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2014 IN BRIEF

JANUARY

» Quebecor Media Out of Home launches the Expo-Plus contest to mark the introduction of its new bus shelters in Montréal.

FEBRUARY

Quebecor Inc. makes a donation worth over \$3.0 million to help the Institut universitaire de cardiologie et de pneumologie de Québec (IUCPQ) Foundation to kick off its Laissez parler votre cœur (Let your heart speak) fundraising drive.

MARCH

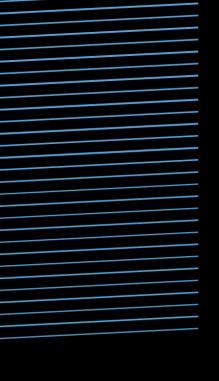
- › Pierre Karl Péladeau resigns as Vice Chairman of the Board and Director of Quebecor and Chairman of the Board and Director of Quebecor Media Inc. and TVA Group Inc.
- For the 9th consecutive year, Videotron Ltd. is the most respected telecommunications company in Québec (annual Léger survey).
- For the 12th consecutive year, Archambault is Quebecers' favourite bookstore (annual Léger survey).

APRIL

- The free newspaper 24 heures posts the strongest growth of any newspaper in the Montréal market with a record 742,900 weekly readers, up 14,800 since 2012 (2013/14 NADbank survey).
- » Le Journal de Montréal (1,157,100 readers) and Le Journal de Québec (355,300 readers) are the most-read dailies in their markets, 7 days a week
- (2013/14 NADbank survey). > Pierre Dion becomes President and Chief Executive Officer of Quebecor and Quebecor Media. His deep knowledge of Quebecor's culture and philosophy will enable him to maintain continuity and to lead the Corporation skillfully and adroitly.
- Videotron completes the acquisition of seven 700 MHz spectrum licences in Canada's four most populous provinces.

MAY

- Manon Brouillette becomes President and Chief Executive Officer of Videotron.
- For the 16th year, Quebecor supports young entrepreneurs by awarding the Pierre Péladeau Bursaries, worth a total of \$100,000.





Launching the fundraising drive for the Institut universitaire de

JUNE

- Brian Mulroney becomes Chairman of the Board of Quebecor and Quebecor Media.
- 74 Québec community weeklies are sold to Transcontinental Interactive Inc.

JULY

- Benoît Robert becomes President and Chief Executive Officer of Sports and Entertainment Group.
- The creation of Media Group, a new segment of Quebecor Media dedicated to entertainment and news media, brings TVA Group Inc., Sun Media Corporation, the Books Division, QMI Agency, Quebecor Media Out of Home, Quebecor Media Sales, Messageries Dynamiques and Quebecor Media Printing Inc. together under one roof. Julie Tremblay becomes President and Chief Executive Officer of the segment and President and Chief Executive Officer of TVA Group.

AUGUST

- > Videotron introduces the new X8 multiroom HD digital recorder.
- The Société de transport de Laval entrusts Quebecor Media with responsibility for installing, maintaining, managing and advertising on Laval bus shelters for the next 20 years.

SEPTEMBER

- Nurun Inc. subsidiary is sold to Publicis Groupe of France.
- Four years to the day after the launch of its mobile network, Videotron makes another stride forward by rolling out its LTE network, which covers nearly 90% of Québec's population and supports speeds of up to 150 Mbps.

- Messageries Dynamiques signs distribution contracts with a number of publishers of Frenchlanguage magazines, including Rogers Publishing, TC Media, Les Éditions Protégez-vous, Vélo Québec Éditions, and Publications BLD.
- > TVA Sports' new hockey programming premieres in its first season under the historic 12-year agreement with the National Hockey League (NHL).

OCTOBER

Quebecor Media announces the sale of more than 170 English-language newspapers and publications by Sun Media Corporation to Postmedia Network Canada Corporation.

NOVEMBER

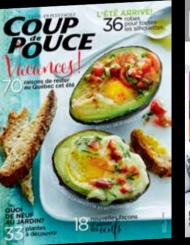
- >TVA Group acquires 14 magazines from Transcontinental Inc., including Coup de pouce and Elle Québec.
- » Quebecor acquires the Remparts de Québec hockey team.

DECEMBER

- » Le Journal de Montréal and Le Journal de Québec innovate and redefine the way news is delivered by releasing the customizable J5 mobile news app and revamping their websites.
- > TVA Group closed the acquisition of substantially all of the assets of A.R. Global Vision Ltd. (Global Vision),
- which operates in the film and television industry.
- > TVA Sports has 2.0 million subscribers.











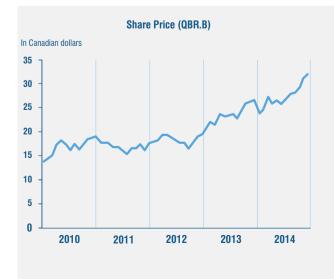
HIGHLIGHTS

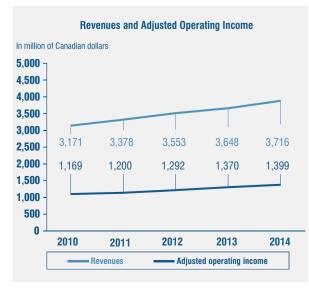
HIGHLIGHTS

Financial years ended December 31, 2014, 2013 and 2012 (in millions of Canadian dollars, except per share data)

	2014	2013	2012
OPERATIONS			
Revenues	\$ 3,716.1	\$ 3,647.5	\$ 3,553.3
Adjusted operating income ¹	1,398.9	1,370.1	1,291.7
Contribution to net (loss) income attributable to shareholders:	,	.,	- ,
Continuing operations	202.3	177.3	153.2
(Loss) gain on valuation and translation of financial instruments	(95.3)	(279.3)	50.9
Unusual items	(87.8)	(40.5)	21.0
Discontinued operations	(49.3)	(146.1)	(66.0)
Net (loss) income attributable to shareholders	(30.1)	(288.6)	159.1
Cash flows provided by continuing operating activities	959.6	891.7	1,037.5
BASIC DATA PER SHARE ²			
Contribution to net (loss) income attributable to shareholders:			
Continuing operations	\$ 1.64	\$ 1.43	\$ 1.21
(Loss) gain on valuation and translation of financial instruments	(0.77)	(2.25)	0.40
Unusual items	(0.71)	(0.33)	0.17
Discontinued operations	(0.40)	(1.18)	(0.52)
Net (loss) income attributable to shareholders	(0.24)	(2.33)	1.26
Dividends	0.10	0.10	0.10
Equity attributable to shareholders	4.10	4.83	7.20
Weighted average number of shares outstanding (in millions)	123.0	124.0	126.4
FINANCIAL POSITION			
Long-term debt	\$ 5,048.2	\$ 4,975.3	\$ 4,507.8
Equity	1,063.3	1,195.4	1,541.0
Total assets	9,078.5	9,016.4	9,007.8
EMPLOYEES	13,835	15,110	16,865

¹ Adjusted operating income is a measure not standardized under International Financial Reporting Standards and is defined as net (loss) income before amortization, financial expenses, loss (gain) on valuation and translation of financial instruments, charge for restructuring of operations, impairment of assets and other special items, charge for impairment of goodwill and intangible assets, loss on debt refinancing, income taxes and income (loss) from discontinued operations.





MESSAGE TO Shareholders

The past year was rich in strategic initiatives and transactions. During 2014, the Corporation demonstrated, once again, the agility, audacity and innovative spirit that have been its hallmarks and the foundation of its success. With the support of a stable team of veteran managers, Quebecor built on its past achievements, continuing to innovate and to push the envelope for the benefit of customers and partners.

We have a clear, dynamic vision of the corporation's development going forward, based on powerful drivers: mobility, Internet access, digital technology, content and development of a new advertising model for our advertiser partners. This vision guides the efforts of our three main business segments: Telecommunications, Media and Culture, Sports and Entertainment.

VIDEOTRON: ENDURING SUCCESS

While our business plan is proving its worth year after year, our circumstances continue to change because of upheavals in the business environment, which demand an extraordinary capacity to adapt and innovate.

