

# RETAIN AND GROW CUSTOMER NUMBERS

OUR GOAL: RETAIN AND GROW  
OUR CUSTOMER NUMBERS  
TO DRIVE REVENUE GROWTH  
AND LONG TERM VALUE FOR  
OUR SHAREHOLDERS



WE ARE GRATEFUL FOR THE MANY CUSTOMERS WHO CHOSE TELSTRA THIS YEAR. THE QUALITY OF OUR NETWORKS AND SERVICE IS A KEY DIFFERENTIATOR AND IS CONTINUING TO DRIVE GROWTH IN OUR BUSINESS.

Telstra's product offers and network investments continued to attract new customers during the year.

We recorded one of our best ever years in mobiles with 1.6 million domestic mobile customers added. Over the past two years we have acquired over three million domestic mobile customers.

The breadth and quality of service our customers enjoy when using our Next G<sup>®</sup> mobile network continues to provide us with an important competitive advantage. Our competitive bundled plans have also seen an increase in our fixed retail broadband customer base with 203,000 customers added last fiscal year. We now have more than 1.4 million customers on a bundled plan.

AUSTRALIANS NOW HAVE ACCESS TO ONE OF THE WORLD'S MOST ADVANCED MOBILE NETWORKS DELIVERING SOME OF THE FASTEST MOBILE SPEEDS AVAILABLE.

In September 2011, we were the first Australian company to launch a commercial 4G LTE mobile network. 4G mobile broadband provides super-fast, truly mobile internet access giving you the freedom to visit more places and keep in touch.

Our 4G network now covers more than 40 per cent of the Australian population. Over the next two years we will be making an additional investment to accelerate the roll out of our 4G network.