



CORPORATE SOCIAL RESPONSIBILITY




Commitment to employees

Commitment to the environment

Commitment to the community

Governance

In keeping with its commitment to corporate social responsibility (CSR), Quebecor has behaved as a responsible and engaged community leader for more than 60 years. Every day, that commitment is translated into Quebecor's business processes through a multitude of concrete actions aimed at protecting the environment, providing employees with a motivational work experience, and supporting the community through generous corporate giving.



COMMITMENT TO EMPLOYEES

Openness to innovation and creativity, dedication to performance, a passion for customer service, teamwork and agility are the values that drive Quebecor's 10,000 employees. As its people are its most valued asset, Quebecor is committed to providing them with a stimulating, balanced and healthy work experience that enables them to realize their full potential.

ATTRACTING, DEVELOPING AND ENGAGING TALENT

ACQUIRING THE BEST TALENT

In 2018, Quebecor and its subsidiaries continued their efforts to position themselves as **employers of choice** in fields of all kinds. Videotron refashioned its employer brand and placed it at the centre of its *Show us what you're made of* external recruitment campaign. The Quebecor head office and TVA Group reviewed their onboarding programs for new employees and managers, and the Sports and Entertainment Group team increased its presence at job fairs.



VIDEOTRON ON CANADA'S TOP 100 EMPLOYERS LIST

In addition to making the list of best employers in Montréal, where its head office is located, Videotron appeared on the Canada's Top 100 Employers list for the first time. These honours were complemented by an employee engagement index of 79%, an increase from the previous year.



LE — CAM PUS

PROFESSIONAL DEVELOPMENT INITIATIVES AT EVERY LEVEL

Leaders' Forum

The second **Leaders' Forum** was held at MELS' studios in March 2018. The strategic alignment meeting was an opportunity to discuss priorities and transformative projects across all the Corporation's subsidiaries. After the success of the first Leaders' Forum, the number of employees invited was doubled to 200.

Campus Québecor

In 2018, 170 employees took the **Belonging** training module at Campus Québecor. The all-day onboarding and training session, intended primarily for new employees, gives participants a better understanding of Quebecor's history, objectives and vision, and an opportunity to connect with colleagues from all the Corporation's subsidiaries.

Also in 2018, 214 managers took the new 5-day **Simply managing** training course, designed to help managers develop their skills and create a common language.

FOCUS ON OCCUPATIONAL HEALTH & SAFETY AND WELLNESS

Quebecor introduced a number of new programs in 2018 to promote health & safety and wellness in the workplace.

- ◆ In view of the legalization of cannabis, managers were offered **training**, and the policy on drugs and alcohol in the workplace was updated and distributed to all employees.
- ◆ An awareness and education campaign on **responsible use of medication** was launched in fall 2018.
- ◆ An awareness **campaign on data security for employees** at all Quebecor subsidiaries was conducted to reduce the number of cybersecurity breaches.
- ◆ A flu **vaccination clinic** was organized for employees at Quebecor's head office.

PROMOTING A HEALTHY AND ACTIVE LIFESTYLE

A number of initiatives were launched at some workplaces to encourage employees to adopt a healthy lifestyle, including talks on physical activity, meditation and nutrition, and invitations to take part in sporting events. TVA Group opened its **first exercise room, 519 Le Gym**, at its Montréal offices in 2018. The head offices of Quebecor, Videotron and some other subsidiaries were already equipped with gyms. Personal training programs designed by a kinesiologist and a selection of fitness classes are also available to employees at some subsidiaries.



More than 125 employees and public personalities from the Quebecor family participated in the Grand défi Pierre Lavoie, an organization that promotes healthy lifestyle choices. The photo shows the Quebecor team at one of its events, the **Grande marche** in Montréal in the fall of 2018.



1,000K team in the Grand défi Pierre Lavoie

Employees team up to support the community

Every year, Quebecor gives its employees a chance to be part of its community engagement initiatives by participating in a variety of sporting events with their co-workers.



