services revenue (Total)	3,800	2.4%	3,903	7.5%	7,703	4.9%	4,077	7.3%	4,098	5.0%	8,175	6.1%	4,380	7.4%
Mobile hardware	767	17.1%	730	6.9%	1,497	11.9%	784	2.2%	709	(2.9%)	1,493	(0.3%)	947	20.8%
Total Mobiles	4,567	4.6%	4,633	7.4%	9,200	6.0%	4,861	6.4%	4,807	3.8%	9,668	5.1%	5,327	9.6%



MOBILE ARPU

FY13 & FY14 & 1H15 ARPUs

TELSTRA CORPORATION MOBILES ARPU	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$
SIO ARPUs														
Postpaid Handheld Incl. MRO	\$58.88	-\$4.50	\$58.29	-\$0.75	\$58.80	-\$2.71	\$58.81	-\$0.07	\$58.47	+\$0.18	\$58.70	-\$0.10	\$62.22	+\$3.41
Postpaid Handheld excl. MRO	\$65.34	-\$2.09	\$65.92	+\$1.54	\$65.90	-\$0.35	\$66.80	+\$1.46	\$66.20	+\$0.27	\$66.57	+\$0.68	\$69.71	+\$2.91
Prepaid Handheld	\$17.79	+\$1.03	\$18.44	+\$1.77	\$17.94	+\$1.07	\$18.90	+\$1.11	\$19.79	+\$1.35	\$19.98	+\$2.04	\$21.50	+\$2.60
Total Mobile Broadband	\$29.75	-\$2.75	\$29.93	+\$0.09	\$29.80	-\$1.46	\$29.60	-\$0.15	\$29.20	-\$0.73	\$29.59	-\$0.21	\$28.89	-\$0.71
Machine to Machine (M2M)	\$8.66	-\$0.94	\$8.30	-\$0.20	\$8.46	-\$0.63	\$7.69	-\$0.97	\$7.60	-\$0.70	\$7.54	-\$0.92	\$6.93	-\$0.76
Satellite	\$43.47	-\$3.60	\$39.46	+\$4.79	\$41.32	+\$0.62	\$40.43	-\$3.04	\$40.44	+\$0.98	\$39.98	-\$1.34	\$46.61	+\$6.18
Blended ARPU incl. interconnect and MRO	\$44.29	-\$3.42	\$43.47	-\$0.47	\$43.84	-\$2.24	\$43.35	-\$0.94	\$42.48	-\$0.99	\$43.28	-\$0.56	\$44.55	+\$1.20



FIXED REVENUE & ARPU
FY13 & FY14 & 1H15 REVENUE (\$M)

TELSTRA CORPORATION FIXED REVENUE (\$ MILLIONS)	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	DEC-12	PCP GROWTH	JUN-13	PCP GROWTH	JUN-13	PCP GROWTH	DEC-13	PCP GROWTH	JUN-14	PCP GROWTH	JUN-14	PCP GROWTH	DEC-14	PCP GROWTH
Fixed Voice	2,219	(10.8%)	2,137	(8.2%)	4,356	(9.5%)	2,058	(7.3%)	1,974	(7.6%)	4,032	(7.4%)	1,917	(6.9%)
Fixed Data	1,028	4.4%	1,059	5.7%	2,087	5.0%	1,090	6.0%	1,128	6.5%	2,218	6.3%	1,175	7.8%
Other	467	12.3%	431	4.4%	898	8.2%	416	(10.9%)	414	(3.9%)	830	(7.6%)	413	(0.7%)
Total Fixed Products	3,714	(4.5%)	3,627	(3.1%)	7,341	(3.8%)	3,564	(4.0%)	3,516	(3.1%)	7,080	(3.6%)	3,505	(1.7%)

FY13 & FY14 & 1H15 ARPU

TELSTRA CORPORATION FIXED ARPU	2012/13						2013/14						2014/15	
	H1		H2		FY13		H1		H2		FY14		H1	
	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$
SIO ARPUs														
Fixed Voice	\$46.34	-\$3.63	\$45.49	-\$2.16	\$45.90	-\$2.98	\$44.53	-\$1.81	\$43.42	-\$2.07	\$43.94	-\$1.96	\$42.73	-\$1.80
Fixed Data (Retail)	\$54.29	+\$0.88	\$54.79	+\$1.07	\$54.53	+\$0.89	\$55.09	+\$0.80	\$55.20	+\$0.41	\$54.98	+\$0.45	\$55.83	+\$0.74
Fixed Data (Total)	\$50.29	+\$0.46	\$50.52	+\$0.56	\$50.35	+\$0.43	\$50.75	+\$0.46	\$50.98	+\$0.46	\$50.74	+\$0.39	\$51.53	+\$0.78



1. Fixed Other includes Inter-carrier revenue, including revenue from the NBN Co in relation to the Infrastructure Services Agreement, Customer Premises Equipment, Payphones and Premium Services.

