

## Frequently asked questions by shareholders

We thank our shareholders for the questions they submitted ahead of our 2025 Telstra Group Limited Annual General Meeting held on 14 October 2025 and for the questions asked at the meeting. The main themes from these questions are outlined below.

### Artificial Intelligence (AI) and its impact on the workforce

We have seen developments in Artificial Intelligence (AI) move incredibly fast, with enormous potential to benefit both the country and Telstra.

To deliver the best possible connectivity and experience for our customers, we need to be a leader in how we deploy AI across our business.

We're using it today to enhance how we serve customers; how we protect them from scams; and how we improve the resilience and reliability of our network, for example, by identifying and solving problems before they become an issue for customers.

Already we're seeing AI change how work is done, and the value that comes from people and AI working together. People, of course, will always be a fundamental part of how we serve our customers, and getting that balance right will be important.

As we do that, we're investing in our people to help them to learn and adapt. This includes providing 21,000 Microsoft Co-pilot licences, and more than 20,000 of our people have now completed at least one course in our Data & AI Academy.

### Buy-Back - How can I participate in the Buy-Back?

The Telstra buy-back [announced](#) on 14 August 2025 is an **on-market** buy-back where Telstra purchases its own shares on the Australian Securities Exchange (ASX). The on-market share buy-back commenced in September 2025 and will be conducted in the ordinary course of trading over financial year 2026.

An **off-market** buy-back is where shareholders receive an offer from Telstra to buy-back their shares. Telstra is not conducting an off market buy-back.

If you wish to sell your Telstra shares you will need to do this either through a stockbroker or through our share registry MUFG Corporate Markets.

The ASX offers information on how to find a broker. Please refer to their website at [Find a broker or adviser \(asx.com.au\)](https://www.asx.com.au).

To sell your shares through MUFG, visit [Investor Centre | MUFG Corporate Markets](#) for information.

## Company Strategy – Connected Future 30

We are confident Telstra has the right strategy, Connected Future 30, to remain a leader as technologies and connectivity continue to evolve.

As with the Postmaster-General's Department, Telecom and then Telstra, one of our enduring strengths has been adapting and leading as technologies change. We've transformed the connectivity Australia relies on several times over, with the unwavering purpose of building a connected future so everyone can thrive.

Technology and connectivity are transforming once again – customer needs are changing; connectivity is becoming increasingly critical to everyday life; and new technologies are driving the demand for our network even higher.

Connected Future 30 is about innovating and adapting to remain a leader in a rapidly changing environment. It will see us double down on connectivity; radically innovate in the core of our business; and step-up our focus, on being efficient and competitive.

As we do that, our commitment to operate responsibly and sustainably remains, including our environmental commitments.

As outlined in our FY25 Remuneration Report, we have introduced some changes to our remuneration structure. These are aligned with the focused delivery of our new strategy, and how we best create enterprise value, which is in the interests of all our stakeholders, particularly shareholders.

A key part of this is disciplined capital management. The new structure is designed to recognise and reward that discipline, while continuing to do the same for further improvements in customer experience and reputation.

Connected Future 30 will also see us play an even bigger role in Australia's digital future.

We want to partner with government to develop a shared national vision for Australia's digital future, including the policy and regulatory settings that will encourage the investment and innovation necessary to realise it.

## Customer Service – What improvements have you made?

We have invested very significantly in improving the outcomes for our customers, but we understand there is more work to be done.

We have moved nearly all of the customers in our Consumer segment to a new digital customer service platform, which has been a big contributor to lifting customer experience and cutting customer complaints by more than 70% since FY21.

We've also continued to invest in technology and partnerships to help protect our customers from scams and cyber security threats, and we lead the market in blocking millions of scam calls, texts and emails from reaching our customers each month.

We know the cost of living remains a challenge for many Australians, and we continue to provide assistance to those customers who need it. This includes our pre-paid Top Up program, which offers up to six months of essential phone services to Australians facing financial challenges.