In June 2018, Videotron and Quebecor head office employees took part in one of the four challenges in the **Défi Entreprises**, an event that promotes a healthy lifestyle in the workplace.



In August 2018, more than 120 employees from all Quebecor subsidiaries cycled from Trois-Rivières to Saint-Augustin-de-Desmaures in the **Granfondo Garneau-Québecor**. The 118-km ride was a fundraiser for Little Brothers.





VALUING HUMAN DIVERSITY AND INCLUSION

Quebecor is committed to creating an inclusive, respectful, fair, equal-opportunity workplace for all. Every employee has the opportunity to apply and develop his or her skills and strengths in the workplace, regardless of gender, culture, religion, disability or sexual orientation.

FEMALE LEADERSHIP

Quebecor subsidiaries took various initiatives to promote female talent, bring more women into management positions and ensure gender diversity at all levels of the organization. Women's mentoring programs and a series of on-site talks by inspirational women leaders were introduced for Videotron employees. Numerous other actions are planned in 2019 to increase the number of women in leadership positions throughout the Corporation.



Women represented at Quebecor and its subsidiaries

	Women employees	In management positions ¹	On management committees ²
Quebecor	60%	43%	33%
TVA group	49%	57%	31%
Sports and Entertainment Group	55%	56%	14%
Videotron	30%	31%	33%
Books, Newspapers, Digital and Music divisions	47%	39%	40%

¹ As of June 2018.

² As of June 2018. Includes different types of management committees, not just the executive committee.

COMMITMENT TO THE ENVIRONMENT

Mindful of the importance of preserving our environment, Quebecor takes steps every day to reduce its environmental footprint, while encouraging its employees, customers, partners and the public to adopt environmentally responsible habits.

COMMITTED TO A GREENER FUTURE

Following the review of its environmental policy in 2018, Quebecor reassessed areas for action and clarified its commitments.

- ♦ **Manage environmental risks proactively** and ensure that its operations comply with all applicable laws and regulations.
- ♦ **Preserve natural resources**, working with the community and the suppliers.
- ♦ **Support the fight against climate change** by reducing CO₂ emissions from its facilities and vehicle fleet.
- ♦ **Recover, recycle and reuse waste**, with an emphasis on end-of-life management of electronic devices.

RESPONSIBLE PROCUREMENT

In 2018, Quebecor implemented a number of measures to support responsible sourcing.

- ♦ Adopted and posted a **Code of Conduct for Quebecor Suppliers** on the Corporation's website to manage supply-chain issues, ensuring that suppliers comply with sustainable development principles.
- ♦ Incorporated environmental criteria into **packaging design** for Videotron products.
- ♦ Used **environmentally responsible paper**, such as recycled or Forest Stewardship Council certified-paper, whenever possible.
- ♦ Disclosed information on **forest product use** to investors as part of CDP (formerly Carbon Disclosure Project), the most comprehensive database of self-reported environmental data in the world.



**ENGAGÉS
VERT
L'AVENIR**



WASTE MANAGEMENT

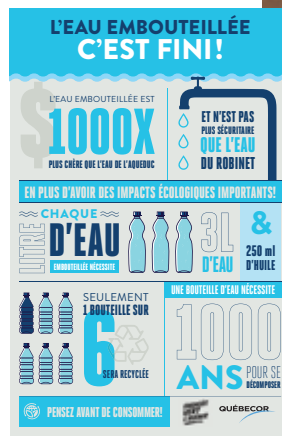
Quebecor is constantly improving waste management by reducing and reusing waste at source.

We recycle - more!

Nearly 7.5 million obsolete electronic devices and accessories have been collected for reuse or recycling through the **We Recycle** program since 2012. The Corporation encourages consumers to return their obsolete equipment by mail or at one of 180 drop-off points at Videotron stores, Vidéotron le superclub locations and some Quebecor sites.

TVA Group wins award during Québec Waste Reduction Week

TVA Group's composting project earned it the first Défi Entreprises award during Québec Waste Reduction Week. TVA Group set up organic waste collection bins at its Montréal offices and ran an information and awareness campaign for employees on composting and the zero-waste lifestyle.