"WHY TELSTRA" MESSAGE: MOBILES



MORE
SQ KM COVERED



FEWER
DEAD SPOTS



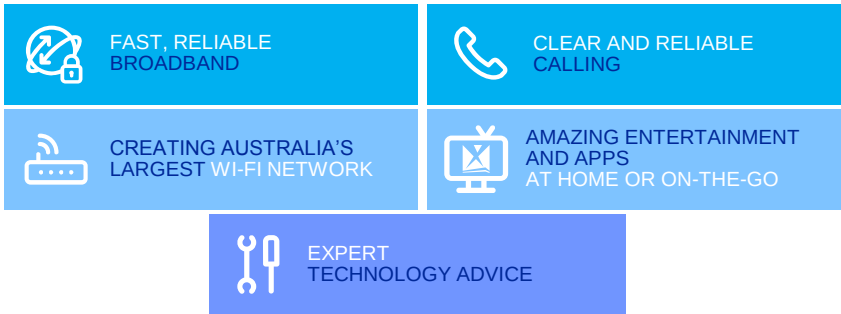
MORE
RELIABLE SPEEDS



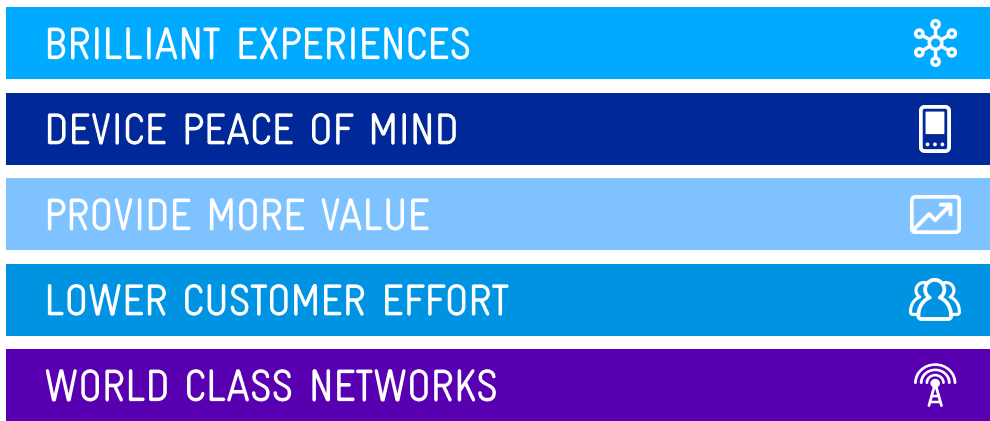
FEWER
DROPOUTS



"WHY TELSTRA" MESSAGE: FIXED



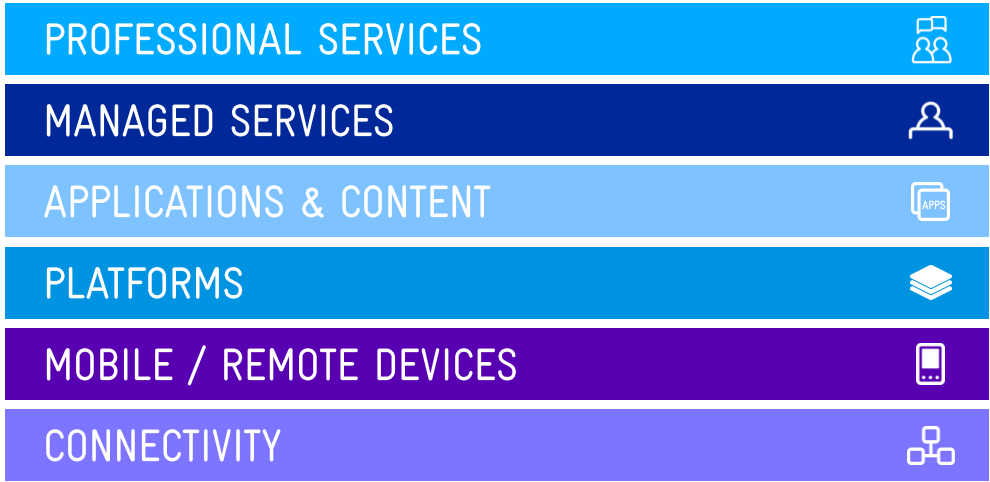
DIFFERENTIATION IN MASS MARKET



EMERGING TRENDS AND OPPORTUNITIES



DIFFERENTIATION IN BUSINESS & ENTERPRISE MOBILITY



ENABLING GRIDTRAQ TO REMOTELY TRACK AND MONITOR MOBILE WAGONS FOR SCANVOGN AUSTRALIA



COMPANY

Scanvogn Australia sells mobile wagons with accommodation, amenities and onsite offices to the mining industry

BUSINESS REQUIREMENTS

Reliable and extensive network to manage communications to wagons in near real-time.

- Monitor and control wagons remotely
- Wagon location
- Alerts on events such as maintenance and security

SOLUTION

Gridtraq Vehicle Tracking and Fleet Management Solutions

Telstra Mobile Network & M2M Control Centre

RESULT

- A fully managed service for Scanvogn's customers
- Increased security
- Decreased service costs
 - Up to \$40K in tyre and insurance savings over the life of vehicle
 - Up to 15% savings on travel time

“The Telstra Mobile Network was the obvious choice for our M2M solution given the extensive coverage in remote areas of Australian and the proven reliability of the connection.”

GRIDTRAQ, Dylan Hartley



HELPING CVA INNOVATE THROUGH STREAMLINING THE DATA COLLECTION PROCESSES

TELSTRA + ARIS, CANVAS AND AIRWATCH FOR CVA

COMPANY

Conservation Volunteers Australia (CVA) is a leading practical conservation organisation. CVA aims to connect people to nature.



BUSINESS REQUIREMENTS

Needed to respond to a tender that required capabilities including remote and offsite staff training, survey capture, data collation and information access for volunteers in the field. CVA were using paper /pen based processes and saw this as the catalyst to innovate.

SOLUTION

Telstra provided mobility solutions which re-engineered their way of working:

- Telstra's superior mobile network coverage in rural and regional areas was key
- Deployed 210 Tablets on Telstra Mobile Broadband
- 210 Aris and 210 Canvas licences with Airwatch issued to volunteers
- Facilitated the professional services integration into CVA systems

RESULT

- CVA was one of the companies awarded the tender.
- Field staff could now access and collect data in the field and provide HQ with up to date visibility of information captured.
- New 'leading edge' business practices is creating more opportunities in the future



