



MANAGEMENT DISCUSSION AND ANALYSIS

FIRST QUARTER 2025

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CORPORATE PROFILE

This Management Discussion and Analysis covers the main activities of Quebecor Inc. in the first quarter of 2025 and the major changes from the previous financial year. Quebecor Inc., one of Canada's largest telecommunications and media groups, operates in the following segments: Telecommunications, Media, and Sports and Entertainment. Unless the context otherwise requires, in this Management Discussion and Analysis, "Quebecor" and "the Corporation" refer to Quebecor Inc. and its subsidiaries.

A Canadian leader in telecommunications and media, Quebecor is expanding its geographic footprint in the Canadian telecom market through a strategy focused on increasing competition in mobile telephony, and is pursuing a convergence strategy to leverage the value of its content for the benefit of its various properties and multiple distribution platforms.

This report should be read in conjunction with the information in the consolidated financial statements and Management Discussion and Analysis for the financial year ended December 31, 2024. All amounts are stated in Canadian dollars ("CAN dollars") unless otherwise indicated.

The Corporation uses financial measures not standardized under International Financial Reporting Standards ("IFRS"), such as adjusted EBITDA, adjusted income from operating activities, adjusted cash flows from operations, free cash flows from operating activities and consolidated net debt leverage ratio. It also uses key performance indicators, such as revenue-generating unit ("RGU") and average monthly mobile revenue per unit ("mobile ARPU"). Definitions of these measures are provided in the "Non-IFRS financial measures" and "Key performance indicators" sections.

HIGHLIGHTS

First quarter 2025

Revenues: \$1.34 billion, a \$19.7 million (-1.4%) decrease.

Adjusted EBITDA:¹ \$549.6 million, a \$9.9 million (-1.8%) decrease, mainly due to a \$22.5 million increase in stock-based compensation charge across all of the Corporation's segments, partly offset by a \$12.5 million (2.2%) increase in the Telecommunications segment's adjusted EBITDA, excluding the impact of stock-based compensation.

Net income attributable to shareholders: \$190.7 million (\$0.82 per basic share), an increase of \$17.5 million (\$0.07 per basic share) or 10.1%.

Adjusted income from operating activities:¹ \$185.1 million (\$0.80 per basic share), an increase of \$22.0 million (\$0.09 per basic share) or 13.5%.

Adjusted cash flows from operations:¹ \$403.3 million, a \$15.7 million (-3.7%) decrease.

Cash flows provided by operating activities: \$420.2 million, a \$31.4 million (8.1%) increase.

¹ See "Non-IFRS financial measures."

Table 1
Consolidated summary of income, cash flows and balance sheet
(in millions of Canadian dollars, except per basic share data)

	Three months ended	
	March 31	
	2025	2024
Income		
Revenues:		
Telecommunications	\$ 1,160.1	\$ 1,179.5
Media	164.6	168.8
Sports and Entertainment	49.7	46.7
Inter-segments	(31.3)	(32.2)
	1,343.1	1,362.8
Adjusted EBITDA (negative adjusted EBITDA):		
Telecommunications	581.4	575.5
Media	(18.6)	(16.7)
Sports and Entertainment	3.5	3.9
Head Office	(16.7)	(3.2)
	549.6	559.5
Depreciation and amortization	(215.3)	(236.2)
Financial expenses	(92.5)	(108.9)
Gain on valuation and translation of financial instruments	-	9.8
Restructuring, impairment of assets and other	3.3	(2.2)
Income taxes	(60.8)	(54.4)
Net income	\$ 184.3	\$ 167.6
Net income attributable to shareholders	\$ 190.7	\$ 173.2
Adjusted income from operating activities	185.1	163.1
Per basic share:		
Net income attributable to shareholders	0.82	0.75
Adjusted income from operating activities	0.80	0.71

Table 1 (continued)

Three months ended
March 31

	2025	2024
Capital expenditures:		
Telecommunications	\$ 142.2	\$ 132.9
Media	2.9	6.2
Sports and Entertainment	1.2	1.4
Head Office	–	–
	146.3	140.5
Acquisitions of spectrum licences	–	59.8
Cash flows:		
Adjusted cash flows from operations:		
Telecommunications	439.2	442.6
Media	(21.5)	(22.9)
Sports and Entertainment	2.3	2.5
Head Office	(16.7)	(3.2)
	403.3	419.0
Free cash flows from operating activities ¹	237.8	222.6
Cash flows provided by operating activities	420.2	388.8
	Mar. 31,	Dec. 31,
	2025	2024
Balance sheet:		
Cash and cash equivalents	\$ 214.2	\$ 61.8
Working capital	79.9	(36.0)
Net assets related to derivative financial instruments	115.6	141.2
Total assets	12,964.9	12,998.7
Bank indebtedness	9.6	6.7
Total long-term debt (including current portion)	7,586.0	7,619.7
Lease liabilities (current and long term)	412.1	409.7
Equity attributable to shareholders	2,215.3	2,157.2
Equity	2,316.4	2,264.7
Consolidated net debt leverage ratio¹	3.26x	3.31x

Telecommunications

- In the first quarter of 2025, the Telecommunications segment's revenues decreased by \$19.4 million (-1.6%), its adjusted EBITDA increased by \$5.9 million (1.0%), or \$12.5 million (2.2%), excluding the impact of the stock-based compensation charge.
- Revenues from mobile services increased by \$19.7 million (4.8%).
- There was a net increase of 34,300 RGUs² (0.4%) in the first quarter of 2025, including 54,400 connections (1.3%) to the mobile telephony service.

¹ See "Non-IFRS financial measures."

² See "Key performance indicators."

- On April 4, 2025, in keeping with its ongoing commitment to improving customer experience, Freedom Mobile Inc. (“Freedom”) began the phased rollout of 3800 MHz spectrum across its 5G+ network in Ontario, Alberta and British Columbia. This rollout will significantly increase the capabilities of Freedom’s network and deliver improved connectivity for customers with 5G+ compatible devices and plans, with theoretical download speeds that can exceed 1 Gbps.

This rollout follows Freedom’s announcement, on January 28, 2025, of a major upgrade to its services: State-of-the-art 5G+ technology was henceforth included in all monthly mobile plans, regardless of price. 5G+ access was also automatically added to the 5G plans of all existing customers with compatible phones, at no extra cost. This was a major step forward in improving the availability of high-speed mobile connectivity. Freedom also expanded international roaming options for its customers by extending the scope of Roam Beyond, a revolutionary plan that lets users enjoy the features of their mobile plan in over 100 global destinations.