Bottled water is no more at Quebecor!

In 2018, Quebecor committed to removing single-use water bottles from its workplaces. The Corporation has stopped purchasing water bottles and they will gradually be completely removed from Quebecor's workplaces and those of its subsidiaries.



ENERGY MANAGEMENT

Electric vehicle fleet

In 2018, Quebecor drafted a **plan to shift to electric vehicles** in order to increase energy efficiency and reduce greenhouse gas (GHG) emissions. The plan provides for the gradual replacement of Quebecor's vehicles with energy-efficient or electric cars, as well as the installation of a vehicle telemetry system.

In January 2019:

- ♦ Quebecor's vehicle fleet had **18 electric vehicles**.
- ♦ **There were 26 charging stations** available for Quebecor vehicles, employees and customers at Quebecor workplaces.

Quebecor also continues to report its GHG emissions to CDP. The 2018 report on the previous year indicated that:

- ♦ 84% of the energy used by the Corporation came from renewable sources.
- ♦ over 50% of its GHG emissions were produced by its vehicle fleet.

Energy efficiency project at head office

Quebecor launched an **energy efficiency project** at its head office in 2018. Measures such as installing new condensing boilers, optimizing energy consumption control equipment, increasing heat recovery and repairing equipment will reduce GHG emissions at head office by 269 tonnes per year.

LARGE-SCALE ENVIRONMENTALLY SUSTAINABLE EVENTS

Quebecor's **Gestev** subsidiary has been certified under Bureau de normalisation du Québec (BNQ) Standard 9700-253 for responsible event management since 2011. In 2018, Gestev mounted three major events under that certification: the **Québec City Marathon**, the **Vélirium**, and the **Jamboree**.

Quebecor and its subsidiaries also organized a number of **corporate events** in 2018 that met a series of environmentally responsible criteria, including the **Annual Meeting of Shareholders**; the **Leaders' Forum**, a meeting that brings together 200 senior executives; the **Grand rendez-vous Vidéotron**, an annual year-end event for over 2,200 employees; and the **Belonging** training modules at **Campus Québecor**.

MELS AND TVA GROUP ARE ROLLING GREEN

In November 2018, **Quebecor's MELS and TVA Group subsidiaries**, in conjunction with the Quebec Film and Television Council and the Conseil québécois des événements écoresponsables, launched *Rolling Green*, an action plan to accelerate the shift toward environmentally responsible audiovisual production in Québec. The project has brought many stakeholders together, receiving support from the audiovisual industry and Montréal mayor Valérie Plante. Its primary goal is to educate and engage industry players and equip them to reduce environmental impacts at every stage of the production process.



MORE GREEN AMBASSADORS!

Quebecor is proud to count among its employees 81 green ambassadors who get involved in environmentally friendly projects and awareness-raising activities beyond their work duties.



Quebecor launched a campaign to encourage employees to drop off old electronic devices as part of the *We Recycle* program.



Quebecor's Environmental Affairs team took the *Big Splash*, an event that promotes better public access to the St. Lawrence River.



The green ambassadors set up urban gardens and made them available to employees at three workplaces.



Quebecor green ambassadors took part in Équiterre's *Change the World Run*, a zero-waste race for the environment.



Quebecor employees were encouraged to test drive electric vehicles at two corporate sites as part of Équiterre's Electrifying Encounters program.



In conjunction with Soverdi, Quebecor organized a second tree planting activity at MELS, adding 120 trees to the hundred planted in 2016.

CORPORATE GIVING

Quebecor's founder Pierre Péladeau, a man of boundless generosity, was a supporter of every worthy cause, large or small. That commitment has always remained embedded in the Corporation's values. For more than 60 years, Quebecor has been giving back to the community everywhere in Québec by backing organizations that make a real difference in many spheres, with a large portion set aside for culture, naturally.