CONCLUSION



ENCOURAGING RESULTS



CONTINUE TO IMPROVE CUSTOMER ADVOCACY



PURSUE GROWTH THROUGH NETWORK
AND PRODUCT DIFFERENTIATION



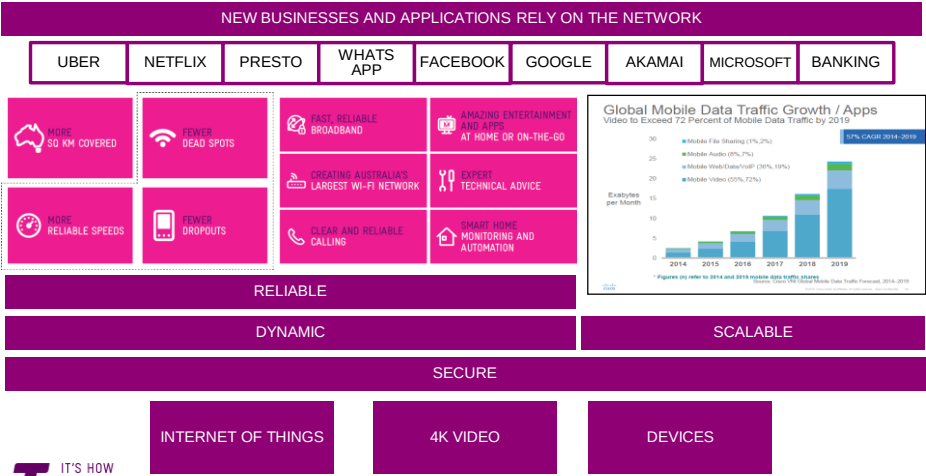
MIKE WRIGHT

NETWORK DIFFERENTIATION AND INNOVATION

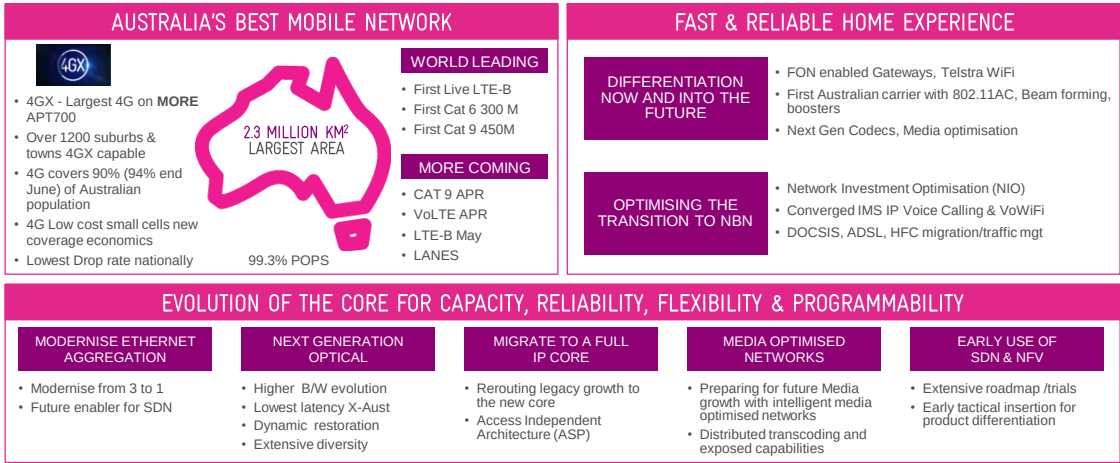


SECURE, RELIABLE, SCALABLE NETWORKS

UNDERPIN THE FUTURE OF WIDESPREAD TECHNOLOGY DEVELOPMENT AND EVOLUTION



CONTINUALLY EVOLVING THE NETWORK FOR THE FUTURE WITH PERFORMANCE AND DIFFERENTIATION



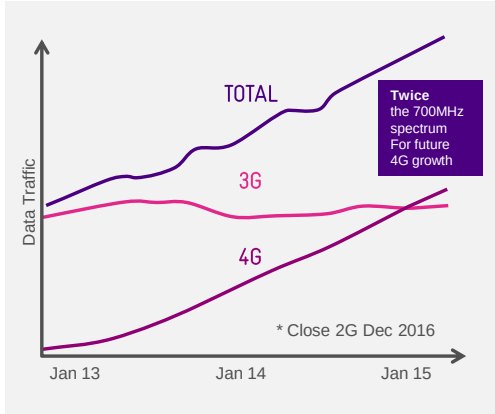
* Technology speeds refer to peak network speeds. Customer speeds will be slower.

