

NOTES TO THE FINANCIAL STATEMENTS

(Continued)

14. INTANGIBLE ASSETS (CONTINUED)

Telstra Group

	Goodwill \$m	Software assets developed (a) (b) \$m	Mastheads \$m	Patents and trademarks \$m	Licences (c) \$m	Customer bases \$m	Brand names \$m	Deferred expenditure (d) (e) \$m	Total intangible assets \$m
Written down value at 1 July 2012	1,289	4,813	135	22	279	15	79	789	7,421
- additions.....	-	941	-	-	822	-	-	796	2,559
- acquisition of controlled entities.....	1	-	-	-	-	2	1	-	4
- impairment losses from continuing operations.....	-	(5)	-	-	-	-	-	-	(5)
- impairment losses from discontinued operation.....	(3)	-	-	-	-	-	-	-	(3)
- amortisation expense from continuing operations	-	(868)	(68)	(1)	(60)	(7)	(8)	(730)	(1,742)
- amortisation expense from discontinued operation	-	(148)	-	(2)	-	-	(3)	-	(153)
- net foreign currency exchange differences	95	7	-	-	12	1	7	-	122
- other.....	-	-	-	(1)	-	-	-	-	(1)
Written down value at 30 June 2013	1,382	4,740	67	18	1,053	11	76	855	8,202
- additions.....	-	907	-	-	1	2	-	840	1,750
- acquisition of controlled entities.....	116	38	-	-	-	42	3	-	199
- disposal through sale of controlled entities (f)	(944)	(459)	-	(5)	(145)	(2)	(55)	(33)	(1,643)
- impairment losses from continuing operations (g).	(12)	(1)	-	-	-	-	-	-	(13)
- impairment losses from discontinued operation (h)	(150)	-	-	-	-	-	-	-	(150)
- amortisation expense from continuing operations	-	(877)	(67)	-	(93)	(11)	(6)	(819)	(1,873)
- amortisation expense from discontinued operation	-	(85)	-	(1)	-	-	(2)	-	(88)
- net foreign currency exchange differences	3	2	-	-	-	-	(1)	-	4
- transfers to non current assets held for sale (g)	-	-	-	-	-	-	(6)	-	(6)
Written down value at 30 June 2014	395	4,265	-	12	816	42	9	843	6,382