Quebecor in the community:

- ◆ Donations and sponsorships worth more than \$45 million in 2018, or 2.6% of adjusted EBITDA.
- ◆ Almost half went to support the development and dissemination of Québec culture.
- ◆ Approximately 500 organizations across Québec received support.

CULTURE OF ENGAGEMENT

QUEBECOR TRIBUTE EVENING CELEBRATES OUTSTANDING FIGURES IN QUÉBEC CULTURE

The **Quebecor Prize**, which honours creative artists who have left their mark on Québec's cultural landscape, was awarded in June 2018 to singer Patsy Gallant and actor Andrée Laplante in recognition of their brilliant careers and important contributions to Québec culture. More than 350 personalities from Québec's cultural and business communities gathered at the chalet on Mount Royal for the presentation of the awards, each accompanied by a \$50,000 purse, at the 6th Quebecor Tribute Evening.



Refus global: 70 ans exhibit at Quebecor Espace musée



Quebecor Prize

70TH ANNIVERSARY OF REFUS GLOBAL AT ESPACE MUSÉE QUEBECOR

In October 2018, Quebecor mounted an original exhibition at **Espace musée**, its head office gallery, to mark the 70th anniversary of the *Refus global* manifesto and pay tribute to the signers of the document that helped shape the identity and culture of modern Québec. At the **Refus global : 70 ans** exhibit, the public, the media and Quebecor employees were able to view an impressive collection of works by the artists who signed the manifesto, including an original signed copy of the document.

QUEBECOR, MAJOR PARTNER OF THE FONDATION DU CHUM

After donating \$15.0 million to the **Fondation du Centre hospitalier de l'Université de Montréal (CHUM)** in 2018, Quebecor maintained its commitment in 2018. Among other things, Quebecor was a prominent supporter of the foundation's 20th benefit dinner, where Pierre Karl Péladeau served as honorary president. The event raised more than \$1 million for the new CHUM hospital in downtown Montréal.

PIERRE PÉLADEAU BURSARIES

20 YEARS OF IDEAS, TALENT AND DARING

In October 2018, more than 260 guests from the business community gathered to celebrate the **20th anniversary** of Quebecor's **Pierre Péladeau Bursaries**. To mark the milestone, Quebecor doubled the total value of the bursaries from \$100,000 to \$200,000 and added a 4th prize. Since the bursaries were created in 1999, Quebecor has distributed \$1.9 million to support more than 60 Québec-based start-ups, some with an international footprint.

Recipients of the 2018 Pierre Péladeau Bursaries

♦ C-Sar Energy – \$100,000

Dino Mehanovic and Jean-François Dufault from Université de Sherbrooke have developed a competitively priced solar reactor that synthesizes hydrogen using the sun's rays as an energy source.

♦ ChrysaLabs – \$50,000

Gabriel Mangeat and Benjamin De Leener of Polytechnique Montréal have created a system that lets farmers evaluate soil health and fertility in real time.

♦ Tero – \$35,000

Élizabeth Coulombe and Valérie Laliberté from Université Laval have developed a small kitchen appliance that reduces the volume of organic household wastes by 90% in less than 3 hours.

♦ Glacies Technologies – \$15,000

Maxim Bergeron from Université Laval and Mathieu Kirouac from Université de Sherbrooke have developed a technology for industrial-scale storage and utilization of snow and ice.



Winners from years past at the celebration of the 20th anniversary of the Pierre Péladeau Bursaries.

On sort-tu ?



PARTNERS FROM ALL WALKS OF LIFE

ON SORT-TU? FOR SENIORS

In conjunction with **Bel Âge** magazine, Quebecor participated in **On sort-tu ?** in May 2018. The intergenerational meetup encouraged Quebecers to have a cup of coffee with a senior and help break down the social isolation of the elderly. Quebecor was a partner of the event and promoted it with a large-scale publicity campaign on all its platforms.

