



PRESS RELEASE

For immediate release

**Pierre Karl Péladeau returns to Quebecor as President and CEO,
Pierre Dion appointed Chairman of the Board of Quebecor Media**

Montréal, February 16, 2017 — Quebecor today announced that Pierre Karl Péladeau is resuming his role as President and CEO, effective immediately. Pierre Dion, who has held the position since April 2014, has been appointed Chairman of the Board of Quebecor Media and a director of Quebecor. Moreover, his nomination will be proposed for the Board of Directors of TVA Group at its General Meeting in May 2017. Brian Mulroney will remain Chairman of the Board of Quebecor.

“I am very pleased to return to the helm of Quebecor,” said Pierre Karl Péladeau. “The Corporation is dear to my heart, it is in sound financial health, and has grown steadily in recent years. I’d like to express my gratitude to Pierre Dion for his hard work and exemplary leadership, and to the entire management team. Pierre has been with the company since 2004 and has been a trusted colleague of mine for over ten years. I’m looking forward to working with him again.”

“I am proud of what I have accomplished in nearly three years as Quebecor’s President and CEO and I’m pleased to hand the reins back to Pierre Karl,” said Pierre Dion. “My new roles will provide new opportunities to contribute to Quebecor’s success. And of course I am fortunate to have the chance to work with Pierre Karl again.”

The Right Honourable Brian Mulroney commented: “Since it was founded by Pierre Péladeau in 1965, Quebecor has always been a solid, successful company thanks to its talented management teams. With Pierre Karl back in the driver’s seat and Pierre as Chairman of the Board of Quebecor Media, we have a first-rate team in place to lead the Corporation’s growth and development going forward.”

In his previous 14-year term as President and CEO, Pierre Karl Péladeau articulated a strategic vision for Quebecor which continued to guide the Corporation under Pierre Dion’s leadership. With the new change in leadership, Quebecor will maintain continuity and press ahead with implementation of its business plan.

About Pierre Karl Péladeau

Pierre Karl Péladeau served as President and CEO of Quebecor from 1999 to 2013. At the dawn of the new millennium, when the Corporation’s activities were being disrupted by the advent of digital, he successfully transitioned Quebecor’s traditional businesses to the new economy. In 2000, with the support of his management team and capital partner Caisse de dépôt et placement du Québec, he acquired Videotron, including TVA Group, and set about transforming the business. In 2010, in line with a strategy developed by management and the Board, Videotron launched its own mobile network. The major \$2-billion investment moved the Corporation into a burgeoning industry that would drive its future growth while fitting into its original strategy, which revolved

around convergence of content and distribution platforms. Quebecor spearheaded the development of competition in mobile telephone service as the first new-generation carrier to take on the three incumbents that dominated the market. Today, that strategy has been proven sound.

Videotron has become the cornerstone of Quebecor's business model. It is now the Québec leader in cable television, Internet access and wireline telephone service, and has been Québec's fastest-growing mobile carrier in recent years. Videotron is known for superior customer service: in 2016, it was rated the most respected telecommunications company in Québec for the 11th year in a row. Thanks to Pierre Karl Péladeau's far-sighted strategy, Quebecor has expanded beyond its position as Québec's media industry leader and moved into growth sectors such as telecommunications, mobility, the digital economy, film and television production, and sports and entertainment.

True to the vision of its founder, Pierre Péladeau, Quebecor has also remained a dominant player in the development of Québec culture and the promotion of Québec artists. The Corporation is strongly committed to the community and is a pillar of philanthropy in Québec. Its numerous philanthropic activities include the Éléphant project, which is dedicated to preserving Québec movies and making them available in digital format.

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.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec. It holds an 81.07% interest in Quebecor Media, which employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports people working with more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.

Visit our website: www.quebecor.com

Follow us on Twitter: twitter.com/Quebecor

— 30 —

Information:

Martin Tremblay
Vice President, Public Affairs
Quebecor Media
514-380-1985
martin.tremblay@quebecor.com