

2022

QUEBECOR

ACTIVITY

REPORT

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2022 IN BRIEF

\$4.53B

in revenue for Quebecor in 2022.

QUÉBEC LEADER

in telecommunications,
media, and
entertainment.

\$2.85B

to acquire Freedom Mobile,
including its wireless and
Internet customer base,
infrastructure, spectrum, and
many retail outlets in Canada.

N°1

**INTERNET
SERVICE
PROVIDER
IN QUÉBEC.**

OBJECTIVE OF
37,000

QUÉBEC HOUSEHOLDS

to be newly connected to high-speed
Internet by Videotron.

1.7 MILLION

subscriber connections
to Videotron's mobile
network.

550,000+

SUBSCRIBERS

to the Club illico and Vrai
over-the-top video services.

1.4 MILLION

revenue-generating
units migrated to Helix.

Acquired VMedia

A respected independent telecommunications service provider in the Canadian market.

NEARLY
\$37M

in donations and sponsorships in 2022.

+9.3%
digital advertising revenue

+10.1%
out-of-home advertising revenue

+6.8%
mobile phone lines.

+3.4%
Internet access customers
(including VMedia customers).



40.8%
market share for TVA and its specialty channels in 2022, still No.1 in Québec.

10,000
EMPLOYEES

400+ ORGANIZATIONS supported across Québec.

Québec's largest
MEDIA GROUP
in digital.

HIGHLIGHTS

Financial years ended December 31, 2022, 2021, and 2020

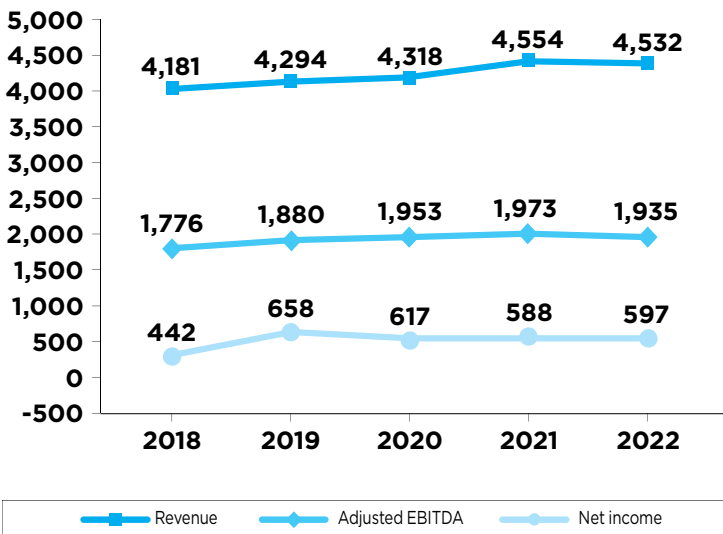
(in millions of Canadian dollars, except per share data)

	2022	2021	2020
OPERATIONS			
Revenue	\$4,531.9	\$4,554.4	\$4,317.8
Adjusted EBITDA ¹	1,934.5	1,973.2	1,952.6
Adjusted cash flows from operations ¹	1,439.6	1,382.1	1,312.4
Contribution to net income attributable to shareholders:			
Continuing operating activities ¹	624.8	621.9	594.5
(Loss) gain on valuation and translation of financial instruments	(17.7)	15.7	7.5
Unusual items	(7.4)	(59.2)	(28.0)
Discontinued operations	-	-	33.2
Net income attributable to shareholders	599.7	578.4	607.2
BASIC DATA PER SHARE			
Contribution to net income attributable to shareholders:			
Continuing operating activities ¹	\$2.66	\$2.55	\$2.36
(Loss) gain on valuation and translation of financial instruments	(0.08)	0.06	0.03
Unusual items	(0.03)	(0.23)	(0.11)
Discontinued operations	-	-	0.13
Net income attributable to shareholders	2.55	2.38	2.41
Dividends	1.20	1.10	0.80
Weighted average number of shares outstanding (in millions)	235.2	243.5	251.6
FINANCIAL POSITION			
Total long-term debt	\$6,517.7	\$6,554.0	\$5,786.4
Lease liabilities	186.2	183.2	173.3
Convertible debentures, including embedded derivatives	160.0	141.6	156.5
Equity	1,483.5	1,378.8	1,214.1
Total assets	10,625.3	10,763.0	9,861.6
Consolidated net debt leverage ratio ¹	3.20x	3.19x	2.68x
EMPLOYEES	10,000	10,000	10,000

¹ For a complete description of these measures as well as a reconciliation to the most directly comparable measures calculated in accordance with IFRS, please refer to our Management Discussion and Analysis for the financial year 2022 under Non-IFRS Financial Measures, available on the Corporation's website at www.quebecor.com/en/investors/financial-documentation or from the SEDAR filing service at www.sedar.com.

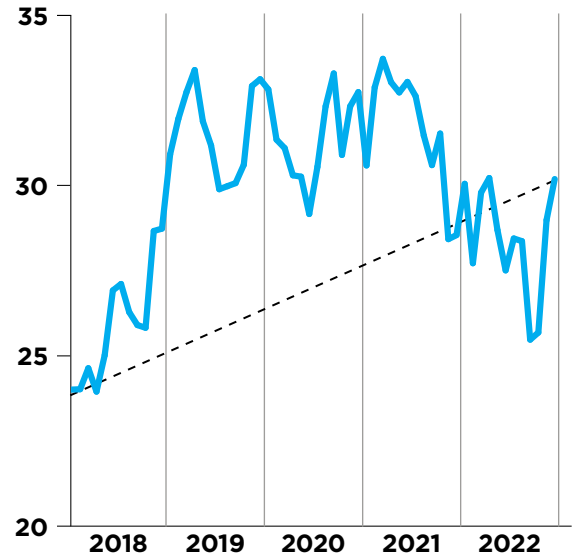
Revenue, Adjusted EBITDA, and net income

In millions of Canadian dollars



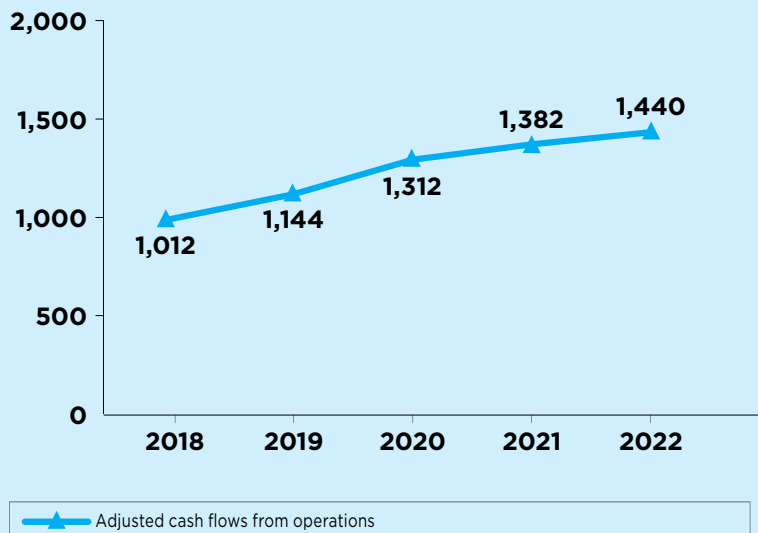
Share Price (QBR.B)

In Canadian dollars



Adjusted cash flows from operations

In millions of Canadian dollars



MESSAGE TO SHAREHOLDERS

Quebecor has always been distinguished by its boldness and its ability to stimulate competition through innovation. Over the years, Videotron has established itself as a potent market disruptor. Since 2010, it has spent \$3.5 billion to build out its own wireless network and has brought down the price of mobile plans in Québec, while maintaining its unwavering commitment to superior customer service and products. Today, its excellent track record, combined with a solid balance sheet and rigorous operational management, are paying off.

Expanding our telecom footprint

Videotron passed another milestone in its quest to achieve its growth objectives and become Canada's fourth strong, competitive wireless carrier.

Videotron completed the acquisition of Shaw's wireless subsidiary Freedom Mobile, which serves 1.8 million customers in Ontario and Western Canada. Thanks to this major transaction, which closed in April 2023 after approval by the Minister of Innovation, Science and Industry, Quebecor has doubled its wireless customer base. With the expertise and know-how of the 7,500 employees of Videotron and Freedom, we are set to pursue our mission of increasing competition across Canada, as we have been doing successfully in Québec for more than 15 years.

Among other things, Quebecor has promised the federal government that Freedom's mobile plans will be 20% less expensive than those currently offered by the incumbents in its markets. We will invest more than \$150 million to upgrade Freedom's infrastructure and bring 5G access to 90% of its customers within two years. In addition, our acquisition of the independent telecommunications service provider VMedia Inc. in July 2022 will enable us to offer customers in British Columbia, Alberta, Manitoba and Ontario multi-service bundles including mobility, Internet and television.

These efforts are in addition to the massive investments in wireline and wireless infrastructure that Videotron has made and continues to make in Québec. It should also be noted that Videotron invested nearly \$830 million in 2021 to acquire spectrum across the country to support 5G deployment, nearly half of it concentrated in Québec.

Work is also continuing as part of Operation High Speed, in partnership with the governments of Québec and Canada, to provide more rural Québec communities with high-speed Internet access. Ultimately, 37,000 new households will be connected to Videotron's powerful Internet network.

Quebecor is proud to be an active player in the transformation of the telecommunications industry in Québec and across Canada for the benefit of consumers.

Our Telecommunications segment's 2022 results are a clear indication of the high level of customer interest and trust in Videotron.

Videotron and Fizz continued to gain market share, adding 108,500 mobile connections, a 6.8% increase, and 63,400 Internet access customers, a 3.4% increase, including the 37,200 VMedia customers at the time of acquisition. On the strength of these robust results, Videotron posted increases of nearly 9% in adjusted cash flows from operations and 2% in adjusted EBITDA in 2022. Adjusted cash flows from operations and adjusted EBITDA were 39.2% and 51.4% of Videotron's revenues respectively, the best performance in Canada's telecom industry by far.

For the 17th time since 2006, Videotron was ranked the telecommunications company with the best customer service in Québec and the most respected telecommunications provider in Québec, according to Leger surveys. Our Fizz brand held its No. 1 ranking for online telecom experience in Canada, according to the Léger WOW digital survey.

Our customer-centric approach also means standing by our customers in hard times. To support the Ukrainian community, Videotron offered newcomers from Ukraine free mobile plans for six months and donated 1,000 mobile devices to the Ukrainian Canadian Congress for Ukrainian families in need. Videotron also suspended tolls for international calls to Ukraine, Iran, Turkey and Syria, allowing members of these communities to stay in touch with friends and family without worrying about calling charges.

Investing in original content and in our culture

We believe firmly in the importance of our culture and the value added of offering our customers distinctive local content. Over the past 10 years, Quebecor has almost doubled its spending on content production. In 2022, we invested more than \$400 million in content for all of our platforms, including 136 original productions, numerous acquisitions, and news and sports.

As a measure of their popularity, the market share of the TVA Network and our specialty channels was up 1.5 points to 40.8% in 2022. TVA dominated primetime in the 25-54 demographic with million-viewer shows such as *Chanteurs masqués*, *Révolution* and *Star Académie*, and the dramas *Le bonheur* and *Indéfendable*. LCN's performance was also noteworthy; it held its status as Québec's No. 1 specialty channel with a 6.4% market share.

After a difficult period caused by the pandemic, Quebecor's Sports and Entertainment Group fully resumed its activities in 2022. As the owner of Théâtre Capitole in Québec City and manager of the Videotron Centre, Baie de Beauport and the Cabaret du Casino de Montréal, Quebecor pursued its mission of showcasing Québec and international talent. During the year, it added the Théâtre du Casino du Lac-Leamy to its venues and launched new flagship cultural events in Québec City, including successful inaugural editions of the *Cigale* and *Igloofest Québec* music festivals.

Defending the interests of our industry

Providing quality news coverage and producing original Québec programming requires considerable investment. However, our significant contribution to Québec's economy in this area is jeopardized by the glaring problems facing our industry, which is operating in an increasingly precarious environment.

The challenging business landscape, the decline in television audiences, the erosion of advertising revenues to the benefit of the digital giants, fierce and unfair competition from Radio-Canada, which mistakes its mission for that of a private broadcaster, and Bell TV's continuing refusal to pay fair market value for our specialty channels are all issues that place TVA Group in an untenable position, which was reflected in the decrease in its profitability in 2022. In light of these factors, we had to take the necessary steps to reduce our operating costs, resulting in the elimination of approximately 240 jobs.

In this difficult context, it is vitally important that Bill C-11 on broadcasting and Bill C-18 to regulate negotiations between the web giants and media outlets with respect to the online use of news content be passed quickly. This cannot be repeated too often. If we are to maintain the broadest possible commitment to our culture, our content and our news media, the CRTC must lighten the regulatory and financial burden on Canadian media companies to ensure their sustainability. We need the same freedoms that foreign web giants enjoy to level the playing field.

Close to the community

As a responsible corporate citizen, we believe we have a duty to support the social actors who, like us, want to work to build a stronger, more innovative economy, a richer, more diverse culture and a healthier, more sustainable society.

Under our commitment to "The Art of the Possible," we supported more than 400 organizations across Québec with donations and sponsorships worth nearly \$37 million in 2022.

Nearly 50% of our philanthropic contributions went to culture, supporting organizations that promote Québec talent and showcase the richness of our French language, our history and our heritage. For example, *Éléphant: The Memory of Québec Cinema* is doing essential and colossal work. With Quebecor's financial support, it continued its mission of digitizing, restoring and making available to the public Québec's entire cinematographic heritage. Quebecor also distributes more than \$100,000 in grants each year to directly support the work of artists, musicians and writers.

On the environment front, in order to fight climate change and reduce our environmental impact we launched four flagship programs that address the main impacts of our activities: *On roulotte électrique*, an ambitious plan to electrify our vehicle fleets which will ultimately reduce our greenhouse gas emissions by more than 50%; *We Recycle*, a program that has collected more than 12 million electronic devices and accessories for reuse and recycling over the past 10 years; *Rolling Green*, an action plan that includes an accreditation program and a toolkit to promote environmental responsibility on Québec film sets; and *GesteVert*, a set of responsible event management initiatives by GesteV, which among other things increased the number of deposit cans returned at the Videotron Centre by 47% in 2022. To preserve biodiversity

and make Montréal greener, Quebecor expanded its longstanding partnership with Soverdi by joining the Comité des leaders de la forêt. Quebecor was also a proud supporter of Ocean Week 2022, organized by The Blue Organization.

To support entrepreneurship, Quebecor donated \$1 million to HEC Montréal, which will enable the Chair in User Experience (UX Chair) to help a hundred start-ups with their digital strategy under the *Quebecor asterX Digital Entrepreneurship Program*. The Pierre-Péladeau Bursaries, created in 1999, again distributed a total of \$200,000 in 2022 to support the innovative business projects of eight university entrepreneurs.

Inclusion, diversity, equity and accessibility are values Quebecor holds dear. Among other things, Quebecor created an interdepartmental committee to implement actions and initiatives to remove barriers for members of diversity groups, such as people with disabilities.

Our content production teams are mandated to be as representative of society as possible and to promote actors, hosts and participants who are culturally, sexually and gender diverse or from First Nations. TVA is also continuing its action plan to achieve gender parity in key television production positions.