- On February 20, 2025, Videotron Ltd (“Videotron”) announced the expansion of its wireless service area to several parts of the Municipalité régionale de comté (“MRC”) de Témiscamingue. Residents and businesses in these areas can now subscribe to Videotron wireless services.
- On February 5, 2025, Fizz announced the launch of Fizz TV, an all-digital television service. Available to all Fizz Internet subscribers in Québec, Fizz TV is differentiated by a pick-and-pay model that lets users build their own TV plan.
- Videotron has also earned several honours since the beginning of 2025. It was ranked the most respected telecommunications company in Québec for the 19th time since 2006 in the 2025 Léger reputation survey. Videotron and its Fizz brand hit a double when Léger released its 2025 WOW Index. The survey once again ranked Videotron as the top telecom retailer in Québec for in-store experience, while Fizz held its position as the Canadian leader in online experience for the sixth consecutive year. Freedom moved up to third place in online experience.

Financing operations

- On April 15, 2025, Quebecor Media Inc. (“Quebecor Media”) terminated its \$300.0 million secured revolving credit facility. On April 30, 2025, Videotron requested an increase in its revolving credit facility by an equivalent amount, consistent with its rights, under its credit agreement, to request additional commitments of up to \$1.00 billion from its lenders. Videotron anticipates that the increase from \$500.0 million to \$800.0 million will become effective in May 2025.
- On February 26, 2025, Videotron amended and restated its credit agreement to, among other things, amend its existing \$500.0 million revolving credit facility (reduced from \$2.00 billion to \$500.0 million on January 29, 2025) by creating two tranches: (i) a first tranche in the amount of \$250.0 million maturing in February 2030, and (ii) a second tranche in the amount of \$250.0 million maturing in February 2026 and providing for a conversion option into a term facility maturing in February 2027.

ANALYSIS OF CONSOLIDATED RESULTS OF OPERATIONS AND CASH FLOWS

2025/2024 first quarter comparison

Revenues: \$1.34 billion, a \$19.7 million (-1.4%) decrease.

- Revenues decreased in Telecommunications (\$19.4 million or -1.6% of segment revenues) and in Media (\$4.2 million or -2.5%).
- Revenues increased in Sports and Entertainment (\$3.0 million or 6.4%).

Adjusted EBITDA: \$549.6 million, a \$9.9 million (-1.8%) decrease. This decrease was due to, among other things, a \$22.5 million increase in the stock-based compensation charge related to a significant change in the fair value of Quebecor stock options and stock-price-based share units.

- There were unfavourable variances at Head Office (\$13.5 million) and in the Media segment (\$1.9 million or -11.4% of segment adjusted EBITDA), and a decrease in the Sports and Entertainment segment (\$0.4 million or -10.3%).
- Adjusted EBITDA increased in Telecommunications (\$5.9 million or 1.0%).

Net income attributable to shareholders: \$190.7 million (\$0.82 per basic share) in the first quarter of 2025, compared with \$173.2 million (\$0.75 per basic share) in the same period of 2024, an increase of \$17.5 million (\$0.07 per basic share) or 10.1%.

- The main favourable variances were:
 - \$20.9 million decrease in the depreciation and amortization charge;
 - \$16.4 million decrease in financial expenses;
 - \$5.5 million favourable variance in the charge for restructuring, impairment of assets and other.
- The unfavourable variances were:
 - \$9.9 million decrease in adjusted EBITDA;
 - \$9.8 million unfavourable variance related to the gain on valuation and translation of financial instruments;
 - \$6.4 million increase in the income tax expense.

Adjusted income from operating activities: \$185.1 million (\$0.80 per basic share) in the first quarter of 2025, compared with \$163.1 million (\$0.71 per basic share) in the same period of 2024, an increase of \$22.0 million (\$0.09 per basic share) or 13.5%.

Adjusted cash flows from operations: \$403.3 million, a \$15.7 million (-3.7%) decrease in the first quarter of 2025 due to the \$9.9 million decrease in adjusted EBITDA and the \$5.8 million increase in capital expenditures.

Cash flows provided by operating activities: \$420.2 million, a \$31.4 million (8.1%) increase due primarily to the favourable net change in non-cash balances related to operating activities and the decrease in the cash portion of financial expenses, partially offset by the decrease in adjusted EBITDA.

Depreciation and amortization charge: \$215.3 million in the first quarter of 2025, a \$20.9 million decrease due mainly to the end of the depreciation cycle for certain assets related to the ongoing review of strategic priorities, which led to a slowdown in capital expenditures in recent years.

Financial expenses: \$92.5 million in the first quarter of 2025, a \$16.4 million decrease due primarily to the impact of lower average interest rates on long-term debt and lower average indebtedness.

Gain on valuation and translation of financial instruments: Nil in the first quarter of 2025 compared with \$9.8 million in the first quarter of 2024, consisting in a gain on embedded derivatives related to convertible debentures.

Restructuring, impairment of assets and other: Net gain of \$3.3 million, a favourable variance of \$5.5 million due mainly to the share of results of associates.

Income tax expense: \$60.8 million in the first quarter of 2025 (effective tax rate of 26.6%), compared with \$54.4 million in the same period of 2024 (effective tax rate of 26.0%), a \$6.4 million unfavourable variance caused mainly by the impact of the increase in taxable income. The effective tax rate is calculated considering only taxable and deductible items.

Financing operations

- On April 15, 2025, Quebecor Media Inc. (“Quebecor Media”) terminated its \$300.0 million secured revolving credit facility. On April 30, 2025, Videotron requested an increase in its revolving credit facility by an equivalent amount, consistent with its rights, under its credit agreement, to request additional commitments of up to \$1.00 billion from its lenders. Videotron anticipates that the increase from \$500.0 million to \$800.0 million will become effective in May 2025.
- On February 26, 2025, Videotron amended and restated its credit agreement to, among other things, amend its existing \$500.0 million revolving credit facility (reduced from \$2.00 billion to \$500.0 million on January 29, 2025) by creating two tranches: (i) a first tranche in the amount of \$250.0 million maturing in February 2030, and (ii) a second tranche in the amount of \$250.0 million maturing in February 2026 and providing for a conversion option into a term facility maturing in February 2027.

