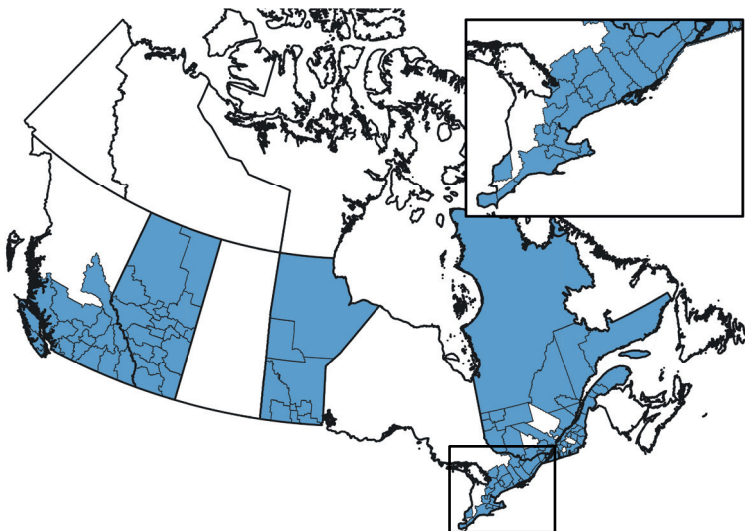


QUEBECOR MOVES FORWARD ON PLANS TO OFFER SERVICES FROM COAST TO COAST



Quebecor and Videotron invest

\$830M

to acquire 294 blocks of 3500 MHz spectrum across Canada

In key position to become THE

4th telecom player

that will rebalance competition in the rest of the country

Acquisition of 3500 MHz spectrum is crucial to the roll-out of

5G services in Québec and across the country

MAJOR INVESTMENT PUTS US IN A STRONG POSITION

OUR GOALS

- **GROW** Videotron as a strong 4th player in the market
- Preserve and create **JOBS**
- Promote sustainable **COMPETITION**
- Give Canadian **CONSUMERS** a competitive environment, choice, and lower prices



- With this spectrum acquisition, Quebecor's plan to become **THE 4th independent wireless player** in Ontario, Alberta, Manitoba and British Columbia is a big step closer to fruition.
- Quebecor wants to **break the Bell-Rogers-Telus oligopoly** once again and revitalize the 4th wireless player policy.
- Quebecor is now in a strong position to **expand its telecom business outside Québec**, either by acquiring Shaw's wireless assets or on the basis of recent CRTC decisions.

BENEFICIAL IMPACT OF A STRONG 4th PLAYER ON WIRELESS PRICES



ADVANTAGE FOR CONSUMERS

Where there is a strong 4th player, **Canadians pay 35-40% less** than elsewhere in the country, according to the Competition Bureau of Canada (2019)¹



TARGET ACHIEVED

Thanks to Videotron, Québec is the first part of the country to achieve the government's **25% price reduction** target for specific wireless plans²

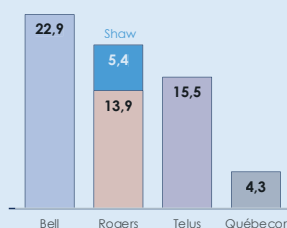


LOWER PRICES

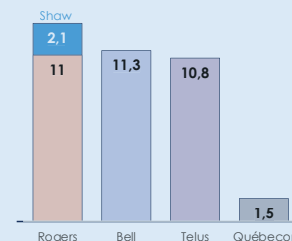
Strong and steady **46% reduction** in prices in Québec between 2014 and 2020³

THE BIG 3 CONTROL 90% OF CANADA'S WIRELESS MARKET⁴

ANNUAL REVENUE
(billion of dollars)



MOBILITY CUSTOMERS
(millions of connections)

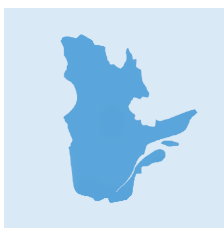


According to the companies' publicly available documents, as of July 29, 2021

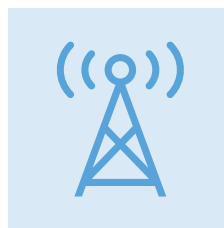
VIDEOTRON | LEADER IN NEW TECHNOLOGIES AND ENTERTAINMENT



Since **1964**



10+ YEARS
in mobility



\$3B+ INVESTED
in wireless



Mobile carrier and ISP
100% DIGITAL SINCE 2018

VIDEOTRON HAS BROKEN THE BIG 3 OLIGOPOLY FOR THE BENEFIT OF CONSUMERS



- Videotron is Québec's most respected telecommunications provider for the 16th consecutive year (2020 Léger Reputation survey)
- Fizz is first in online experience in the telecommunications industry (2020 Leger WOW Digital study)

¹ Competition Bureau submission in response to Telecom Notice of Consultation CRTC 2019-57 – Further comments by the Competition Bureau, November 22, 2019.

² ISED, 25% reduction target for certain wireless plans, Quarterly Report, January 29, 2021 – https://www.ic.gc.ca/eic/site/143.nsf/eng/h_00005.html

³ ISED, Price Comparisons of Wireline, Wireless and Internet Services in Canada and in Foreign Jurisdictions, 2 GB plans, 2020 Edition (by Wall Communications Inc.) <https://www.ic.gc.ca/eic/site/693.nsf/fra/00190.html>

⁴ CRTC, Communications Monitoring Report, 2020 – <https://crtc.gc.ca/eng/publications/reports/policymonitoring/2020/cmr2.htm#a2>