Quebecor's philanthropic contributions of the year included an additional \$300,000 gift to the Le Pilier Foundation, an organization it has supported since 2005, to help it carry out important projects for the adults with multiple disabilities who reside at the Maison Québecor. Quebecor also joined the Alliance Arc-en-ciel de Québec, which defends and promotes the rights of sexually and gender diverse people.

A future of growth and success

2022 saw an economic slowdown and high inflation. In a highly competitive environment, Quebecor's adjusted cash flows from operations were up 4.2% year over year to \$1.44 billion, adjusted EBITDA was down 2% to \$1.93 billion, and revenues were down 0.5% to \$4.53 billion.

Going forward, Quebecor intends to stay the course on its strategic priorities by investing in its networks, in unique high-quality content and in long-term value creation for the benefit of all its stakeholders.

We are well positioned to do so. As of March 31, 2023, we have a strong balance sheet and significant financial resources, including net available liquidity of \$1.51 billion.

In conclusion, we would like to express our gratitude to our shareholders, our customers, our advertisers, our partners and our directors. We would also like to underscore the valuable contributions of Normand Provost and Robert Paré, who retired from the Board this year after 17 and 8 years of sagacious service respectively.

Every day, millions of people put their trust in us by using our products, watching our television shows, reading our newspapers, magazines and books, or attending our events. We thank all the employees of Quebecor and its subsidiaries for making this possible through their professionalism, hard work and dedication to providing the best possible customer experience.

We are excited about the future and more eager than ever to pursue our ambitious cross-Canada expansion plans. Together, we have what it takes to ensure Quebecor's continued growth and success.



Chair of the Board,

The Right Honourable Brian Mulroney



President and CEO,

Pierre Karl Péladeau



TELECOMS

VIDEOTRON

Videotron was in the Canadian telecommunications industry spotlight in 2022 as it took concrete steps to expand its services into Ontario and Western Canada. And as in years past, Videotron offered its subscribers a wealth of exclusive, captivating content and earned recognition for its industry-leading customer service.

A MAJOR NEW PLAYER FROM COAST TO COAST

Videotron is actively pursuing its ambitious plans to grow across Canada. Fuelled by the efforts of thousands of dedicated and talented employees, Videotron has made great strides in the past few months in its plans to expand outside Québec and create real competition for the benefit of Canadian consumers.

“We have shown that we are the best player to create real competition and disrupt the market. Our extensive industry experience, combined with Freedom’s large Canadian footprint, will allow us to offer consumers across Canada more choice, better value, and greater accessibility.”

— PIERRE KARL PÉLADEAU,
PRESIDENT AND CEO OF QUEBECOR



1.8 million

Freedom Mobile has 1.8 million customers in Canada.

Acquisition of Freedom Mobile

In early 2023, Videotron completed the acquisition of Shaw’s wireless subsidiary Freedom Mobile, which serves 1.8 million customers in Ontario, British Columbia, and Alberta. The addition of Freedom to the Quebecor family will help speed the expansion of Quebecor’s telecommunications services in Ontario and Western Canada.

Together, Videotron and Freedom will be well positioned to offer robust competitive 5G services across Canada, leveraging Videotron’s recently acquired spectrum in Québec, Ontario, Manitoba, Alberta, and British Columbia.

In 2006, Quebecor ended the Big Three oligopoly in Québec when Videotron entered the wireless marketplace. Now customers in Ontario and Western Canada are also able to benefit from the high-quality products and services that we have proven we can deliver.



Pierre Karl Péladeau

Acquisition of VMedia

In July, Videotron closed the acquisition of VMedia, an Ontario-based company recognized in Canada's telecommunications industry as an innovative player with a strong customer focus. With Videotron's support, VMedia's technological solutions will be deployed to their full potential across Canada.

VMedia is now one of the key partners that will enable Videotron to accelerate its drive to create more competition in Canada by offering advantageous multiservice bundles that give Canadian consumers more choice at a better price.

Top honours for Videotron

- **No. 1 Internet and TV provider in Québec**, according to the Media Technology Monitor.
- Telecom with the **best customer service** in Québec, according to Leger.
- **Ranked first among Canadian providers** in many categories in the CRTC's annual Sales Practices Report.

HIGH-SPEED FOR RURAL COMMUNITIES

Fast connectivity outside the major urban centres is vital for the development of a strong and prosperous Québec. During 2022, Videotron reaffirmed its commitment to serving remote areas and making life easier for families and businesses in all parts of Québec.

Under Operation High Speed, Videotron is working in partnership with the Canadian and Québec governments to connect more than 37,000 new households to its powerful fibre Internet network.

These efforts are in addition to the massive infrastructure investments that Videotron has made and continues to make in order to build one of the largest hybrid fibre-coax networks in North America for Quebecers.

Videotron's network reaches over 90% of Québec's population

As a result of Videotron's **massive investment in infrastructure** in recent years, Québec now has one of the largest hybrid fibre-coax networks in North America.

Videotron's teams are hard at work installing approximately **8,500 km of fibre optics in 244 municipalities** located in 35 regional county municipalities in Québec.



© STEPHANE LEMAIRE



PART OF QUEBECERS' DAILY LIVES

Mobile phone service

Videotron and Fizz continued to perform strongly in the highly competitive mobile market in 2022. The key to their success is their ability to constantly innovate and offer services that meet consumer expectations.

Our two mobile telephony brands posted sustained growth in 2022, adding 108,500 revenue-generating units (RGUs), a 6.8% increase, to bring the total number of subscriber connections to Videotron's mobile network to 1,710,000.

These results were made possible by the superb customer experience and superior value offered by Videotron and Fizz, and the performance of Videotron's network, three attributes for which the company has won numerous industry awards.



Helix

Helix, a partner in Quebecers' connected lives, offers reliable Wi-Fi service for every need, connected TV (IPTV) tailored to new viewing habits, and home automation for quick and easy smart home management, all powered by Videotron's high-performance fibre Internet network.

Helix continued its growth

Helix has now accumulated **more than 1.4 million RGUs** since its launch in August 2019.



CLOSE TO THE COMMUNITY

Videotron and Quebecor extend a helping hand to newcomers from Ukraine

Videotron renewed its support for the Ukrainian community by assisting Ukrainian expatriates during their first months in Canada. Newcomers from Ukraine were offered a free All-Inclusive 20 GB data plan for six months to help them stay in touch with family and loved ones.

Videotron also donated 1,000 refurbished mobile devices to the Ukrainian Canadian Congress and its partners for distribution to Ukrainian families in need.

The all-news channel Ukraine 24 was made available to all Videotron customers starting in March. Charges for international mobile and residential calls from Canada to Ukraine were also suspended.

The Quebecor family contributed to the cause by giving the international aid organization Humanitarian Coalition exposure in its media outlets, and TVA's hit show *Star Académie* partnered with UNICEF to collect donations for children and families affected by the war in Ukraine.

International calling charges suspended in a gesture of support

Standing with the community, Videotron lifted toll charges on calls to Iran between September 29 and October 31, 2022, and to Turkey and Syria between February 6 and 28, 2023. During difficult times, Videotron customers were able to stay in touch with friends and family without having to worry about long-distance charges.



Videotron welcomed more than 150 Ukrainian expatriates, allowing them to benefit from a free, 6-month plan. Our agents also distributed telephones to families in need.

Videotron takes action for inclusion, diversity, equity, and accessibility

Inclusion, diversity, equity, and accessibility are core values for Videotron. In August 2022, the company created a task force with members from several departments to ensure continuous improvement in service to all customer groups. The committee's main mission is to implement actions and initiatives to help eliminate barriers for people from diverse backgrounds, particularly people with disabilities.

45 years of partnership with AFFI

In 2022, Videotron celebrated the 45th anniversary of its productive partnership with Groupe AFFI, a Montréal company located on the South Shore. The industrial subcontractor mostly employs people with physical or cognitive limitations and prepares and ships orders for Videotron and Fizz products.

EXCLUSIVE ORIGINAL ENTERTAINMENT OFFERING

Videotron continued expanding its unparalleled selection of entertainment for television audiences, in which works by Québec artists and crews figure prominently. It was a banner year in 2022 for Videotron's streaming platforms, which attracted a steadily growing subscriber base.

Club illico

Club illico is a streaming service that offers a wide selection of French-language content on a subscription video-on-demand basis. It provides unlimited access to an impressive catalogue of original content developed jointly with Quebecor Content, as well as films, exclusive series, and children's programs from the largest studios in Québec and abroad.

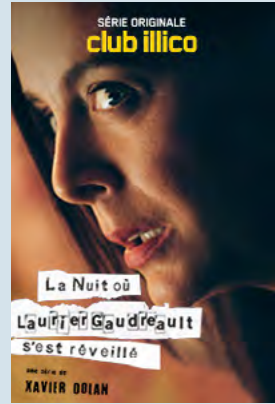
A host of original series and films

Since its inception in 2013, Club illico's mission has been to invest in original Québec productions and 2022-2023 was no exception. The platform's program lineup included **many new original Québec series and films** featuring prominent figures on Québec's cultural scene.

+ **420,000**
SUBSCRIBERS

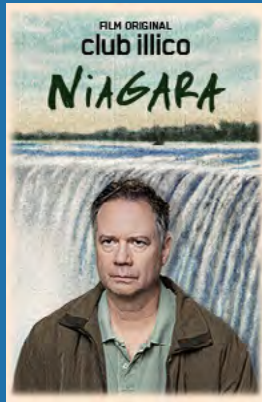
With more than 420,000 subscribers, Club illico brings entertainment and fiction content to a large audience.

Some of the original productions on Club illico in 2022

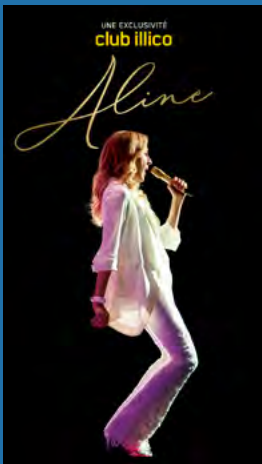


- *Le temps des framboises*
- *Léo* (season 4)
- *La nuit où Laurier Gaudreault s'est réveillé*
- *Lac-Noir*
- *Les honorables* (season 2)
- *La faille* (season 3)
- *Nous* (season 2)

In 2022, Club illico, in collaboration with Quebecor Content, brought its subscribers three new exclusive original films. The highly anticipated feature films are the result of Quebecor's investments in recent years in the production of Québec movies.



- *Babysitter*, directed by Monia Chokri
- *Niagara*, directed by Guillaume Lambert
- *Aline*, directed by Valérie Lemerrier



Club illico's 2023 programming will be equally strong. A number of popular series will be back and they will be joined by some eagerly awaited new releases.

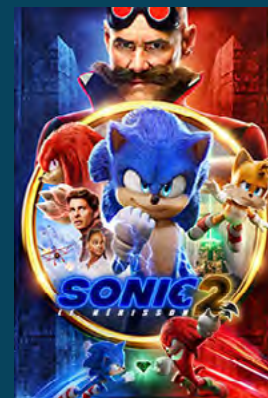


- *Portrait-robot* (season 2)
- *À propos d'Antoine*
- *Mégantic*
- *Les perles*
- *Léo* (season 5)
- *Les révoltés*
- *IXE-13*
- *Coco ferme* (a new instalment in the *Tales for All* franchise)

The best films, exclusively on Club illico

In 2022, Quebecor Content signed an agreement with Paramount Studios for exclusive rights to the biggest box office hits. Club illico now offers exclusive access to Paramount movies after their theatrical release.

- *Top Gun : Maverick*
- *Sonic le hérisson 2* (*Sonic the Hedgehog 2*)
- *La cité perdue* (*The Lost City*)
- *Babylone* (*Babylon*)



Vrai

Vrai is Québec's first subscription streaming service dedicated exclusively to unscripted specialty content. It's wide-ranging selection of French-language lifestyle shows, documentaries, and entertainment content is available on demand.

Since its launch by Videotron in 2021, Vrai has been attracting subscribers with its panoply of original Québec productions of all kinds as well as major international brands.

NEARLY
130,000
SUBSCRIBERS

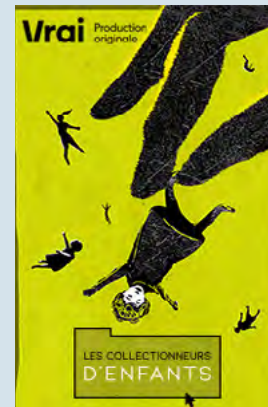
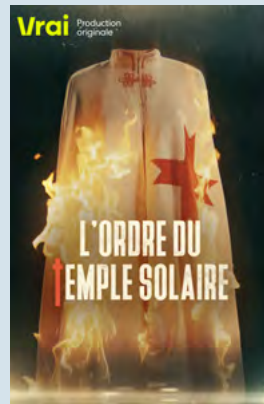
In 2022, Vrai carried more than 42 exclusive first-run original Québec productions. It already has nearly 130,000 subscribers.

Unfiltered popular appeal

On Vrai, binge viewers can find thousands of hours of all-French content in one place. The catalogue is expanded each week with the addition of new releases, all showing unfiltered reality that people can relate to and true stories that move and entertain.

Some of the original productions available on Vrai

- *L'ordre du temple solaire*
- *Le meilleur pâtissier du Québec*
- *Chef de bois* (season 2)
- *Marie-Soleil et Jean-Claude : Au-delà des étoiles*
- *Les collectionneurs d'enfants*
- *Canadiens-Nordiques : La rivalité*



First-run broadcasts of major international franchises

In addition to its large selection of Québec content, Vrai has acquired a hundred titles from major international franchises to bring fans of true-life entertainment compelling stories from around the world.

- *Dr. Death: The Undoctored Story*
- *Paris in Love*
- *FBoy Island*

FIZZ

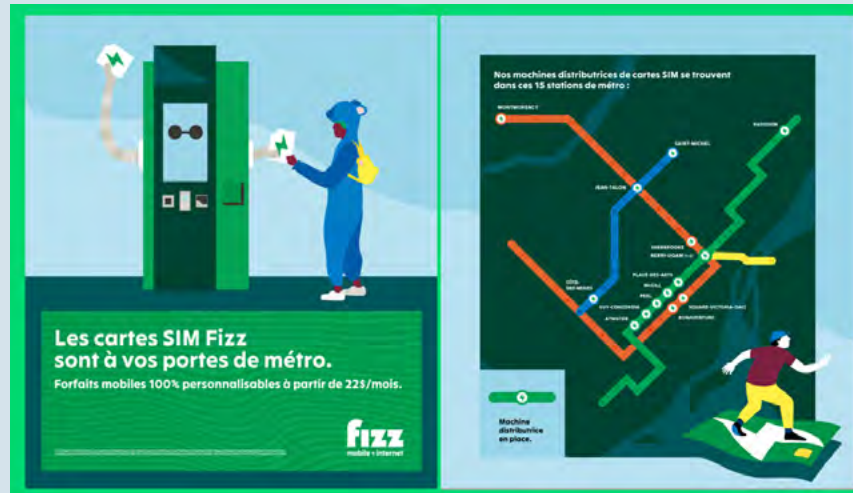
Fizz is a new breed of mobile carrier and residential Internet service provider that is reinventing telecommunications service with a simple, fair, transparent model and an all-digital experience that puts the user in the driver's seat. Fizz is a complementary brand that uses Videotron's wireless and mobile networks.

