

PRESS RELEASE

**QUEBECOR EXPERTISE | MEDIA AND THE CORPORATION DES CONCESSIONNAIRES
D'AUTOMOBILES DU QUÉBEC LAUNCH OTOGO**

Quebec-based platform is ultimate new venue to buy and sell used vehicles across the province

MONTREAL, September 9, 2021 — QUEBECOR EXPERTISE | MEDIA, in partnership with the *Corporation des concessionnaires d'automobiles du Québec* (CCAQ), is launching **Otogo**, a brand-new platform to buy and sell used vehicles across Quebec. Replacing the website *Occasion en or*, **Otogo** is designed to provide car buyers with a simple and intuitive experience, with access to the largest inventory of certified used vehicles in Quebec.

"Otogo is a 100% Quebec-based company that leverages our advertising, data and client-experience expertise. Powered by quality inventory and the CCAQ's solid reputation, we've developed a fluid and user-friendly platform to meet the expectations of Quebec consumers," explains Patrick Jutras, Senior Vice President and Chief Advertising Revenue Officer for Quebecor and TVA Group.

*"We're delighted to team up with Quebecor to offer consumers the ultimate used-car buying and selling ecosystem in Quebec, based on a secure purchasing process that boasts the largest inventory of quality used vehicles on the market. From finding a hidden treasure, to making a final decision, to having direct contact with dealers across the province, **Otogo** makes it possible to acquire quality products backed by the industry's highest certifications,"* adds Robert Poëti, President and CEO of the CCAQ.

"The pandemic has had a considerable impact on consumer habits and lifestyles in Quebec, which is why we're eager to offer a destination that adapts to new realities by offering a unique automobile buying and selling experience," concludes Miguel Parreira Pinto, General Manager of Otogo and Senior Auto Expertise Manager at Quebecor Expertise | Media.

Otogo's unique features include:

- Notices sent when a vehicle identified as a "favourite" is sold, drops in price, or receives multiple visits
- Content delivered based on consumer purchase intentions
- Access to *Guide de l'auto* evaluations on every vehicle's detailed chart
- Opportunity to contact CCAQ member dealers via a trustworthy online platform

To learn more about the new **Otogo** website, visit www.otogo.ca. For more information about QUEBECOR EXPERTISE | MEDIA, visit quebecorexpertisemedia.com.

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.

About the *Corporation des concessionnaires d'automobiles du Québec*

The *Corporation des concessionnaires d'automobiles du Québec* (CCAQ) is a non-profit organization that brings together 890 Quebec dealers who hold a manufacturer's franchise for the sale of new vehicles (light vehicles and heavy trucks). Representing 98% of Quebec dealers, the CCAQ pursues its mission to defend its members' rights and promote their interests, in addition to addressing customer service, public security and consumer needs issues.

-30-

Information:

Étienne Labelle-Dion
Brand Marketing Manager — Automobile Expertise
etienne.labelle-dion@quebecormedia.com
T: 514 572-5570