15 YEARS WITH L'ITINÉRAIRE

Quebecor continued its partnership with **L'itinéraire** magazine for the 15th consecutive year. The bimonthly produced by TVA Publications' custom publishing division is at once a source of information for its readers and an instrument of social reintegration for homeless people. Quebecor is proud to use its expertise to support **L'itinéraire** and also covers part of the printing costs.

A BRIGHTER FUTURE FOR CENTRE-SUD KIDS

In June 2018, Quebecor announced a **\$150,000 donation** to the **Fondation Yvon Deschamps Centre-Sud**, which raises money to help the Association sportive et communautaire du Centre-Sud (ASCCS) make life better for children and families by working to create a healthy and stimulating environment in Montréal's Centre-Sud neighbourhood.

DONATION IN MEMORY OF JEAN LAPIERRE

In June 2018, Quebecor contributed \$50,000 to a \$100,000 endowment for the **Fonds dédié Jean- Lapierre**, a scholarship fund established by the **Fondation Madeli-Aide pour l'éducation**. The donation helped secure the future of the Bourse d'excellence Jean-Lapierre, a scholarship created in 2017 to help young Magdalen Island residents continue their studies and pursue their dreams.



Fondation Yvon Deschamps Centre-Sud



Montreal International
Black Film Festival



KWE! Meet with
Indigenous Peoples

SUPPORTING DIVERSE INDEPENDENT CINEMA

Quebecor was the presenting partner of the **Montreal International Black Film Festival** in August 2018. To support the next generation of film professionals and promote diversity on- and off-screen, the Corporation also established the \$5,000 **Quebecor Diversité à l'écran scholarship**, which will be awarded every year to a young member of the black community who wants to pursue film studies.

ENCOUNTER WITH INDIGENOUS PEOPLES

In keeping with its longstanding support for organizations that build bridges with Indigenous communities, Quebecor continued backing **KWE! Meet with Indigenous Peoples** in its second year. The Québec City event showcases the diversity and richness of the 10 First Nations and Inuit of Québec.

CONTEMPORARY DANCE SPREADS ACROSS MONTRÉAL

As part of its commitment to all forms of cultural expression, Quebecor supports the **Festival Quartiers Danses**, a unique Montréal event that aims to democratize contemporary dance by making it more accessible to all audiences in all Montréal neighbourhoods.

FONDS MELS

MELS, Quebecor's film and television services subsidiary, announced the creation of **Fonds MELS**, an assistance program for Québec's film production industry. Starting in 2019, MELS will provide equipment rental, sound and picture postproduction, and visual effects services with a total value of \$1.0 million to Québec producers and directors of small-budget (under \$1.5 million) feature films. MELS, which has been supporting Québec productions for years, will now have an even larger presence in the local film community.

10 YEARS OF PASSION FOR QUÉBEC CINEMA

Éléphant : mémoire du cinéma québécois, Quebecor's largest philanthropic project, celebrated its 10th birthday in 2018. Since it was created, Éléphant has digitized and restored nearly 215 feature films and made them accessible to the public at all times. By giving the movies that have marked Québec's history and culture a second life, Éléphant is helping to preserve Québec's cinematic heritage and collective memory.



— fête ses dix ans —



SOME OF THE ORGANIZATIONS SUPPORTED BY QUEBECOR IN 2018

CULTURE

Bibliothèque et Archives nationales du Québec
Camp chanson Québecor de Petite-Vallée
Canadian Music Competition
Cirque Éloize
Concours de Châteaux de sable des Îles de la Madeleine
Darling Foundry
D'Arts et de rêves
Éléphant : mémoire du cinéma québécois
Entre'acte
Espace Félix-Leclerc
Fantasia International Film Festival
Festi Jazz international de Rimouski
Festival de la chanson de Tadoussac
Festival International de la Poésie de Trois-Rivières
Festival de la Poutine de Drummondville
Festival de musique émergente en Abitibi-Témiscamingue
Festival du nouveau cinéma de Montréal
Festival en chanson de Petite-Vallée
First Peoples' Festival
Festival TransAmériques
Festival Vue sur la Relève
Fondation de la Société professionnelle des auteurs et des compositeurs du Québec (SPACQ)
Fondation des Artistes
Fondation du Musée national des beaux-arts du Québec
Héritage Montréal
La Fête de la Musique de Tremblant
Le Groupe de la Veillée
L'école et les arts
Les Correspondances d'Eastman
Les Muses : Centre des arts de la scène
Maison René-Lévesque
Montréal Pride
Morris Centre