In 2022, Fizz continued to grow both its wireless and residential Internet services. With an NPS of 31, the brand enjoys the highest recommendation rate in the industry and continues to build consumer loyalty by meeting their customers' needs with fully flexible plans at reasonable prices.

FIZZ EXPANDS ITS DISTRIBUTION NETWORK

Fizz surprised the market again this year with a new SIM card distribution system using **vending machines in the Montréal subway**. This way to get a SIM card on the go, easily and quickly, is a Canadian first. Once they have their SIM card, customers simply go online to fizz.ca to activate it and choose the plan that suits them best.

To make its SIM cards easily available throughout its service area and accelerate the subscription process for customers, Fizz signed a distribution agreement with Metro Group, owner of Jean Coutu pharmacies, to **distribute its cards at more than 300 points of sale in Québec**. That's in addition to the more than 500 Couche-Tard convenience stores where Fizz cards were already available.



Fizz stands out

In the Leger WOW digital survey, **Fizz maintained its No. 1 ranking** for online experience in telecom in Canada.



îlots d'été: FIZZ-inspired Aire commune outdoor workspaces

FIZZ: ALWAYS THERE FOR MONTREALERS

As a local company, Fizz is involved in the community and promotes authentic human interactions. In 2022, Fizz again partnered with the BIXI bike-sharing service to encourage Montrealers to use this active, eco-friendly means of transportation to explore their city and support local merchants.

During the summer, nearly 20,000 people used **40 Aire commune outdoor workspaces**, strategically located in Montréal neighbourhoods compliments of Fizz, to access high-quality Wi-Fi and work remotely outside.

Fizz's green screen bus shelter campaign wins an Idéa 2022 award

Conceived by Qolab and produced in collaboration with TVA and Quebecor Expertise Media, Fizz's green screen bus shelter campaign won the bronze award in the Best Use of Non-Standard Platforms- Non-Media Approach category at the Idéa 2022 Awards. The campaign leveraged the convergent media creativity of Quebecor's subsidiaries to foreground Fizz's transparency and openness to personalization.

Want to learn more?



VIDEOTRON BUSINESS

With a range of integrated, customized products and services, Videotron Business and fibreoptique offer the technological solutions that businesses of all sizes really need, delivered over Videotron's robust and powerful mobile and wireless networks.

MORE PERSONALIZED BUSINESS SERVICES

New business counter

Videotron Business announced the creation of a dedicated area for business customers at remodeled Videotron stores. At these innovative business counters, Videotron's franchise partners offer business customers in-person customized service. This new space will continue making its way into Videotron stores across Québec.



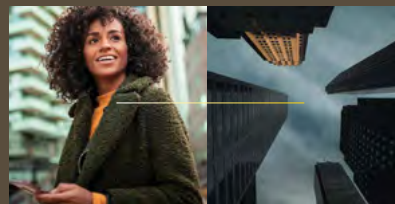
©DOMINIC GOUIN



Launch of Q360 in MELS studios.

Launch of Q360

The Q360 initiative announced in the fall brings together the sales forces of Videotron Business and other Quebecor subsidiaries to help business customers take advantage of the company's impressive array of products and services.



On fait
marcher les
affaires.



Videotron Business launched its first television advertising campaign in 10 years to promote its Guaranteed Internet service, which guarantees uninterrupted connectivity for Québec businesses.



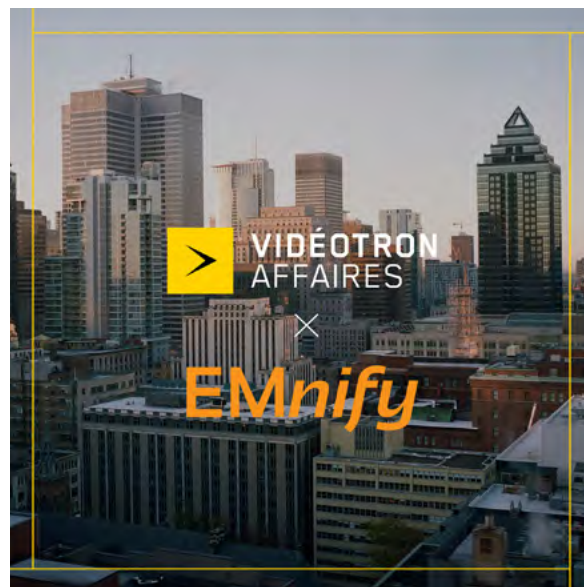
INTERNET OF THINGS: GREATER AUTONOMY WITH VIDÉOTRON BUSINESS AND EMNIFY

The Internet of Things (IoT) is an important growth driver for businesses. Videotron Business and EMnify, known worldwide for its revolutionary connectivity management platform, joined forces to help Québec organizations become more autonomous in their IoT deployments.

The solution offered by Videotron Business and EMnify is applicable to any type of connected device, from street lighting and smart parking sensors to water level sensors, surveillance systems, waste management tools, and traffic management systems.

+180 countries

This long-term partnership opens the doors of more than 180 countries to Québec companies that want to export their IoT solutions to the rest of the world.



MAtv

MAtv, the community channel exclusively for Videotron customers, carries practical, informative, and educational programming that reflects Québec's diversity. It serves the community by focusing on topics of local interest, showcasing emerging talent, and providing the public with a vehicle for free expression and outreach. MAtv is broadcast on channel 9 (Helix and illico) and channel 609 in HD (illico). It is also available on channel 900 (video on demand), on the Web (illico.tv), and on mobile (with the illico app).

REFLECTING QUÉBEC'S COMMUNITIES

MAtv is plugged into the community. Most of the programs it creates are based on ideas and proposals from citizens and local organizations. MAtv spotlights local culture, promotes healthy lifestyles, provides a community service, and keeps viewers informed of local news and events. MAtv has a large geographic footprint with a presence in nine Québec regions and cities: Bas-Saint-Laurent, Granby, Saguenay-Lac-Saint-Jean, Sorel-Tracy, Québec City, Montréal, Cap-de-la-Madeleine, Outaouais, and Sherbrooke.

Programming by and for the community



- *LeZarts*
- *Univers parallèle*
- *Cap sur 2030*
- *Simplement santé*
- *Festival Quartiers Danses*
- *Le printemps des beaux parleurs*

- *Le métro voyage dans le temps*
- *Figures marquantes*
- *Vue sur la relève*
- *On célèbre Falardeau*
- *Jazz à vue*
- *Vue sur le fleuve*





MEDIA

QUEBECOR CONTENT

Quebecor Content is dedicated to the production of audiovisual content. It creates, develops, exports, acquires, and broadcasts the best in entertainment from Québec and abroad on Quebecor’s platforms—TVA, TVA+, the specialty channels, Club illico, and Vrai. As a partner of choice for Québec producers and artists, Quebecor Content is proud to bring Québec talent to wider audiences, both at home and on the international stage.

One of the largest creators of original content in Québec

Over the past 10 years, Quebecor has almost doubled its investment in production through Quebecor Content, the TVA Network, its specialty channels, the Club illico and Vrai streaming platforms, Incendo, and TVA Films. It plans to continue applying the combined strengths of its platforms to produce more content for the benefit of Quebecers and the vitality of our culture.

In 2022, Quebecor spent a total of more than **\$400 million** on content for all of its platforms, including original productions, acquisitions, news, and sports.

RECORD SPENDING ON CONTENT PRODUCTION

To help make audiovisual content a driver of Québec’s economic development and cultural influence, Quebecor Content spent a record of more than **\$260 million on content production and acquisition** in 2022, a 14.5% increase over the previous year.

The largest part went into the creation of original content. In all, **136 original productions** were released in 2022, including 76 new projects.



© MARIPHOTOGRAPHIE

EXPORTING LOCAL TALENT TO INTERNATIONAL MARKETS

Quebecor Content leverages the close relationships it has developed with the world's largest television and film players to market its original productions and formats around the world, in partnership with local producers. In 2022, the group's content was sold in a number of international markets. Dramatic series such as *Fugueuse*, *Audrey est revenue*, *Lac Noir*, *Portrait-robot*, and *Classé SECRET* will be broadcast in countries including France, Italy, the United States, and the United Kingdom.

Quebecor Content's documentary series and formats continue to attract the attention of international broadcasters, including National Geographic, which will air *Derniers géants* (Last of the Giants). A new adaptation of the *Faites comme chez vous* format has been launched in Germany.

Quebecor Content supports Québec producers by taking its production partners' new projects to international festivals and markets such as MIPTV, MIPCOM, the Banff World Media Festival, Content London, and Séries Mania.

Quebecor Content original productions that received awards in 2022

- *Le temps des framboises* won Best Miniseries at the 17th Seoul International Drama Awards.
- *Audrey est revenue* won the Dior Grand Prix and the Special Interpretation Award at Canneséries, in addition to winning a Géméaux award.



Audrey est revenue



Le temps des framboises

SUCCESSFUL ADAPTATIONS

In addition to producing original content, Quebecor Content acquires the best foreign programs and adapts the best international formats for Quebecor’s platforms.

Formats acquired abroad and adapted for Québec audiences—such as *Chanteurs masqués* (*The Masked Singer*), *Star Académie* (*Star Academy*), and *L’île de l’amour* (*Love Island*)—drew mass audiences on TVA and TVA+ in 2022. These flagship programs proved immensely popular again on TVA and on the TVA+ platform. Quebecor Content also acquired several other formats, including *Le meilleur pâtissier du Québec* (the Québec version of *The Great British Bake Off*), which aired on the Vrai platform and was a resounding success with subscribers, as well as the popular adventure format *Sortez-moi d’ici!* (*I’m a Celebrity...Get Me Out of Here!*) and *La Voix* (*The Voice*), which was renewed for a ninth season, and both which aired on TVA in the winter of 2023 and are now available on TVA+. Season after season, Quebecor Content builds its relationships with the largest international distributors.



Sortez-moi d’ici!



Le meilleur pâtissier du Québec

©BERTRAND EXERTIER



L’île de l’amour



La Voix 2023

©GAELLE LEROYER

TVA GROUP

TVA and its specialty channels—LCN, TVA Sports, CASA, addik, MOI ET CIE, Prise 2, YOOPA, Évasion, and Zeste—are Québec television institutions. Their strong commitment to original productions and diverse content have earned the loyalty of audiences and made them Quebecers’ preferred destination for entertainment, news, and shared experiences.

TVA and its specialty channels’ close connection with Québec audiences delivered a combined 40.8% market share in 2022. By offering content with broad appeal and original productions that audiences appreciate, TVA remained **the most popular television network in Québec** with a 24.5% market share. TVA Group’s specialty channels also held their lead with a 16.3% market share.



TVA dominated the prime-time slots

In winter/fall 2022, TVA dominated prime time in the 25-54 demographic, Monday through Sunday, with a 24.6% market share, well ahead of its main rivals.

CAPTIVATING DRAMAS

Large and avid audiences followed the journeys of unique, engaging characters in TVA’s compelling dramatic series. *Indéfendable*, TVA’s first daily drama, reached more than 1.5 million viewers every evening. The dramatic series *Le bonheur* was also watched by more than 1.5 million viewers, while the series *Léo*, *L’échappée*, *Les bracelets rouges*, and *Alertes* topped the 1-million-viewer mark.

TVA+ draws more views

Viewership on TVA+ was up 30% in the first quarter of 2023. The platform has become the go-to way to catch up on TVA content for free, as well as discovering TVA’s new acquisitions. With more than 60 films and complete series, from *Indéfendable* to the Québec and U.S. version of *Love Island*, TVA+ has video content to delight all ages.

TVA’s original productions are popular favourites

The content TVA creates engages viewers because its entertaining, moving, and informative programs speak to audiences’ interests. There was an abundance of original productions and several new shows in 2022.



96 original productions

96 original productions were aired on TVA and its specialty channels in 2022, including 46 new shows.

Informative programming that Quebecers rely on

Salut Bonjour and *Salut Bonjour Week-end* Gino Chouinard, Eve-Marie Lortie, and their regulars were part of Quebecers’ lives, with a remarkable 44.7% market share on weekdays and an average 2.8 million viewers per week, counting the weekend edition.



THE NEWS SOURCE QUEBECERS TRUST

Throughout 2022, TVA and LCN were there for Quebecers with reliable information in real time. Since Pierre Bruneau’s retirement after 46 years at the anchor desk, **Sophie Thibault** and **Pierre-Olivier Zappa** have been helping the *TVA Nouvelles* newscasts at 5:00, 6:00, and 10:00 p.m. Both anchors are trusted by Québec audiences and delivered high quality, informative, relevant, and relatable news coverage, keeping *TVA Nouvelles* at the top of the ratings across Québec with a 28.9% market share in 2022. As well, local news crews were out in the field to provide daily coverage of the local news that matters.

The tvanouvelles.ca website once again attracted nearly 4 million unique visitors per month during the year.

The *Face-à-Face 2022* election debate between the leaders of the five major provincial parties was watched by a combined audience of more than 1.5 million on the two channels. Quebecers also turned to TVA and LCN for the election results: election night coverage, hosted for the last time by Pierre Bruneau before his retirement, was watched by more than a million viewers.



Sophie Thibault



Pierre-Olivier Zappa

Over one third of the ratings

LCN and TVA together reach more than a third of daytime television viewers with market shares of 34.3% in the 25-54 age group.

LCN remains Québec’s most popular cable news channel

LCN is clearly meeting viewers’ expectations: In 2022, it had a 6.4% market share, a 0.3-point increase from the previous year. LCN held its No. 1 position among Québec’s specialty channels, making TVA Group Québec’s news leader. Well-known journalists such as Sophie Thibault, Michel Jean, and Julie Marcoux on *TVA Nouvelles*, and Mario Dumont, Paul Larocque, and Jean-François Guérin on their shows, are linchpins of the channel’s success.

The current events show *La joute*, hosted by Paul Larocque, has become a late-afternoon staple with its wide range of contributors discussing the topics of the day live, including Mathieu Bock-Côté, Emmanuelle Latraverse, Gaétan Barrette, Amir Khadir, and Yasmine Abdel-Fadel.





THE BEST IN LIVE SPORTS

Throughout the year, TVA Sports electrified sports fans with live coverage of even more sporting events.

TVA Sports also enhanced its live programming with even more National Hockey League (NHL) games, to the delight of hockey fans. In all, more than 300 hockey games were aired, including 22 games featuring the Montréal Canadiens and other top NHL teams, plus all the playoff games and special league events, such as the All-Star game and the NHL draft.

The sports channel continued broadcasting QMJHL games and the local games of the Trois-Rivières Lions. It also started carrying games from Montréal Force, a women’s professional hockey team.

TVA Sports is also very proud to have signed major multiyear renewals with the Major League Baseball (MLB), the Toronto Blue Jays, Tennis Canada for the Montréal and Toronto National Bank Open, the Union of European Football Associations for the broadcast of the 2024 and 2028 EURO and, for a sixth season, with WWE for the broadcast of Raw. TVA Sports also acquired rights to emerging new content, such as LIV GOLF tournaments, the World Baseball Classic, and FIBA 3x3.

MORE THAN
2,200
 HOURS OF SPORTS COVERAGE

The experienced team at TVA Sports provided **more than 2,200 hours of sports coverage** on the various platforms.