In this connection, Videotron's performance and its ability to anticipate future trends are worthy of mention. In 2010, Videotron invested some \$2 billion in creating its own mobile network. Four years later, the enormous success of Videotron's bold move into the mobile arena is clear to all.

Secure in the knowledge that its strategy is sound, Videotron forged ahead and rolled out its new LTE mobile network in 2014. The LTE network reaches nearly 90% of Québec's population and supports speeds of up to 150 Mbps. Already, the new network is enabling Québec consumers and business people to take advantage of the full potential of digital technology.

This investment in the latest, customer-experienceoptimizing technology is indicative of the central role that mobile services play and will continue to play in Videotron's growth strategy. The market response has been highly positive: the number of subscriber connections to Videotron's mobile network increased by 128,500 in 2014, bringing the total to 632,800.

We would like to take this opportunity to wish Manon Brouillette every success in her position as President and Chief Executive Officer of Videotron, to which she was appointed in May 2014. Over the past 10 years, Manon has been one of the architects of Videotron's growth. Most notably, she spearheaded its entry into the mobile market. Her vision, skill and extensive knowledge of Videotron will stand her ingood stead and promise many future successes.

FORWARD-LOOKING TRANSACTIONS

Changes in the competitive landscape also prompted us to refocus some of our operations and to take a series of initiatives motivated by our determination to remain the uncontested leader in our lines of business, to secure the Corporation's sustainability, and to safeguard thousands of jobs.

Six major transactions worth a total of \$700.0 million were carried out during 2014. TVA Group closed the acquisition of substantially all of the assets of Global Vision and purchased 14 magazines from Transcontinental Inc., and Quebecor acquired the Remparts de Québec hockey team.

At the same time, we disposed of less strategic assets. We sold our 74 Québec weeklies to Transcontinental Interactive and more than 170 English-language newspapers and publications of Sun Media Corporation to Postmedia Network Canada Corporation. Finally, Publicis Groupe of France acquired our Nurun Inc. subsidiary.

MEDIA GROUP: INCREASED SYNERGIES

The refinement of our business model also saw the creation of Media Group, placing all our news, entertainment and cultural operations under one roof. The purpose was to capture the synergies that can be generated by bringing complementary lines of business into closer proximity. TVA Group, Sun Media Corporation, QMI Agency, Quebecor Media Out of Home, Quebecor Media Sales, Messageries Dynamiques, Quebecor Media Printing, and the Books Division now operate under a single banner.

This reorganization also supports our strategy of leveraging different types of content and making it available to consumers when they want and on the platform they want. When it comes to content, sports coverage is prized because of its drawing power and because it typically is watched live. We are therefore very pleased by the growing popularity of TVA Sports. Propelled by an agreement that makes it the official Frenchlanguage broadcaster of the NHL for 12 years, the channel already has some 2.0 million subscribers and continues to grow.

We are very pleased to be able to count on the leadership of Julie Tremblay. After heading Sun Media Corporation, she was appointed President and Chief Executive Officer of Media Group and President and Chief Executive Officer of TVA Group in July. Julie brings Media Group the benefit of the managerial experience she has acquired during her successful 25-year career with the Quebecor family of companies.

SPORTS AND ENTERTAINMENT

Quebecor also brought the operations of two business segments together under a new banner: the newly created Sports and Entertainment Group is responsible for producing, distributing, disseminating and promoting cultural and entertainment content featuring Québec and international talent.

The Sports and Entertainment Group includes the Québec City amphitheatre, to be known as the Videotron Centre, the Armada de Blainville-Boisbriand and Remparts de Québec hockey teams, Gestev, Musicor and Distribution Select, which serve up a varied menu of high-quality, multiplatform, convergent sporting and cultural content, performances and events.

Benoît Robert, a seasoned manager, has been given the assignment of leading the Sports and Entertainment Group as President and Chief Executive Officer.

CREATING SHAREHOLDER VALUE

Quebecor's sales increased by \$68.6 million (1.9%) on a year-over-year basis to \$3.72 billion in 2014. The Telecommunications segment grew its revenues by \$104.5 million (3.7%) and its adjusted operating income by \$60.7 million (4.7%). Two of Videotron's services posted very significant revenue increases in 2014: mobile telephony (up \$67.0 million or 30.4%) and Internet access (up \$49.9 million or 6.1%). Adjusted operating income totalled \$1.40 billion, a \$28.8 million (2.1%) increase. The net loss attributable to shareholders amounted to \$30.1 million (\$0.24 per basic share) in 2014, compared with \$288.6 million (\$2.33 per basic share) in 2013, a \$258.5 million (\$2.09 per basic share) improvement due in part to a \$289.7 million favourable variance in gains and losses on valuation and translation of financial instruments.

We would like to emphasize our business plan's ability to deliver tangible results for shareholders, as witnessed by the 20% increase in the value of Quebecor's shares during the year.

COMMUNITY ENGAGEMENT

Throughout the year, the Quebecor family remained true to the corporate citizenship path laid out by its founder. In the fields of culture, community services, health, youth, and support for entrepreneurship, Quebecor walked hand in hand with more than 400 organizations dedicated to making Québec a better place. We thank them for granting us the privilege of accompanying them in their projects.

A TEAM EFFORT

Behind the networks, platforms, products and services, there are, first and foremost, the thousands of men and women who energize and reinvent Quebecor, its companies and its business units every day and who keep alive the entrepreneurial culture bequeathed by its founder, Pierre Péladeau. We are sincerely thankful in this regard: their commitment to the Corporation and its clients is nothing short of exceptional.

Each in his or her way, our shareholders, directors, customers, partners, and valued employees pour their energy, creativity and unremitting commitment to excellence into the countless daily acts that enable Quebecor to continue growing. We are truly grateful to them.

Finally, among the highlights of 2014, we must mention the resignation of Pierre Karl Péladeau from his positions as Vice Chairman of the Board and Director of Quebecor, and Chairman of the Board and Director of Quebecor Media and TVA Group. Never will we be able to express the gratitude we owe Pierre Karl for all his accomplishments. If Quebecor is so strongly positioned today to meet evolving challenges in the industries in which it operates, it is thanks to his business vision, his understanding of its customers' expectations, and his ability to get competent, creative, committed teams working together. He has left us an eminently modern, resolutely forward-looking Corporation.

Jaan Aluciona

The Right Honourable Brian Mulroney Chairman of the Board

Pierre Dion President and Chief Executive Officer

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FEGNNUNGATONS

VIDEOTRON LTD.

As it celebrated its 50th anniversary in 2014, Videotron continued to stand out as the Québec telecommunications industry leader. For the 9th consecutive year, the annual Léger survey found Videotron was the most respected telecommunications provider in Québec. It also ranked among the 100 most influential companies in Québec on the Ipsos-Infopresse brand influence index. Videotron had the highest customer satisfaction rate in eastern Canada in both the television and Internet categories, according to U.S. market research company J.D. Power and Associates. Finally, for the fourth time, it topped the WOW 2014 customer experience index of Québec telecommunications retailers, published in *Les Affaires* magazine in collaboration with Léger.

A milestone event of the year for Videotron was the launch of its new LTE mobile network on September 10, four years to the day after it entered the mobile market. According to RootMetrics, an independent mobile network performance analytics firm, Videotron's LTE network "performed as well as, or better than, the national operators in nearly every category" in the greater Montréal area. To help expand mobile coverage, Videotron participated in the installation and activation of mobile network access in some Montréal subway stations. Videotron also enlarged its selection of mobile products by adding iPhone devices.

IDEOTRON VIDEOTRON

Digital and technological developments in 2014 included the release of the new illico app for the iPad and the illico X8 set-top box.

Club illico, launched in early 2013, tripled its subscriber base from under 60,000 at the end of 2013 to almost 180,000 at the end of 2014. The success was undoubtedly related to the large number of high-quality original series offered during the year, including the Québec productions *Mensonges* – winner of the 2014 Gémeaux award for best dramatic series –, *Les beaux malaises* and *Lance et compte*.

Finally, thanks to cutting-edge technology combined with diverse programming tailored to customers' tastes, Videotron's video-on-demand service logged more than 150 million orders. According to corporate figures, nearly a million Québec households have an illico TV new generation set-top box.