SEGMENTED ANALYSIS

Telecommunications

First quarter 2025 operating results

Revenues: \$1.16 billion in the first quarter of 2025, a \$19.4 million (-1.6%) decrease.

- Revenues from mobile telephony services increased \$19.7 million (4.8%) to \$428.8 million, mainly because of an increase in the number of subscriber connections, partially offset by lower average per-connection revenues.
- Revenues from Internet access services decreased \$7.9 million (-2.5%) to \$312.6 million, essentially because of a reduction in the subscriber base and a decrease in average per-subscriber revenues.
- Revenues from television services decreased \$9.0 million (-4.5%) to \$190.2 million, primarily because of the impact of the reduction in the subscriber base.
- Revenues from wireline telephony services decreased \$4.8 million (-7.4%) to \$59.9 million, mainly because of the impact of the decrease in subscriber connections, partially offset by higher average per-connection revenues.
- Revenues from mobile equipment sales to customers decreased \$5.0 million (-3.8%) to \$126.3 million, mainly because of the decrease in the number of mobile devices sold, partially offset by price increases.
- Other revenues decreased \$12.4 million (-22.7%) to \$42.3 million, essentially because of the decrease in revenues from wireline equipment sales due to the availability of Helix equipment on a rental basis since the beginning of June 2024.

Mobile ARPU:¹ \$34.31 in the first quarter of 2025 compared with \$35.94 in the same period of 2024, a \$1.63 (-4.5%) decrease, mainly attributable to higher promotional discounts, lower overage revenues and a change in the customer mix, including the dilutive effect of Freedom's and Fizz's prepaid services.

Customer statistics

Table 2 shows RGUs changes for the three-month and twelve-month periods ended March 31, 2025 and 2024.

Table 2
RGUs changes

(in thousands of units)

	Three months ended		Twelve months ended	
	March 31		March 31	
	2025	2024	2025	2024
Mobile telephony	54.4 1.3 %	60.2 1.6 %	367.5 9.6 %	264.1 15.2 %
Internet access	(3.5) -0.2 %	(6.5) -0.4 %	8.0 0.5 %	9.6 0.6 %
Television	(0.9) -0.1 %	(19.9) -1.5 %	(42.2) -3.2 %	(49.9) -3.6 %
Wireline telephony	(15.7) -2.6 %	(16.4) -2.4 %	(65.1) -9.9 %	(72.5) -9.9 %
Total RGUs	34.3 0.4 %	17.4 0.2 %	268.2 3.6 %	151.3 2.7 %

¹ See "Key performance indicators."

Table 3
Quarter-end RGUs
(in thousands of units)

	Mar. 2025	Dec. 2024	Sept. 2024	June 2024	Mar. 2024	Dec. 2023	Sept. 2023	June 2023
Mobile telephony	4,192.6	4,138.2	4,050.7	3,918.6	3,825.1	3,764.9	3,698.8	3,610.1
Internet access	1,729.1	1,732.6	1,734.3	1,722.5	1,721.1	1,727.6	1,721.3	1,716.8
Television	1,293.5	1,294.4	1,311.9	1,321.9	1,335.7	1,355.6	1,362.5	1,374.5
Wireline telephony	593.2	608.9	627.5	643.4	658.3	674.7	691.9	712.1
Total RGU's	7,808.4	7,774.1	7,724.4	7,606.4	7,540.2	7,522.8	7,474.5	7,413.5

Adjusted EBITDA: \$581.4 million, a \$5.9 million (1.0%) increase, mainly due to disciplined management of promotional discounts and lower costs related to mobile device sales following the integration of Freedom's operations and higher revenues from mobile services, partially offset by the impact of the decrease in revenues from wireline services and the increase of the stock-based compensation charge.

Cost/revenue ratio: Employee costs and purchases of goods and services for all operations, expressed as a percentage of revenues, were 49.9% in the first quarter of 2025 compared with 51.2% in the same period of 2024, mainly due to favourable variance in profit margins on equipment sales.

Adjusted cash flows from operations: \$439.2 million in the first quarter of 2025 compared with \$442.6 million in the same period of 2024 (Table 10). The \$3.4 million (-0.8%) decrease was due to the \$9.3 million increase in capital expenditures, partially offset by the \$5.9 million increase in adjusted EBITDA.

Media

First quarter 2025 operating results

Revenues: \$164.6 million in the first quarter of 2025, a \$4.2 million (-2.5%) decrease.

- Other revenues decreased by \$2.0 million (-4.2%), mainly due to lower revenues from film production and audiovisual services, partially offset by higher digital marketing revenues.
- Advertising revenues decreased by \$1.4 million (-1.8%), mainly in television, partially offset by higher out-of-home revenues following the acquisition of the Canada-wide out-of-home advertising business of Media Group Inc. (NEO-OOH) in October 2024.
- Subscription revenues decreased by \$0.8 million (-1.8%).

Adjusted EBITDA: Negative \$18.6 million in the first quarter of 2025, a \$1.9 million unfavourable variance (-11.4%) due primarily to the impact of the revenue decrease, partially offset by decreases in some operating expenses, including television content costs.

Cost/revenue ratio: Employee costs and purchases of goods and services for all operations, expressed as a percentage of revenues, were 111.3% in the first quarter of 2025 compared with 109.9% in the same period of 2024. This increase was mainly due to the fixed component of costs, which does not fluctuate in proportion to the decrease in revenues.

Adjusted cash flows from operations: Negative \$21.5 million in the first quarter of 2025 compared with negative \$22.9 million in the same period of 2024 (Table 10). The \$1.4 million favourable variance was due to a \$3.3 million decrease in capital expenditures, partially offset by the \$1.9 million decrease in adjusted EBITDA.

Sports and Entertainment

First quarter 2025 operating results

Revenues: \$49.7 million in the first quarter of 2025, a \$3.0 million (6.4%) increase due primarily to higher revenues from books, music and hockey.

Adjusted EBITDA: \$3.5 million in the first quarter of 2025, a \$0.4 million decrease due mainly to the impact of increases in some operating expenses, including the increase in the stock-based compensation charge, partially offset by the impact of the revenue increase.

Adjusted cash flows from operations: \$2.3 million in the first quarter of 2025, a \$0.2 million decrease.

CASH FLOWS AND FINANCIAL POSITION

This section provides an analysis of the Corporation's sources and uses of cash flows, as well as a financial position analysis as of the balance sheet date.