SPECIALTY CHANNELS REGISTER STRONG GROWTH

TVA Group’s specialty channels posted the strongest market share growth of all Québec media groups during the fall 2022 season. They achieved a 15.5% market share in 2022, a 2.9-point increase from the previous year.

Entertainment channels perform well

TVA Group’s entertainment channels, the **most-watched specialty services in Québec** with a 7.7% market share, cover a wide range of topics of interest. The specialty entertainment channels increased their market share by 0.8 points, while their main competitor was down 0.8 points. Addik had its highest viewership of the last 10 fall seasons and Zeste set two new records, more than doubling its market shares while the original production *Le restaurant* attracted the largest total audience of any show on the channel.

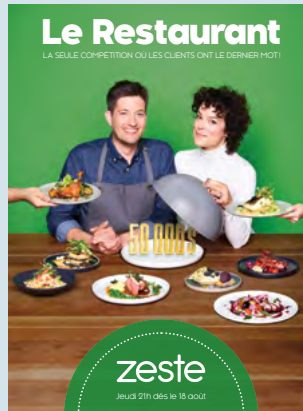
The strength of our shows

TVA Group had all of the top 5 shows on specialty entertainment channels.

A few shows that struck a chord with viewers in 2022



Classé SECRET
Dramatic series on Addik starring Mélissa Désormeaux-Poulin and Patrick Labbé. The #1 show on all entertainment channels in 2022.



Le restaurant
This unique cooking competition, a Zeste original production, takes viewers behind the scenes in the restaurant industry. It had the largest total audience of any show on the channel in fall 2022.



Papa marteau
In this series, presented on Casa in winter 2022, comedian Réal Béliand makes his daughter Charlotte’s dream come true by building her a house.



MELS

MELS, one of the largest providers of services to film and television producers in Canada, is known the world over for its soundstages, state-of-the-art equipment, and qualified professionals. It offers a full complement of services including preproduction, filming, sound and picture postproduction, visual effects, virtual production, and physical and digital distribution.

With its sights set firmly on the future, MELS made major investments to offer international players and local creators alike the best facilities and services. It leveraged its post-production expertise and rented its soundstages to a number of blockbuster productions in 2022, including *Scream 6*, *Alert: Missing Persons Unit*, *Wednesday*, *CODA*, *Lost in Space*, and *French Girl*.

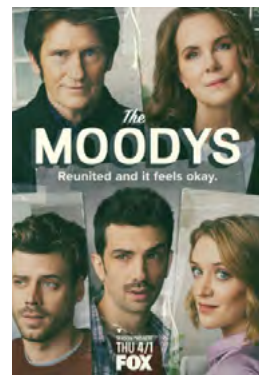
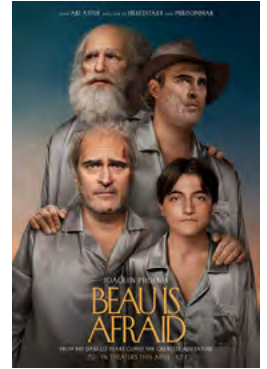
Blockbuster productions at MELS studios



Alert: Missing Persons Unit



Scream 6



TECHNOLOGICAL INNOVATION ON THE MOVIE SET

MELS’ technologically cutting-edge virtual production facility, unveiled in 2021, has a 10,000-square-foot permanent set equipped with advanced features including a motorized movable ceiling, opening up unprecedented possibilities for virtual production. The state-of-the-art space takes MELS’ know-how to the next level and expands its service offering for the largest local and international projects.

MELS put its expertise in virtual production to work for many productions, projects, and artists throughout the year, such as *Transformers: Rise of the Beasts* 7, *Beau Is Afraid*, *Alert: Missing Persons Unit*, *The Moodys*, *Lignes de fuite (Lines of Escape)*, *Arlette!*, *La Voix*, *Nissan*, *Loto-Québec*, *Via Rail*, *Tourisme Québec*, *Les Trois Accords*, *Josiane Comeau*, and *Corneille*.

Distinctions for MELS productions

Again in 2022, MELS’ postproduction and other services were part of the success of many film and television projects that went on to win acclaim in Québec and around the world. Here are a few examples:

- *Doute raisonnable* won the Géméaux award for Best Sound: Fiction
- The Apple original film *CODA* collected 3 Oscars at the 2022 Academy Awards
- *Falcon Lake*, a feature film by Charlotte Le Bon, was screened in the Directors’ Fortnight at the 2022 Cannes Film Festival.
- *Viking*, a feature film by Stephane Lafleur, and *Coyote*, a feature film by Katherine Jerkovic, were presented at the Toronto International Film Festival.

INCENDO

Incendo is a Canadian company that produces and distributes movies and television shows for the worldwide marketplace. It also handles theatrical distribution in Québec for Paramount Pictures. The company is based in Montréal, with offices in Toronto and Los Angeles.

In 2022, Incendo resumed its pre-pandemic production pace, adding 6 new films to its 100+ film catalogue as well as a series co-produced with ShinAwiL of Ireland.

INTERNATIONAL PARTNERSHIPS AND FORAYS INTO NEW GENRES

Known for its thrillers and romantic comedies, Incendo diversified its film production by making horror films for the American platform TUBI, including remakes of movies from the TVA Films catalogue such as *Terror Train* and *The Amityville Curse*. Incendo was also involved in four productions, including two Christmas movies that aired on CBC in December 2022, and in its first television series in five years, *Clean Sweep*, an Irish-Canadian co-production that will be available on Sundance Now in the U.S. in 2023 and distributed internationally by the German company ZDF Studios.

Incendo renewed its agreements with FOX and Paramount for theatrical distribution, maintaining its position as a major player in Canadian content distribution for major American studios.

Incendo diversifies its film productions



TVA FILMS

With a catalogue of more than 1,000 Québec and foreign movies, television series, comedy performances, and documentaries, TVA Films has been a major player in the Canadian audiovisual distribution market for more than 20 years. It handles every stage in the commercialization of the titles in its catalogue, including marketing, promotion, and sales.

THE DISTRIBUTOR THAT BRINGS QUÉBEC TALENT TO THE WORLD

In 2022, TVA Films distributed 40 new titles, including 15 theatrical releases as well as movies, series, and comedy shows for television and streaming services.

TVA Films attaches special importance to promoting Québec artists. For example, in 2022, it distributed *Timescape*, produced by David-Alexandre Coiteux of Fullum Films and filmed in the Saint-Zénon area and in studios in Montréal. It opened in more than 50 theatres across Québec.



TVA Films maintained its momentum by signing distribution agreements for a number of new Québec films for 2023, including:

- *Snow Angel (La descente)*, directed by Gabriel Allard
- *Coco Ferme*, directed by Sébastien Gagné
- *Farador*, directed by Edouard A. Tremblay
- *Testament*, directed by Denys Arcand



NEWSPAPERS AND MAGAZINES

With more than 18 newspaper and magazine brands, Quebecor is one of the largest press groups in Canada. In addition to its strong brands, which are the pillars on which the company was founded and built, Quebecor stands out in the marketplace by capturing opportunities for convergence among its news subsidiaries. Its strengths also include its Investigative Bureau, the QMI Agency, and its printing and distribution business.

QUEBECOR NEWSPAPERS STAY RELATABLE

Quebecor’s newspapers loom large on the local media landscape. They are Quebecers’ first source of information on the platform of their choice, including print.

The vast team of journalists and columnists at *Le Journal de Montréal* and *Le Journal de Québec* deliver credible, high-quality content every day.

With media outlets facing aggressive competition from the Big Four web giants and an expanded web presence by heavily state-subsidized CBC/Radio-Canada, Quebecor had to make adjustments to its business model. It announced the discontinuation of its newspapers’ Sunday print edition as of January 2023, but the Saturday edition has been improved to allow columnists, journalists and new contributors to expand on the topics discussed and to offer readers more.



INVESTIGATIVE BUREAU

The Investigative Bureau, a team of news professionals drawn from all of Quebecor’s media outlets, produces texts for the Corporation’s newspapers, websites, and news media apps, reports for television, documentaries for **Vrai**, interactive special reports for the web, books, and podcasts for **QUB radio**. The Investigative Bureau also presents the weekly program *J.E.* on TVA.

Defending the public interest

In 2022, Quebecor’s **Investigation Bureau** continued to defend the public interest by exposing a plethora of scandals that would otherwise have remained buried.



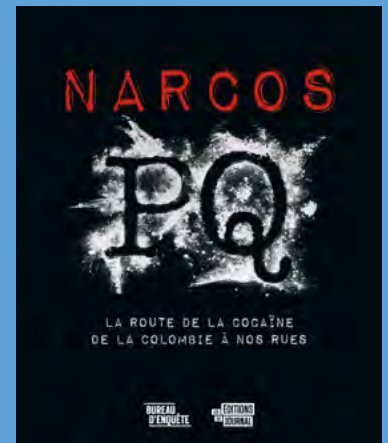
Investigative Bureau reporters Marc Sandreschi and Félix Séguin meet a drug trafficker (face blurred) in Colombia while preparing a report.



Our Investigative Bureau follows environmental issues closely. Our reporters found that Québec’s 100 biggest polluters, such as aluminum smelters, cement plants, and refineries, are emitting more greenhouse gasses than ever.



The hard-hitting documentary *Secrets et péchés de l'Église*, available on Vrai, reveals how the Catholic Church in Montréal let a priest get away with sexual abuse for 30 years.



The book *Narcos PQ*, published by **Les Éditions du Journal**, follows the cocaine route from Colombia to the streets of Québec with a drug trafficker from the powerful Sinaloa cartel as its guide.



TVA PUBLICATIONS

TVA Publications is the largest publisher of French-language magazines in Québec and publishes some of the most popular English-language titles in Canada. Its fashion, lifestyle, decorating, and Québec entertainment magazines reach enormous audiences.

Some highlights of Quebecor's distribution business

- Messageries Dynamiques is the leading distributor of newspapers and magazines in Québec. In 2022, it served **more than 6,330 points of sale**.
- The subsidiary has developed a new niche distributing specialty products such as candy from La boîte à bonbons, CO₂ cylinders from SodaFizz, Fizz cards from Videotron, and more than 300 other products, mainly to drugstores and major convenience store chains. Sales in this new distribution category exceeded **\$3.3 million in 2022**.
- Messageries Dynamiques also distributed **80.8 million copies of newspapers** and **22.1 million copies of magazines** to newsstands in 2022.



Magazines as popular as ever

- The **7Jours** website is the go-to site for Québec showbiz news, with an average of 4.7 million page views per month.
- Page views on **Clin d'œil** magazine's website surged by 161% in 2022.



Tribute editions of TVA Publications magazines were snapped up.



DIGITAL

NumériQ, Quebecor’s centre of digital expertise and innovation, is responsible for digital strategy, platform development, and content creation for Quebecor’s media properties.

THE QUB DIGITAL EXPERIENCE

Designed and developed in Québec by the **NumériQ** team, **QUB** brings all of Quebecor’s news and entertainment content together in one place.

QUB is the realization of an overarching strategic vision in which the bulk of our content is interlinked through a modern, user-friendly, accessible interface, and users can find a selection of information and entertainment, unparalleled in the Québec market, drawn from some 50 sources and media properties.

QUB makes millions of items of content available on the web or through its mobile app, mostly free of charge. It also offers personalized suggestions based on the user’s interests.

Qobuz joins forces with QUB musique

In spring 2023, the music streaming platform QUB musique has been fully integrated into Qobuz, a French pioneering high-quality online music platform and a reference for audiophiles the world over. This integration will allow Québec artists to see their work shine within a new technological platform that QUB musique subscribers are sure to love thanks to the transformed, enhanced experience it offers.



QUB makes Quebecor one of the first media groups in the world to offer so much digital content in all formats, running the gamut from news to entertainment, from video, radio, and podcasts to music and an online bookstore.



QUB musique’s catalogue contains over **100 million tracks** and more than **3,300 playlists**. What sets it apart from other music streaming services is that it is a Québec product that gives pride of place to Québec artists. In fact, QUB musique gives back 11 times more to Québec’s cultural economy than the other platforms.

QUB radio is a digital radio station that carries live and on-demand audio news content as well as an extensive library of native podcasts. QUB radio maintained its strong foothold in the digital audio market in 2022 and strengthened its leading position in French-language podcasting in Canada, placing first in Triton Digital’s French-language **Top 30** chart and winning nominations and awards in industry competitions.

QUB livre is an innovative bookselling model that ties e-commerce in with our media content within the QUB environment. It carries more than **74,500 titles** and enriches the visitor experience with reading suggestions based on the content they access.



Websites and digital brands on the rise

Quebecor’s websites are essential information and entertainment destinations for Quebecers. NumériQ administers a dozen all-digital brands and supports the websites of Quebecor’s major properties.

Digital content sites such as *Billie*, *Le sac de chips*, *Porte-Monnaie*, *Pèse sur Start*, and *Silo 57* helped Quebecor’s websites log an average of 937,000 visitors per week. They are now combined under the *24 heures* name.

A year of growth for 24 heures

24 heures experienced strong growth in 2022, with a 26% increase in page views and a 43% increase in total visitors for the year compared with 2021.

The best reports and the best podcasts

In 2022, NumériQ pursued its audiovisual production mission by creating video content of all kinds. Many of its productions won awards:

Society for News Design

24 heures received an award of excellence for the cover pages of reports on cottaging and ecoanxiety.

Paris Podcast Festival

Francophone Podcast Award for the podcast *Synthèses III : Le cas Catherine Daviau*.

Prix Numix

Award in the Podcast - Entertainment category for the podcast *Passé date?*

Top Apple Podcasts

The *Narcos PQ* podcast received a signal honour as one of Apple’s Top 5 Podcasts of 2022. It was the only French-language podcast to make the list.



SALES

With its unparalleled reach and proximity to consumers, Quebecor Expertise Media enables advertisers to mount effective campaigns and achieve their objectives.

Quebecor Expertise Media offers business solutions that engage and influence consumers at every stage of their buying journey. It lets advertisers capitalize on the convergence among Quebecor's media platforms and its strength in digital.

QUÉBECOR EXPERTISE | MÉDIA

The year 2022 started strong with rapid economic growth fuelled by the post-pandemic recovery, which quickly gave way to high inflation in an overheated economy. At the same time, private broadcasters such as TVA continued to face aggressive competition from the web giants, which now dominate the advertising market, as well as Radio-Canada, which has an unfair competitive advantage. Despite this imbalance, Quebecor made massive investments in content and offered its clients a full complement of advantageous outreach strategies. The year ended with a business recovery for most of our platforms and media outlets.

**99% OF QUÉBEC
FRANCOPHONES**

Quebecor's media outlets reach 99% of Québec Francophones every week.

Largest urban furniture advertising offer in Québec

Quebecor has a 35% market share and **the largest urban furniture advertising offer in Québec**, with over 4,265 advertising faces on transit shelters and on nearly 950 buses across the Montréal, Laval, Longueuil, Sherbrooke, and Lévis markets.

Television

Advertising revenue was down 8.4% compared with 2021 due to unfair competition by GAFa and Radio-Canada, as well as some one-time items such as special sporting events in 2021, continued erosion in the 25-54 demographic, and relentless pressure on negotiated rates in the marketplace, to the benefit of media buyers.

Digital, newspapers and magazines

Digital advertising revenues were up 9.3% from 2021, driven primarily by strong growth in connected TV and increased viewership on TVA+.

