

**PRESS RELEASE**  
*For immediate release*



## **Quebecor's new website goes live**

**Montréal, December 14, 2017** — Quebecor announces the launch of a new, user-friendly website tailored to the needs of customers, investors and the media. The [quebecor.com](http://quebecor.com) site has been entirely rethought and redesigned to reflect the organization's character, with new features and fully responsive design.

"Quebecor is a leader in digital media," said Hugo Delaney, Vice President, Public Affairs and Communications of Quebecor. "We wanted to offer visitors to our website optimized navigation and quality content, just as our brands do. Today, we have a modern platform that offers original multimedia content and promotes sharing on social media. At the same time, it presents Quebecor's activities and its commitment to the community in a new light."

### **New website tells our story**

Quebecor's new website is a showcase for its activities in all areas: telecommunications, media, culture, sports and entertainment. The intuitive design allows fast access to information and the content goes straight to the point, without attempting to replace the websites of Quebecor's subsidiaries.

Original visuals that reflect the Corporation's image and its industry are prominently featured. Examples include a homepage video produced by Romeo & Fils.

### **Streamlined, efficient experience for investors**

Special attention was paid to providing investors and analysts with easy access to financial documents and enhancing their general browsing experience. For example, users can now import full information on financial events directly into their personal calendars, access webcasts or check Quebecor's stock price in near real-time.

### **Expanded press room**

In addition to the Corporation's official press releases, the press room now includes a *Latest News* section. "Press releases still have their place but having a news section gives us more flexibility in terms of the content we post and lends the 400 organizations we support every year greater exposure," Mr. Delaney explained.

The site also includes a powerful search engine and suggests related content based on users' interests.

## **Project team**

The redesign of Quebecor's website was managed by its Public Affairs and IT departments, with support from Savoir-faire Linux.

**Product manager, design and web integration:** Gabriel Marchesseault

**Copywriting and design:** Ariane Lareau

**Project management:** Victoria Nguyen and Karine Robillard

**Business needs analysis:** Minh-Chau Chung

**Product manager, finance:** Nellie Baladi

**Concept development:** Michel Auger

**Operational development:** Xavier Lopez

**IT infrastructure architect:** Fadi Matni

**IT project manager:** Marc Lamarche

**Agency:** Savoir-faire Linux

## **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.

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