Operating activities

Cash flows provided by operating activities: \$420.2 million in the first quarter of 2025, compared with \$388.8 million in the same period of 2024.

The \$31.4 million (8.1%) increase was primarily due to:

- \$22.7 million favourable net change in non-cash balances related to operating activities, due primarily to favourable variances in accounts receivable, inventory, provisions for stock-based compensation plans and contract assets, partially offset by unfavourable variances in accounts payable, accrued charges and provisions, and income tax payable;
- \$16.4 million decrease in the cash portion of financial expenses;
- \$6.9 million decrease in current income taxes.

Partially offset by:

- \$9.9 million decrease in adjusted EBITDA;
- \$2.9 million increase in the cash portion of the charge for restructuring, impairment of assets and other.

Compared with the first quarter of 2024, cash flows provided by operating activities were favourably impacted in 2025 by an increase in non-cash items related to operating activities in the Telecommunications segment and by lower average interest rate and lower average indebtedness, which resulted in a decrease in financial expenses, partially offset by lower non-cash items related to operating activities in the Media segment.

Working capital: \$79.9 million at March 31, 2025 compared with negative \$36.0 million at December 31, 2024. The \$115.9 million favourable variance was due primarily to an increase in cash and cash equivalents and a decrease in accounts payable, accrued charges and provisions, partially offset by a decrease in accounts receivable.

Investing activities

Cash flows used for capital expenditures: \$182.5 million in the first quarter of 2025 compared with \$166.2 million in the same period of 2024. The \$16.3 million increase was due to a \$10.5 million unfavourable net change in current non-cash item and a \$5.8 million increase in capital expenditures, mainly in the Telecommunications segment.

Net subsidies received to finance additions to property, plant and equipment: \$18.3 million in the first quarter of 2025, compared with \$37.0 million in the same quarter of 2024. These subsidies were received in advance as part of the Québec government's initiative to improve wireless coverage in outlying regions of Québec.

Acquisition of spectrum licences: \$59.8 million in the first quarter of 2024, in connection with the acquisition of spectrum licences in the 3800 MHz band across Canada in May 2024.

Proceeds from disposal of assets: \$0.1 million in the first quarter of 2025 (nil in the first quarter of 2024).

Acquisition of investments and other: cash inflows of \$1.1 million in the first quarter of 2025 compared with investments of \$14.6 million in the same period of 2024.

Free cash flows from operating activities

Free cash flows from operating activities: \$237.8 million in the first quarter of 2025 compared with \$222.6 million in the same period of 2024 (Table 11). The \$15.2 million increase was due mainly to a \$31.4 million increase in cash flows provided by operating activities, partially offset by a \$16.3 million increase in cash flows used for capital expenditures.

Financing activities

Consolidated debt (long-term debt plus bank indebtedness): \$28.4 million reduction in the first quarter of 2025; \$25.6 million net unfavourable variance in the net asset related to derivative financial instruments.

- The \$28.4 million debt reduction in the first quarter of 2025 essentially consisted of:
 - \$33.7 million favourable impact of average exchange rate variance. The consolidated debt decrease attributable to this item was offset by the decrease in the net asset related to derivative financial instruments.

Partially offset by:

- \$4.6 million increase in the bank indebtedness of TVA Group.
- The \$25.6 million net unfavourable variance in the net asset related to derivative financial instruments in the first quarter of 2025 was mainly due to :
 - unfavourable impact of exchange rate fluctuations on the value of derivative financial instruments;
 - unfavourable impact of interest rate trends on the fair value of derivative financial instruments.
- On April 15, 2025, Quebecor Media terminated its \$300.0 million secured revolving credit facility. On April 30, 2025, Videotron requested an increase in its revolving credit facility by an equivalent amount, consistent with its rights, under its credit agreement, to request additional commitments of up to \$1.00 billion from its lenders. Videotron anticipates that the increase from \$500.0 million to \$800.0 million will become effective in May 2025.
- On February 26, 2025, Videotron amended and restated its credit agreement to, among other things, amend its existing \$500.0 million revolving credit facility (reduced from \$2.00 billion to \$500.0 million on January 29, 2025) by creating two tranches: (i) a first tranche in the amount of \$250.0 million maturing in February 2030, and (ii) a second tranche in the amount of \$250.0 million maturing in February 2026 and providing for a conversion option into a term facility maturing in February 2027.

Financial position

Net available liquidity: \$1.01 billion at March 31, 2025 for Quebecor and its wholly owned subsidiaries, consisting of available unused revolving credit facilities of \$799.8 million, plus cash and cash equivalents of \$209.0 million.

Consolidated debt (long-term debt plus bank indebtedness): \$7.56 billion at March 31, 2025, a \$28.4 million decrease compared with December 31, 2024. Consolidated debt essentially consisted of Videotron's debt. There was a \$25.6 million net unfavourable variance in the net asset related to derivative financial instruments (see "Financing activities" above).

As at March 31, 2025, minimum principal payments on long-term debt in the coming years are as follows:

Table 4
Minimum principal payments on Quebecor's long-term debt
12-month periods ended March 31
(in millions of Canadian dollars)

2026	\$	400.0
2027		699.2
2028		1,562.4
2029		750.0
2030		2,119.1
2031 and thereafter		2,055.3
Total	\$	7,586.0

From time to time, Quebecor may (but is under no obligation to) seek to retire or purchase its outstanding securities in open market purchases, privately negotiated transactions, or otherwise. Such repurchases, if any, will depend on its liquidity position and requirements, prevailing market conditions, contractual restrictions and other factors. The amounts involved may be material.

The weighted average term of Quebecor's consolidated debt was approximately 4.4 years as of March 31, 2025 (4.7 years as of December 31, 2024). After taking into account hedging instruments, the debt consisted of approximately 85.1% fixed-rate debt (84.9% at December 31, 2024) and 14.9% floating-rate debt (15.1% at December 31, 2024).

Management of the Corporation believes that cash flows and available sources of financing should be sufficient to cover committed cash requirements for capital expenditures, acquisitions of spectrum licences, working capital, interest payments, income tax payments, debt and lease repayments, share repurchases and dividend payments to shareholders. The Corporation believes it will be able to meet future debt and lease liability maturities, which are staggered over the coming years.

