



PRESS RELEASE

For immediate release

**Quebecor enriches automotive content with acquisition
of *Le Guide de l'auto***

Montréal, August 13, 2018 — Continuing its drive to enrich its content offerings across all platforms, Quebecor today announced the acquisition of *Le Guide de l'auto*, THE go-to source for automotive information.

Le Guide de l'auto has been a fixture on Québec's media and automotive landscape for more than 53 years. It produces a yearly car guide published by Éditions de l'Homme, a Quebecor publishing house, and it has also successfully gone digital. Every month, the *guideautoweb.com* website and its English-language counterpart *carguideweb.com* log 1,500,000 unique visitors and more than 7 million page views.

"We are confident that incorporating all iterations of this flagship brand into Quebecor will enable us to propel *Le Guide de l'auto* to even greater growth and strengthen our automotive content on all our platforms," said Mathieu Turbide, Vice President, Digital Content, of Quebecor.

Jean Lemieux, the architect of the digital transformation of *Le Guide de l'auto* along with Patrick Lauzon, will continue overseeing the publication, with his team, in his new position as Director of Automotive Content at Quebecor. Patrick Lauzon is leaving *Le Guide de l'auto* but will continue his wide-ranging investments in media and digital technology.

"Patrick and I are very pleased that *Le Guide de l'auto* is being acquired by a local business and will remain Québec-owned," said Jean Lemieux. "We know that the many opportunities Quebecor can offer will help power this distinguished brand's future development."

"By bringing together in a single team experts who are equipped to address all things car-related, we will be able to go still further in identifying and leveraging content that is relevant to our readers and maintain the status of *Le Guide de l'auto* as the leading reference source in its field," said Christian Jetté, President Publishing, Book Group, of Quebecor.

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 and 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 more than 400 organizations working in the vital fields of culture, health, education, the environment and entrepreneurship.

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