



## Purpose and Values

How we do business is important to us.

We know that as we evolve as a business our purpose and values will be the foundation of our success.

### Fulfilling 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 technology.  
On the best network.  
Because our Purpose is to **build a connected future so everyone can thrive.**

### Living our Values

Our Values describe what we stand for and guide the way we do things.

At Telstra, we have five core Values:

- Show you **care**
- Make the complex **simple**
- **Trust** each other to deliver
- Find your **courage**
- Better **together**

We are committed to acting responsibly and being transparent and accountable, wherever we operate. A growing challenge is that the expectations – social, economic and environmental - that our employees, customers, investors, regulators and the community place on us continue to change. Partly driven by an unprecedented world of technology innovation and digital disruption but

also by big trends affecting the world, pressing social issues and growing environmental challenges.

We recognise that our long-term performance and sustainability of our company depends on how we respond to changing expectations, not just within our own operations but into our supply chain and relationships with our business partners.

### Key material issues

- Customer experience
- Culture and engagement
- Diversity and inclusion
- Ethics, values and governance
- New growth and business expansion

### Key stakeholders

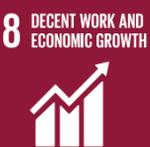
- Customers
- Employees
- Government
- Investors
- Local community

### Priority SDGs



### Targets

- End all forms of discrimination against all women and girls everywhere.
- Ensure women's full and effective participation and equal opportunities for leadership.



- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.
- By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

For more information on Telstra's approach please refer to the following sections of the Bigger Picture 2020 Sustainability Report:

- Responsible Business
  - Ethics, values and governance
  - Culture and capabilities
  - Creating a diverse and inclusive workplace

Please also refer to our 2020 Corporate Governance Statement for more information on our approach to corporate governance, transparency and accountability.