Pursuant to its financing agreements, the Corporation is required to maintain certain financial ratios and comply with certain financial covenants. At March 31, 2025, the Corporation was in compliance with all required financial ratios and restrictive covenants in its financing agreements.

Dividends declared

On May 7, 2025, the Board of Directors of Quebecor declared a quarterly dividend of \$0.35 per share on its Class A Multiple Voting Shares ("Class A Shares") and Class B Subordinate Voting Shares ("Class B Shares"), payable on June 17, 2025 to shareholders of record at the close of business on May 23, 2025.

Analysis of consolidated balance sheet

Table 5

Consolidated balance sheet

Analysis of main differences between March 31, 2025 and December 31, 2024

(in millions of Canadian dollars)

	March 31, 2025 ¹	Dec. 31, 2024 ¹	Difference	Main reasons for difference
Assets				
Cash and cash equivalents	\$ 214.2	\$ 61.8	\$ 152.4	See "Cash flows and financial position"
Accounts receivable	1,085.9	1,208.9	(123.0)	Impact of current variances in activity
Property, plant and equipment	3,280.9	3,302.7	(21.8)	Amortization for the period less acquisitions
Intangible assets	3,466.4	3,486.9	(20.5)	Amortization for the period less acquisitions
Derivative financial instruments ²	115.6	141.2	(25.6)	See "Financing activities"
Other assets	814.0	843.6	(29.6)	Impact of variance in television broadcast rights
Liabilities				
Accounts payable, accrued charges and provisions	1,084.4	1,167.0	(82.6)	Impact of current variances in activity
Long-term debt, including current portion and bank indebtedness	7,560.5	7,588.9	(28.4)	See "Financing activities"

¹ The "restricted cash" and "deferred subsidies" line items are combined for the purposes of the analysis.

² Assets less liabilities.

ADDITIONAL INFORMATION

Contractual obligations

Material contractual obligations of the Corporation's operating activities include capital repayment and interest on long-term debt and lease liabilities; capital expenditure and other commitments, including mobile devices; and obligations related to derivative financial instruments, less estimated future receipts on derivative financial instruments. For a summary of the Corporation's contractual obligations, please refer to Quebecor's Management Discussion and Analysis for the year ended December 31, 2024. As of March 31, 2025, there have been no material changes in the Corporation's major contractual obligations since December 31, 2024.

Related party transactions

In the first quarter of 2025, the Corporation incurred expenses to affiliated corporations in the amount of \$29.2 million (\$33.8 million in 2024), which are included in the purchase of goods and services, and acquired property, plant and equipment and intangible assets from affiliated corporations in the amount of \$10.4 million (\$7.5 million in 2024). The Corporation also made sales to affiliated corporations in the amount of \$7.0 million (\$3.8 million in 2024). These transactions were accounted for at the consideration agreed between parties.

Capital stock

In accordance with Canadian financial reporting standards, Table 6 presents information on the Corporation's capital stock as at April 15, 2025. In addition, 11,237,140 share options of the Corporation were outstanding as of the same date.

Table 6

Capital stock

(in shares and millions of Canadian dollars)

	At April 15, 2025	
	Issued and outstanding	Carrying value
Class A Shares	75,449,875	\$ 8.4
Class B Shares	154,776,304	1,020.7

On August 7, 2024, the Board of Directors of the Corporation authorized a normal course issuer bid for a maximum of 1,000,000 Class A Shares representing approximately 1.3% of issued and outstanding Class A Shares, and for a maximum of 5,000,000 Class B Shares representing approximately 3.2% of issued and outstanding Class B Shares as of August 1, 2024. The purchases can be made from August 15, 2024 to August 14, 2025, at prevailing market prices on the open market through the facilities of the Toronto Stock Exchange or other alternative trading systems in Canada. All repurchased shares will be cancelled.

On August 9, 2024, the Corporation entered into an automatic securities purchase plan ("the plan") with a designated broker whereby shares may be repurchased under the plan at times when such purchases would otherwise be prohibited pursuant to regulatory restrictions or self-imposed blackout periods. The plan received prior approval from the Toronto Stock Exchange. It came into effect on August 15, 2024 and will terminate on the same date as the normal course issuer bid.

Under the plan, before entering a self-imposed blackout period, the Corporation may, but is not required to, ask the designated broker to make purchases under the normal course issuer bid. Such purchases will be made at the discretion of the designated broker, within parameters established by the Corporation prior to the blackout periods. Outside the blackout periods, purchases will be made at the discretion of the Corporation's management.

During the three-month period ended March 31, 2025, the Corporation repurchased and cancelled 1,830,000 Class B Shares for a total cash consideration of \$60.8 million (no shares were repurchased and cancelled in the first quarter of 2024), and 48,444 Class B Shares were issued following the exercise of stock options, for a total cash consideration of \$1.3 million (no shares were issued in the first quarter of 2024).

Financial instruments

The Corporation uses a number of financial instruments, mainly cash and cash equivalents, restricted cash, trade receivables, contract assets, long-term investments, bank indebtedness, trade payables, accrued liabilities, long-term debt, lease liabilities and derivative financial instruments.

In order to manage its foreign exchange and interest rate risks, the Corporation uses derivative financial instruments: (i) to set in CAN dollars future payments on debts denominated in U.S. dollars (interest and principal) and certain purchases of inventories and other capital expenditures denominated in a foreign currency; and (ii) to achieve a targeted balance of fixed- and floating-rate debt. The Corporation does not intend to settle its derivative financial instruments prior to their maturity as none of these instruments is held or issued for speculative purposes.

The carrying value and fair value of long-term debt and derivative financial instruments as of March 31, 2025 and December 31, 2024 are as follows:

Table 7
Fair value of long-term debt and derivative financial instruments
(in millions of Canadian dollars)

Asset (liability)	March 31, 2025		December 31, 2024	
	Carrying value	Fair value	Carrying value	Fair value
Long-term debt¹	\$ (7,586.0)	\$ (7,530.1)	\$ (7,619.7)	\$ (7,540.0)
Derivative financial instruments				
Foreign exchange forward contracts	5.0	5.0	6.9	6.9
Interest rate swaps	(11.5)	(11.5)	(7.2)	(7.2)
Cross-currency swaps	122.1	122.1	141.5	141.5

¹ The carrying value of long-term debt excludes financing costs.