DELIVERING MOBILE FOR TOMORROW

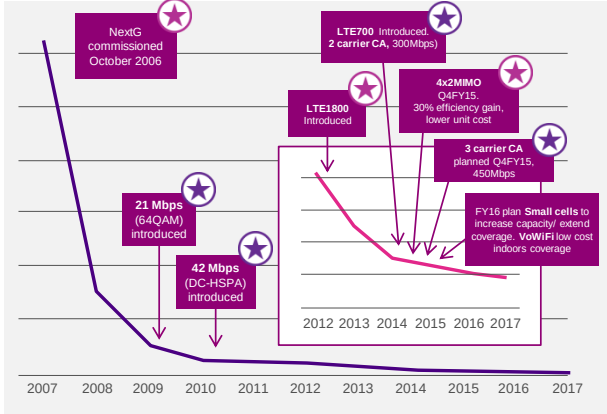


LEVERAGING SPECTRUM & TECHNOLOGY TO LOWER COST, OPTIMISE SPEND & DIFFERENTIATE EXPERIENCE

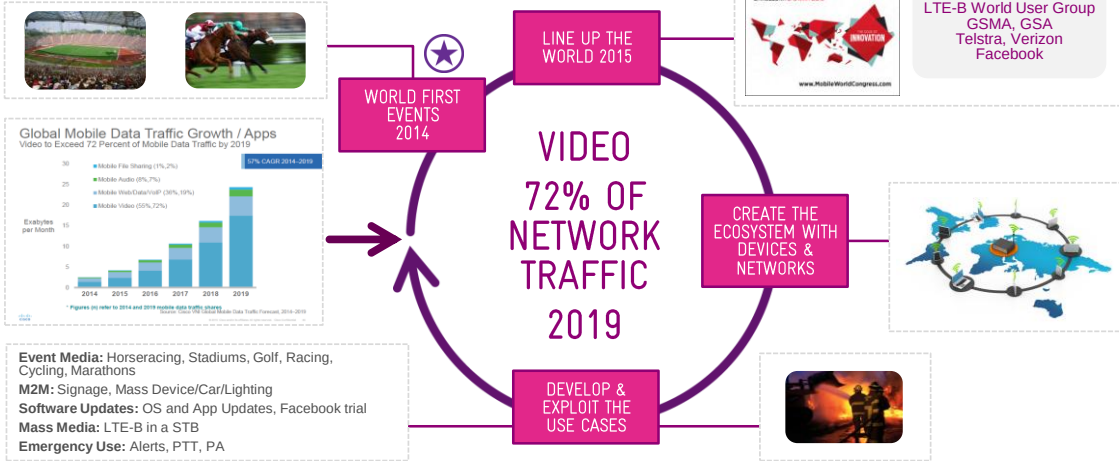
TELSTRA TRAFFIC BY NETWORK TYPE



WIRELESS DATA PRODUCT UNIT COST (PUC) - \$/GB



LEADING FUTURE VIDEO: BRINGING LTE-BROADCAST TO LIFE



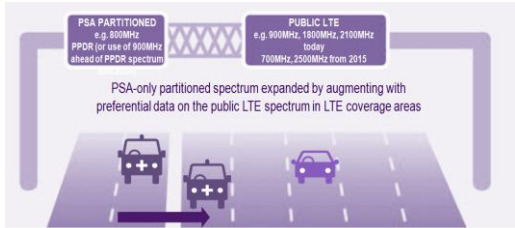
NEW GROWTH: LTE ADVANCED NETWORK FOR EMERGENCY/ENTERPRISE SERVICES



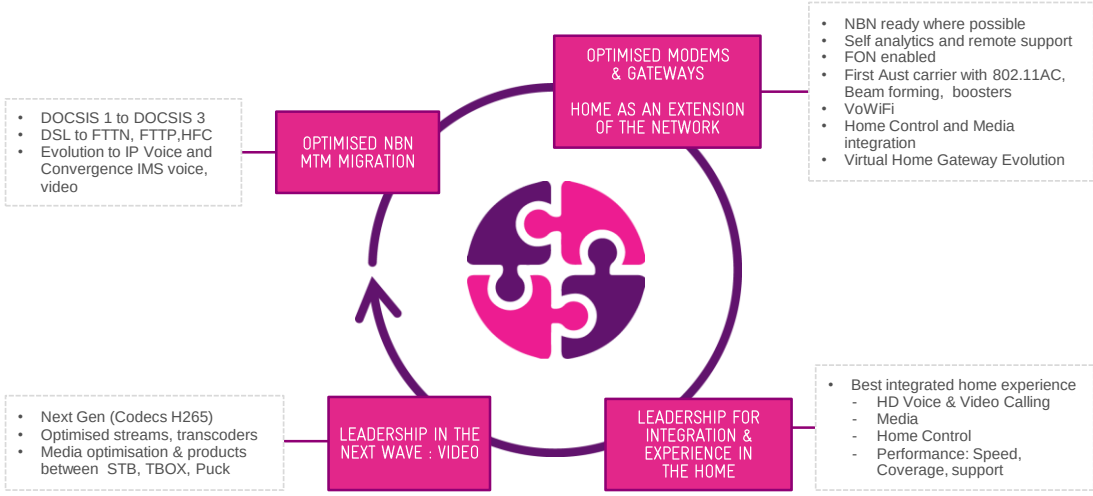
Broadband for All: Outstanding LTE Solution
Telstra for LTE Advanced Network for Emergency Services (LANES)

LANES is a ground breaking new technology developed by Telstra to provide Emergency Services groups or Enterprises with reliable wireless broadband communications in emergency situations.

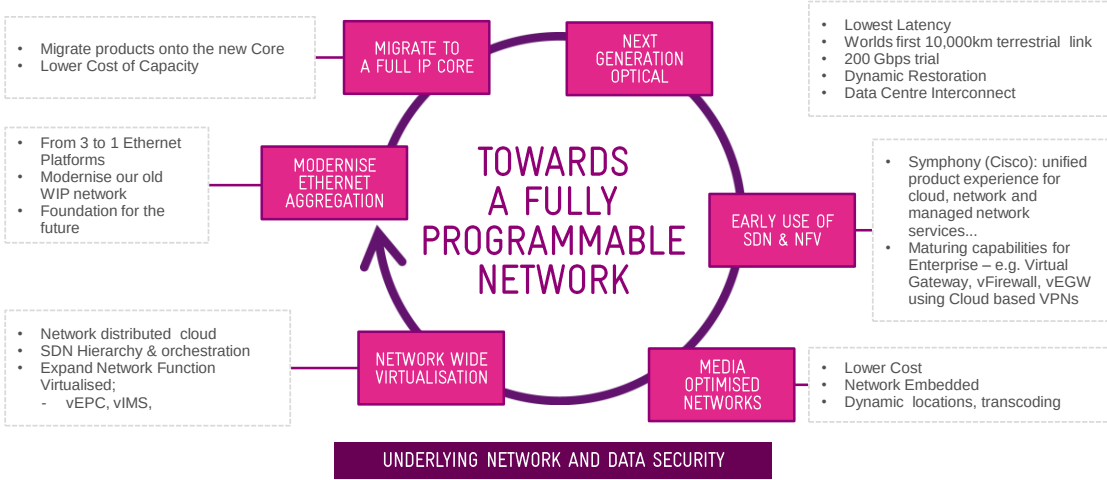
LANES enables dedicated mobile network capacity and priority access to the public mobile network for Emergency Service or Dedicated access for Enterprises.