SIMULTANÉS, Fest infiniment mieux.

8 ENREGISTREMENTS



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On the business services front, Videotron Business Solutions announced during the year that it would roll out its state-of-the-art telecommunications network including, eventually, some fibre-optic services - in the Val-d'Or area to meet the local business community's needs. The expansion of Videotron's network is bringing a superior technological experience to more businesses than ever before, in addition to contributing to local economic development.

With its 30,000-plus kilometres of fibre optics and latest-generation Wi-Fi router, combined with its Wi-Fi Optimum service, Videotron reconfirmed its determination to enrich the customer experience by delivering the full potential of the latest technology. Improvements continued in 2014, including faster Internet access and new Fibre Hybrid plans that make the fastest speeds even more affordable.

True to its community service mission, MAtv offered programming based on proximity and connectivity throughout 2014, focusing on local needs and interests. Building on its participatory, community-based roots, MAtv aired shows that were differentiated by rich content and citizen participation.

MAtv carried nearly 5,500 hours of local programming and the various regional MAtv channels devoted more than 60% of their schedule to local content, continuing to offer a springboard for young Québec artists, creators, technicians and ideas people. In 2014, MAtv was nominated for four Gémeaux awards. One of the year's high points was the launch of the

Laboratoire MAtv project, a WebTV platform where Quebecers can contribute to the public discussion about four important social issues: the environment, education, multiculturalism, and the family.

Among MAtv's local shows, Montréalité gave a voice to organizations and individuals from all boroughs and from the entire greater Montréal area, while the daily entertainment show Catherine et Laurent gave more than 20 volunteers an opportunity to discover television trades.

MAtv also produced the show Fantasia, covering the films and events of the 18th film festival of the same name, with a focus on local talent and Québec shorts. The series Couleurs d'ici looked at the issues facing recent immigrant artists and their ability to adapt and continue practising their art.

During the summer, Jeudredi offered Montrealers many musical and artistic performances by new artists, as well as exclusive interviews with celebrities.

Laboratoire MAtv





Benoît Chevalier, Code régional Ala

Alain Laforest, Caucus

Katerine-Lune Rollet, Montréalité

Code régional profiled economic and social issues in different parts of Québec. It delved into specific local conditions and expressed each region's identity in reports from across the province. Caucus, produced by MAtv's Québec City channel, went behind the scenes at the National Assembly.

The magazine-style show *Mise* À *Jour* kept residents of nine regions of Québec abreast of local news. LeZαrts offered MAtv's audiences a captivating panorama of their region's rich cultural and artistic life.

To promote audience interaction and the open exchange of views, MAtv used social media to strike up two-way conversations between audiences and on-air personalities in some of its shows, including the program *OPEN télé*, which was back in 2014 to analyze various subjects of public interest.

In the cultural sphere, television viewers could discover up-and-coming musical talent in the exclusive broadcast of the 20th edition of *Ma première Place des Arts* and in *Premières vues*, a program devoted to Québec television series, shorts and feature films.

Alice Tran, Couleurs d'ici







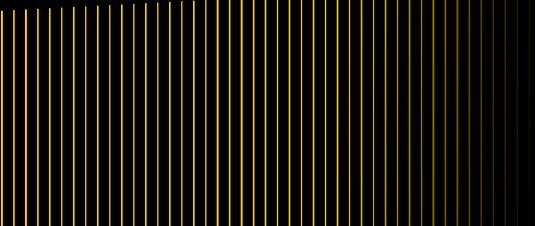
LE SUPERCLUB VIDÉOTRON LTÉE

In a market that has been undergoing sweeping changes in recent years, Le SuperClub Vidéotron was able to maintain its lead in rentals of movies and television series in physical formats despite the arrival of aggressive new players on the entertainment scene. The major international production studios were impressed by changes in the chain's business model designed to ensure its sustainability.

Le SuperClub Vidéotron, including its franchised locations, supported the growth in sales of Videotron products, softening the impact of consumers' changing film-rental habits.

In late 2010, Le SuperClub Vidéotron embarked on a revamp of its retail locations, introducing a new layout with a cleaner look under the Vidéotron le superclub name. Most of the stores that have received the facelift – 64 as of December 31, 2014 – have a MicroplayTM section devoted to console games, plus a Videotron counter to meet the customer's every need for telephone (mobile and cable), Internet and cable television services.

Nearly \$15 million was spent on the transformation, in concert with the franchise holders. As of December 31, 2014, the chain had 144 Le SuperClub Vidéotron locations across its territory, 73 with a Videotron counter offering the company's four products (illico, Internet, mobile telephony and residential telephony).





ARCHAMBAULT

Archambault was rated Québec's favourite bookstore for the 12th year in a row and placed 5th on the list of the most respected companies in Québec in the annual Léger survey in 2014. According to the same survey, Archambault has an 86% customer satisfaction rate.

Archambault is a hub of cultural entertainment: it is the largest retailer of CDs, musical instruments and sheet music in Québec and a leading retailer of books, films, TV series, games and toys, consoles and video games, and gift ideas.

Currently, Archambault has 14 stores spread across several regions of Québec, an online store, an e-reader app, and the English-language Paragraphe Bookstore in downtown Montréal.

Despite the shrinking Québec market for music on physical media, Archambault managed to increase its market share in the category in 2014. It beat the pack with a 0.71 percentage-point increase in its share of the record store market in Québec, due in part to a 55% jump in in-store and online sales of vinyl records, as well as Archambault's win as record store of the year at the 2014 ADISQ awards. On the e-commerce front, *archambault.ca* logged 15.2 million visits, up 6.34% from 2013. Sales of physical and digital products increased 17.4% from 2013. Physical products accounted for 79% of the *archambault.ca* site's sales, compared with 21% for digital products (e-books, MP3 tracks). E-books made up 19% of sales of digital products. The e-book catalogue expanded substantially to more than 160,000 French-language titles and 100,000 English titles. The Archambault Lecture app for iOS and Android was downloaded more than 73,000 times.

The archambault.ca site also offers a modern, dynamic musical instrument shopping experience. Total online sales of instruments grew 9.1% in 2014 compared with 2013, while sales of games and toys on archambault.ca increased by 48.6%.



musiques du

TVA GROUP INC.

In 2014, TVA Group not only remained a Québec leader in entertainment, news, magazine publishing and audiovisual production, but was also the only media group to register growth in the Québec market. Its market share was 31.9% in 2014 (source: Numeris 2014).

TVA NETWORK

TVA Network remained the most-watched network in Québec, 7 days a week. It held its status as the Québec leader from morning to evening with a 22.7% market share, more than its two main rivals combined.

TVA Network remained television viewers' top choice for news: its newscasts topped the ratings in their time slots Monday through Friday.

During the Québec provincial election campaign, TVA Network's credibility as a news source was further enhanced by a series of exclusive leaders' debates organized by TVA Network that attracted an average of 1,120,000 viewers.

The smash hits of 2014 included the programs La Voix, L'été indien, Gala Artis, Les beaux malaises, and Le Banquier. The television series and dramas Yamaska, Toute la vérité, O', Au secours de Béatrice, Complexe G, Destinées, Les Jeunes loups, and Le Dôme were also among the most popular shows in Québec.

In 2014, TVA Network had 17 shows on Québec's top 30 chart.

Finally, audience surveys confirmed that Salut, Bonjour ! remained the number 1 morning news show in Québec.



STAND-OUT SHOWS

- > L'été indien with hosts Julie Snyder and Michel Drucker was carried by TVA, France 2 and TV5 Monde, a first for a Québec variety show. It reached 200 million households worldwide.
- > During the winter 2014 season, the television phenomenon *La Voix*, the Québec version of The Voice, topped the ratings with an average 2,641,500 viewers and a 57% audience share (Source: Numeris, Québec French, January 6 to April 27, 2014, age 2+).
- > Martin Matte was back on TV as actor, developer and co-author in the comedy Les beaux malaises. The success of Season 1, which aired in 2014 to critical acclaim, exceeded all expectations. The 10 episodes drew nearly 2 million viewers each week. The two lead actors, Martin Matte and Julie Le Breton, won the 2015 Artis awards for best actor and actress in a comedy, as chosen by the public.







