



## **Supplementary Disclosure**

**Quarter / 12-Month Period  
Ended December 31, 2008**

*Safe Harbor Act*

*Statements within this presentation which are not historical facts are « forward looking » statements and « safe harbor statements » under the Private Securities Litigation Reform Act of 1995 that involve risks and/or uncertainties, including but not limited to financial projections, state and federal regulations, construction activities and other risks described in the Company's public filings with the Securities Exchange Commission.*

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# QUEBECOR MEDIA INC.

## Supplementary Disclosure December 31, 2008 Debt

(all amounts in millions of Canadian dollars)

### **Quebecor Media Inc.**

|   |                |
|---|----------------|
| Revolving credit facility due in 2011 (availability: \$100) | \$ 4.0         |
| Export financing due in 2015                                | 74.4           |
| Term loan "A" due in 2011                                   | 89.8           |
| Term loan "B" due in 2013                                   | 411.6          |
| 7 3/4% Senior Notes due in 2016                             | 1,433.9        |
|   | <u>2,013.7</u> |

### **Videotron Ltd. and its subsidiaries**

|   |                |
|---|----------------|
| Revolving credit facility due in 2012 (availability: \$575) | 207.7          |
| 6 7/8% Senior Notes due in 2014                             | 800.4          |
| 6 3/8% Senior Notes due in 2015                             | 212.4          |
| 9 1/8% Senior Notes due in 2018                             | 546.1          |
|   | <u>1,766.6</u> |

### **Sun Media Corporation and its subsidiaries**

|  |              |
|--|--------------|
| Revolving credit facility due in 2012 (availability: \$70) | 10.0         |
| Term loan "C" due in 2012                                  | 38.5         |
| 7 5/8% Senior Notes due in 2013                            | 245.7        |
|  | <u>294.2</u> |

### **Osprey Media Publishing Inc.**

|  |              |
|--|--------------|
| Revolving credit facility due in 2011 (availability: \$65) | -            |
| Term loan due in 2011                                      | 132.3        |
|  | <u>132.3</u> |

### **TVA Group Inc. and its subsidiaries**

93.8

### **Other**

11.5

**Total Quebecor Media inc.** **\$ 4,312.1**

Cross-Currency Derivative Instruments (FX Rate Differential)<sup>1</sup> 183.2

### **Cash-on-Hand**

|                                     |                |
|-------------------------------------|----------------|
| Quebecor Media Inc.                 | 22.5           |
| Videotron Ltd.                      | -              |
| Sun Media Corporation               | -              |
| Osprey Media Publishing Inc.        | -              |
| Quebecor Media Parent               | \$ (4.2)       |
| Other (subsidiaries not 100% owned) | 26.7           |
|                                     | <u>\$ 22.5</u> |

<sup>1</sup> Classified under "Derivative financial instruments" and/or "Other assets" in Quebecor Media Inc.'s financial statements.

## CABLE

### Supplementary Disclosure December 31, 2008 Operating Results

|                                    | <u>2008</u>   |               |               |               | <u>2007</u>   |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|
|                                    | <u>Dec 31</u> | <u>Sep 30</u> | <u>Jun 30</u> | <u>Mar 31</u> | <u>Dec 31</u> |
| Homes Passed ('000)                | 2,543         | 2,532         | 2,520         | 2,507         | 2,497         |
| Basic Subscribers ('000)           | 1,716         | 1,692         | 1,660         | 1,652         | 1,638         |
| Basic Penetration                  | 67.5%         | 66.8%         | 65.9%         | 65.9%         | 65.6%         |
| Extended Tier Subscribers ('000)   | 1,484         | 1,451         | 1,416         | 1,402         | 1,383         |
| Extended Tier Penetration          | 86.5%         | 85.8%         | 85.3%         | 84.9%         | 84.4%         |
| Digital Set-Top Boxes ('000)       | 1,210         | 1,121         | 1,053         | 1,009         | 953           |
| Digital Subscribers ('000)         | 927           | 877           | 831           | 803           | 768           |
| Digital Penetration                | 54.0%         | 51.8%         | 50.1%         | 48.6%         | 46.9%         |
| Cable Internet Subscribers ('000)  | 1,064         | 1,031         | 989           | 965           | 933           |
| Cable Internet Penetration         | 62.0%         | 61.0%         | 59.6%         | 58.4%         | 57.0%         |
| Cable Telephony Subscribers ('000) | 852           | 798           | 743           | 692           | 636           |
| Cable Telephony Penetration        | 49.7%         | 47.2%         | 44.8%         | 41.9%         | 38.8%         |
| Wireless Lines ('000)              | 63            | 59            | 55            | 50            | 45            |