FAST & RELIABLE HOME CONNECTION



NEXT GENERATION CORE TECHNOLOGIES



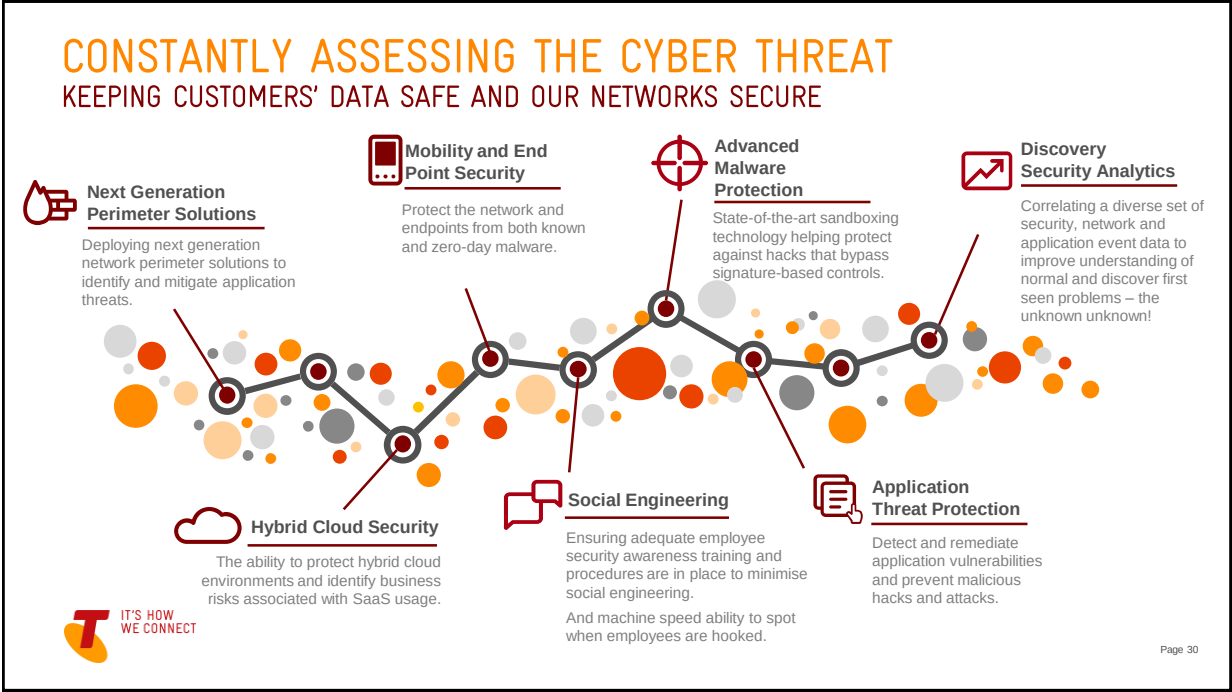
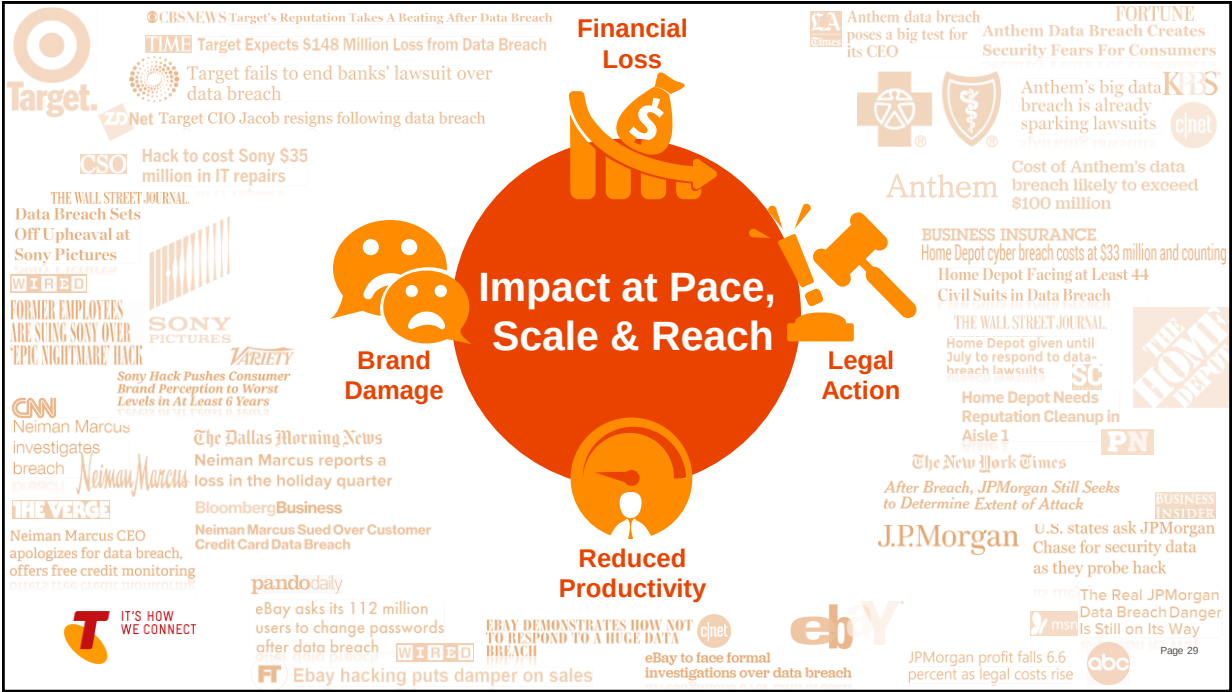
TELSTRA REMAINS WELL POSITIONED TO GROW
IN THE FIXED AND MOBILE SPACE VIA
ONGOING INVESTMENT IN OUR NETWORKS AND
INTRODUCTION OF INNOVATIVE SOLUTIONS TO
ENHANCE CUSTOMER EXPERIENCE.



