



PRESS RELEASE

For immediate release

Appointment to the Boards of Quebecor Inc. and Quebecor Media Inc.

Montréal, October 2, 2017 — The Chairman of the Board of Quebecor Inc., the Right Honourable Brian Mulroney, and the Chairman of the Board of Quebecor Media Inc., Pierre Dion, are pleased to announce the appointment of Andrea C. Martin to their respective boards and to the Quebecor Inc. and Quebecor Media Inc. Human Resources and Corporate Governance Committees.

"We are very excited about the appointment of Andrea C. Martin, a recognized leader," said Mr. Mulroney. "Her diverse areas of expertise, particularly security and smart home solutions, marketing, metadata analysis, multi-brand media management and fraud and identity theft protection, make her a major asset to the Board and our entire organization."

With an impressive track record including international management positions, Ms. Martin has extensive experience in organizational management as well as business model transformation and alignment.

Andrea C. Martin was President of ADT Canada, Canada's leading provider of security and automation solutions for homes and businesses. She has also served as Managing Director of Data Services for Royal Mail Group in London, England and at the time was listed on the Top 50 Most Influential Data-Driven People in the UK. Ms. Martin worked for 27 years at Reader's Digest, where she was president of three global divisions as well as CEO and Executive Chair of the Board of Reader's Digest Canada for three years.

Ms. Martin has completed two executive development programs at the University of Oxford's Saïd Business School in Britain and Queen's University in Ontario. She is also a graduate of McGill University's Institute of Corporate Directors (ICD).

Andrea C. Martin's appointment became effective as of September 28.

About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec. It holds an 81.53% interest in Quebecor Media, which employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports people working with more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.

Visit our website: quebecor.com

Follow us on Twitter: twitter.com/Quebecor

— 30 —

Information:

Hugo Delaney

Vice President, Public Affairs & Communications

Quebecor

514-380-1808 | hugo.delaney@quebecor.com