In print media, our magazines posted 2.5% growth of advertising revenue despite a challenging business environment for the industry as a whole. Quebecor's newspapers recorded an 11.9% decline in advertising revenues, despite strong performances by the theme sections. The decrease was due in part to lower advertising spend by some industries such as automotive, which experienced supply chain problems, and the end of government advertising related to the COVID-19 pandemic, which had generated significant revenues in 2021.

Out-of-home

Out-of-home posted its best year ever with a 10.1% increase in advertising revenue compared with 2021 and a 17.2% market share, thanks to its inventory of street furniture located near key retail and residential areas.

BOOKS

Quebecor’s Book Group is the leading publisher of French-language books in Canada. It consists of Sogides, which includes the 18 publishing houses in Groupe Homme, Groupe Ville-Marie Littérature, and Groupe Librex, and of CEC Publishing, the largest publisher of educational materials for elementary and secondary schools in Québec.

OUR PUBLISHERS CONNECT QUÉBEC AUTHORS WITH READERS

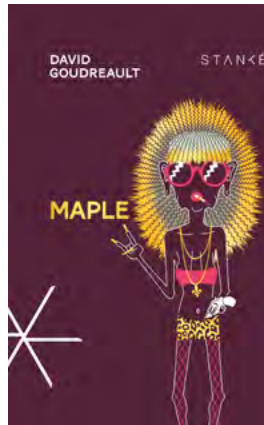
Our publishing houses brought many Québec authors to the reading public and to wide recognition during the year. Quebecor publishers released 250 new and reissued titles in a variety of literary genres, including fiction, poetry, biography, cooking, psychology, and youth, and many of them became bestsellers.

The literature publishing houses fared well thanks to the strong performance of *Une femme extraordinaire*, *La reine de rien*, *La vraie nature*, *Maple*, *Le Guide de l’auto 2023*, *Mon année martienne*, *Réconfort sans effort*, and *La doudou*.

The success of *Une femme extraordinaire* deserves special mention: since its release in April 2022, the book has sold nearly 30,000 copies and was first on the list of the 50 bestselling books of 2022 on leslibraires.ca.

Highlights

- 3 titles made Québec’s Top 10 list, all categories combined: *Le Guide de l’auto 2023*, *Réconfort sans effort*, and *Kukum*.
- 11 titles were among the 100 bestselling books in Québec in 2022.
- *Le Guide de l’auto 2023* was No. 1 on the list of the 100 bestselling books in Québec.



Messageries A.D.P., Quebecor’s book distributor

Messageries A.D.P., one of the largest distributors and marketers of French-language books in both print and digital formats in Canada, is the partner and exclusive distributor of more than 270 Québec and European French-language publishers.

It leveraged its unique reach across bookstores, major retail chains, schools, and libraries to distribute nearly 7.4 million copies of 71,342 titles in Canada in 2022.



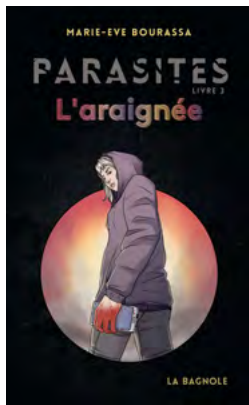
A STRING OF LITERARY SUCCESSES

Many authors published by Quebecor’s publishing houses received high literary honours in 2022. Michel Jean was named a Compagnon des arts et des lettres du Québec in addition to receiving several awards for his novels during a busy year of book tours in Canada, Germany, Austria, and France.

A number of other novelists were finalists for prestigious literary awards, including Roxanne Bouchard, Daniel O. Brouillette, and Marc-André Chabot.

In the how-to category, *Défis zéro gaspi* by Florence-Léa Siry picked up the Grand Prix at the 2022 DUX awards.

Children’s literature also won acclaim; *Parasites* by Marie-Ève Bourassa took the Prix littéraire des enseignants et enseignantes de français in the 13+ category.



250 titles

Our publishing houses release nearly 250 titles per year, many of which win prestigious literary awards.

Prix Robert-Cliche recognizes noteworthy first novels

For more than 10 years, Quebecor has sponsored the Prix Robert-Cliche to support the next generation of writers. The winner receives a cash prize of \$10,000 and their book is published by Groupe Ville-Marie Littérature. In 2022, **Joël Bégin** won for *Plessis*. The book was also selected by Québec book clubs for the Rendez-vous du premier roman de Chambéry.

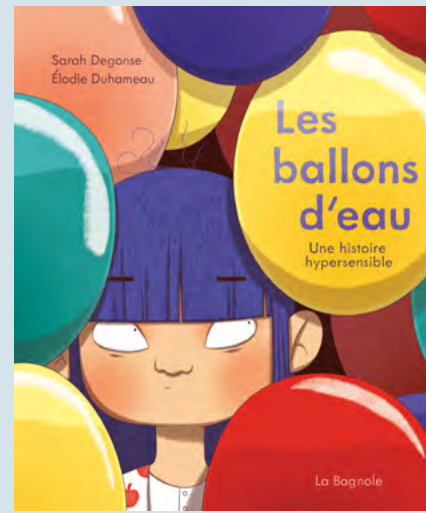
CONVERGENCE OF INTERESTS

To satisfy the public's thirst for information, Quebecor's publishing houses released a number of titles drawn from other Quebecor platforms and brands in 2021. The strategy paid off with a succession of successful books and spin-offs from Quebecor's television productions.



QUB livre: a unique showcase for Québec literature

Since 2021, visitors to the QUB digital platform have been able to browse and purchase thousands of titles from Quebecor publishers directly on the platform's book section, QUB livre, which is designed to give Québec authors another showcase and spark a wider audience's interest in reading.



CEC PUBLISHING FOCUSES ON CUSTOMER NEEDS

CEC Publishing supplies elementary schools and high schools across Canada and post-secondary institutions in Québec with materials tailored to the needs of teachers and students.

CEC Publishing continues to grow

In 2022, CEC Publishing continued to grow and maintained its dominance in the high-school market.

Interactions

Over the past two years, *Interactions*, the science and technology collection designed for Grade 8 students, has seen a remarkable 44% growth. It offers a curriculum aligned with classroom practice and is also appreciated for the high quality of its scientific content and the variety of activities it includes.

Histoire à la carte

After three years on the market, the *Histoire à la carte* collection for Grade 7 and Grade 8 history classes registered nearly 17% growth, increasing its market share to 68% for Grade 7 and 71% for Grade 8. Its selling points include its accessibility and digital content.

MyCECZone discovery program

In 2022, **MyCECZone** introduced an attractive offer that makes it easier for teachers to explore its collections. Teachers can now browse the collections in their subject area on the platform for 60 days at no charge. By February 2022, 8,121 collections had been viewed by teachers across Québec.



SPORTS

&

ENTERTAINMENT

SPORTS AND ENTERTAINMENT

Experts in the production, presentation, and promotion of cultural and sporting events, Sports and Entertainment Group brings Québec and international talent to mass audiences in its markets.

With shows and events gradually resuming their hectic pre-pandemic pace, the Sports and Entertainment Group began the year with renewed enthusiasm and vigour. It continued its mission to be a key player on Québec's cultural scene with a full calendar of 46 sporting events and 39 cultural events at the Videotron Centre and an impressive list of outdoor events organized by GesteV.

EVENTS AND SHOWS

The GesteV experience is back with a bang

In 2022, GesteV continued focusing on its areas of expertise—the production of major events and concerts and site management.

Major new contract to manage the Théâtre du Casino du Lac-Leamy

One year after signing its first contract for the management of a Montréal entertainment venue at the Cabaret du Casino de Montréal, GesteV expanded its ecosystem again by adding a new venue, the Théâtre du Casino du Lac-Leamy. The programming committee composed of MusiCor Spectacles, Productions Martin Leclerc, and ComediHa! is putting together a rich calendar of events for 2023, which already includes more than 50 shows.



Théâtre du Casino du Lac-Leamy.

Manager of major events

As manager of the Videotron Centre, Baie de Beauport Sun Life, and the Cabaret du Casino de Montréal, and owner of the Théâtre Capitole, GesteV is well equipped to showcase local and international talent and to promote its events in Québec.

The Théâtre Capitole presented 195 music and comedy shows in 2022. More than 135,500 people attended performances at the prestigious venue, which is an important heritage site and cultural hub in Québec City.



Baie de Beauport Sun Life beach

©LOUIS CHARLAND

Always something new at Baie de Beauport Sun Life

Summer started with a splash at Baie de Beauport Sun Life with the launch of FLOTS, featuring a diverse lineup of musical acts and other activities. This lively event set the tone for a summer of 2022 packed with new features, including the addition of pop-up shops showcasing local artisans and adaptation of the facilities for customers with reduced mobility.

+71,000
VISITORS

Baie de Beauport Sun Life was hopping all summer long, welcoming a record of more than 71,000 visitors and creating 76 jobs in the Québec City area.



Shops at the Baie de Beauport Sun Life

©ANDRÉ L'ÉVÉ

First edition of Cigale is a resounding success

Cigale, the new music/food/beach experience, took over the Baie de Beauport Sun Life beach for a weekend. With a wide range of culinary and sporting delights on offer and an eclectic program of 16 major local and international artists, the event will return for a second edition in summer 2023.

7,000 VISITORS

Nearly 7,000 visitors participated in the first edition of Cigale.

Explore the *Cigale* experience 

Je Cours Qc has a big season in 2022

The Je Cours Qc running series hit the track hard again with its four signature events. In addition to the popular Québec City Beneva Marathon, the **Lévis Half-Marathon** and the **Staircase Challenge** attracted big turnouts with 4,200 runners and 1,500 walkers respectively, and the **Duchesnay Trail Race** drew 1,300 participants, a 15% increase over 2019.



The 34-km Duchesnay Trail Race along the byways of nature quickly sold out.



Québec City Beneva Marathon: Runners' destination of choice

After a two-year hiatus due to the pandemic, some 8,000 runners and walkers took part in the 23rd edition of the **Québec City Beneva Marathon**, a **healthy invitation from Brunet**. The new picture-perfect course and the new start and finish lines at Place Jean-Béliveau contributed to a festive atmosphere that was appreciated by the public and participants alike.

Québec City Beneva Marathon wins award

Continuing the success of previous years, the **Québec City Beneva Marathon** was the winner in the **Road Racing Organization** category at the 29th Athlétas awards, organized by the Fédération québécoise d'athlétisme.



Vélirium gets rolling again

After a two-year absence, the Vélirium international mountain bike festival, held as part of the 30th edition of UCI events on Mont-Sainte-Anne, was enthusiastically welcomed by the thousands of spectators who gathered to cheer on professional athletes from around the world, as well as the athletes of the future who took part in the children's event.

In addition to three World Cup events, the classic Exhibitors' Village was back with a wide-ranging selection of products and services.

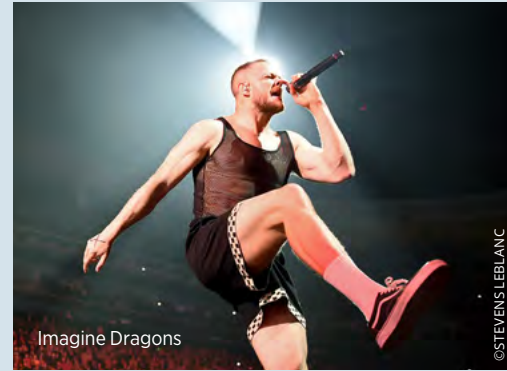
A new way to celebrate Québec's national holiday

To celebrate Québec's national day, the new multimedia show *Bleu: Le Québec sous les étoiles*, presented by the Gouvernement du Québec and produced by TKNL in collaboration with GesteV, was projected on the facade of the National Assembly. Thousands thronged to the iconic site for the six screenings.

+100 exhibitors

In 2022, the number of exhibitors in the Village almost doubled compared with previous editions of Vélirium that hosted World Cup races.





Crowds pack the Videotron Centre

Sports and Entertainment Group hosted many major events at the Videotron Centre in 2022. The return to normal in public gatherings brought enthusiastic crowds to cultural and sporting events at the venue.

Local and international talent

A roster of local and international headliners played the Videotron Centre in 2022. In all, 280,500 spectators attended 39 major concerts at the venue during the year.





©MARC-ANDRÉ TALBOT

Pro-Am Gagné-Bergeron

For the 12th edition of the Pro-Am Gagné-Bergeron, 20 professional players from the National Hockey League and 8 amateurs faced off in a hockey game at the Videotron Centre. The benefit raised \$425,000 for 4 organizations that help sick, disadvantaged, or special needs children: Pignon Bleu, Leucan, the Philippe Boucher Foundation, and the Maurice Tanguay Foundation.

Professional wrestling

World Wrestling Entertainment (WWE) made its official return to Québec City with the Sunday Stunner event. Some of the world's top-ranked pro wrestlers put on an exciting performance before more than 5,500 spectators at the Videotron Centre.

Québec Remparts

Since play resumed in February 2022, the Québec Remparts, a Quebecor property, have creatively reinvented themselves with innovative concepts such as the Pride Game and an evening celebrating women in sports. The Pepsi Zero post-game concerts in the main lobby of the Videotron Centre were also a hit.

In all, 37 regular season games and 7 playoff games were played in protected-environment mode at the Videotron Centre in 2022 before a total of more than 340,000 spectators. The last game of the year in 2022 was attended by approximately 16,000 fans, a record since their first season as the resident team at the Videotron Centre in 2015.



©JONATHAN PROY

MUSIC

Quebecor's Music Division—which includes Disques Musicor, Disques Audiogramme inc. (Audiogram), MP3 Disques, STE-4, and Musicor Spectacles—plays a leading role in Québec's music industry by producing albums, videos, and concerts. It is a preferred partner of francophone artists, representing big names and promising newcomers alike.

Last year's restructuring, with the closure of Distribution Select and the acquisition of Audiogram including Editorial Avenue, reinforced the status of Quebecor's Music Division as a key player in the local music industry. The performance of Disques Musicor, STE-4, and MP3 demonstrates the success of this strategy and the many other actions taken during the year, including the signing of new artists, the development of a catalogue for the digital market, joint marketing with TVA Publications, and international development.

ALL LIGHTS ON THE DASHBOARD FLASHING GREEN

From physical sales and digital sales to the number of albums released, all of our performance indicators were up. In 2022, the Music Division, not counting Audiogram and Editorial Avenue, produced and marketed 21 physical and digital albums, 23 digital singles, 1 EP, and 15 music videos.

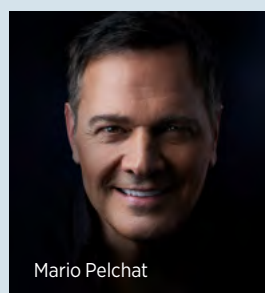
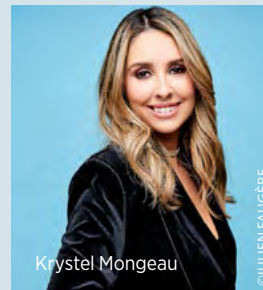
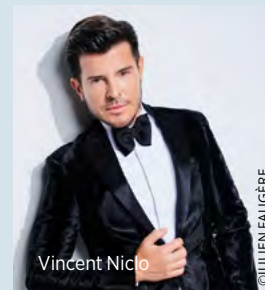
Gross revenue from physical sales in the traditional market, distributed by our supplier The Orchard, was up 87%, revenue from digital sales by 15%, and revenue from physical sales with our partner TVA Publications by 32%.

