



## 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 four values describe what we stand for and will guide us into the future.

- We are changemakers
- We are better together
- We care
- We make it simple

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 communities 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 communities

### Priority SDGs



### Targets

- End all forms of discrimination against all women and girls everywhere
- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- Enhance the use of enabling technology, in particular information and communication technology, to promote the empowerment of women



- Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms
- 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



- Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all
- By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities



- By 2030, achieve the sustainable management and efficient use of natural resources
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
- Promote public procurement practices that are sustainable, in accordance with national policies and priorities



- Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

For more information on Telstra's approach please refer to the following sections of the Bigger Picture 2021 Sustainability Report:

- Trusted operations
  - How we do business responsibly
  - Ethics, values and governance

Please also refer to our 2021 Corporate Governance Statement for more information on our approach to corporate governance, transparency and accountability.