Dave Morissette en dire

SPECIALTY CHANNELS

TVA Group's specialty channels increased both their subscriber base and market share dramatically. They passed the 10-million-subscriber mark in fall 2014 and their combined market share increased from 8.1% to 9.2%, confirming the soundness of TVA Group's investment strategy in this segment.

addik[™] aired its first original production, the successful Québec series Mensonges. The channel's market share rose to 1.6% in 2014, compared with 1.2% in 2013, and its subscriber base increased by 12%.

The number of subscribers to MOI&cie increased by 29% from the same period of 2013. Four new original productions premiered in fall 2014: 281 : Les dieux de la scène, Le sexe selon les sexes, Dis-moi, and Vive.

The successful original production L'Académie Secrète premiered on Yoopa. The show has its own tablet app on which young viewers can play along simultaneously with the experiments shown on the television screen.

Two original productions were broadcast in 2014: Dans la bulle de Prise 2 and La petite histoire. Prise 2 grew its subscriber base by 8% compared with 2013.

CASA is proud to have presented four original productions in 2014: Animal cherche compagnie, Deck possible, À couteaux tirés (an adaptation of Knife Fight), and Inspiration Design. CASA grew its audience by 16% compared with 2013.

The all-news channel LCN ended 2014 with a 3.2% market share, lengthening its lead over its closest rival. Its live on-site reports on major events were an important factor in its success.

In 2014, TVA Sports became Québec's number 1 hockey destination. As the NHL's official Frenchlanguage broadcaster in Canada for the next 12 years, TVA Sports will carry more than 275 regular season games in 2014-2015, including all Montréal Canadiens Saturday evening games, all playoff games (including Canadiens games), the Stanley Cup final, and NHL special events.

On Saturday nights, TVA Network and TVA Sports have a combined audience share of as much as 65%. The upward trend is particularly strong at TVA Sports,

L'été indien

which, with the arrival of NHL hockey, including Montréal Canadiens Saturday evening games, increased its audience share from 0.4% at December 31, 2013 to 1.1% at December 31, 2014, and from 0.5% to 2.5% in prime time.

Already, TVA Sports has established itself as THE French-language channel for sports fans. It now offers wide-ranging sports coverage including Major League Baseball, Montréal Impact soccer, Women's Tennis Association and Association of Tennis Professionals tennis, and extreme sports. To support its game coverage and provide background analysis, TVA Sports carried three programs about hockey and Quebecers' other favourite sports: Le Premier Trio, Dave Morissette en direct and Le Fanatik.



Between February 8 and 23, 2014, TVA Sports carried more than 300 hours of Olympic coverage, including all 46 hockey games played at the Olympics and full coverage of all disciplines in which Quebecers distinguished themselves, anchored by three journalists with recognized expertise.

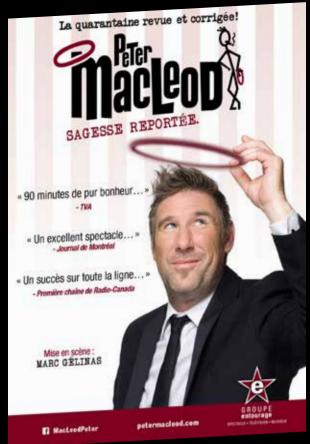
Coverage of the Sochi Winter Olympics yielded strong results for TVA Sports. Its weekly viewing hours more than doubled from an average 987,000 in the spring of 2013 to 2,375,000 in spring 2014. Its market share was 3.7%, nine times higher than in the spring of 2013, and peaked at 17.4% for a men's hockey game. On average, TVA Sports reached 2.3 million viewers during each week of the Olympics.

In 2014, TVA Sports also stood out technologically by offering an innovative multiplatform experience via the popular TVA Sports Hockey and TVA Sports apps, which were downloaded nearly 160,000 times.

On the Web, TVA Sports made its mark with a complete overhaul of its site. The tvasports.ca site offers fans a wealth of news and stats on sports and their favourite athletes, as well as a live television feed. During the period of October 8 to 26, the site registered 12 times as many video viewings as in the same period of 2013, 8 times as many unique users, and more than twice as many page views.







TVA FILMS

TVA Films distributed more than 60 new releases in 2014, including 28 Québec titles. Popular favourites included the first seasons of Les beaux malaises and Mensonges; La fille du Martin, the first feature film from the young director/actor Samuel Thivierge; and the romantic comedy Le triangle amoureux, starring Anne-Marie Cadieux and Aliocha Schneider.

In the comedy category, TVA Films distributed Torture, the misadventures of Jean-Marc Parent, on DVD, as well as DVDs from stand-up comics Peter MacLeod (Sagesse reportée) and Dominic Paquet (Paquet voit le jour). TVA Films also released Réconfortante, the fourth stand-up DVD from Marie-Lise Pilote.

Distribution of Québec productions (movies, TV series, etc.) on DVD and Blu-ray disc increased 10% from 2013. With the addition of 134 Québec productions in 2014, TVA Films' catalogue now contains 2,700 titles in DVD and Blu-ray formats.

Finally, TVA Films distributed the film Marie-Mai live au Centre Bell, which was screened in more than 50 Québec theatres during the summer.



GLOBAL VISION

2014 saw several major transactions, including the acquisition of substantially all of the assets of Global Vision, a film and television industry leader that offers soundstage and equipment leasing and post-production services. Its assets include Mel's La Cité du cinéma in Montréal and Studio Melrose in Saint-Hubert, facilities that are used for both local and foreign film and television production, including American blockbusters. The transaction was approved by the Competition Bureau in December 2014.





SUN MEDIA CORPORATION

On June 15, 2014, Sun Media Corporation celebrated *Le Journal de Montréal*'s 50th birthday in style. To mark the event, readers were treated to four souvenir supplements on news, sports, entertainment, and the rich history of the *Journal*.

During the year, Sun Media Corporation continued to be energized by changes in the news industry wrought by constantly evolving digital technologies and the growing popularity of mobile platforms. The digital revamping of the *Journal de Montréal* and *Journal de* Québec websites, which now adjust to the visitor's device, has significantly improved their online real-time content offerings. The release of the customizable J5 mobile app was also part of the wave of change. Only a few weeks after its launch in early December, J5 had been downloaded 100,000 times. CE SAMEDI

La fierté d'un peuple

La mémoire d'un journal

In 2014, the three-year partnership with the Canadian Olympic Committee resulted in enhanced coverage of the Sochi Winter Olympics in both print and digital media. The daily newspapers also enriched their content by adding original supplements on themes such as celebrity recipes, world cuisine and an insert on





J'aime la santé

CAHIER

Montréal Canadiens games. The ever-popular *JM* insert remained the place to go for information on shows, fashion, health, food, psychology, travel, books, photos, night life, and new technology.

The free newspaper 24 heures posted the largest increase in readership in the Montréal market with a record 742,900 readers. Its readership is up 14,800 per week since 2012. Le Journal de Québec had 355,300 readers and was the most-read daily in the Québec City area seven days per week (source: NADbank survey, 2013/14). Le Journal de Montréal continued to dominate the Montréal market for the 28th consecutive year with 1,157,100 readers (source: NADbank survey, 2013/14). Across Québec, more than 1.8 million readers choose Le Journal de Montréal every week (source: PMB survey, Spring 2014).

Given that the Canadian print media industry needs to consolidate in order to compete with digital media, Quebecor announced the sale of more than 170 of its English-language newspapers and publications to Postmedia Network Canada Corporation in October 2014. In June, the Corporation closed the sale of its 74 Québec weeklies to Transcontinental Interactive.



For more than 50 years, Messageries Dynamiques has been offering peerless distribution service across Québec, 361 days per year. It is now the largest distributor of publications in Québec. Its drivers cover more than 22,000 kilometres per day.

During 2014, Messageries Dynamiques signed four major distribution contracts with *The Globe and Mail, Montreal Gazette*, Rogers Publishing, and TC Media. It also acquired distribution rights to 27 Québec titles published by Hachette Distribution Services (Canada) Inc.





