

3500 MHz AUCTION: ANOTHER STEP TOWARDS EXPANSION OUTSIDE QUÉBEC

QUEBECOR

The Quebecor logo consists of the word "QUEBECOR" in a bold, black, sans-serif font. Below the text is a blue, curved line that starts under the 'Q' and ends under the 'R', arching upwards.

JULY 30, 2021

CAUTIONARY NOTE

Forward-looking statements

This presentation contains forward-looking statements which are subject to known and unknown risks and uncertainties that could cause the actual results of Quebecor Inc. ("the Corporation" or "Quebecor") to differ materially from those set forth in the forward-looking statements. Certain factors that may cause actual results to differ from current expectations include fluctuations in customer demand for Quebecor's products, variations in the cost and availability of equipment and raw materials, seasonal fluctuations in customer orders, pricing actions by competitors and changes in the general economic environment. For more information on the risks, uncertainties and assumptions that could cause Quebecor's actual results to differ from current expectations, please refer to Quebecor's public filings, available at www.sedar.com and www.quebecor.com, including, in particular, the "Risks and Uncertainties" section of Quebecor's Management Discussion and Analysis for the year ended December 31, 2020, and the annual reports on Form 20-F filed with the U.S. Securities and Exchange Commission (SEC) by Quebecor Media Inc. (QMI) and Videotron. We will not update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities laws.

Presentation of financial information

On January 1, 2019, the Corporation adopted new IFRS 16 accounting rules. Accordingly, the financial results for periods ended after January 1, 2019 (and, for comparative purposes, the financial results for the years ended December 31, 2016, 2017 and 2018) presented in this presentation have been prepared in accordance with IFRS 16.

On January 1, 2018, the Corporation adopted new IFRS 15 accounting rules. Accordingly, the financial results for periods ended after January 1, 2018 (and, for comparative purposes, the financial results for the years ended December 31, 2016 and 2017) presented in this presentation have been prepared in accordance with IFRS 15.

Adjusted EBITDA ("EBITDA") is a non-IFRS measure and is defined as net income before depreciation and amortization, financial expenses, gain or loss on valuation and translation of financial instruments, restructuring of operations and other items, loss on debt refinancing, income tax, and income from discontinued operations.

Free cash flows is a non-IFRS measure and is defined as EBITDA less interest, cash tax expense and capital expenditures (aside from spectrum).

Restatement of financial information

Historical results have been restated to exclude the results of discontinued operations.

Currency

All amounts are stated in Canadian dollars unless otherwise indicated.

Statistics

All statistics are as of March 31, 2021 unless otherwise indicated.

| SUMMARY OF 3500 MHZ AUCTION RESULTS



Total value of the auction, for all blocks sold

\$8.831B*
(\$2.239/MHz-pop*)

Total value of the auction, for
all blocks sold
at the final stage

\$8.912B
(\$2.259/MHz-pop)

Total price paid for set-asides

\$1.514B*
(\$0.918/MHz-pop*)

Total price paid for non-set-asides

\$7.317B*
(\$3.188/MHz-pop*)

