



## **Second progress report on fulfilment of Videotron Ltd.'s undertakings**

This report describes the status of the nine undertakings made by Videotron Ltd. (“**Videotron**”) when Freedom Mobile Inc. (“**Freedom**”) was acquired. Under the terms of the agreement, Videotron committed to maintaining plan pricing, promoting competition, extending its business plan and offering new plans, among other things. This report covers the period from July 3, 2024, when our last progress report was filed, to the filing of this report.

### **1. Maintain plan pricing and add data**

**Undertaking:** Videotron commits to maintain the prices of the plans of current Freedom customers in the Markets for a period of 5 years after closing and to increase the local data cap of each existing plan by 10%.

**Status:** In progress

- As indicated in our first progress report, the prices of plans held by Freedom’s existing customers have been maintained. In May and June 2023, Freedom announced a Mobility Price Freeze Promise that applies to all current and future customers for as long as they keep their plan.
- The Price Freeze Promise is central to Freedom’s marketing strategy. In fact, a section of Freedom’s website is dedicated to it; screenshots can be found in Appendix 1 to this report.
- In addition, as indicated in our first progress report, the local data cap on each plan was increased by 10% on May 1, 2023, at no additional charge.

### **2. Promote competition and fight the national carriers**

**Undertaking:** Promote competition in the Markets and compete aggressively with the national mobile wireless service providers in order to offer competitive and affordable pricing.

**Status:** In progress

- Since July 2024, Freedom has continued to disrupt the wireless market in Ontario, Alberta and British Columbia with a strategy that revolves around increasing competition, offering quality products and services at affordable prices, and delivering an enhanced customer experience.
- This disruptive effect is evident in the continuing decline in wireless plan prices. According to the latest data from Statistics Canada, the price of wireless services fell by 5.5% between May 2024 and May 2025, while the overall Consumer Price Index rose by 1.7% over the same period.
- The result is clear: ever-increasing competition in the Canadian wireless market is benefitting Canadians, who continue to see cost savings.

### 3. Extend the business plan and reflect lower prices

**Undertaking:** Extend the business plan in the Markets to reflect the lower pricing achieved in the Québec market.

**Status:** In progress

- Since July 2024, we have continued extending our business plan in the Markets by taking the following actions:
  - **July 2024:**
    - Freedom Mobile launches its services in 50 additional towns and communities in British Columbia and Alberta, including Chilliwack, Hope, Revelstoke, Salmon Arm, Camrose, Wetaskiwin and Edson.
    - Freedom Mobile changes the face of wireless by including 5G access and roaming in the U.S. and Mexico in all monthly plans.
  - **November 2024**
    - Freedom announces a wireless network upgrade in Ontario, Alberta and British Columbia with the activation of nearly 180 5G sites, many offering the benefits of 5G+ technology.
  - **January 2025:**
    - All Freedom monthly plans now offer 5G+ access, with a compatible device, within Freedom's 5G+ coverage area. Existing 5G customers automatically receive 5G+ access, at no extra cost.
    - Freedom introduces two new "Roam Beyond" data plans, a first-of-its-kind offer that allows users to access their plan's features in over 100 international destinations. The data caps on the premium Canada-US-Mexico and Roam Beyond plans is increased to meet Canadians' growing appetite for international roaming.
  - **February 2025:**
    - Freedom launches more affordable plans in Manitoba with higher data caps and nationwide roaming.
  - **April 2025:**
    - Freedom begins the gradual rollout of the 3800 MHz band on its 5G+ network in Ontario, Alberta and British Columbia.
  - **May 2025:**
    - The following 5G undertaking made at the time of the acquisition of Freedom Mobile is achieved by the deadline: *Upgrade Freedom Mobile's infrastructure to enable 90% of its current and future customers to access the 5G network with a compatible device within two years.*

#### 4. Harmonize mobile plan prices

**Undertaking:** Ensure that the regular prices of the mobile plans offered by Freedom are similar to the prices charged by Videotron for comparable plans offered in Québec.

**Status:** In progress

- Freedom’s plans are not only priced similarly to Videotron’s but are actually offered at lower prices for more data:
  - Freedom currently offers the following plans: 60 GB for \$39/month, 80 GB for \$49/month, 100 GB for \$59/month and 150 GB for \$69/month. These plans include the purchase of a new device. They are available on a “bring your own device” basis for \$3 less per month.
  - Videotron currently offers the following plans: 25 GB for \$45/month, 100 GB for \$60/month, 150 GB for \$65/month and 200 GB for \$75/month.
  - A comparison of these plans, based on screenshots, is provided in Appendix 2 to this report.

#### 5. Extend service to Manitoba

**Undertaking:** Extend services to Manitoba within 3 years after the closing by way of an MVNO agreement, a roaming agreement or expansion of our own network, with prices similar to those in Québec.