J'aime les vacances

CAHIER

IMANUH

Best-sellers
Palmarès



QMI AGENGY

QMI Agency has become a fixture on the media landscape. In 2014, it continued to grow and increase the depth and breadth of its coverage. Its numerous media outlets in Montréal, Québec City and Ottawa provided full, high-quality treatment of the news in texts, photos, videos and other interactive content formats. These materials are supplied in real time to Quebecor's media properties and business partners, which broadcast them on a multitude of platforms.

QMI Agency's 5 news directors (general, arts and entertainment, sports, crime, Web), 47 employees and a hundred freelancers work day after day to produce more than 175 news items and 60 videos per day. In 2014, a new network of freelance photographers covering all regions of Québec was added to the team. QMI Agency also created two special desks to cover the Sochi Winter Olympics and the 2014 Québec provincial election.

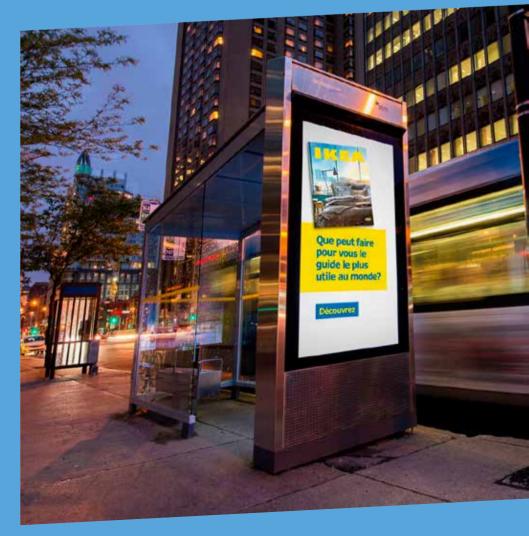
The Investigative Bureau set up in 2013 continued making news. Its investigations produced 300 texts in 2014, a significant increase, due to the tireless efforts of its journalists and also the addition of new investigative targets, such as espionage, the computer and pharmaceutical industries, the Canadian Armed Forces, and offshore investments.



After its recent success with Société de transport de Montréal bus shelters, Quebecor Media was chosen in 2014 to administer advertising on and manage Société de transport de Laval bus shelters and Société de transport de Lévis bus shelters and buses.

Gesture-recognition technologies that support interaction and access to live news from LCN will be introduced in these new markets, strengthening Quebecor Media Out of Home's position as a Canadian leader in digital display on street furniture.

Quebecor Media Out of Home celebrated the success of its displays on Montréal bus shelters by organizing the Expo-Plus contest for advertising professionals and the general public. The finalists' submissions will be displayed across the network and will help beautify the urban environment.





Yoopa racked up more new readers than any other French-language magazine in Canada, increasing its readership by a spectacular 22%. It has established itself as the children's magazine that parents trust.

The Magazines segment's publications also had high profiles on social media and online, with a total of near 870,000 Facebook fans, near 59,000 Twitter followers, and near 187,000 downloads of their apps.

The Magazines segment had a total 86% share of newsstand sales of French-language magazines in Québec and 49% of combined newsstand and subscription sales.

At a time when the magazine publishing industry, like the newspaper industry, needs to consolidate in order to compete with digital media and secure its future, TVA Group made key acquisitions.

One of the most important transactions of 2014 for TVA Group was the acquisition of 14 magazines from Transcontinental, including Coup de pouce and Décormag, for \$55.5 million. TVA Group also earns a 51% interest in TVA Group-Hearst Publications Inc. which publishes the magazines Elle Canada and Elle Québec. Finally, TVA Group and Groupe Bayard agreed that each would hold 50% of the shares of Publications Senior inc., which publishes Le Bel Âge and Good Times magazines.

In 2014, TVA Group's Magazines segment held its position as the largest publisher of French-language magazines in Canada, with a stable of more than 50 titles and more than 3.1 million readers per month (source: PMB survey Fall 2014, Canada, age 12+).

2014 also saw the launch of *Femmes etc.*, a magazine devoted to the daily concerns of women, and the foodie magazine *Tellement bon !*, a veritable guide to home cooking.

The Magazines segment's heavyweight weeklies, which include 7 Jours and La Semaine, continued to reach 2.4 million unique readers per month. Échos Vedettes won the favour of even more readers, increasing its readership by 7%.

Among the specialty magazines, *Chez Soi* and *Les idées de ma maison*, which celebrated its 30th anniversary in 2014, posted enviable results. Together, they dispense inspiring decorating ideas to more than 830,000 readers per month. With an 8% increase in readership, *Les idées de ma maison* remained the French-language standard for decorating in Canada.









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Robert Laffont

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Quebecor's 16 publishing houses reaped many literary distinctions during the year.

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GROUPE LIBREX INC.

Groupe Librex scored a number of successes, including the year's best-selling biography, Sur la ligne de feu (Éditions Libre Expression) by Jean-François Lépine (source: Gaspard^{MC}, Société de gestion de la banque de titres de langue française). Jack – Une enquête de Joseph Laflamme by Hervé Gagnon, published under the Expression noire imprint, won the Prix Saint-Pacôme for the best first detective novel of 2014. Les Aliments contre le cancer (2005, Éditions du Trécarré), the first book by Richard Béliveau and Denis Gingras, has sold more than a million copies in 30 countries. Its authors have since written four other books. The latest, Prévenir le cancer, was published in October 2014.

Author Kim Thúy, who has now been published in 19 languages around the world, won the 2014 Prix littéraire des Ambassadeurs des pays ayant le français en partage for her novel *Ru* (Éditions Libre Expression). The prize was awarded under the patronage of Her Royal Highness Princess Marie of Denmark.

GROUPE HOMME

Groupe Homme also had a stellar year. The novel *Louise* est de retour by popular author Chrystine Brouillet (Les Éditions de l'Homme), published first as an e-book serial and subsequently in print, quickly climbed the bestseller list.

Les Éditions de l'Homme published Volume 2 of La Célibataire, Survivante, a collection of comic strips by popular young adult author India Desjardins. Following that success, Les Éditions de l'Homme bought the rights to her teen novel series Le Journal d'Aurélie Laflamme. In the spring, *De quoi j'ai l'air* ? (Les Éditions de l'Homme), a young adult novel written by author and journalist Aline Apostolska and psychologist Marie-Josée Mercier, was honoured with the young jury prize

JEAN-FRANÇOIS

LÉPINE

de feu

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sur

Lise Aubut.

at the 2014 IMAGE/in awards, presented by ÉquiLibre. The book deals realistically with the self-image problems experienced by many teens. Several biographies published by Les Éditions de l'Homme made waves, including Déjoué par le cancer by Le Journal de Québec reporter Albert Ladouceur, Jacques Languirand – Le cinquième chemin by Aline Apostolska, and Édith Butler, la fille de Paquetville by TRÉCARRÉ

RICHARD BÉLIVEAU Ph. D.

DENIS GINGRAS Ph. D.

BOULANGE # BOUSTIFAILLE

MARIA CHAPDELAINE



C'EST FOU

MAIS C'EST TOUT

BEATLES

Beatlemania swept across Québec again with the publication of C'est fou mais c'est tout – Parcours discographique des Beatles au Canada, a 700+ page fullcolour book by singer-composer-author Gilles Valiquette that tells the story of the Beatles in Canada.

At Éditions Petit Homme, the Lance et compte jeunesse collection maintained its longstanding popularity with young readers, as did the La bande à Smikee series by Fred and Makina, who are increasingly in demand for school visits.

Cookbooks were not neglected. Boulange et boustifaille – 75 recettes pour faire la fête autour du pain by Ebilia (with Stelio Perombelon and Éric Dupuis) won top honours in the Best Bread Cookbook category at the 2015 Gourmand World Cookbook Awards. As the worthy representative of French Canada, the book has qualified for the Best in the World award, for which the winners from all countries will contend in June 2015.

LE GROUPE VILLE-MARIE LITTÉRATURE INC.