Musée d'art contemporain des Laurentides
Prix de la danse de Montréal
Salon du livre de la Côte-Nord
Segal Centre for Performing Arts
Sibyllines, théâtre de création
Société pour l'avancement de la chanson d'expression française (SACEF)
The Montréal Museums Day
Théâtre du Rideau Vert
Théâtre La Bordée
Théâtre La Chapelle
Théâtre Quat'Sous
Usine C
Vision Diversité
Vues d'Afrique
Wapikoni mobile

YOUTH

Canadian Tire Québec Jumpstart
Fondation Jeunes en Tête
Fondation maman Dion
Fondation Père Sablon
Fondation Tel-jeunes
Jeunes musiciens du monde
L'Ancre des Jeunes
Motivaction Jeunesse
Refuge des Jeunes
Société pour les enfants handicapés du Québec

EDUCATION

Fondation Asselin du Cégep de Jonquière
Fondation pour l'encouragement scolaire
Fondation Sourdeine
Fondation du Cégep Limoilou
Université de Montréal
Université du Québec à Montréal

COMMUNITY SUPPORT

Canadian Red Cross
Dans la rue
Éducaloi
Fondation Centre Philou

Fondation Jean-Neveu
Fondation Martin-Matte
L'itinéraire
Old Brewery Mission
Operation Red Nose
Regroupement des Magasins-Partage de l'île de Montréal
Un vélo une ville
YWCA Québec

ENTREPRENEURSHIP

Anges Québec
Expo Entrepreneurs
Fondation de l'entrepreneuriat
Jeunes entreprises du Québec
Montréal inc. Foundation
Notman House
OSEntreprendre Challenge
Startupfest

AMATEUR SPORT AND HEALTHY LIFESTYLES

Alex Harvey
Fédération des skieurs handicapés du Québec
FitSpirit
Grand défi Pierre Lavoie
Grand Prix cycliste de Saguenay
Grands Prix Cyclistes, Montréal and Québec City
Granfondo Garneau-Québecor
Special Olympics Québec

HEALTH AND RESEARCH

CHU Sainte-Justine Foundation
Fondation du CHU de Québec
Fondation du CHUM
Fondation Institut universitaire de cardiologie et pneumologie de Québec
Fondation les petits trésors
Fondation Néz pour vivre
Maison St-Raphaël

GOVERNANCE

Quebecor considers good governance vital to maintaining a prosperous business and building an effective and honourable corporate culture that meets the needs of all stakeholders.

The Corporation ensures that its actions, measures, procedures and policies meet the highest standards of ethics and transparency.

Independent majority on the Board

As its Chair is not an independent director, Quebecor's Board of Directors has appointed an independent Vice Chair and Lead Director.

In addition, the Board's two committees, the **Audit Committee** and the **Human Resources and Corporate Governance Committee**, consist entirely of independent directors.

High ethical standards

In 2018, Quebecor, TVA Group, and Videotron reviewed their **codes of ethics** to ensure compliance with the highest standards of integrity and excellence.

A **confidential whistleblower line** is available to employees at Quebecor and its subsidiaries at all times so they can enquire about or report any breach of the code of ethics.

The Board listens to shareholders

The Board of Directors maintains an open, constructive dialogue with shareholders in **discussions with shareholder and investor advocacy groups**, especially on governance issues.

The Board of Directors has also adopted a written policy on candidate selection and is aiming for **at least 40% female representation on the Board** by 2020. This target was achieved a year earlier than planned with the appointment of Manon Brouillette, which brought the number of directorships occupied by women to 44%.





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