The fair value of long-term debt is estimated based on quoted market prices when available or on valuation models. When the Corporation uses valuation models, the fair value is estimated based on discounted cash flows using period-end market yields or the market value of similar instruments with the same maturity.

The fair value of derivative financial instruments recognized on the consolidated balance sheets is estimated as per the Corporation's valuation models. These models project future cash flows and discount the future amounts to a present value using the contractual terms of the derivative financial instrument and factors observable in external market data, such as period-end swap rates and foreign exchange rates. An adjustment is also included to reflect non-performance risk, impacted by the financial and economic environment prevailing at the date of the valuation, in the recognized measure of the fair value of the derivative financial instruments by applying a credit default premium, estimated using a combination of observable and unobservable inputs in the market, to the net exposure of the counterparty or the Corporation.

An \$8.0 million gain was recorded under "Other comprehensive income" in the first quarter of 2025 in relation to cash flow hedging relationships (\$7.9 million in 2024).

Non-IFRS financial measures

The financial measures not standardized under IFRS that are used by the Corporation to assess its financial performance, such as adjusted EBITDA, adjusted income from operating activities, adjusted cash flows from operations, free cash flows from operating activities and consolidated net debt leverage ratio, are not calculated in accordance with, or recognized by, IFRS. The Corporation's method of calculating these non-IFRS financial measures may differ from the methods used by other companies and, as a result, the non-IFRS financial measures presented in this document may not be comparable to other similarly titled measures disclosed by other companies.

Adjusted EBITDA

In its analysis of operating results, the Corporation defines adjusted EBITDA, as reconciled to net income under IFRS, as net income before depreciation and amortization, financial expenses, gain on valuation and translation of financial instruments, restructuring, impairment of assets and other, and income taxes. Adjusted EBITDA as defined above is not a measure of results that is consistent

with IFRS. It is not intended to be regarded as an alternative to IFRS financial performance measures or to the statement of cash flows as a measure of liquidity. This measure should not be considered in isolation or as a substitute for other performance measures prepared in accordance with IFRS. The Corporation's management and Board of Directors use this measure in evaluating its consolidated results as well as the results of the Corporation's operating segments. This measure eliminates the significant level of impairment and depreciation/amortization of tangible and intangible assets and is unaffected by the capital structure or investment activities of the Corporation and its business segments.

Adjusted EBITDA is also relevant because it is a component of the Corporation's annual incentive compensation programs. A limitation of this measure, however, is that it does not reflect the capital expenditures and acquisitions of spectrum licences needed to generate revenues in the Corporation's segments. The Corporation also uses other measures that do reflect capital expenditures, such as adjusted cash flows from operations and free cash flows from operating activities. The Corporation's definition of adjusted EBITDA may not be the same as similarly titled measures reported by other companies.

Table 8 provides a reconciliation of adjusted EBITDA to net income as disclosed in Quebecor's condensed consolidated financial statements.

Table 8
Reconciliation of the adjusted EBITDA measure used in this report to the net income measure used in the condensed consolidated financial statements
(in millions of Canadian dollars)

	Three months ended March 31	
	2025	2024
Adjusted EBITDA (negative adjusted EBITDA):		
Telecommunications	\$ 581.4	\$ 575.5
Media	(18.6)	(16.7)
Sports and Entertainment	3.5	3.9
Head Office	(16.7)	(3.2)
	549.6	559.5
Depreciation and amortization	(215.3)	(236.2)
Financial expenses	(92.5)	(108.9)
Gain on valuation and translation of financial instruments	-	9.8
Restructuring, impairment of assets and other	3.3	(2.2)
Income taxes	(60.8)	(54.4)
Net income	\$ 184.3	\$ 167.6

Adjusted income from operating activities

The Corporation defines adjusted income from operating activities, as reconciled to net income attributable to shareholders under IFRS, as net income attributable to shareholders before the gain on valuation and translation of financial instruments, and restructuring, impairment of assets and other, net of income tax related to adjustments and net income attributable to non-controlling interest related to adjustments. Adjusted income from operating activities, as defined above, is not a measure of results that is consistent with IFRS. It should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS. The Corporation uses adjusted income from operating activities to analyze trends in the performance of its businesses. The above-listed items are excluded from the calculation of this measure because they impair the comparability of financial results. Adjusted income from operating activities is more representative for forecasting income. The Corporation's definition of adjusted income from operating activities may not be identical to similarly titled measures reported by other companies.

Table 9 provides a reconciliation of adjusted income from operating activities to the net income attributable to shareholders' measure used in Quebecor's condensed consolidated financial statements.

Table 9**Reconciliation of the adjusted income from operating activities measure used in this report to the net income attributable to shareholders measure used in the condensed consolidated financial statements**

(in millions of Canadian dollars)

	Three months ended March 31	
	2025	2024
Adjusted income from operating activities	\$ 185.1	\$ 163.1
Gain on valuation and translation of financial instruments	–	9.8
Restructuring, impairment of assets and other	3.3	(2.2)
Income taxes related to adjustments ¹	1.9	2.4
Non-controlling interest related to adjustments	0.4	0.1
Net income attributable to shareholders	\$ 190.7	\$ 173.2

¹ Includes impact of fluctuations in income tax applicable to adjusted items, either for statutory reasons or in connection with tax transactions.

Adjusted cash flows from operations and free cash flows from operating activities*Adjusted cash flows from operations*

Adjusted cash flows from operations represents adjusted EBITDA less capital expenditures (excluding spectrum licence acquisitions). Adjusted cash flows from operations represents funds available for interest and income tax payments, expenditures related to restructuring programs, business acquisitions, acquisitions of spectrum licences, payment of dividends, repayment of long-term debt and lease liabilities, and share repurchases. Adjusted cash flows from operations is not a measure of liquidity that is consistent with IFRS. It is not intended to be regarded as an alternative to IFRS financial performance measures or to the statement of cash flows as a measure of liquidity. Adjusted cash flows from operations is used by the Corporation's management and Board of Directors to evaluate the cash flows generated by the operations of all of its segments, on a consolidated basis, in addition to the operating cash flows generated by each segment. Adjusted cash flows from operations is also relevant because it is a component of the Corporation's annual incentive compensation programs. The Corporation's definition of adjusted cash flows from operations may not be identical to similarly titled measures reported by other companies.