The quality of the work by Les Éditions de La Bagnole over the past 10 years was rewarded with a series of distinctions in 2014. The adaptation of Maria Chapdelaine by Jennifer Tremblay was selected as one of the 200 best titles in the world by the 2014 White Raven catalogue. The English version of Haïti mon pays (Haiti My Country) by Rogé made the New York Times list of the 10 best illustrated children's books of 2014. $M\alpha$ petite boule d'amour by Jasmine Dubé was a finalist in the TD Canadian Children's Literature Awards and the Prix des libraires du Québec in the O-5 age category.

CEC 💷

TEMPORAL

MONDE

CEC

VLB éditeur and Les Éditions de l'Hexagone also garnered a number of honours and awards, including the Prix Robert-Cliche for best first novel, which went to Martin Clavet for Ma belle blessure, the Prix Athanase-David to Jean Royer for his entire body of work, and the 2014 Prix littéraire des collégiens to Louis Carmain for Guano.

CEC PUBLISHING INC.

CEC Publishing continued to lead the way in textbook publishing in 2014, particularly in the digital arena, with the launch of its Classe branchée collections for elementary and high schools. One notable feature of the nine collections is the addition of interactive exercises, available online on the *MaZoneCEC*.com, multiplatform website created in 2012.

In all, CEC Publishing now offers elementary and high school students more than 17,000 interactive exercises in mathematics, French, English and history to help them and their teachers make the shift to digital that is now underway in Québec and Ontario schools.

CEC Publishing is proud of its publication of Atlas contemporain, the only atlas designed entirely by Québec geography teachers for junior college and university courses. A digital version is provided free with the print version.

Finally, 2014 saw the publication of the full C'est parti ! collection and the first parts of the Odyssée collection, CEC Publishing's basic series that meet the requirements of Ontario's new French-as-a-secondlanguage program. CEC Publishing is the only Québec publishing house to provide materials for that market.

MESSAGERIES A.D.P. INC.

Buoyed by growing sales of bestsellers and an energetic business strategy, Messageries A.D.P. made major gains in market share in 2014. With sales of 6.5 million copies of more than 53,000 titles (novels, recipe books, graphic novels, textbooks), a digital catalogue containing more than 14,000 titles and the addition of the La Semaine and Recto-Verso Editeur publishing houses to its catalogue, Messageries A.D.P. strengthened its position as the largest distributor of French-language books





vlb éditeur



QMI CONTENT

Two years after its creation, QMI Content has already established itself as a leader and visionary trailblazer in Québec's audiovisual industry. In 2014, the QMI Content team successfully pursued its mission of creating, developing, acquiring, disseminating and exporting highquality audiovisual content and bringing the work of Québec talent to wider audiences at home and abroad.

QMI Content is dedicated to finding the best content in all genres. To do so, it works with more than 20 experienced production houses.

The investments in Québec productions have paid off. Innovative distribution strategies, notably for television series, which address the growing viewer preference for binge watching, have helped energize the industry. The addik^{TV} channel's *Mensonges* series became the first Québec series to be made available on a subscription video platform, Club illico, before airing on linear television.

To offer the best content on all platforms and satisfy consumer interest in foreign content presented in French, QMI Content made content acquisition arrangements with some of the world's top studios, including multi-year agreements with Les Films Séville, MGM, NBCUniversal, Paramount Pictures, Sony Pictures, Viacom Inc., and Warner.

The multiplatform agreement with Viacom will make Nickelodeon's leading brands (including Dora, Go Diego and Teenage Mutant Ninja Turtles) available to Québec children on Club illico and the Yoopa channel. The agreement is already bearing fruit: orders for shows for the 6-9 age category are up 52% thanks to the instant success of the Les Tortues Ninja series.

QMI Content signed major co-development agreements with TF1 Production, a subsidiary of Groupe TF1, and Armoza Formats. Under these agreements, QMI Content will be able to work on developing new jointly owned formats for national and international distribution. With these agreements with important production industry players, QMI Content becomes the first Québec company to enter the international formats market. This major, innovative initiative is expected to make a significant contribution to bringing Québec talent and Québec productions to international audiences.

Armoza Formats also became the distributor of QMI Content's formats catalogue. The partnership with Armoza Formats, founded in 2005 and considered an industry leader, has already exposed buyers from around the world to several Québec titles – La Marraine, Le Tricheur, Mensonges, Sur invitation seulement, Un sur 2, and Vol 920 – and has yielded international sales.

Sur invitation seulement



INTERNATIONAL SALES

Un sur 2: Polish adaptation by Akson Studios for the private channel TVN

Mensonges: Optioned by French company Made in PM for French adaptation Optioned by Ace Entertainment for broadcast of the Québec original series on the France 2 channel

Vol 920: Optioned by Fremantle France for French adaptation Optioned by Magnolia Italy for Italian adaptation

Sur invitation seulement: Optioned by Magnolia Spain for Spanish adaptation Optioned by Lagardère for French adaptation

BLOOBUZZ STUDIOS INC.

Part of the Quebecor family since 2012, Saguenay-based video game developer BlooBuzz Studios is the largest company of its kind in Québec outside the Montréal and Québec City metropolitan areas. Its 40-plus employees, including some 20 artists and 2D and 3D animators, game designers and interactive screenwriters, develop games distributed on mobile platforms in more than 150 countries, thus affording a worldwide showcase for their creative talents.

During 2014, BlooBuzz Studios released Origins: Elders of Time to critical acclaim. Like all the games developed by the company, it is available on the Windows, Mac, iPhone, iPod Touch, iPad and Android platforms.

Another release, *The Timebuilders: Pyramid Rising II*, the second part of a saga that transports players back in time to Egypt in the days of the Pharaohs, was a finalist for the Numix award in the Mobile Game category.

In addition to helping home-grown talent shine in a fiercely competitive industry, BlooBuzz Studios supports the development of the next generation of game developers by funding scholarships for undergraduate students majoring in video game development, 3D animation and digital design at Université du Québec à Chicoutimi.







MUSICOR

Once again, Musicor stood out as one of the largest music industry players in Québec in 2014. The company released almost a dozen albums, including CDs from Marie-Eve Janvier and Jean-François Breau (*Libre*), Brigitte Boisjoli (Sans regret), Étienne Drapeau (*T*'es toute ma vie), and the Musique & Cinéma project from Bruno Pelletier and Guy St-Onge.

The Ste-4 Musique label, which records emerging artists, entered its second year. It made a splash with the release of Joseph Edgar's Gazebo CD. The first single from the CD, *Espionne Russe*, was a hit with 800,000 views of the video on YouTube, 19,000 copies sold, and two months at the top of the iTunes French-language chart. Ste-4 Musique also released *Chien noir*, the first album from rock band Caravane, in the fall. The first two singles quickly made their way onto the French-language Top 20 charts and the album appeared on many critics' Best of 2014 lists.

Musicor Spectacles made a foray into new territory in 2014 and attracted new audiences. The year started on a high note with the production of Loto-Québec's *Célébration 2014* gala, a resounding success, followed by a unique concert tour by Dick Rivers and Nanette Workman. Musicor Spectacles also promoted Véronic DiCaire's Québec tour (*La voix des autres*), which played to full houses everywhere and sold more than 80,000 tickets in all.

Successful tours by Étienne Drapeau and the Marie-Eve Janvier and Jean-François Breau duo are still in progress. Musicor Spectacles is proud to have presented 14 productions, including 5 new ones, with a total of 124 dates during the year. Together, the indoor performances, festivals and events drew more than 10,000 people. Musicor Spectacles is pleased to have new artists and bands such as Les Chercheurs d'Or and Joseph Edgar in its stable. It has also signed Julie Lamontagne and Mentana and will be organizing their shows. Marie-Mai



DISTRIBUTION SELECT

Distribution Select ended 2014 as it began, as Canada's top independent distributor. It had a 54.2% market share of French-language products and 21.1% of all products sold in Québec, counting all genres and languages. Its catalogue contains more than 7,800 audio titles and 1,500 video titles.

During the year, Distribution Select signed distribution agreements with 43 new partners and distributed no fewer than 732 newly released CDs and 240 new DVDs and Blu-ray discs.