Many brands used songs from the Éditions Musicor catalogue in their advertising campaigns, including *Le bonheur* by Corneille for Tostitos, *Nous autres* by 2Frères for Groupe LOKIA, and a cover of Brigitte Boisjoli's *Sans regret* in Mariloup Wolfe's feature film *Arlette*.

Music Division rocks like never before!

Works produced and/or marketed by Quebecor's Music Division were hits on all platforms in 2022.

- The duo 2Frères set a new record by hanging on to the number 1 spot for 12 weeks, with the song *On a mis d'la lumière*. They also topped the BDS French-language radio chart for 26 consecutive weeks in 2022.
- Quebecor's Music Division picked up 18 nominations at the 44th ADISQ awards.
- Four new artists were signed, including two international names: Krystel Mongeau, the winner of *Star Académie 2022*, Julien Charbonneau, a contestant on *Star Académie 2022*, Julien Clerc, and Vincent Niclo, an international star from France whose album *Le premier Noël ensemble* was produced by Musicor and marketed in 23,000 copies together with a special edition of *7Jours* magazine.
- William Cloutier and Miriam Baghdassarian were chosen to be part of a prestigious production of *Starmania* in France, cast as Johnny Rockfort and Sadia respectively.
- The record labels in Quebecor's Music Division, all under the Musique Select Inc. banner, sat at the top of the French-language sales charts in Canada for a combined total of 21 weeks in 2022.
- Talented Music Division artist Mario Pelchat was awarded the Medal of the National Assembly by the Québec government and was the first recipient of SPACQ's Michel-Louvain Award.

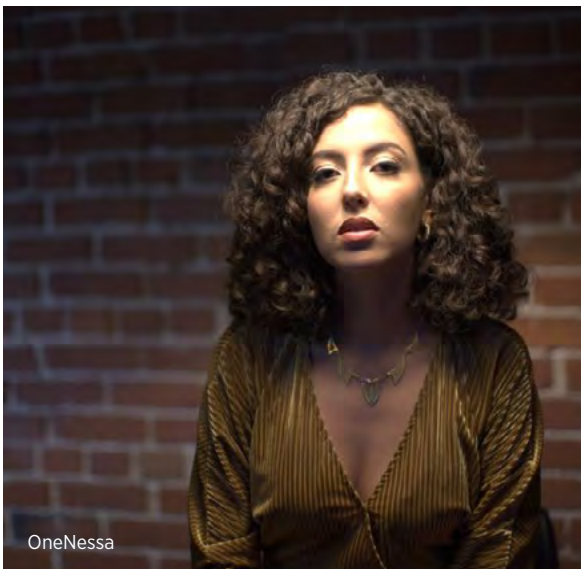


CONTENT CREATION FOR OTHER QUEBECOR SUBSIDIARIES

The Music Division's productions and artists continued to supply high-quality content to Quebecor's other subsidiaries, particularly for TVA programs.

In the summer of 2022, the Music Division was proud to have three of its artists, Marc Dupré, Mario Pelchat, and Corneille, named as three new coaches on the 2023 edition of *La Voix 2023*, the Québec version of *The Voice*. As in 2021, the *Star Académie 2022* theme song was an original composition created at the initiative of Musicor Disques: *Changer le monde* by Laurence Nerbonne was the unanimous choice.

Emerging STE-4 recording artist OneNessa travelled to Las Terrenas to surprise the contestants in TVA's *L'Île de l'amour* (Love Island) with an exclusive performance.



The Music Division also continued its close collaboration with TVA Publications in 2022 by co-marketing albums with magazines, including:

- *Star Académie 2022* with *7Jours* magazine
- *Mille après Mille*, various artists, with *Échos Vedettes Country* magazine
- *Ma mère chantait toujours*, Cindy Daniel, with *Parent & enfants* magazine;
- *Le premier Noël ensemble*, Vincent Niclo, with *7Jours* magazine.

Hors-série
7 Jours
+
L'album de
Star Académie
2022

DISPONIBLE
DÈS MAINTENANT

UN DUO À NE PAS MANQUER!



Parents & enfants
Guide famille
TOUT
POUR VOUS
SOUFFLER
LA VIE

DOSSIER
SOMMEIL
C'est naturel
de dormir
un peu moins
bien
- Les bénéfices
de la sieste
- 10 trucs
pour aider
votre bébé
à mieux
dormir

LA BOITE
Trésors,
dépensez
des euros
à tout
prix

Cindy Daniel
LA CHANTEUSE
PRÉSENTE SA FAMILLE
+ CD 100% avec organe de base

DUO
SEULEMENT
19,99\$
+ TAXES

DISPONIBLE
DÈS MAINTENANT!

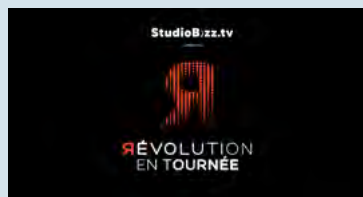
MUSICOR SPECTACLES

After two pandemic years of postponed concerts and closed venues, Québec's live entertainment industry started up again in February 2022 and the recovery was robust. As the resumption of postponed tours and the launch of new shows filled the event calendar, **Musicor Spectacles** performed strongly, driven by the power of media convergence in the Quebecor family.

Musicor Spectacles produced, broadcast, or presented no fewer than 30 different artists and concerts in 2022. Producing shows such as *Révolution en tournée*, *Rock of Ages*, and the Roxane Bruneau concert was at the core of its operations, but promoting concerts by Lara Fabian, Patrick Bruel, and Julien Clerc also made an important contribution to its positioning. Musicor Spectacles' involvement in presenting entertainment at the Cabaret du Casino de Montréal was noteworthy as well.

+ **300,000**
TICKETS SOLD

In 2022, the production company Musicor Spectacles put on 483 performances of various concerts and more than 300,000 tickets were sold.



Musicor Spectacles' productions and artists shine in Québec

- *Révolution en tournée* sold out in Montréal, Québec City, Trois-Rivières, Sherbrooke, and Saguenay.
- The musical comedy *Rock of Ages* played to more than 45,000 people in Québec City, Trois-Rivières, and Montréal.
- Lara Fabian's *Le meilleur de Lara Fabian* sold out several Québec venues, including the Videotron Centre.
- European artists Patrick Bruel and Julien Clerc both made successful visits to Québec with concert tours in central Québec and multi-night stands at the Théâtre Capitol in Québec City.
- Roxane Bruneau, who was named Female Artist of the Year for the second year in a row at the 2022 ADISQ awards, gave 56 performances of her show *Acrophobie* at venues across Québec, with more than 92% of tickets sold. In November 2022 she was presented with a Gold Ticket by ADISQ for selling 50,000 tickets.



CORPORATE

SOCIAL

RESPONSIBILITY

DRIVING CHANGE TOGETHER

For more than 70 years, Quebecor has contributed to Québec's economic, cultural, and social vitality by joining forces with visionaries, creators, cultural workers, and the next generation. Motivated by our entrepreneurial spirit and strong philanthropic commitment, we make practical efforts on all fronts to create value for the community. We want to help build a stronger and more innovative economy, a richer and more diverse culture, and a healthier and more sustainable society.



1.9%

Portion of Quebecor's adjusted EBITDA allocated to donations and sponsorships

MORE THAN 120 HOURS

Activities offered to our employees through our Health and Wellness Program

NEARLY \$37M

Value of donations and sponsorships in 2022, almost half of which was dedicated to culture

\$1M

Donation to HEC Montréal to help Québec start-ups with their digital strategies

MORE THAN 400 ORGANIZATIONS

supported across Québec

\$40M

Donations from Quebecor and the Fondation Chopin-Péladeau to Université de Montréal to support young Québec entrepreneurs

100%

OUR FLEET
ELECTRIFICATION
TARGET

CULTURE

A CULTURE OF OUTREACH

Québec culture is an integral part of our *raison d'être*. Through our business activities and our philanthropic initiatives, we support and promote talented Québec artists and creators, and we showcase the richness of our culture, our language, our history, and our heritage.

SUPPORT FOR DOZENS OF QUÉBEC ORGANIZATIONS AND EVENTS

Through our partnerships, we bring the talent, diversity, and richness of our culture to Quebecers everywhere, in towns large and small.

Philanthropic contributions

Almost 50% of Quebecor's philanthropic contributions went to help develop and support more than 100 cultural organizations and events throughout Québec.



Music

- Festival en chanson de Petite-Vallée
- Festival de la chanson de Tadoussac
- Festival de musique émergente (Abitibi-Témiscamingue)
- Festival de la poutine de Drummondville
- Festival Artefact (Vaudreuil-Dorion)
- Festival Stradivaria (Laurentians)
- Festi Jazz international de Rimouski
- Opéra de Québec
- Orchestre symphonique de Longueuil
- Fête de la musique de Tremblant
- Société pour l'avancement de la chanson d'expression française (SACEF)



Film

- Festival du nouveau cinéma (Montreal)
- Fantasia Festival (Montreal)
- Vues d'Afrique (Montreal)

Theatre

- Théâtre du Rideau Vert (Montreal)
- Théâtre La Bordée (Québec City)
- Premier Acte (Québec City)
- Sibyllines (Montreal)
- Simoniaques Théâtre (Montreal)
- Usine C (Montreal)



Dance

- Ballets Jazz de Montréal
- Centre de création O Vertigo (Montreal)
- Festival Quartier Danse (Montreal)
- École supérieure de ballet du Québec

Museums

- Musée des beaux-arts de Montréal
- Musée de la civilisation (Québec City)
- Musée des beaux-arts de Sherbrooke
- Musée du Bas-Saint-Laurent
- Musée Pointe-à-Callière and Fort de Ville-Marie





Other events

- Sandcastle contest and Festival international Contes en Îles (Magdalen Islands)
- Camp chanson Québecor de Petite-Vallée
- Baie-Comeau : d'aventure et de culture
- Prix d'excellence en français Gaston-Miron award ceremony, organized by the Société nationale des Québécoises et Québécois, Laurentians region
- Les Correspondances d'Eastman
- Trois-Rivières International Poetry Festival
- Canadian Music Competition (in 65 cities across the country)
- First People's Festival
- Le Tremplin (Dégelis)
- La Grande nuit de la poésie (Saint-Venant-de-Paquette)
- Espace Félix-Leclerc (île d'Orléans)
- D'Arts et de rêves (Sutton)
- Les Muses: Centre des arts de la scène (Montréal)
- Alliance Arc-en-ciel (Québec City)



Supporting emerging artists

Quebecor has always been a firm believer in supporting young artists and showcasing the arts. Year after year, we contribute to Québec's rich cultural scene by using our media platforms to promote the work of organizations that provide a springboard for emerging artists.

- Festival Vue sur la relève (Montréal)
- Le Tremplin (Dégelis)
- Fondation du Conservatoire de musique et d'art dramatique du Québec (9 institutions across Québec)
- Camp musical Saint-Alexandre (Lower St. Lawrence)
- Ma première Place des Arts (Montréal)
- Fondation du Centre des auteurs dramatiques (CEAD)
- Cégeps en spectacle (RIASQ)



Doing our part to preserve our culture and history

In line with our desire to preserve and promote our cultural and historical heritage, we proudly support organizations that help make our historical treasures accessible to all Quebecers and preserve them for future generations.

- Monastère des Augustines (Québec City)
- Rappels, la mémoire du théâtre au Québec
- *Nos géants* series from the Fondation Lionel-Groulx
- Montréal en histoires
- Fondation René-Lévesque
- BANQ
- Fabrique Saint-François-Xavier (Saguenay)



Grants for Québec artists

Every year we support Québec's creative community by awarding numerous grants and prizes to well-established and emerging artists alike.

Concours musical international de Montréal

To help the next generation of professional musicians build their careers and gain recognition on the international stage, and to bring classical music to a wider audience, we fund the \$15,000 Prix Pierre-Péladeau et Raymonde-Chopin at the Concours musical international de Montréal. In 2022, the award went to Québec soprano Sarah Dufresne.

Festival du nouveau cinéma

At the 51st edition of the Festival du nouveau cinéma, the \$15,000 Louve d'Or prize for best feature film in the international competition, sponsored by Quebecor, went to Charlotte Wells for *Aftersun*.

Trois-Rivières International Poetry Festival

For more than 15 years, we have been awarding the \$15,000 Grand Prix Québecor, in collaboration with the Trois-Rivières International Poetry Festival, to support the work of the poets who bring our language to life. At the Festival's 38th edition in 2022, Paul Chanel Malenfant won for his collection *Chambres d'échos*.

Fondation du Centre des auteurs dramatiques (CEAD)

As a partner of the Fondation du Centre des auteurs dramatiques, we award the Prix Gratien-Gélinas to an emerging francophone playwright, accompanied by a cash prize for the writer and a grant for a theatre company to produce the play. In 2022, Maud de Palma-Duquet won for *Bénévolat*.





SPACQ

©DOMINIC GOUJIN

Fondation de la Société professionnelle des auteurs et compositeurs du Québec (SPACQ)

For nearly 15 years, we have supported composers with the \$10,000 Prix André-Gagnon for instrumental music, presented at the Fondation de la Société professionnelle des auteurs et compositeurs du Québec (SPACQ) gala. In 2022, the recipient was composer René Lussier. Quebecor also presented the new Prix Michel Louvain for male performer of the year to Mario Pelchat.

Prix de la danse de Montréal

We have been contributing to the Prix de la danse de Montréal since its inception by awarding, in partnership with the City of Montréal, a \$25,000 prize to a creator who made an outstanding contribution to dance. In 2022, the recipient was choreographer Catherine Gaudet.

Prix Robert-Cliche, presented by Quebecor

We have been sponsoring the Prix Robert-Cliche for the author of a noteworthy first novel for more than 10 years. It comes with a \$10,000 prize and publication of the novel by the Quebecor publishing house VLB éditeur. In 2022, Joël Bégin won for his novel *Plessis*.



Prix de la danse de Montréal

©VANESSA FORTIN



Pierre Karl Péleadeau and Joël Bégin

©MARTIN ALAIRE

Prix littéraire des collégiens

In 2022, we partnered with the Réseau intercollégial des activités socioculturelles du Québec and began sponsoring the Prix littéraire des collégiens, an annual literary prize awarded each year by Québec junior colleges to stimulate student interest in contemporary Québec literature. This year's winner was Caroline Dawson for her book *Là où je me terre*.

Ma première Place des Arts, presented by Quebecor

Ma première Place des Arts is a competition that gives performers and singer-songwriters their first real taste of professional performance. It has served as a springboard for many emerging artists, providing them with television exposure and mentorship. At the 28th edition in 2022, MATv presented a \$500 prize to one contestant in each category.

Festival Vue sur la relève

To support the professionalization of emerging artists, Quebecor has partnered with Festival Vue sur la relève for more than 15 years, presenting the Coups de Pouce evening at which some 50 cultural industry players, including MATv and QUB musique, award a prize to a participant of their choice to further the development of their career. Quebecor also directly supports the artists by contributing to the fee they receive for appearing at the Festival.

Darling Foundry

Since 2016, we have sponsored an artist's studio at the Darling Foundry to allow a Montréal artist-in-residence to focus on their work and their craft. In 2022, we sponsored the artist Sandra Volny.