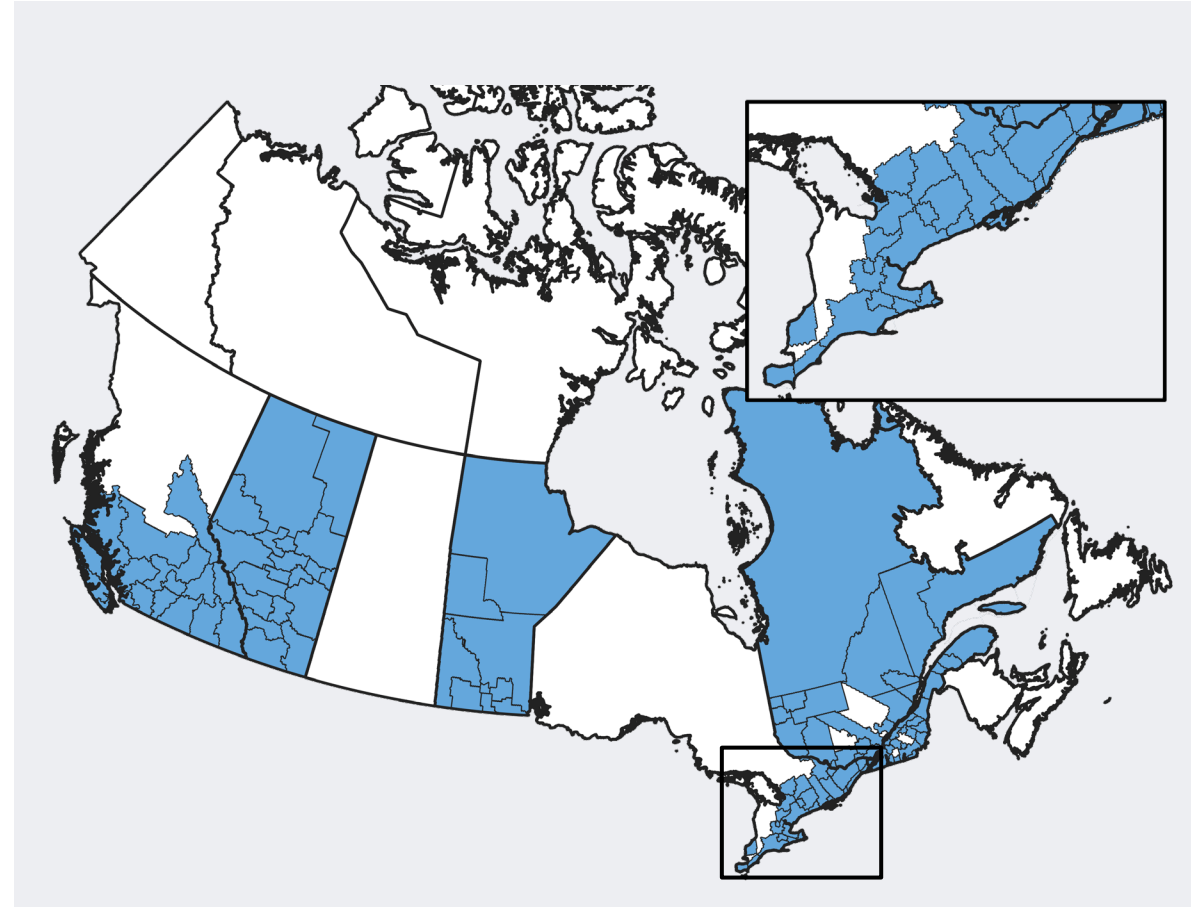
*Does not include amounts bid in the assignment stage (the final stage) of the auction

SPECTRUM ACQUIRED BY VIDEOTRON

Province	No. of blocks	Price paid (\$M)	\$/MHz-pop
Québec	119	357	0.878
Ontario	45	238	1.098
Manitoba	21	28	0.786
Alberta	40	63	0.653
British Columbia	69	144	0.679
Total	294	830	0.858

SPECTRUM ACQUIRED BY VIDEOTRON

- **Total \$830M investment** in Canada's 5 most populous provinces
- Acquired **294 blocks of spectrum in the 3500 MHz band**
- **More than 50% of the blocks acquired** by Videotron are **outside Québec**
- Acquired **40%** of all the available set-asides **in the country** and **69%** of the available set-asides **in Québec**



VIDEOTRON IS A PROVEN TELECOM PROVIDER

- Largest provider of television services in Québec, migration to IP technology in partnership with Comcast
- Largest ISP in Québec with a state-of-the-art network (DOCSIS 3.1)
- Launched cable telephone service in 2005, quickly overtook the incumbent in market share
- Fastest-growing mobile carrier in Québec
 - 21% market share
 - No. 1 in gross adds
- Best EBITDA margin in the industry



VIDEOTRON IS A PROVEN WIRELESS CARRIER

- Began offering mobility services in Québec, using a third-party network to deliver service, in 2006
- Spectrum acquisitions: AWS-1 (40 MHz) in 2008, 700 MHz (10 MHz) in 2014, AWS-3 (30 MHz), 2500 MHz (20-40 MHz) in 2015, 600 MHz (30 MHz) in 2019
- Build-out of our own mobile network; evolution to LTE, in partnership with Rogers
- Innovation and tech upgrades (3G, 4G, LTE-A, 5G)
- Unrivalled customer service, single billing
- Experience with multiple tech suppliers (Nokia/Siemens, Ericsson et Samsung)