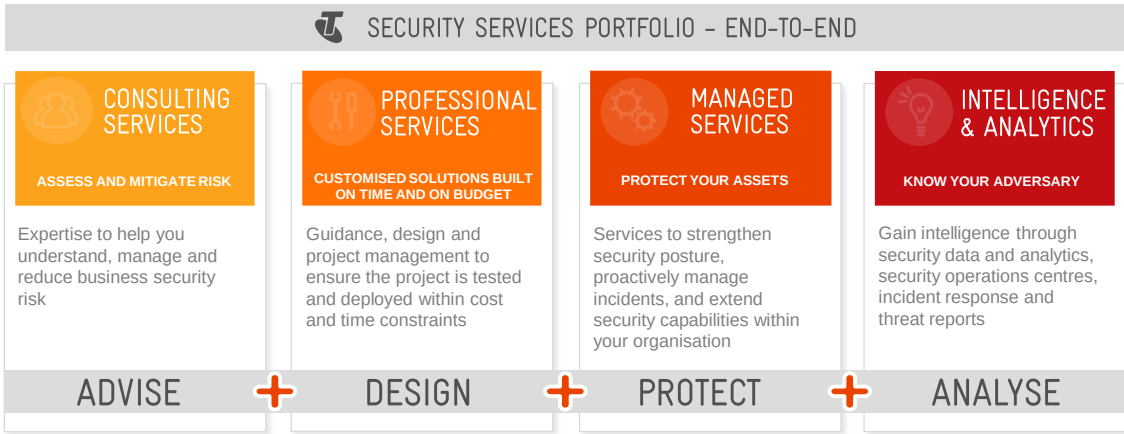
MIKE BURGESS

MANAGING CYBER SECURITY IN AN
INCREASINGLY CONNECTED AND ENABLED
ONLINE WORLD





FOCUSED ON 4 CORE SECURITY CAPABILITY PILLARS
CRITICAL TO SUPPORTING OUR CUSTOMERS SECURITY NEEDS



Page 31



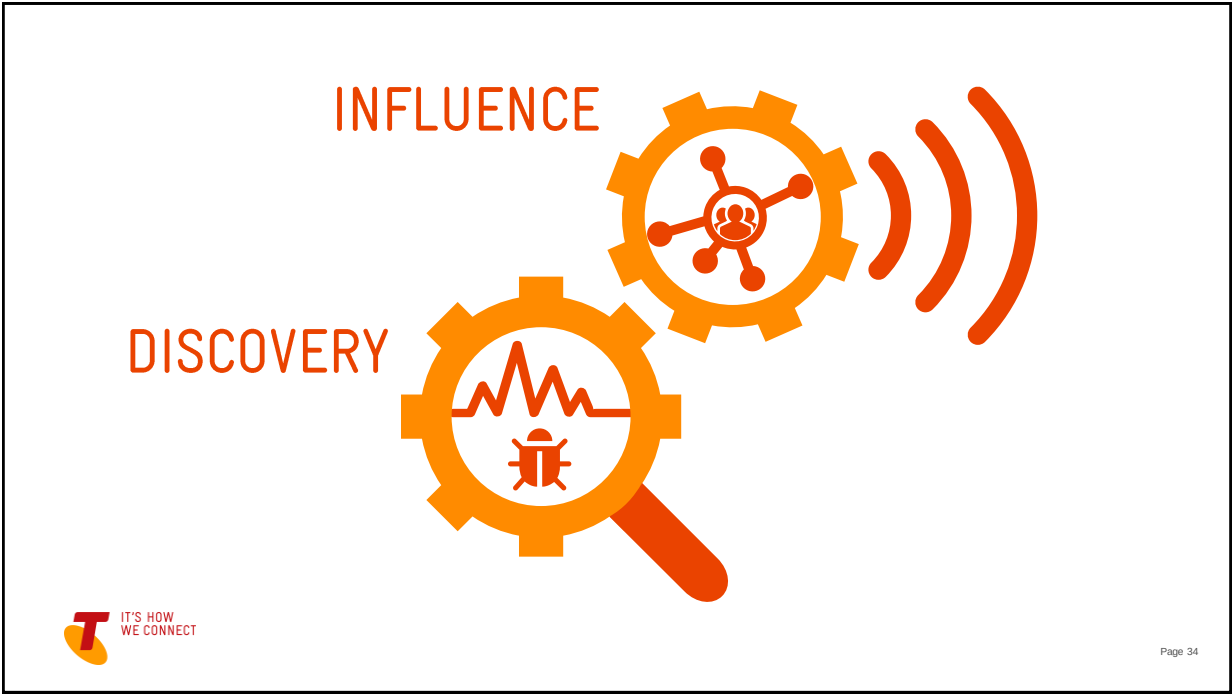
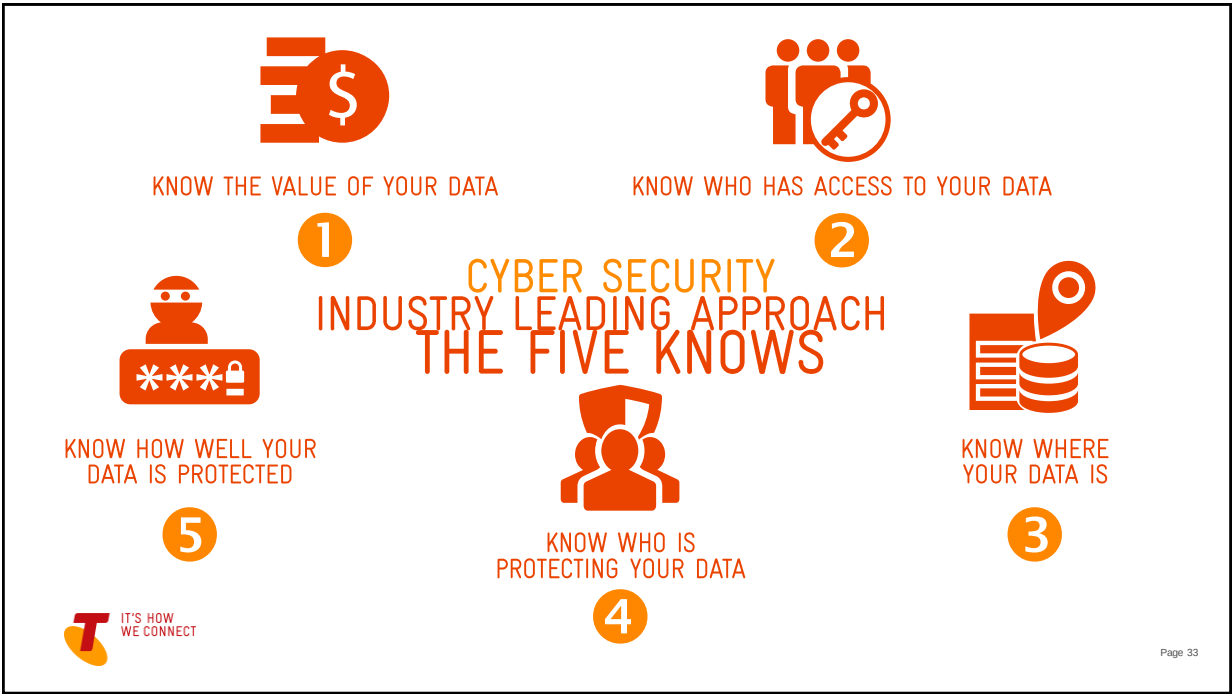
**NO SINGLE 100%
SECURITY SOLUTION**