**Status:** In progress

- Our Fizz brand began rolling out its services in Winnipeg in October 2023, followed by an official launch in April 2024.
- For its part, Freedom launched its mobile services in Manitoba in May 2024, accompanied by the opening of retail outlets in Winnipeg.
- The plans offered by both Fizz and Freedom in Manitoba have since remained comparable to those offered in Québec:
  - Freedom currently offers the following plans in Manitoba (as well as in Alberta, British Columbia and Ontario) : 60 GB for \$39/month, 80 GB for \$49/month, 100 GB for \$59/month and 150 GB for \$69/month.
  - Fizz currently offers the following plans in Manitoba: 5 GB for \$25/month, 20 GB for \$29/month and 60 GB for \$34/month.
  - Videotron currently offers the following plans: 25 GB for \$45/month, 100 GB for \$60/month, 150 GB for \$65/month and 200 GB for \$75/month.
  - A comparison of these plans, based on screenshots, is provided in Appendix 3 to this report.

## 6. Preserve jobs

**Undertaking:** Maintain direct and indirect skilled jobs at equivalent levels.

**Status:** In progress

- Employment levels at Freedom have been maintained: #

#<sup>1</sup>.

## 7. New non-5G plans

**Undertaking:** Offer new non-5G plans with nationwide roaming for at least 20% less than the Benchmark Plans.

**Status:** In progress

- Since July 2024, Freedom has introduced new non-5G plans with nationwide roaming at prices at least 20% below the Benchmark Plans:
  - Freedom currently offers a 4G plan for tablets with 10 GB of data for \$15/month and a 4G plan for Apple Watches with 10 GB of data for \$10/month. Comparable Benchmark Plans (i.e. those with the least data) were the equivalent of more than double the price of Freedom's plans (Bell: Essential plan with 25 GB for \$85/month; Telus: 5G Unlimited 25 with 25 GB for \$85/month; Rogers: Infinite Essential with 25 GB for \$85/month).
  - A comparison of these plans, based on screenshots, is provided in Appendix 4 to this report.

## 8. 5G plans

**Undertaking:** Offer 5G plans with nationwide roaming for at least 20% less than the Benchmark Plans no later than the second year following the closing.

**Status:** In progress

- Since July 2024, Freedom has introduced new 5G plans with nationwide roaming at prices at least 20% below the Benchmark Plans:
  - Freedom currently offers the following plans: 60 GB for \$39/month, 80 GB for \$49/month, 100 GB for \$59/month and 150 GB for \$69/month.

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<sup>1</sup> # #: Information filed with the Department in confidence.

- All these plans include unlimited data in Canada, the U.S. and Mexico (with throttling once the data cap is exceeded).
- All these plans also include unlimited SMS and incoming and outgoing calls to Canada, the U.S. and Mexico.
- Freedom's plans offer more data at a price considerably more than the required 20% below the Benchmark Plans (Bell: Essential plan with 25 GB for \$85/month, Ultimate 45 with 45 GB for \$95/month, Ultimate 60 with 60 GB for \$105/month and Ultimate 100 with 100 GB for \$125/month; Telus: 5G Unlimited 25 with 25 GB for \$85/month, 5G+ Unlimited 50 with 50 GB for \$95/month, 5G+ Unlimited 60 with 60 GB for \$105/month and 5G+ Unlimited 100 with 100 GB for \$125/month; Rogers: Infinite Essential with 25 GB for \$85/month, Infinite Extra with 40 GB for \$95/month, Infinite Advanced with 60 GB for \$105/month and Infinite Premium with 100 GB for \$125/month).
- A comparison of these plans, based on screenshots, is provided in Appendix 5 to this report.

## 9. Investment and rollout strategies

**Undertaking:** Implement the necessary investment and rollout strategies to lower prices for wireless services.

**Status:** In progress

- These major strategic investments have increased the speed and reliability of our networks.
- Videotron and Freedom also expanded 5G coverage by activating 180 new 5G and 5G+ cell sites across Canada and deploying 3500 MHz and 3800 MHz spectrum at existing sites.
- In addition, as a result of our expansion, largely via our Mobile Virtual Network Operator service, Videotron, Fizz and Freedom now reach a combined total of more than 33 million Canadians, over 80% of Canada's population.
- These tireless efforts pushed us past a significant milestone in 2024, when the combined mobile subscriber base of our Videotron, Freedom Mobile and Fizz brands passed the 4-million-lines mark.
- We have implemented competitive investment strategies that have helped transform the Canadian wireless market, delivering on our promise to lower telecommunications prices across Canada, and fulfilling the vast majority of the undertakings we made.