



Market Announcement

8 August 2014

Spark New Zealand era begins today

Spark New Zealand has today confirmed details of its change of name from Telecom New Zealand, and provided an indicator of business momentum as the Spark era begins.

Spark Managing Director Simon Moutter, said, "Today is a significant milestone for our company. It reflects the enormous change that has already occurred and is symbolic of our intent to be the leading provider of digital services in New Zealand.

"We've already evolved to a company that is leaner, faster and bolder – necessary to win in a dynamic and competitive digital services market, where earning customer preference is everything. Changing our name is an exciting next step in a long-term strategy to become a growing and winning business.

"It's great to be making this change with the company on a positive track in the market again. This is particularly so in mobile, where we've added around 280,000 mobile connections since closure of the CDMA network only two years ago, and we are now back over two million mobile connections."

Spark New Zealand confirms that the name changes from Telecom to Spark New Zealand are effective today, 8 August 2014. Key market information in relation to the name changes is outlined below.

The registered office and address for service for Spark New Zealand Limited and Spark Finance Limited has changed to Level 2, Spark City, 167 Victoria Street West, Auckland, 1010, and the address for communication remains unchanged as Private Bag 92028, Victoria Street West, Auckland 1142.

Simon Moutter's title has changed from Chief Executive of Telecom to Managing Director of Spark New Zealand.

KEY MARKET INFORMATION

- Telecom Corporation of New Zealand Limited became Spark New Zealand Limited effective on 8 August 2014:

NZSX

	Previous	New
Company name	Telecom Corporation of New Zealand Limited	Spark New Zealand Limited
Ticker code	TEL	SPK
ISIN	NZTELE0001S4	Remains unchanged

ASX

	Previous	New
Company name	Telecom Corporation of New Zealand Limited	Spark New Zealand Limited
Ticker	TEL	SPK
ISIN	NZTELE0001S4	Remains unchanged

OTC

	Previous	New
Company name	Telecom Corporation of New Zealand Limited	Spark New Zealand Limited
Ticker	NZTCY	Remains unchanged
ISIN	NZTELE0001S4	Remains unchanged

- TCNZ Finance Limited became Spark Finance Limited effective on 8 August 2014:

NZDX

	Previous	New
Company name	TCNZ Finance Limited	Spark Finance Limited
Ticker codes	TCN490 TCN520 TCN550	SPF490 SPF520 SPF550
ISIN for TCN490	NZTCND0028S9	Remains unchanged
ISIN for TCN520	NZTCND0031S3	Remains unchanged
ISIN for TCN550	NZTCND0034S7	Remains unchanged

Luxembourg Stock Exchange

	Previous	New
Company name	TCNZ Finance Limited	Spark Finance Limited
Ticker codes	GBP 125m May 18 GBP 150m April 20	Remain unchanged
ISIN for GBP 125m May 18	XS0168222056	Remains unchanged
ISIN for GBP 150m April 20	XS0216258177	Remains unchanged

OTHER NAME CHANGES THAT BECAME EFFECTIVE ON 8 AUGUST 2014

Previous	New
Telecom New Zealand Limited	Spark New Zealand Trading Limited
Telecom Retail Holdings Limited	Spark Retail Holdings Limited
Telecom Data Centres Limited	Spark Data Centres Limited
Telecom Trustee Limited	Spark Trustee Limited

Core Business Unit and Brand Changes

Previous	New
Telecom Retail	Spark Home, Mobile & Business
Gen-i	Spark Digital
Telecom Digital Ventures	Spark Ventures
Telecom Connect	Spark Connect
Telecom Wholesale	Spark Wholesale

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