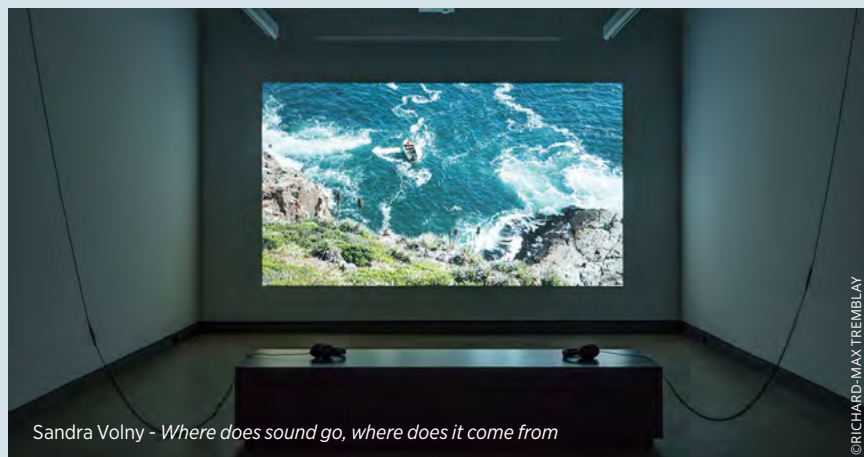
Prix littéraire des collégiens



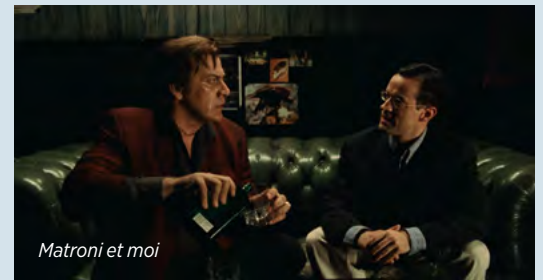
Ma première Place des Arts, presented by Quebecor



Festival Vue sur la relève



Sandra Volny - *Where does sound go, where does it come from*



ÉLÉPHANT: THE MEMORY OF QUÉBEC CINEMA

In 2007, we launched **Éléphant: The Memory of Québec Cinema** to preserve Québec's film heritage and make it accessible. Led by a team of experts and film-lovers, Éléphant has been digitizing and restoring the movies that have marked Québec's history and culture, and making them available to the general public.

Since its inception, we have spent the equivalent of more than \$43 million on developing and promoting Éléphant, making it our largest philanthropic project. Aside from a small amount to cover a portion of the Éléphant platform's operating costs, all revenue from distribution of the movies goes to the filmmakers and rights holders.



In 2022, Éléphant restored 7 feature films and added 8 films restored by the NFB to its catalogue.

More than 250 restored feature films are available

As well as 27 short films from the series *Le Son des Français d'Amérique*.



On November 15, André Brassard's 1977 film *Le soleil se lève en retard* (The Late Blossom) was shown in tribute to the great artist, who died in October.

50th anniversary of the release of Denys Arcand's first dramatic feature, *La maudite galette*

Several important films celebrated their 50th anniversary in 2022, including *La maudite galette* (Dirty Money) (1972), a fascinating film noir by Denys Arcand. It was screened on September 5, 2022, at the Cinémathèque québécoise, with Denys Arcand and Marcel Sabourin in attendance. It was also screened in October at the prestigious Lumière Festival in Lyon, the largest festival of restored films in the world, and received the Lumière Classics label.



La maudite galette

Big turnout for monthly Éléphant on the Big Screen series

In 2022, the partnership between Éléphant and the Cinémathèque québécoise allowed movie lovers to see 13 movies restored by Éléphant on the big screen at the Cinémathèque. Films restored by Éléphant were also shown at a number of festivals.



On September 1, Éléphant took Roger Frappier's 1974 film *L'infonie inachevée*, the first film shot in stereo in Québec, to the Festival du nouveau cinema.

On the festival trail

Éléphant went to numerous festivals in 2022. The films *Bingo* (Jean-Claude Lord, 1974) and *Manette: la folle et les dieux de carton* (Camil Adam, 1967) were shown at the Fantasia International Film Festival. Pierre Falardeau's 2001 film *15 février 1839* was screened at the Montréal International History Film Festival and Paule Baillargeon's 1993 film *Le sexe des étoiles* (The Sex of the Stars), an important work about transidentity adapted from the novel by Monique Proulx, was presented at the Festival du nouveau cinéma.

Preserving the history of Québec theatre

Quebecor has partnered with **Rappels** to keep the history of Québec theatre alive and support the organization's work. Rappels is taking an inventory of the history and archives of professional theatre in Québec dating back to 1948.



ENVIRONMENT

A CULTURE OF ENVIRONMENTAL RESPONSIBILITY

To do its part to protect our environment, Quebecor is constantly working to reduce its environmental footprint and encouraging its employees, customers, partners, and the public to be environmentally responsible. We support the energy transition and the fight against climate change through efforts such as our vehicle fleet electrification plan. We are working to build a more prosperous, greener, and more sustainable Québec for all.



Our commitment to the environment

Action on 4 fronts

- **Contribute to the fight against climate change** by reducing greenhouse gas emissions from our vehicles and buildings
- **Proactively manage environmental risks** and ensure that our operations are compliant with applicable acts and regulations
- Work with our suppliers and the community to **conserve natural resources**
- **Recover, recycle and reuse waste** by responsibly managing end-of-life electronic devices

4 key programs

Our environmental strategy is based on effective programs that address the main impacts of our operations:

- Greenhouse gas emissions: **On roule électrique**
- End-of-life electronics: **We Recycle**
- Film and television production: **Rolling Green**
- Events: **GesteVert**



FIGHTING CLIMATE CHANGE

Quebecor has always been a trailblazer that cares about its economic, social, and environmental impact. We are committed to fighting climate change and being part of Québec's energy transition to a sustainable economy.

Since 2012, we have been tracking and reporting our greenhouse gas emissions to the Carbon Disclosure Project.

Greenhouse gas emissions in tonnes of CO₂ eq

	2019	2020	2021
Scope 1 emissions	14,853	11,495	13,037
Scope 2 emissions	219	216	244
Scope 1 and 2 emissions combined	15,072	11,711	13,281

Greenhouse gas emissions: Going electric

In January 2020, we launched *Québecor 100% électrique*, an action plan that will ultimately cut our greenhouse gas emissions to 50% of current levels. The plan has three main components:

1. Continuously reassessing the size of our fleet
2. Purchasing new electric or hybrid vehicles to replace retired gasoline vehicles
3. Electrifying our light-duty trucks using innovative clean technologies

Our efforts are bearing fruit: the number of electric and hybrid vehicles and charging stations at Quebecor and its subsidiaries has been growing steadily. In 2022, more than 100 low-carbon-emission vehicles were added.

Transportation electrification plan

The goal of our ambitious plan is to electrify the entire fleet of approximately 1,000 cars and light trucks operated by Quebecor's subsidiaries, including Videotron and TVA Group.

Number of electric, hybrid, converted, or hydrogen vehicles and charging stations

	2020	2021	2022
Electric, hybrid, or hydrogen vehicles	48	86	189
Charging stations	105	108	114

Joining forces to boost sustainable mobility

Quebecor is proud to be part of the thriving sustainable mobility ecosystem. We have taken our commitment one step further by partnering with a variety of organizations and initiatives to support the electrification of transportation throughout Québec's business community.



For the third year in a row, Quebecor contributed to the **IMPULSION MTL** International Fleet Forum, organized by Propulsion Québec. It is an important event for Québec's electric transportation ecosystem where players from different backgrounds who want to be part of Québec's energy transition share their expertise and vision.

Educational program offsets greenhouse gas emissions

In 2022, we bought 1,342 educational carbon credits, more than the Videotron Centre's total greenhouse gas emissions for the year, through our partner Coop FA's Carbone Scol'Ère exchange, an educational program that encourages elementary school students and their families to adopt environmentally friendly habits.

Energy consumption of Quebecor and its subsidiaries

	2019	2020	2021
Energy consumption in MWh	314,435	298,666	307,247
Percentage of energy generated by renewable sources	83%	84%	84%

Concrete action to improve our energy efficiency

We pressed ahead with measures to further improve the energy efficiency of all our subsidiaries' operations in 2022. Here are a few examples:

- Our server room cooling systems are gradually being replaced with air conditioners that use outside air for cooling and automated lighting systems are being installed.
- Videotron signed the Canadian Energy-Efficiency Voluntary Agreement for Set-Top Boxes and the Canadian Energy-Efficiency Voluntary Agreement for Small Network Equipment. Ninety percent of its new set-top boxes and small network equipment meet stringent energy-efficiency targets.
- Our servers are being virtualized, yielding energy savings compared with conventional physical servers.

Quebecor is proud to conduct its business using mainly energy from renewable sources with a low carbon footprint.

PRESERVING BIODIVERSITY

As a business that cares about quality of life, we want to do our part to help create green spaces and preserve biodiversity.

Increasing Montréal's leaf area index

For the Montréal area, increasing the leaf area index will be key to combating and adapting to climate change. As a long-time partner of Soverdi, Quebecor stepped up its commitment in 2021 by joining the **Comité des leaders de la forêt urbaine**, a group of seven major Montréal companies actively involved in greening the city. Through their combined efforts, 5,000 trees are being planted each year and new greening agreements are being signed on a regular basis.

We also remained a key partner in Soverdi's *A Tree for My Neighbourhood* campaign, which saw 3,657 trees planted in Montréal in 2022, for a total of more than 25,000 since the campaign's launch in 2013. Planting trees improves air quality, creates cooling islands, and helps fight climate change.

Preserving marine ecosystems

As a partner of Ocean Week 2022, Quebecor supported the efforts of **The Blue Organization** to raise awareness among Quebecers about the Saint Lawrence River, the ocean and the threats to these marine ecosystems.



Green roof at Quebecor's head office



A Soverdi event, celebrating their 30th anniversary and the planting of 100,000 trees.

Urban gardens at TVA

In 2022, TVA Group continued its urban vegetable garden project on the roof of its head office building in downtown Montréal, increasing biodiversity in a densely populated neighbourhood and mitigating heat-island effects. The plants are pollinated by the denizens of two beehives installed on the roof of the building.

Responsible procurement

To continuously improve our responsible procurement processes, we continued focusing on concrete actions at all our subsidiaries. Here are a few examples:

- TVA Publications prints its magazines on FSC®-certified paper.
- A supplier code of conduct has been incorporated into Videotron and Quebecor contracts.
- In view of the importance of local buying for sustainable economic development, Quebecor's Elmire media agency proudly supports the successful Panier Bleu platform, which provides an e-commerce space for local shopping. As a media partner, Elmire draws on its expertise and its ecosystem to provide exposure for Québec companies and merchants on the website.



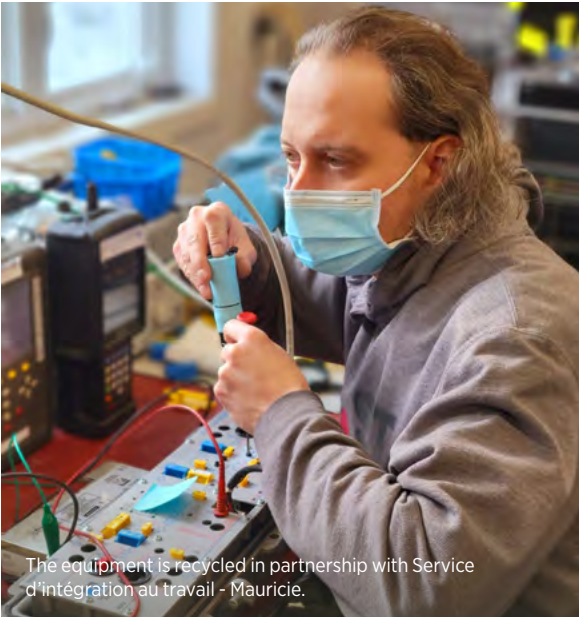
In 2022, approximately 10 kg of beans and other fresh vegetables were harvested and used in the TVA cafeteria to prepare nutritious meals for employees. More than 200 jars of honey were produced, some of which were given to employees.

WASTE MANAGEMENT

***We Recycle* millions of electronic devices**

The *We Recycle* program has been encouraging consumers to bring their obsolete electronic devices to Videotron points of sale since 2012. The objective is to reduce, reuse, recycle, and recover in order to decrease the amount of waste sent to landfills. The equipment is recycled in partnership with Service d'intégration au travail—Mauricie, a community organization that promotes the integration of people with mental-health challenges into the workplace and into society.

Since its launch, *We Recycle* has collected over 12 million electronic devices and accessories for reuse or recycling.



The equipment is recycled in partnership with Service d'intégration au travail - Mauricie.

Training in waste management

To support our employees' green efforts, we offered a workshop on waste management in Québec. Nearly 400 employees attended to learn tips and tricks for reducing their environmental impact at work and at home.



Employees attending the live conference *J'aime ma poubelle, mais je la quitte.*

Rolling Green turns movie sets green

Quebecor, a founding partner of *Rolling Green*, and its subsidiaries TVA and MELS, which are federating partners, continued supporting the program, which works to educate and equip the film and television industry to be more environmentally responsible. *Rolling Green* disseminates tools and training to promote environmentally friendly practices at all stages of audiovisual productions filmed in Québec.

Best innovative impact of the year

For its positive impact on the industry, *Rolling Green* received a 2022 Novae prize, which recognizes the best innovative solutions of the year.

First accreditation for TVA Productions

TVA Productions received its first *Rolling Green* accreditation for its show *Le Tricheur*, which airs on TVA. The production met the requirements for the highest tier, the “Excellence” level. *Le Tricheur* was the first full series to be certified by *Rolling Green*.

As a major player in Québec’s film and television industry, Quebecor is improving its practices and has become a leader in environmentally responsible audiovisual productions.



Set of the TV show *Le Tricheur*.

Environmentally responsible events

The Videotron Centre, the Québec Remparts and GesteV have been working with Consignaction since May 2022 to increase the number of bottles and cans returned for deposit at their venues. Thanks to the installation of 50 Consignaction containers at the Videotron Centre, communication campaigns during events and support from the general public, more than 265,000 cans were returned in 6 months, a 47% increase from the same period in 2019.

ENTREPRENEURSHIP

A CULTURE OF AUDACITY

True to our entrepreneurial roots, we support the next generation of entrepreneurs and actively contribute to the creation and growth of companies with innovative, sustainable solutions and business models that will shape the Québec of the future.

ASTERX CAPITAL TARGETS START-UPS

Quebecor has expanded its entrepreneurial activities through asterX Capital, a venture capital fund announced in 2021 which supports start-ups that have the potential to stimulate innovation in Quebecor's lines of business and for society as a whole.

We share resources and expertise with entrepreneurs who submit innovative solutions based on sustainable business models, management practices, and governance principles. The rigorous selection process for asterX, as well as for the Pierre Péladeau Bursaries, assesses start-ups not only on financial criteria but also in light of Quebecor's culture of social impact.



Pierre Karl Péladeau and Pelra Azondekon.



Left to right: Michel Patry, President and CEO of the HEC Montréal Foundation; Pelra Azondekon, Managing Director of asterX; Sylvain Sénécal, co-director of the Tech3lab at HEC Montréal and professor in the marketing department; Pierre Laurin, former director of HEC Montréal; Pierre-Majorique Léger, holder of the UX Chair at HEC Montréal and professor in the IT department; Sylvie Cordeau, Quebecor's Vice-President of Philanthropy and Sponsorships; and Pierre Karl Péladeau, President and CEO of Quebecor.

