



Address by Hugues Simard
Chief Financial Officer
Quebecor Inc.

Annual General Meeting
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Thank you, Pierre Karl.

Good morning, ladies and gentlemen.

Allow me to present our 2024 financial review.

SUMMARY OF RESULTS

Quebecor recorded total revenues of \$5.638 billion in the 2024 financial year, up 3.8% from 2023. Adjusted EBITDA increased 5.8% to \$2.368 billion.

Net income attributable to shareholders was \$748 million or \$3.23 per share, compared with \$651 million or \$2.82 per share in 2023.

After adjusting for all items not directly related to operations, such as unusual items and gains and losses on valuation of financial instruments, our adjusted income from continuing operating activities was \$747 million or \$3.23 per share, an 8.6% increase from \$688 million or \$2.98 per share in 2023.

I will now go into a little more detail, starting with a summary of the results of our main business segments.

REVENUES

Although the business environment remained highly competitive, our revenues continued to grow. We ended 2024 with a revenue increase of 3.8%.

Our Telecommunications segment posted 3.9% revenue growth. We continued to gain market share in the mobile telephony space by expanding our service areas and offering a range of innovative products at competitive prices. Our mobile services and equipment business remained our main growth driver, increasing its revenues by \$324 million or 15.9%.

In our Media segment, revenues were down 2.6%. Major productions returned to our MELS studios but the impact was not enough to offset the decline in advertising revenues, which were affected by the global crisis in the media industry.

Our Sports and Entertainment segment continued to grow its revenues, with an increase of 5.6% driven by higher revenues from books and concerts.

This morning we reported our first quarter 2025 results. Consolidated revenues were down 1.4% year on year to \$1.343 billion. In our Telecommunications segment, revenues decreased 1.6% to \$1.160 billion, mainly reflecting lower sales volume for wireline equipment because of the Helix equipment rental program. Quarterly revenues decreased by 2.5% in the Media segment and increased by 6.5% in the Sports and Entertainment segment.

ADJUSTED EBITDA

In 2024, we generated adjusted EBITDA of \$2.368 billion, a 5.8% increase from the previous year.

Our Telecommunications segment grew its operating profit by \$105 million or 4.7% to generate \$2.335 billion in adjusted EBITDA.

Despite lower revenues, our Media segment increased its adjusted EBITDA by \$24 million to \$32 million in 2024, largely due to a reduction in operating expenses as a result of the restructuring plan announced in November 2023.

The Sports and Entertainment segment's adjusted EBITDA increased by \$4 million to \$27 million in 2024.

Today we reported consolidated adjusted EBITDA of \$550 million for the first quarter of 2025, a 2.3% year-over-year increase, excluding the stock-based compensation charge.

CASH FLOWS

Adjusted cash flows from operations totalled \$1.750 billion in 2024 compared with \$1.679 billion in 2023. The \$71 million increase reflects, among other things, the impact of the Freedom acquisition, the improved profitability of our Media segment, and our tight management of capital expenditures.

Business acquisitions totalled \$24 million, compared with nearly \$2.7 billion in 2023, the year in which Videotron acquired Freedom Mobile from Shaw Communications.

In addition, we bought back 3.6 million QBR.B shares for a total of \$115 million during 2024.

Also, in November 2023, Videotron announced the acquisition of spectrum in the 3800 MHz band across Canada for nearly \$300 million, which was paid in the first half of 2024.

NET DEBT LEVERAGE RATIO

Thanks to rigorous operational management and strict financial discipline on investments and liquidity, we delivered a solid performance in 2024 despite the highly competitive environment. As a result, we were able to reduce our net debt leverage ratio to 3.26x as of March 31, 2025.

In May 2024, S&P and Moody's upgraded Videotron's credit rating to investment grade. This important achievement reflects Videotron's superior operating performance, strict financial discipline and strong balance sheet.

It sets the stage for us to achieve our target leverage ratio of under 3x.

DEBT MATURITIES

In 2024, Videotron issued nearly \$2.0 billion in aggregate principal amount of Senior Notes at very attractive interest rates, ranging from 4.65% to 5.10%, taking into account cross-currency swaps. These issues reinforced Videotron's status as a top-tier issuer in the Canadian and U.S. markets. The proceeds were used to repay the US\$600 million in Senior Notes maturing in June 2024, to prepay the \$375 million in Senior Notes maturing in January 2026, and to repay the first \$700 million tranche of the term loan due in October 2025.

Following the upgrade of Videotron's credit rating in May 2024, all liens on Videotron's assets granted to bank lenders were terminated and the related debt instruments are now unsecured.

Our balance sheet remains very strong with more than \$1.0 billion in available liquid assets as at March 31, 2025, which is sufficient to continue executing on our strategic priorities and improving our already healthy balance sheet.

In February, our Board of Directors approved an 8% hike in the quarterly dividend on our Class A and Class B common shares, from 32.5 cents to

35 cents per share, in line with our payout target of 30% to 50% of net cash flows from operations. Our dividend policy reflects the confidence of the Board and management in our Corporation's current and future financial profile.

This concludes our 2024 financial review. Thank you for your attention.