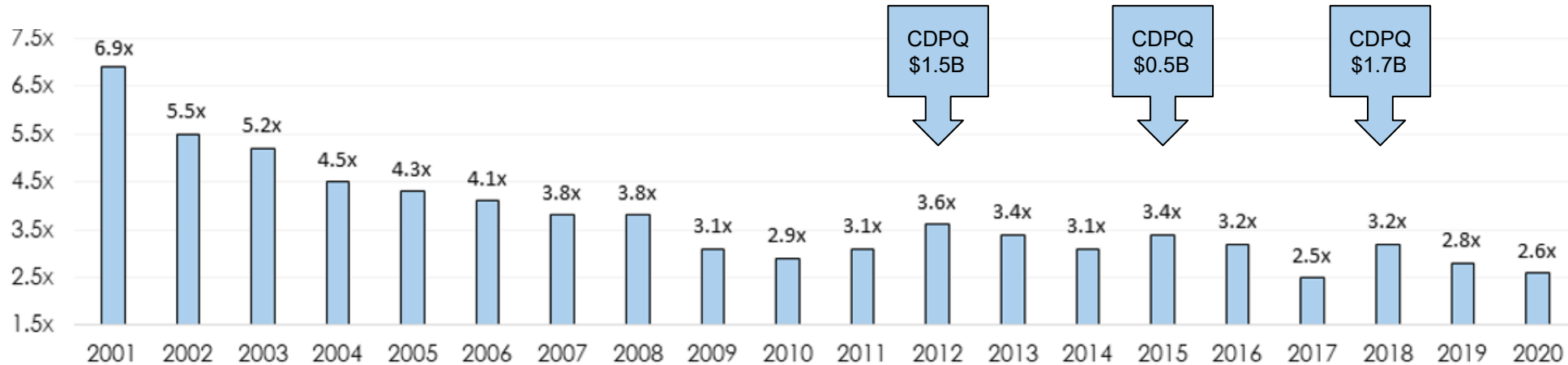
VIDEOTRON IS AN INNOVATION LEADER

- **First** provider to offer pick-and-pay television plans
- Technologically innovative high-speed Internet provider using coax cable
- Market disrupter that increases competition and lowers prices
- **First** provider to offer video streaming service - Club illico
- **First** all-digital wireless and broadband brand - FIZZ

QUEBECOR'S PROVEN FINANCIAL DISCIPLINE

Low leverage despite investing over \$3 billion in wireless and buybacks of CDPQ's stake for a combined consideration of \$3.7 billion over 6 years

QMI consolidated net debt / EBITDA¹



S&P Global: BB → BB+

July 30, 2019

QMI
CORPORATE
FAMILY
RATING²

March 28, 2017

Moody's: Ba3 → Ba2

April 17, 2019

Moody's: Ba2 → Ba1

September 24, 2020

Moody's outlook for QMI changed from stable to positive

¹ As per the credit agreement, but excluding letters of credit issued in connection with spectrum auctions