Several artists distributed by Distribution Select earned distinctions of various kinds. Marie-Mai's DVD *Traverser le miroir* went triple platinum just one month after its release. Her album *M* was certified gold soon after it came out. The Karkwa and *La Voix* CDs also received gold certification, and Arthur L'aventurier's DVD was certified platinum. At the 2014 ADISQ gala, Distribution Select's artists, producers and partners picked up 19 awards. Distribution Select continued expanding its network, adding 60 new points of sale in Québec and Ontario when it became the official distributor of musical products and DVDs for HART stores.

The distribution centre successfully completed a six-month performance-improvement program aimed at reducing operating expenses.

at reducing operating expension Turning to digital distribution, Distribution Select signed agreements to place works by its Québec artists on all the music streaming platforms, as well as on iTunes, Google Play and YouTube.



Véronic DiCaire









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GESTEV

Gestev, a leading promoter of large-scale sporting and cultural entertainment, organized numerous events in 2014. Highlights included the FIS Snowboard World Cup, Red Bull Crashed Ice, UCI Mountain Bike World Cup, and Family Day at Baie de Beauport. Gestev also organized the 13th FINA Synchronised Swimming World Cup, at which 107 swimmers from 17 countries competed. Gestev provided complete management services for Baie de Beauport beach and the Plains of Abraham Skating Rink. It also managed sponsorships, media relations and experiential marketing for private events organized at Baie de Beauport.

events organized at bare de bound 2014 was a banner year for Gestev. In addition to a number of successful projects, Gestev earned several awards for its events. The Snowboard Jamboree, which hosts the FIS Snowboard World Cup circuit, won three prizes in 2014, picking up the Event of the Year award at the Gala Reconnaissance de la Jacques-Cartier, the International Event award the Gala Sports Québec, and the Event award at the Gala Triomphe. In an Olympic year, the Snowboard Jamboree, organized for the first time as an all-freestyle event, was another resounding success with the public. In 2014, fans of extreme skating again flocked to the spectacular Red Bull Crashed Ice competition, organized by Gestev. More than 110,000 spectators came to see 64 skaters compete in the famed stop on the Ice Cross Downhill World Championship circuit. For this 9th edition of the Québec City event, Gestev designed a 480-metre track, the longest on the circuit. As in previous years, the route passed some of the Old City's landmarks.







UCI Mountain Bike World Cup

Hockey is unquestionably part of our national identity. It is also part of Quebecor's identity, and particularly that of its Sports and Entertainment segment. So much so that Quebecor is now the proud co-owner of two Québec Major Junior Hockey League (QMJHL) teams, the Armada de Blainville-Boisbriand and, since November 2014, the Remparts de Québec.

The Remparts de Québec quickly won the hearts of Québec City-area hockey fans after the team's revival in 1997 under the leadership of Michel Cadrin and Jacques Tanguay, philanthropists and hockey fans, and Patrick Roy, one of the best goaltenders in the history of the NHL's Montréal Canadiens. During the 2013-2014 season, average attendance was close to 10,000, or about twothirds of the Colisée Pepsi. When the team asked its fans to turn out for the game on February 7, 2014 to show their support for Québec City's bid to host the Memorial Cup, 13,518 showed up. The team's popularity can be expected to further increase next season, when it moves into the new Videotron Centre.

On the ice, the Remparts placed third in the QMJHL's Eastern Division. Left-winger Anthony Duclair did his team and his fans proud by scoring 50 regular-season goals to become the league's second-highest scorer.

The Armada, founded in 2011, placed second in the Western division and fifth in the league overall in the 2013-2014 season. This excellent performance followed the team's first-place finishes in its division in its first two

years of existence. The Armada and the Remparts embrace the QMJHL's mission: not only do they help groom the professional hockey players of the future, but they also support their players' academic success. To play on the Armada or the Remparts, a youth must be enrolled in an educational institution. To promote academic success, the Armada covers all school-related costs, including tuition, books, school supplies and transportation, while the Remparts have created an education fund to financially support players during their studies. Tutors are also made available to the players.

The Armada has teamed up with Partenaires pour la réussite éducative dans les Laurentides, an organization that encourages kids not to drop out of school. Throughout the school year, Armada players visited local schools and spoke to students, serving as ambassadors and modelling the importance of staying in school. Similarly, Remparts players toured Québec City-area schools. They also pay a yearly visit to sick children at the Centre hospitalier de l'Université Laval. Armada de Blainville-Boisbriand hockey team



CORPORATE Social Responsibility

Convergence is a powerful strategy that yields wideranging benefits. When it comes to human resources, it plays a key role in talent acquisition and retention. It has enabled Quebecor to build a workforce with deep knowledge of the Corporation's organizational culture and an understanding of all components of the corporate ecosystem. Quebecor's emphasis on supporting its employees' professional development before recruiting from outside promotes internal mobility as an important corporate value.

This approach helped drive the development of high-potential employees in 2014. Quebecor's move into new lines of business drew on the resources of all its segments and created new growth opportunities for the best candidates. Quebecor continued to focus on high-quality training for its managers. For example, Videotron now has 500 managers who have taken one of the available inhouse training programs. At Campus Québecor, a new series of training programs was launched for managers in all segments.

Finally, the continuous improvement process initiated by Videotron several years ago logged its 100th improvement initiative during the year.

OUR VALUES

- > Perform
- Differentiate ourselves
- > Execute quickly and nimbly
- Treat the customer as we would want to be treated
- Innovate
- Work as a team

THE ENVRONMENT AND SUSTAINABLE DEVELOPMENT

In recent years, Quebecor has pursued a methodical strategy to reduce its environmental footprint. Since 2009, it has been regularly reporting its carbon footprint to the Carbon Disclosure Project (CDP). In 2014, additional measures were introduced in order to track its progress objectively. For this purpose, Quebecor has retained the services of Enviro-accès inc., an independent third party, to audit its methodology in accordance with the ISO 14064-3:2006 standard.

The audit, combined with various carbon emission improvement initiatives, produced another significant increase in Quebecor's CDP score in 2012, a result of which the Corporation is justly proud.

Quebecor's most recent carbon report shows a 22% reduction in greenhouse gas emissions since 2009.

For better upstream assessment of the environmental impact of supply processes, Quebecor developed and launched a system to systematically evaluate its suppliers' environmental and social performance. The system complements measures to reduce waste at source and to increase the re-use rate of waste that cannot be eliminated.

At Videotron, a partnership with Service d'intégration au travail, one of the largest community organizations in the Mauricie region, spawned the Désuétude project, which refurbishes seemingly obsolete equipment. Equipment that cannot be restored to working order is

recycled by specialized firms using environmentally and socially responsible practices. To date, the project has generated savings totalling \$3.0 million for Videotron.



RESULTS OF ELECTRONICS RECOVERY AND RECLAMATION PROGRAM

RESOLUTION						
	l	Items re-used	ltems recycled			
Year	ltems recovered		196,560			
2014	1,003,880	663,475	82,500			
2014	680,250	597,750	7,970			
2013	52,470	44,500				
2012	1,736,600	1,305,725	287,030			
TOTAL	1,730,000					





During the year, Quebecor took another series of initiatives to continuously improve its program for ecological recovery and reclamation of electronic products from its business operations. Among other things, Quebecor set up a research and development program to improve its understanding of the electronic equipment market and the environmental and social life cycle of such equipment. For this purpose, it held the first *RecycLab*, an event at which stakeholders from different backgrounds discussed the dynamics of the electronic equipment market and unconventional ways to re-use equipment and components.

Quebecor attaches great importance to its role as a good corporate citizen, which translates into many social, environmental and entrepreneurial initiatives.

For example, Videotron supports Notman House, which works to develop digital solutions that address, among other things, environmental and social problems. Quebecor works with L'Esplanade, an incubator for social businesses. It supports the parade of toys, proceeds of which go to the Fondation Réno-Jouets, and two "electrifying" activities, $M\alpha$ ville, c'est électrique and Équiterre's annual benefit cocktail party, of which it is a governor.

Quebecor also supports scientific research and the preservation of biodiversity and Québec's natural heritage. During the year, the Corporation took part in a roundtable organized by members of the environmental organization Canopée to discuss ways to reconcile Québec's economic interests with the preservation of the ecological balance of Broadback Valley, one of Québec's largest old-growth forests.