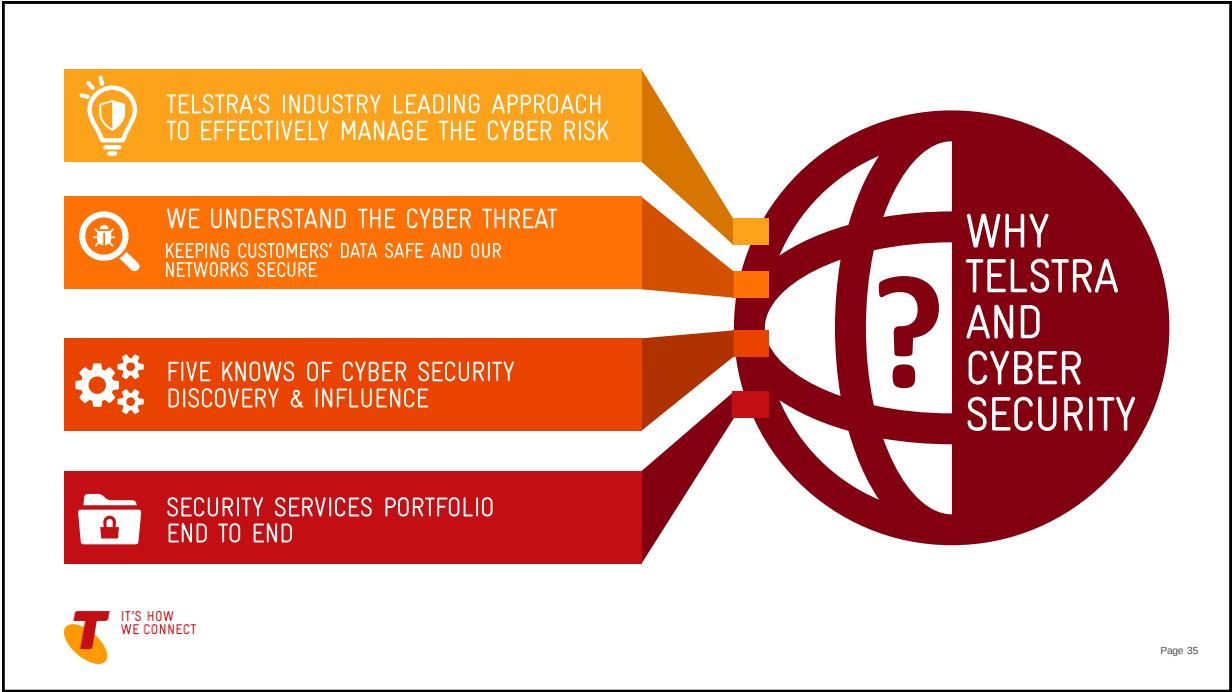
CYBER SECURITY

**AS MUCH A HUMAN ISSUE
AS IT IS A TECHNICAL ONE**



Page 32





WHERE ARE WE HEADED?

	2005	2010	FUTURE
VISION	one bill, triple play 	one device, 1,000s of apps 	?
FOCAL POINT	Network 	Device 	?
COMPETE BASED ON	Price of service 	Number of apps 	?



Source: Vision Mobile, Telstra

Page 37

FIVE YEARS IN THE FUTURE

1. 5G will be standardised
2. Networks will be optimised for traffic against specific services and media types
3. Consumer devices will be dominant, but small devices for data sensing and processing will make up a significant percentage of mobile and Internet traffic.
4. Telecom and other industries will be more platform shaped, with data becoming as important as products.
5. The world will be faster, and more connected with a billion more participants in the global economy



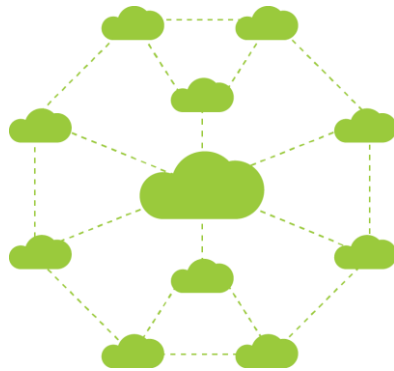
Page 38

FUTURE VISION

20-YEAR PRODUCTIVITY BOOM POWERED BY TWO NEW ABSTRACTIONS



WORLD OF THINGS EXPLODING WITH DATA



FLEXIBLE NETWORKS CONNECTING CLOUDS

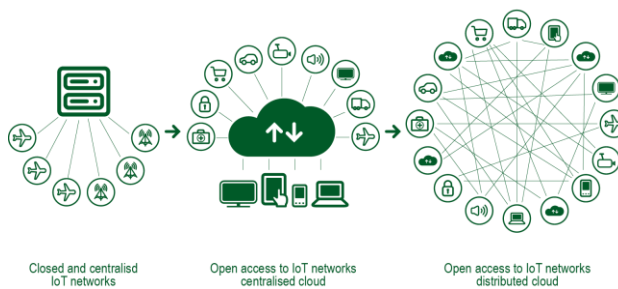
Page 39

WORLD OF THINGS EXPLODING WITH DATA

BEFORE 2005

TODAY

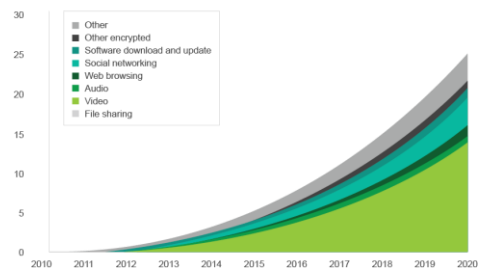
2025 AND BEYOND



IoT EVOLUTION

Mobile data traffic by application type
(monthly ExaBytes)