Free cash flows from operating activities

Free cash flows from operating activities represents cash flows provided by operating activities calculated in accordance with IFRS, less cash flows used for capital expenditures (excluding spectrum licence acquisitions), plus proceeds from disposal of assets. Free cash flows from operating activities is used by the Corporation's management and Board of Directors to evaluate cash flows generated by the Corporation's operations. Free cash flows from operating activities represents available funds for business acquisitions, acquisitions of spectrum licences, payment of dividends, repayment of long-term debt and lease liabilities, and share repurchases. Free cash flows from operating activities is not a measure of liquidity that is consistent with IFRS. It is not intended to be regarded as an alternative to IFRS financial performance measures or to the statement of cash flows as a measure of liquidity. The Corporation's definition of free cash flows from operating activities may not be identical to similarly titled measures reported by other companies.

Tables 10 and 11 provide a reconciliation of adjusted cash flows from operations and free cash flows from operating activities to cash flows provided by operating activities reported in the condensed consolidated financial statements.

Table 10**Adjusted cash flows from operations**

(in millions of Canadian dollars)

	Three months ended March 31	
	2025	2024
Adjusted EBITDA (negative adjusted EBITDA)		
Telecommunications	\$ 581.4	\$ 575.5
Media	(18.6)	(16.7)
Sports and Entertainment	3.5	3.9
Head Office	(16.7)	(3.2)
	549.6	559.5
Minus		
Capital expenditures: ¹		
Telecommunications	(142.2)	(132.9)
Media	(2.9)	(6.2)
Sports and Entertainment	(1.2)	(1.4)
Head Office	-	-
	(146.3)	(140.5)
Adjusted cash flows from operations		
Telecommunications	439.2	442.6
Media	(21.5)	(22.9)
Sports and Entertainment	2.3	2.5
Head Office	(16.7)	(3.2)
	\$ 403.3	\$ 419.0

¹ **Reconciliation to cash flows used for capital expenditures as per condensed consolidated financial statements**

	Three months ended March 31	
	2025	2024
Capital expenditures	\$ (146.3)	\$ (140.5)
Net variance in current operating items related to capital expenditures (excluding government credits receivable for large investment projects)	(36.2)	(25.7)
Cash flows used for capital expenditures	\$ (182.5)	\$ (166.2)

Table 11**Free cash flows from operating activities and cash flows provided by operating activities reported in the condensed consolidated financial statements**

(in millions of Canadian dollars)

	Three months ended March 31	
	2025	2024
Adjusted cash flows from operations from Table 10	\$ 403.3	\$ 419.0
Plus (minus)		
Cash portion of financial expenses	(90.2)	(106.6)
Cash portion of restructuring, impairment of assets and other	(3.3)	(0.4)
Current income taxes	(75.2)	(82.1)
Other	(0.4)	1.3
Net change in non-cash balances related to operating activities	39.8	17.1
Net variance in current operating items related to capital expenditures (excluding government credits receivable for large investment projects)	(36.2)	(25.7)
Free cash flows from operating activities	237.8	222.6
Plus (minus)		
Cash flows used for capital expenditures (excluding spectrum license acquisitions)	182.5	166.2
Proceeds from disposal of assets	(0.1)	–
Cash flows provided by operating activities	\$ 420.2	\$ 388.8

Consolidated net debt leverage ratio

The consolidated net debt leverage ratio represents consolidated net debt, divided by the trailing 12-month adjusted EBITDA. Consolidated net debt represents total long-term debt plus bank indebtedness, lease liabilities and liabilities related to derivative financial instruments, less assets related to derivative financial instruments and cash and cash equivalents. The consolidated net debt leverage ratio serves to evaluate the Corporation's financial leverage and is used by management and the Board of Directors in decisions on the Corporation's capital structure, including its financing strategy, and in managing debt maturity risks. Consolidated net debt leverage ratio is not a measure established in accordance with IFRS. It is not intended to be used as an alternative to IFRS measures or the balance sheet to evaluate the Corporation's financial position. The Corporation's definition of consolidated net debt leverage ratio may not be identical to similarly titled measures reported by other companies.

Table 12 provides the calculation of consolidated net debt leverage ratio and the reconciliation to balance sheet items reported in Quebecor's condensed consolidated financial statements.

Table 12**Consolidated net debt leverage ratio**

(in millions of Canadian dollars)

	March 31, 2025	Dec. 31, 2024
Total long-term debt¹	\$ 7,586.0	\$ 7,619.7
Plus (minus)		
Lease liabilities ²	412.1	409.7
Bank indebtedness	9.6	6.7
Derivative financial instruments ³	(115.6)	(141.2)
Cash and cash equivalents	(214.2)	(61.8)
Consolidated net debt	7,677.9	7,833.1
Divided by:		
Trailing 12-month adjusted EBITDA	\$ 2,357.6	\$ 2,367.5
Consolidated net debt leverage ratio	3.26x	3.31x

¹ Excludes financing costs.² Total liabilities.³ Assets less liabilities.**Key performance indicators****Revenue-generating unit**

The Corporation uses RGU, an industry metric, as a key performance indicator. An RGU represents, as the case may be, subscriber connections to the mobile and wireline telephony services and subscriptions to the Internet access and television services. RGU is not a measurement that is consistent with IFRS and the Corporation's definition and calculation of RGU may not be the same as identically titled measurements reported by other companies or published by public authorities.

Average monthly mobile revenue per unit

The Corporation uses mobile ARPU, an industry metric, as a key performance indicator. This indicator is calculated by dividing mobile telephony revenues by the average number of mobile RGUs during the applicable period, and then dividing the resulting amount by the number of months in the applicable period. Mobile ARPU is not a measurement that is consistent with IFRS and the Corporation's definition and calculation of mobile ARPU may not be the same as identically titled measurements reported by other companies.

Controls and procedures

The purpose of internal controls over financial reporting is to provide reasonable assurance as to the reliability of the Corporation's financial reporting and the preparation of its consolidated financial statements in accordance with IFRS.

There have not been any changes in internal controls over financial reporting during the three months ended March 31, 2025 that have materially affected, or are reasonably likely to materially affect, the Corporation's internal controls over financial reporting.

Additional information

The Corporation is a reporting issuer subject to the securities laws of all Canadian provinces and is therefore required to file financial statements, a proxy circular and an annual information form with the various securities commissions. Copies of those documents are available free of charge from the Corporation on request at www.quebecor.com and on the SEDAR+ website at www.sedarplus.ca.