  

|  | <u>4th Quarter</u> |             |            | <u>YTD</u>  |             |            |
|--|--------------------|-------------|------------|-------------|-------------|------------|
|  | <u>2008</u>        | <u>2007</u> | <u>VAR</u> | <u>2008</u> | <u>2007</u> | <u>VAR</u> |
| (in millions)                              |                    |             |            |             |             |            |
| Revenues                                   | \$473.5            | \$427.3     | 10.8%      | \$1,804.2   | \$1,552.6   | 16.2%      |
| Cable Television                           | 208.1              | 191.0       | 9.0%       | 809.9       | 735.8       | 10.1%      |
| Internet                                   | 132.2              | 114.7       | 15.3%      | 499.6       | 422.4       | 18.3%      |
| Telephony                                  | 78.5               | 59.3        | 32.4%      | 286.1       | 195.5       | 46.3%      |
| Wireless Telephony                         | 8.6                | 6.1         | 41.0%      | 31.6        | 17.7        | 78.5%      |
| Business Solution                          | 15.6               | 17.4        | -10.3%     | 63.6        | 70.2        | -9.4%      |
| Other                                      | 30.5               | 38.8        | -21.4%     | 113.4       | 111.0       | 2.2%       |
| EBITDA                                     | \$218.1            | \$175.7     | 24.1%      | \$797.2     | \$642.7     | 24.0%      |
| EBITDA Margin (%)                          | 46.1%              | 41.1%       |            | 44.2%       | 41.4%       |            |
| CAPEX (NCTA Standard Reporting Categories) |                    |             |            |             |             |            |
| Customer Premise Equipment                 | \$23.8             | \$33.5      |            | \$113.1     | \$122.8     |            |
| Scalable Infrastructure                    | 47.7               | 25.5        |            | 121.0       | 76.8        |            |
| Line Extensions                            | 7.7                | 10.4        |            | 41.2        | 27.4        |            |
| Upgrade / Rebuild                          | 21.7               | 11.2        |            | 57.7        | 53.0        |            |
| Support Capital                            | 8.1                | 14.3        |            | 68.8        | 47.1        |            |
| Total - NCTA Classification                | \$109.0            | \$94.9      | 14.9%      | \$401.8     | \$327.1     | 22.8%      |
| Other                                      | 1.3                | (0.6)       |            | 2.6         | 3.0         |            |
| Total - Additions to PP&E                  | \$110.3            | \$94.3      | 17.0%      | \$404.4     | \$330.1     | 22.5%      |
| 2-Way Capability                           | 99%                | 99%         |            | 99%         | 99%         |            |
| Cable Television ARPU                      | \$40.73            | \$39.10     |            | \$40.40     | \$38.37     |            |
| Total ARPU                                 | \$83.62            | \$75.97     |            | \$81.17     | \$71.52     |            |

## NEWSPAPERS

### Supplementary Disclosure December 31, 2008 Operating Results

|  | 4th Quarter |         |        | YTD       |           |        |
|--|-------------|---------|--------|-----------|-----------|--------|
|  | 2008        | 2007    | VAR    | 2008      | 2007      | VAR    |
| Linage ('000)                            |             |         |        |           |           |        |
| Urban Dailies                            | 41,321      | 47,010  | -12.1% | 166,590   | 176,021   | -5.4%  |
| (in millions)                            |             |         |        |           |           |        |
| Revenues                                 | \$302.0     | \$319.6 | -5.5%  | \$1,181.4 | \$1,073.9 | 10.0%  |
| Advertising                              | 234.4       | 255.3   | -8.2%  | 915.2     | 850.3     | 7.6%   |
| Circulation                              | 48.1        | 46.7    | 3.0%   | 187.3     | 166.5     | 12.5%  |
| Other                                    | 19.5        | 17.6    | 10.8%  | 78.9      | 57.1      | 38.2%  |
| Urban Dailies                            | \$167.1     | \$176.3 | -5.2%  | \$650.5   | \$669.6   | -2.9%  |
| Community Newspapers                     | 72.1        | 74.4    | -3.1%  | 281.6     | 282.6     | -0.4%  |
| Osprey Media Publishing Inc.             | 56.2        | 59.6    | -5.7%  | 215.6     | 95.5      | n.m.   |
| Other                                    | 51.8        | 31.3    | 65.6%  | 184.6     | 92.1      | 100.5% |
| Eliminations                             | (45.2)      | (22.0)  | n.m.   | (150.9)   | (65.9)    | n.m.   |
| EBITDA                                   | \$54.8      | \$79.4  | -31.0% | \$227.1   | \$232.8   | -2.4%  |
| EBITDA Margin (%)                        | 18.1%       | 24.8%   |        | 19.2%     | 21.7%     |        |
| Change in Newsprint Expense <sup>1</sup> |             |         | 3.3%   |           |           | -8.6%  |

<sup>1</sup> Including Osprey Media Publishing Inc. in 2007 for comparative purposes.

## QUEBECOR MEDIA INC.

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### Supplementary Disclosure December 31, 2008 Shares Held in Subsidiaries

|                | <u>Number<br/>of shares</u> | <u>Equity (%)</u>  | <u>Voting (%)</u>   |
|----------------|-----------------------------|--------------------|---------------------|
| TVA Group Inc. | 12,227,631                  | 50.9%              | 99.9%               |
| Canoe Inc.     | 651 <sup>1</sup>            | 93.2% <sup>2</sup> | 100.0% <sup>2</sup> |

<sup>1</sup> Excluding 104 shares that are held by TVA.

<sup>2</sup> Including Quebecor Media Inc.'s interest in the 104 shares held by TVA Group Inc.