Quebecor is proud of the progress that Gestev has made toward excellence in environmentally responsible event management. The Gestev team was awarded the Coup d'Éclat prize by the Société des Attractions touristiques du Québec and Festivals et Événements



Québec in the sustainable development category for the 2014 edition of the Vélirium.

After each Gestev-organized event, a report is prepared on the outcomes of the sustainable development initiatives. As these reports show, in addition to certifying and constantly improving its events' performance in terms of social and environmental responsibility, Gestev actively encourages community participation. For example, after the Vélirium, \$10,000 was donated to various volunteer groups to help them advance worthwhile community and sport-related causes.

PARTNERING WITH THE COMMUNITY

Quebecor's founder, the late Pierre Péladeau, believed that a business has a duty to give something back to the community that nurtured it.

Over the decades, his company has remained true to this proud philanthropic tradition by maintaining close ties to the community. In times of celebration as in times of crisis, Quebecers have been able to count on Quebecor to promote their culture and to be with them in adversity.

The Corporation is proud to support many organizations involved in culture, community action, education, youth, health, sustainable development, entrepreneurship, and sports. In 2014, Quebecor made contributions totalling nearly \$35.7 million to more than 400 organizations.

PRESERVING AND CELEBRATING QUÉBEC'S CINEMATIC HERITAGE

During the year, Éléphant: The memory of Québec cinema (Éléphant) methodically continued the meticulous work of restoring and disseminating Québec's cinematic heritage. The Éléphant project, born of Quebecor's desire to safeguard an important part of our collective memory and make it accessible, is gaining a reputation that transcends Québec's borders. One sign of Éléphant's growing credibility is that it has been invited to a number of prestigious international events devoted to restored films or classic movies.

For the first time, a film restored by *Éléphαnt* – *Léolo* by the late director Jean-Claude Lauzon – was selected by the iconic Cannes Festival and screened in the Cannes Classics section.

Several months later, Éléphant's restoration of the film Les bons débarras by Francis Mankiewicz was screened at the Lumière Film Festival in Lyon, an event devoted to classic movies. It was a signal honour: Les bons débarras was one of only 10 films from the world's cinematic heritage to be selected for the Splendors of Restoration section, which celebrates the best in film restoration.

Éléphant also expanded the distribution of its impressive catalogue overseas by making it available on the iTunes Store in Europe and Africa. As a result, residents of all European and African countries where French or English is an official language can now watch films from Québec's cinematic heritage. Éléphant has already been available on iTunes in Canada and the U.S. since the fall of 2013.

2014 will also be remembered as the year in which Éléphant ClassiQ was born: the first film festival in North America devoted to restored classic movies from around the world. Drawing inspiration from the Cannes model, Éléphant ClassiQ aims to be a showcase for restored films and a draw for all movie-lovers. Instantistion numbringer pris i Instynational modules collective service la seguenciation (Colymann, nationales des collectives modules obslogistist instructions pris i Austria service constraint services analysis laboration of Fallymone, coloniant devicement and Modules.



CANNES CLASSIES



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Éléphant vous accompagne partout!

36



Quebecor also celebrated Québec's collective memory with Voix d'ici, an exhibition of paintings by internationally known Québec painter Louis Boudreault, which was mounted in the lobby of Quebecor's head office in Montréal. It consisted of 22 moving childhood portraits of historical figures who left their mark on 20th century Québec. Thousands of visitors came to contemplate the tribute to some of Québec's outstanding writers, musicians, singers, painters, business leaders and, of course, hockey players. The gallery in Quebecor's head office lobby is regularly used to showcase Québec visual artists.



PROMOTING HEALTH

Throughout the year, Quebecor remained faithful to its commitment to health and research, providing support and taking a variety of initiatives that have made a significant contribution to the quality of life of children, men and women at home and abroad.

Quebecor proudly agreed to preside over the Institut universitaire de cardiologie et de pneumologie de Québec Foundation's first major fundraising drive. The campaign raised \$33.5 million, 10% more than its target. It received a substantial boost from Quebecor's donation of more than \$3 million. The money raised will enable the institute, which serves some 2 million people, to continue its development and maintain its level of expertise in its specialities of heart disease, respiratory ailments and obesity-related illnesses. It is a world leader, recognized for its high standard of patient treatment and services, as well as for its research and

For the first time, Quebecor extended support to the Fondation teaching activities. Sourdine, which raises money for the École oraliste in Québec City, the only French-language school in North America exclusively dedicated to deaf and hearing-impaired children. Quebecor was moved by the school's mission of helping deaf and hearing-impaired children integrate into regular

classes and into society. Quebecor also followed through on its commitment to Haiti. When that country was devastated by an earthquake in 2010, Quebecor and its subsidiaries shifted into gear to help the victims. In addition to organizing a telethon that raised \$6.7 million, Quebecor dispatched Videotron technicians and equipment to help restore local and overseas communications by setting up a media and telecommunications centre.

In addition, Quebecor pledged \$500,000 to support the efforts of the Québec Division of the Canadian Red Cross and the Centre d'étude et de coopération internationale (CECI) in Haiti, to be shared equally between the two organizations. The money enabled the Red Cross to build a clinic in the southeastern Haitian town of Marbial, making health care more readily available to residents of that remote community. The clinic opened in 2014 and is now serving a population of 40,000.

Meanwhile, CECI used the \$250,000 to fund two shelters for girls and women who had been victims of violence: Centre Magalie pour la vie in Jacmel, and Centre Reviv in Port-au-Prince. The already acute problem of violence against women worsened after the earthquake due to the vulnerability of women in the camps. The humanitarian projects supported by Quebecor were carried out in cooperation with well-established women's associations in Haiti. The two centres provide girls and women who have been victims of violence with safe, decent temporary housing, as well as legal services and psychological and social support.

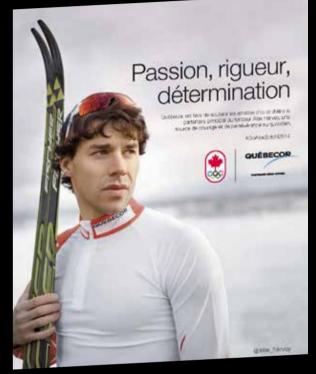


SPORT AND EDUCATION

The high school drop-out rate is one of the greatest challenges facing Québec society today. The many community organizations dedicated to youth that Quebecor supports each year include L'Ancre des Jeunes, based in Verdun and serving south-west Montréal, where the drop-out rate hovers around 50%. L'Ancre des Jeunes works with students from Grade 5 to Grade 10, encouraging them to stay in school through an original approach that takes into account each individual's issues - social, emotional, educational, health-related -, as well as his or her pace of learning, strengths and challenges. L'Ancre helps only those students who want to come to the centre and who are fully invested in their education.

In the realm of sport, Quebecor continued supporting young athletes whose local or international success is a source of pride and inspiration to all Quebecers. These outstanding competitors include skier Alex Harvey, who had an excellent year in 2014 with four podium finishes. The Garneau Quebecor cycling team climbed the rankings throughout the season and also made regular appearances on the podium. All members of the cycling team and Alex Harvey are also pursuing their education, a choice Quebecor strongly encourages, given the relative brevity of sport careers and the need for athletes to prepare for their second career.





RECIPIENTS OF THE 2014 PIERRE PÉLADEAU BURSARIES

Every year since 1999, Quebecor has awarded Pierre Péladeau Bursaries with a total value of \$100,000 to reward and support young Québec entrepreneurs who display exceptional talent and creativity. Students at all Québec universities are eligible. The money helps the future entrepreneurs start up a business, carry out their business plan, and develop products and markets.



SECOND PRIZE Pascal Nataf, David Duguay and Kim Berthiaume, AFFORDANCE STUDIO

THIRD PRIZE Caroline Mathieu and Mikaël Trottier, CASAMIVI INC.

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1 Member of the Audit Committee Member of the Human Resources

and Compensation Committee 3 Member of the Executive Committee

* As of May 7, 2015

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