² Ratings are not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time

QUEBECOR'S STRONG BALANCE SHEET

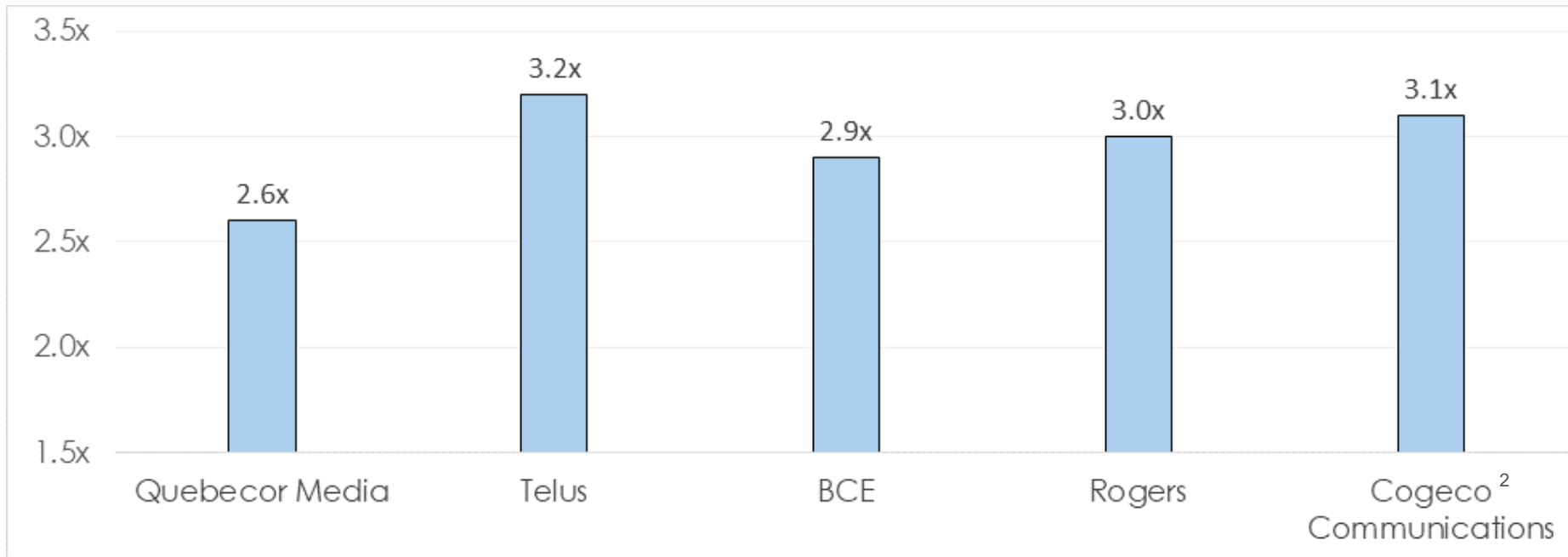
Financial capacity to finance expansion into the rest of Canada and compete effectively with the Big 3