Cautionary statement regarding forward-looking statements

The statements in this report that are not historical facts are forward-looking statements and are subject to significant known and unknown risks, uncertainties and assumptions that could cause Quebecor's actual results for future periods to differ materially from those set forth in forward-looking statements. Forward-looking statements may be identified by the use of the conditional or by forward-looking terminology such as the terms "plans," "expects," "may," "anticipates," "intends," "estimates," "projects," "seeks," "believes," or similar terms, variations of such terms or the negative of such terms. Some important factors that could cause actual results to differ materially from those expressed in these forward-looking statements include, but are not limited to:

- Quebecor's ability to continue successfully developing its network and the facilities that support its mobile services;
- general economic climate, financial and economic market conditions, global business challenges, such as tariffs and trade barriers, as well as market conditions and variations in the businesses of local, regional and national advertisers in Quebecor's newspapers, television outlets and other media properties;
- Quebecor's ability to implement its business and growth strategies successfully;
- the intensity of competitive activity in the industries in which Quebecor operates and its ability to penetrate new markets and successfully develop its business, including in growth sectors and new geographies;
- fragmentation of the media landscape and its impact on the advertising market and the media properties of Quebecor;
- new technologies that might change consumer behaviour with respect to Quebecor's product suites;
- unanticipated higher capital spending required for developing Quebecor's network or to address the continued development of competitive alternative technologies, or the inability to obtain additional capital to continue the development of Quebecor's business segments;
- risks relating to the ongoing integration of Freedom, acquired in 2023, which could result in additional and unforeseen expenses, capital expenditures and financial risks, such as the incurrence of unexpected write-offs, unanticipated or unknown liabilities, or unforeseen litigation. In addition, the anticipated benefits of the Freedom acquisition may not be fully realized or could take longer to realize than expected;
- the impacts of the significant and recurring investments that will be required for development and expansion and to compete effectively with the incumbent local exchange carriers ("ILECs") and other current or potential competitors in the Telecommunications segment's target markets;
- disruptions to the network through which Quebecor provides its television, Internet access, mobile and wireline telephony and over-the-top (OTT) services, and its ability to protect such services against piracy, unauthorized access and other security breaches;
- labour disputes and strikes, service interruptions resulting from equipment breakdown, network failure, the threat of natural disasters, epidemics, public-health crises and political instability in some countries;
- impacts related to environmental issues, cybersecurity and the protection of personal information;
- changes in Quebecor's ability to obtain services and equipment critical to its operations;
- changes in laws and regulations, or in their interpretations, which could result, among other things, in increased competition, changes in Quebecor's markets, increased operating expenses, capital expenditures or tax expenses, or a reduction in the value of some assets; and
- Quebecor's substantial indebtedness, interest rate and exchange rate fluctuations, the tightening of credit markets and the restrictions on its business imposed by the terms of its debt.

The forward-looking statements in this document are made to provide investors and the public with a better understanding of the Corporation's circumstances and are based on assumptions it believes to be reasonable as of the day on which they are made. Investors and others are cautioned that the foregoing list of factors that may affect future results is not exhaustive and that undue reliance should not be placed on any forward-looking statements. For more information on the risks, uncertainties and assumptions that could cause the Corporation's actual results to differ from current expectations, please refer to the Corporation's public filings, available at www.sedarplus.ca and www.quebecor.com, including, in particular, the "Trend Information" and "Risks and Uncertainties" sections of the Corporation's Management Discussion and Analysis for the year ended December 31, 2024.

The forward-looking statements in this document reflect the Corporation's expectations as of May 7, 2025, and are subject to change after that date. The Corporation expressly disclaims any obligation or intention to 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.

Montréal, Québec

May 7, 2025

QUEBECOR INC.

SELECTED QUARTERLY FINANCIAL DATA

(in millions of Canadian dollars, except per share data)

	2025			2024			2023		
	March 31	Dec. 31	Sept. 30	June 30	March 31	Dec. 31	Sept. 30	June 30	
Revenues	\$ 1,343.1	\$ 1,499.0	\$ 1,389.7	\$ 1,386.9	\$ 1,362.8	\$ 1,504.8	\$ 1,415.4	\$ 1,398.5	
Adjusted EBITDA	549.6	589.0	594.1	624.9	559.5	565.4	624.4	605.2	
Adjusted cash flows from operations	403.3	446.3	435.3	449.7	419.0	395.7	482.4	455.3	
Contribution to net income attributable to shareholders:									
Operating activities	185.1	186.6	192.2	205.1	163.1	167.5	202.3	182.3	
Gain (loss) on valuation and translation of financial instruments	-	-	-	5.7	9.7	(8.7)	13.1	1.8	
Unusual items	5.6	(8.9)	(3.2)	(3.2)	0.4	(12.6)	(6.1)	(10.0)	
Net income attributable to shareholders	190.7	177.7	189.0	207.6	173.2	146.2	209.3	174.1	
Basic data per share									
Contribution to net income attributable to shareholders:									
Operating activities	\$ 0.80	\$ 0.80	\$ 0.82	\$ 0.89	\$ 0.71	\$ 0.73	\$ 0.88	\$ 0.79	
Gain (loss) on valuation and translation of financial instruments	-	-	-	0.02	0.04	(0.04)	0.06	0.01	
Unusual items	0.02	(0.04)	(0.01)	(0.01)	-	(0.06)	(0.03)	(0.05)	
Net income attributable to shareholders	0.82	0.76	0.81	0.90	0.75	0.63	0.91	0.75	
Weighted average number of shares outstanding (in millions)	231.3	232.9	234.3	230.8	230.7	230.7	230.9	230.9	
Diluted data per share									
Contribution to net income attributable to shareholders:									
Operating activities	\$ 0.80	\$ 0.80	\$ 0.82	\$ 0.89	\$ 0.70	\$ 0.72	\$ 0.87	\$ 0.78	
Dilution impact	-	-	-	-	-	0.01	-	-	
Gain (loss) on valuation and translation of financial instruments	-	-	-	0.02	-	(0.04)	-	-	
Unusual items	0.02	(0.04)	(0.01)	(0.01)	-	(0.06)	(0.03)	(0.05)	
Net income attributable to shareholders	0.82	0.76	0.81	0.90	0.70	0.63	0.84	0.73	
Diluted weighted average number of shares (in millions)	232.2	233.5	234.7	231.1	236.0	230.9	236.2	236.2	