Over the last four years, we've helped on average more than one million customers in vulnerable circumstances stay connected each year.

Over the last seven years we've invested \$12.4 billion in our mobile network nationally, with \$4.7 billion of that invested in regional areas.

In February 2025 we announced an additional \$800 million investment over four years within our business-as-usual capex to deliver the most advanced mobile network in the country, and we've expanded our 5G network to cover 95% of the population.

Part of that has involved optimising how we use spectrum. Spectrum is used to deliver a range of services to Australians through the air-ways, like broadcast tv and radio, and mobile services. It's a scarce natural resource and is vital to delivering and improving mobile services.

The closure of our 3G network meant we could redeploy that spectrum to further improve 4G and 5G services that are faster, more secure and more reliable. This also meant we could retire aging and energy intensive equipment, reducing our carbon emissions.

We know the transition from 3G has not been straightforward for some customers, and we've been working to assist customers who have faced issues.

We're also well progressed with the roll out of our Intercity Fibre network. We've now constructed more than one third of this significant digital infrastructure project for Australia.

We've brought the latest satellite technology to Australia, including home and business fixed internet and satellite to mobile messaging, which has been a big step forward for regional and remote areas.

### Emissions and climate change commitments

Addressing climate change is an urgent global challenge that we believe is critical to ensuring long-term sustainability. Our action includes taking ambitious steps to decarbonise our business and our supply chain and support Australia's energy transition. It also means preparing, adapting and responding to the present and increasing impact of climate change on our business and our customers.

We are making good progress toward our 2030 sustainability targets.

We reduced our combined absolute scope 1+2 emissions by 44 per cent from an FY19 baseline (excluding Digicel Pacific). We also reduced our absolute scope 3 emissions by 43 per cent from an FY19 baseline (excluding Digicel Pacific) and expanded our renewable energy investments across seven sites across Victoria, Queensland, and New South Wales, all either operational or under construction. These investments mean we are on track to enable renewable energy generation equivalent to 100% of our consumption by the end of 2025.

We exceeded our goal of 90 per cent network waste recycling in FY25 and reused or recycled more than 750,000 mobile phones, modems and other devices.

Our progress was recognised globally in 2025, being named one of TIME Magazine's World's Most Sustainable Companies and the Financial Times' Asia-Pacific Climate Leaders.

## Scam calls - What are you doing to protect customer from fraudulent activities and scams?

We know cyber security remains a concern for our customers, and scammers are evolving fast.

We're evolving too, investing in technology and partnerships to help protect our customers, and make the digital world safer.

This includes expanding our Scam Indicator partnership with the Commonwealth Bank to include Fraud Indicator; the introduction of Scam Protect to alert mobile customers to suspicious incoming calls; and our Cleaner Pipes work, which continues to block millions of scam calls, texts and emails from reaching our customers.

We launched device security features to all consumer and small business mobile services, at no additional charge, via our MyTelstra app, powered by McAfee.

Combating scams is a team sport where Australia needs a cohesive, cross-industry approach.

While we cannot completely eliminate these threats, we can adapt to make it harder for cyber criminals.

## Share price - What is Telstra doing to increase its Share Price?

As at the date of this response, our share price is near nine-year highs, with a 34% increase in the 12 months to 30 June 2025.

Share prices are influenced by many factors, including what we do and broader macroeconomic and global market conditions such as interest rates and inflation - many of which are outside our control.

Our focus is on executing our Connected Future 30 strategy, which aims to deliver consistent growth in shareholder value, with growing dividends and potential additional returns.

When considering share price performance, we believe it's important to look at total shareholder returns, which include dividends. As outlined in our FY25 Annual Report, Telstra's total shareholder returns over the five years to 30 June 2025 was at the 62nd percentile of the ASX100 (excluding resource companies).

In addition, we completed a \$750 million on-market share buy-back in FY25 and announced an up to \$1 billion on-market buy-back to be completed in FY26.