



## Telstra Purpose & Values!

The telecommunications industry is experiencing enormous growth; network traffic is growing faster than any other period of time and digital technology is changing our world.

Telstra is at the heart of this change—and we're helping make it happen by connecting everything to everyone.

### Our purpose

We believe it's people who give purpose to our technology.

So we're committed to staying close to our customers and providing them the best experience.

And delivering the best tech.

On the best network.

Because our purpose is **to build a connected future so everyone can thrive.**

### Our values

Together with our purpose, our values express what we stand for and guide the way we do things. They are core to who we are and we align everything we do with them. Here at Telstra, we have four values.



## **We are changemakers**

We think big, set ambitious goals and deliver them – for our customers, shareholders and communities. By speaking up, being curious to learn and valuing different perspectives we challenge the status quo and make change.



## **We are better together**

We're one team and embrace the value each of us bring. Our (super) power lies in working together to deliver for our customers. We're each accountable for our actions and do what we say we're going to do.



## **We care**

We show care in all that we do. We do the right thing for our customers, our communities, the planet, ourselves and each other – even when no one's watching.



## **We make it simple**

What we do is complex, but we always make things simple for our customers and each other. Simple doesn't necessarily mean quick. We keep the simple, simple.

These are the values we stand for - the values by which we measure all of our actions.

Putting these values into action will help us to build a connected future so everyone can thrive.