\$2.55B | **Net liquidity**

4.7 years | **Weighted average maturity**

Ba1 / BB+ | **Moody's / S&P Global**

Net debt / EBITDA¹

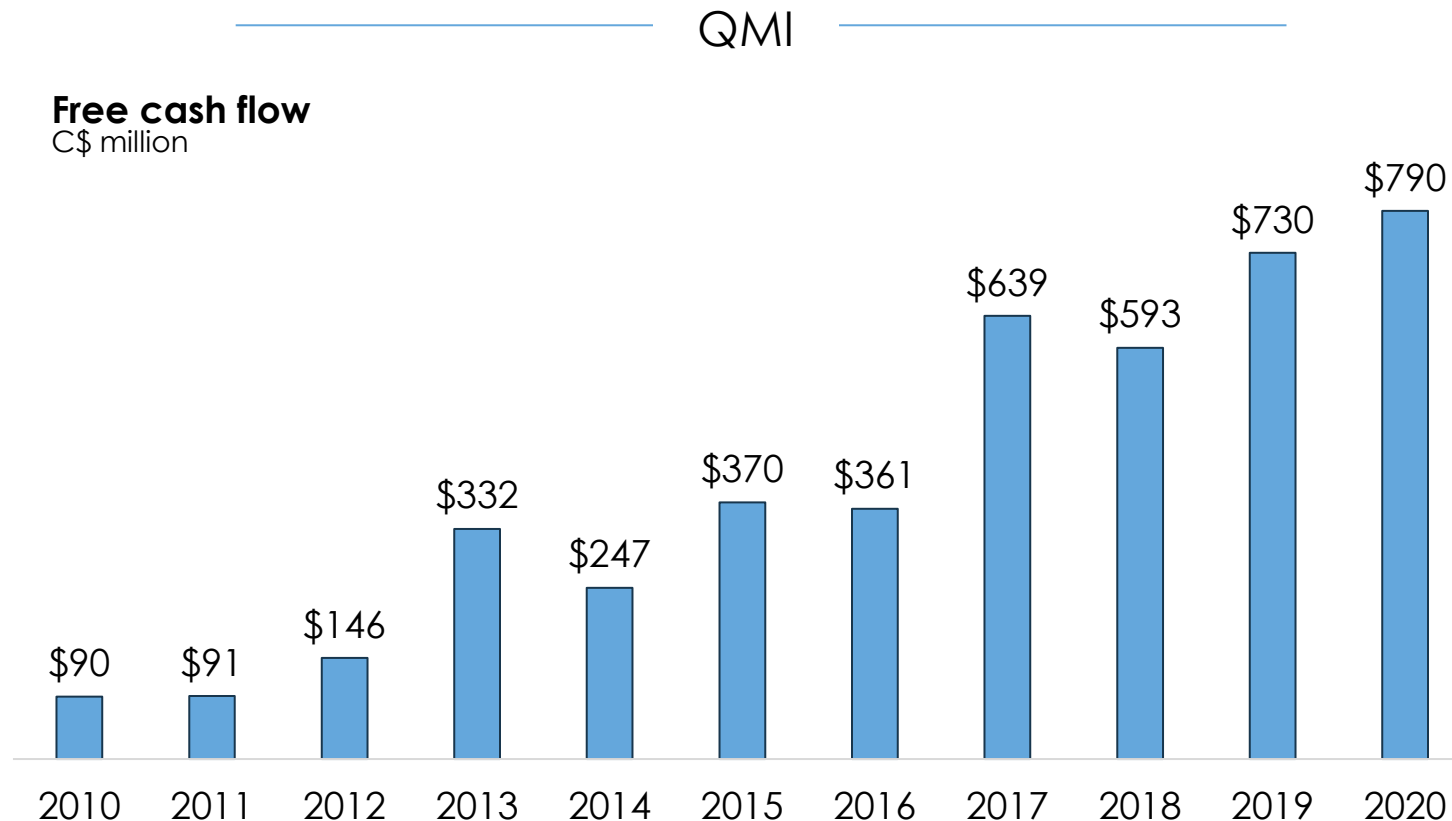


¹ Company's estimate calculated with available information as of July 29, 2021

² Pro forma DERY telecom and WideOpenWest Ohio broadband systems

QUEBECOR'S ABILITY TO GENERATE GROWING CASH FLOW

Intense focus on growth and cost optimization led to growing free cash flow



IMPACT OF A STRONG 4TH PLAYER ON WIRELESS PRICES

“Where the Big 3 face a wireless disruptor, prices are significantly lower.

Facilities-based regional competitors who operate their own wireless networks, such as Sasktel, Videotron and Freedom Mobile, are increasingly disrupting the Canadian wireless landscape. **Prices are generally in the range of 35-40% lower** in the parts of Canada where wireless disruptors have achieved a market share above 5.5%.”

Competition Bureau of Canada, 2019*

Thanks to Videotron, Québec is the **first part of the country** to achieve the government’s **25% price reduction** target for specific wireless plans**.

The big 3 **circumvented** the government’s plan to bring down prices for some wireless plan by **abolishing** those plans.***

Source:

*Competition Bureau submission in response to Telecom Notice of Consultation CRTC 2019-57 - Further comments by the Competition Bureau, November 22, 2019.

**ISED, 25% reduction target for certain wireless plans, Quarterly Report, January 29, 2021 – https://www.ic.gc.ca/eic/site/143.nsf/eng/h_00005.html

*** Big Three cut prices to meet Ottawa demand, The Globe and Mail, Alexandra Posadzki, May 5th, 2021

ANOTHER STEP TOWARDS EXPANSION OUTSIDE QUEBEC

OUR GOALS

- **GROW** Quebecor as a strong 4th player in the market
- Preserve and create **JOBS**
- Maintain sustainable **COMPETITION**
- Give Canadian **CONSUMERS** a competitive environment, choice, and lower prices



With this spectrum acquisition, Quebecor's plan to become **THE 4th independent wireless player** in Ontario, Alberta, Manitoba and British Columbia is a big step closer to fruition.

Quebecor can now hope to **break the Bell-Rogers-Telus oligopoly** once again and **revitalize the fourth wireless player policy**.

Quebecor is in a strong position to expand its telecom business outside Québec, either by acquiring Shaw's wireless assets or on the basis of recent CRTC decisions.

CONCLUSION

- The recent CRTC decisions puts us in a good position:
 - Spectrum ownership condition
 - Network construction condition
- Acquiring spectrum is the first step towards expansion outside Québec
- Quebecor is strongly positioned to succeed outside Québec and deliver the benefits of the 4th wireless player policy
 - Leader in innovation
 - Recognized telecommunications and wireless network operator
 - Solid balance sheet

QUEBECOR IS CLEARLY IN THE BEST POSITION TO BREAK THE BIG 3 OLIGOPOLY AGAIN