



3 October 2019

The Manager

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

Office of the Company Secretary

Level 41
242 Exhibition Street
MELBOURNE VIC 3000
AUSTRALIA

General Enquiries 03 8647 4838
Facsimile 03 9650 0989

ELECTRONIC LODGEMENT

Dear Sir or Madam

Telstra announces appointment of Kim Krogh Andersen as Group Executive, Product & Technology

In accordance with the Listing Rules, I attach a market release for release to the market.

Yours faithfully

Sue Laver
Company Secretary



Telstra announces appointment of Kim Krogh Andersen as Group Executive, Product & Technology

Thursday 3 October 2019 – Telstra today announced the appointment of Kim Krogh Andersen to the role of Group Executive, Product & Technology, replacing Christian von Reventlow.

Mr Krogh Andersen is currently Senior Vice President, Head of Global Technology Strategy with the Telenor Group, a leading telecommunications company with operations across Scandinavia and Asia.

At Telenor Mr Krogh Andersen has responsibility for defining global technology roadmaps as well as leading Telenor's Global 5G Execution Program as it prepares for the launch of 5G across all of Telenor's markets. Prior to this role, Mr Krogh Andersen has held a very broad range of roles with Telenor including Director Customer Services Denmark with end to end responsibility for customer service and Chief Marketing Officer for Telenor Global Services with responsibility for product development and management. Before joining Telenor in 2008 Mr Krogh Andersen served as an officer in the Danish Army for 13 years.

Telstra CEO Andrew Penn said Mr Krogh Andersen would be a strong addition to Telstra's very experienced leadership team, with some of the best technology, product and networks experience globally. He will lead Telstra's Product & Technology function, responsible for delivering Telstra's product and technology roadmap, including creating and delivering products and solutions for all of Telstra's customers, as well as driving profitable growth.

"Mr Krogh Andersen is a standout replacement for Mr von Reventlow. He has run telco networks end to end and had responsibility for developing the technology and products those networks carry," Mr Penn said.

"He joins us at a critical time in our T22 strategy execution. We are looking forward to him leading our product and technology team as we build momentum in providing industry-leading experiences for our customers and pursue our ambition to grow our share of revenues across segments and industries."

Mr Penn said Mr von Reventlow was leaving to return home to his family.

"It was always intended Christian would be joined in Australia by his family – that has not eventuated and this has led to Christian making the decision to return home," Mr Penn said.

Mr Krogh Andersen will start in January 2020.

-ends-

Media contact: Jon Court
M: +61 (0) 408 423 516
E: media@team.telstra.com

Investor contact: Ross Moffat
M: +61 (0) 475 828 700
E: investor.relations@team.telstra.com

Reference number: 119/2019