10X GROWTH IN MOBILE VIDEO TRAFFIC
BETWEEN 2014 AND 2020

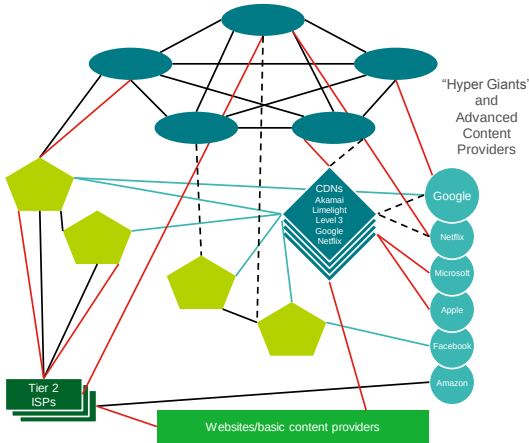


10x GROWTH IN VIDEO

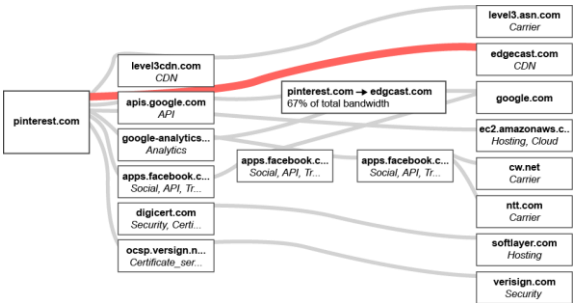


Page 40

FLEXIBLE NETWORKS CONNECTING CLOUDS



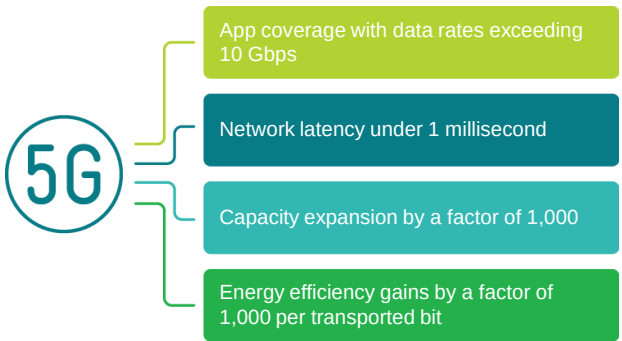
INTERNET CIRCA 2015



MODERN APPLICATIONS USE CLOUDS

FIVE KEY ENABLING TECHNOLOGIES

5G & Software Defined Networks (SDN) / Network Function Virtualisation (NFV)



MORE THAN JUST SPEED



NETWORK ON DEMAND



FIVE KEY ENABLING TECHNOLOGIES
CLOUD AND BIG DATA



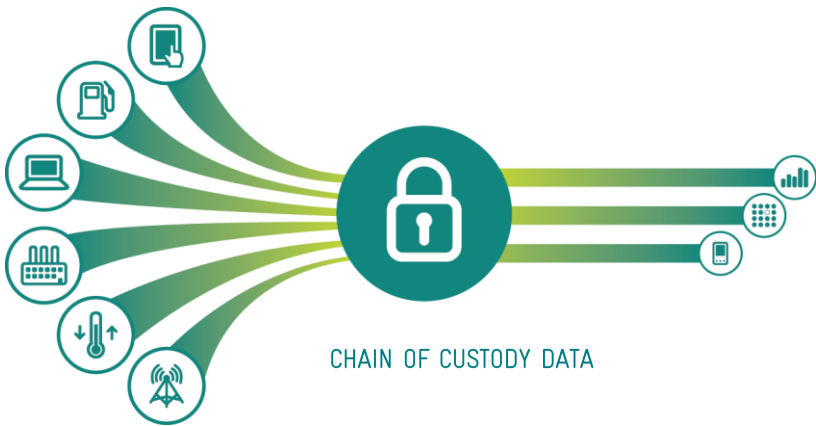
AGILITY AND OPERATIONAL EFFICIENCY

DATA INSIGHT NEW COMPETITIVE ADVANTAGE



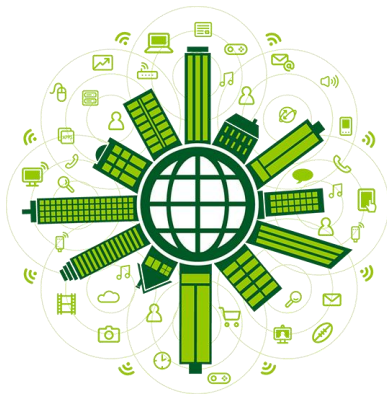
Page 43

FIVE KEY ENABLING TECHNOLOGIES
SECURITY

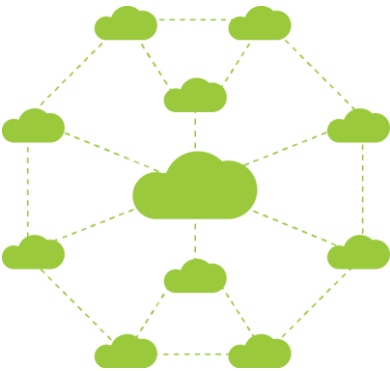


Page 44

FUTURE VISION



WORLD OF THINGS EXPLODING WITH DATA



FLEXIBLE NETWORKS CONNECTING CLOUDS

FUTURE VISION CONCLUSION

53%
DEVELOPERS ALREADY
INVOLVED IN IoT



IoT developers will create demand



2G dominated networks



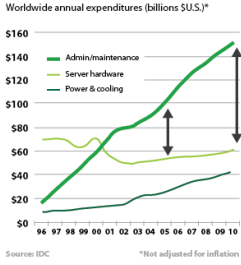
3G dominated networks



4G dominated networks

More speed = More video

Virtually Out of Control
Administration and energy expenses are far outstripping basic hardware costs for data centers.



No Moore's law for OPEX

What will happen when servers go from 1G to 10G? How big does this gap become?

WORLD OF THINGS EXPLODING WITH DATA
"SERVICE AGILITY AND REVENUE CREATION"

FLEXIBLE NETWORKS CONNECTING CLOUDS
"OPERATIONAL & CAPITAL EFFICIENCY"

