

# OUR BUSINESS

## WHO WE ARE

TELSTRA IS A COMPANY OF CONNECTIONS. EVERY DAY WE HELP MILLIONS OF AUSTRALIANS CONNECT TO THE PEOPLE AND THINGS THAT MATTER MOST TO THEM.

We believe the more connected people are the more opportunities they have. That's why we build technology and content solutions that are simple and easy to use – including Australia's largest fully integrated IP network and Australia's largest and fastest national mobile broadband network.

As Australia's leading telecommunications and information services company, Telstra is proud to be helping our customers improve the ways in which they live and work through connection.

## INDUSTRY CONTEXT

CONNECTIVITY IS DRIVING AN EXPLOSION IN DEMAND ON OUR NETWORKS.

Trends such as the growth in the internet, digitisation of content and our insatiable need to communicate every day are changing our lives and the industry.

We will continue to build on the strengths of our network, offering new products and services and putting the needs of our customers first. We are confident we have the right strategy and we are delivering on that strategy.