"We want to give entrepreneurs a springboard and the means to drive innovation in industries such as digital that will move our society forward. This partnership between Quebecor and HEC Montréal strengthens our ties with the UX Chair, of which Videotron was already a member. It is a natural alliance for us, one that will help local businesses succeed and extend their reach beyond Québec."

— PIERRE KARL PÉLADEAU,
PRESIDENT AND CEO OF QUEBECOR

Major donation to HEC Montréal helps start-ups develop their digital strategy

Quebecor and asterX announced a partnership with HEC Montréal to help Québec start-ups develop their digital strategies and achieve digital maturity more quickly. Quebecor made a **\$1 million donation** to enable HEC Montréal's Industrial Research Chair in User Experience (UX Chair) to support a hundred entrepreneurs over a 10-year period under the *Quebecor asterX Digital Entrepreneurship Program*. The new program is administered by the UX Chair, which is powered by HEC Montréal's world-class Tech3Lab. The companies selected for the program each year will have free access to cutting-edge expertise to help them test and improve the user experience offered by the digital solutions they develop and market.

The *Quebecor asterX Digital Entrepreneurship Program* kicked off in October 2022 with an inaugural workshop on UX best practices. To mark the occasion, Quebecor welcomed to its offices, in addition to digital experts from **NumeriQ** and **Elmire**, experts from HEC Montréal's UX Chair and the first cohort of young businesspeople selected for the program:

- Comparastore
- Epipresto
- GPHY
- Hippoc
- Nurau
- Planhub
- Nexam Solution

asterX presents first Annual Summit

In early summer, Quebecor's entrepreneurial community gathered at Dock619 for the first Annual Summit, presented by asterX and chaired by Pierre Karl Péladeau. Entrepreneurs from the asterX community came together with Quebecor partners and employees to discuss their joint achievements for the year. The spirit and talent of young entrepreneurs were recognized at the official presentation of the 2022 Pierre-Péladeau Bursaries.



Pelra Azondekon, Managing Director of asterX and Director of Entrepreneurial Strategy and Development at Quebecor.

©DOMINIC GOUJIN



Pierre Karl Péladeau, President and CEO of Quebecor, next to Frantz Saintellemy, Chancellor of Université de Montréal.

©DOMINIC GOUJIN

Historic donation to Université de Montréal to train the entrepreneurs of the future

In February 2022, Quebecor and the Fondation Chopin-Péladeau announced a major joint \$40 million donation, split 50-50, to Université de Montréal to help groom the next generation of entrepreneurs. The money will be used to create Millénium Québecor, a specialized entrepreneurship training program for student entrepreneurs, and to construct the Pavillon Pierre-Péladeau, a state-of-the-art building named in honour of our founder.



Daniel Jutras, Rector of UdeM, and Pierre Karl Péladeau, President and CEO of Quebecor and President de la Fondation Chopin-Péladeau, with UdeM students Camille d'Anjou, co-founder of Vocavie, and Marie Péladeau, daughter of Pierre Karl Péladeau.



The Pavillon Pierre-Péladeau will house the Millénium Québecor program and Université de Montréal's future Innovation Centre.



GPHY develops and markets an ecosystem for smart management of hybrid workspaces.

Start-ups supported by asterX Capital in 2022

In 2022, Quebecor once again invested several million dollars and signed win-win partnerships with innovative start-ups in a wide range of industries.

For example, as a key market validation partner for **GPHY**, Quebecor serves as a strategic ally in the development of innovative solutions to transform and optimize collaborative workspaces through the Internet of Things.

From Pierre Péladeau Bursary recipient to world-class company

Puzzle Medical Devices, which is developing a minimally invasive transcatheter pump, had a big year in 2022. Among other things, it completed a crucial step by conducting its first human trials. The initial tests on animals were made possible in part by \$100,000 in funding from the Pierre Péladeau Bursaries in 2019.

The company has since attracted the attention of cardiac experts around the world and raised a substantial amount of capital, including \$34 million in a Series A funding round in February 2023. Through its asterX Capital fund, Quebecor is now a shareholder in Puzzle Medical Devices alongside prominent co-investors from Québec and abroad. We are proud to have been in the front row, from Day 1, watching the success of the young entrepreneurs behind this medical innovation.



Co-founders François Trudeau, Jade Doucet-Martineau and Gabriel Georges

PIERRE PÉLADEAU BURSARIES: ALLIES FOR QUÉBEC UNIVERSITY ENTREPRENEURS

Since 1999, the Pierre Péladeau Bursaries have rewarded university students who take the risk of starting their own business. Annual grants totalling \$200,000 are distributed to help students start up a business, carry out their business plan, and develop their products and markets.

The selected start-ups offer sustainable solutions and innovative business models, two essential factors for Québec's growth and vitality. Often, they are based on technologies that will improve our quality of life and positively impact the environment.

\$75,000 bursary

Désherbex

Simon Michaud and his team at **Université de Sherbrooke** have developed a tractor-drawn agricultural machine with interchangeable robotic tools for automated precision weeding of root vegetable fields. Their start-up offers a permanent, ecological, and sustainable solution to weed problems and makes life easier for farmers.

\$50,000 bursary

OuiNut

Simon Diallo-Blais and Rutherford Exius of **Université de Montréal** aim to launch the first-ever line of safe foods containing a precision dose of peanut protein to help desensitize children with peanut allergies. Their solution supports the introduction of allergens to reduce the incidence of food allergies in the general population in a way that's easy for parents, children, and medical professionals.



The recipients of the 2022 Pierre Péladeau Bursaries.

©PATRICK SEGUIN



\$75,000 bursary - Désherbex

©PATRICK SEGUIN



\$50,000 bursary - OuiNut

©PATRICK SEGUIN

\$30,000 bursary **Acrylique Robotiques**

Chloë Ryan of **McGill University** is aiming to democratize access to art through robotics. Her company produces blockchain-authenticated, limited-edition visual art collections designed by artists and painted on canvas by robots, making the works accessible at scale.

\$30,000 bursary **Juno**

Lynn Doughtane, Albert Obeid and Nanette Sene from **Polytechnique Montréal** are developing a compact, portable device that brings fast, long-lasting relief from menstrual pain. Their company plans to offer an effective solution that fits the lifestyles of active women.

\$15,000 bursary **Hôtel UNIQ**

Myriam Corbeil of **Université du Québec à Montréal** has designed an exclusive, eco-friendly pop-up village that travels to Québec's hidden gems as well as to busy tourist spots where accommodations are scarce. It's the perfect balance between camping, with its close contact with nature, and conventional hotel rooms, with their service, design, and comfort. Guests enjoy a unique communal experience.



SINCE
1999

- \$2.7 million in bursaries
- 50+ companies still in business thanks to the program's support
- \$250+ million in financing raised by companies after receiving the bursary

COMMUNITY

A CULTURE OF ENGAGEMENT

We believe community engagement means actively participating in the collective effort to promote education and self-realization for our young people, an active and healthy lifestyle for all, and an inclusive, egalitarian society that cares about the most disadvantaged.

ACTIVE PARTNER OF LE GRAND DÉFI PIERRE LAVOIE

In view of the benefits of an active lifestyle for physical and mental health, we remained an active partner of the **Grand défi Pierre Lavoie**, which encourages Quebecers to get up, get moving, and adopt a healthy lifestyle.

The four Quebecor teams, which included our President and CEO Pierre Karl Péladeau, employees and many Quebecor talents and personalities, set out from La Baie in the Saguenay-Lac-Saint-Jean region to pedal the 1,000 km to Montréal. Along the way, they covered **La Boucle Vidéotron**, a 135-km ride that attracted more than 5,500 cyclists from across Québec, and the third edition of **1 million de km ensemble**, in which 143,277 participants travelled a combined total of 2,773,813 km. We were also proud participants in **La Grande marche**, which drew more than 107,000 people in October 2022.



Patrice Godin, Mériane Labrisky, Pierre Lavoie, Andy Mailly-Pressoir, Justine St-Martin and Pierre Karl Péladeau.

©ÉRIC CARRIÈRE



The Quebecor team.

©ÉRIC CARRIÈRE

PARTNERSHIPS FOR DIVERSITY AND INCLUSION

To contribute to social progress and help make our society more inclusive and egalitarian, we work with a number of organizations dedicated to promoting inclusion and cultural, gender, physical, and intellectual diversity.

Renewed commitment to Le Pilier Foundation

Quebecor made an additional \$300,000 donation to the **Le Pilier Foundation**, which celebrated its 15th anniversary during the year. The money will go toward several important projects for the nine adults with multiple disabilities who live at the **Maison Québecor**, including the purchase of a customized van adapted for people with disabilities, refurbishment of the residence, and adapted recreational activities and outings for the residents.

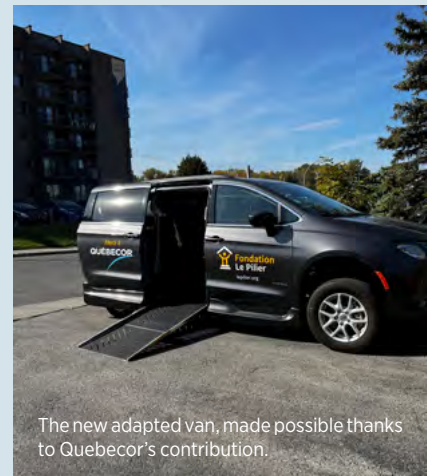
Quebecor's first contribution in 2005 was used to expand Le Pilier Foundation's residence in Laval, which was renamed the Maison Québecor in 2007. Over the years, Quebecor's contributions have made it possible to provide these residents with a warm, comfortable place to live and a second family made up of the Foundation's staff and care workers.



Listen to the testimonials of Le Pilier Foundation members.



Le Pilier Foundation



The new adapted van, made possible thanks to Quebecor's contribution.

Breaking down the isolation of seniors

Since 1999, Quebecor has been a proud supporter of **Les Petits Frères**, an organization that assists isolated seniors in Québec. Over the past two years, the pandemic has thrown a harsh light on the plight of the elderly and the solitude many experience. In 2022, Quebecor renewed its contribution and continued supporting Les Petits Frères's many initiatives, which have a direct impact on the quality of life of elderly people and raise public awareness about an issue that will have a major social impact in the years to come. Les Petits Frères also celebrated their 60th anniversary with a campaign unveiling their new brand identity, which Quebecor backed with its multiple media solutions.

Joining forces for a more inclusive society

In 2022, Quebecor joined the **Alliance Arc-en-ciel de Québec** to show its support for the rights of gender and sexually diverse people. After a two-year hiatus, people from across the province flocked to the annual Québec City Pride Festival, co-presented by Quebecor. The stronger-than-ever program featuring diversity from the four corners of Québec highlighted the importance of being able to live and thrive in an ever-more-inclusive society.

Tracer un **trait d'union** avec les aînés, c'est mettre un **point final** à leur isolement.



ANNE — MARIE

Changez une vie. Devenez **bénévole** ou faites un don.



Les Petits Frères Pour un grand âge bien entouré

petitsfreres.ca Grand partenaire **QUÉBECOR**

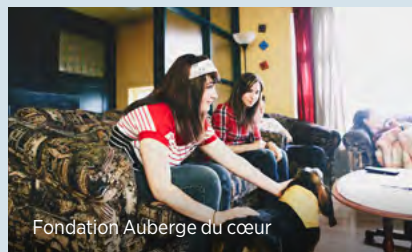
Supporting young people through music education

Quebecor continued its relationship with **Jeunes musiciens du monde**, which offers free music education to promote the social and emotional development of young people from different backgrounds through the unifying power of music. Quebecor's contribution, which was presented at the organization's annual cocktail reception, will enable it to pursue its mission at five Québec music schools (in Montréal, Québec City, Sherbrooke, Laval, and Val-d'Or).



Other partnerships to support our community

- Le Chaînon
- Palliative Home-Care Society Foundation
- Maison Dauphine
- Association québécoise de prévention du suicide
- Canadian Red Cross
- Dans la rue
- Doctors of the World Canada
- Fondation Autiste & majeur
- Claude-Brunet Foundation
- Food Banks of Québec
- Fondation Père Sablon
- Motivation jeunesse
- Fondation Auberge du cœur



EMPLOYEES

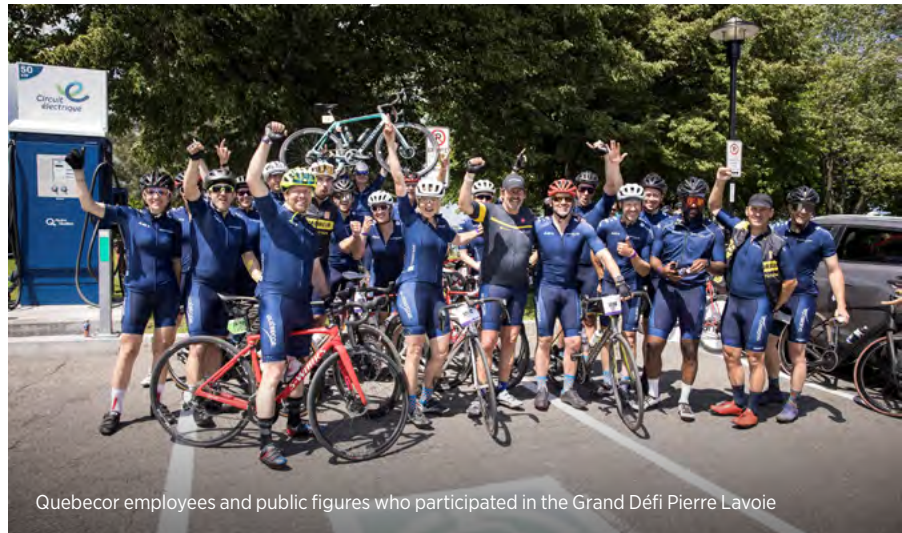
A CULTURE OF PERSONAL EXCELLENCE

At Quebecor, providing a stimulating work experience means giving our employees opportunities for hands-on participation in large-scale projects created for Quebecers. It means creating a balanced, open, and inclusive environment, leveraging everyone's strengths and ideas, giving every person a chance to give their best, scale new heights, and realize themselves within the Quebecor family.

Every day, nearly 10,000 employees are on the job at our subsidiaries. Every day, they display outstanding creativity, innovative thinking, agility, and teamwork, pooling their ideas and their strengths, going the extra mile to satisfy their customers and develop their own potential.



Employees taking part in a spinning class.



Quebecor employees and public figures who participated in the Grand Défi Pierre Lavoie

HEALTH AND WELLNESS ARE TOP PRIORITIES

To encourage employees at all our subsidiaries to lead active lifestyles and stay healthy, our **Health and Wellness Program** offers a variety of free tools, resources, and professional services to support physical, psychological, financial, and social health. Here are a few examples:

- 120 hours of group fitness classes offered online by Olympe in fall and spring
- 15-minute video based on our employees' questions about financial health, featuring business and finance journalist and host Pierre-Olivier Zappa
- Employee participation in the Grand Défi Pierre Lavoie and the 1,000,000-km Ensemble event
- Employee discount on Bixi for the 2022 season
- Exclusive employee discount for participation in Je Cours Qc races
- Lunchtime spin classes for employees at Quebecor head office
- Outreach activities during Suicide Prevention Week and Mental Health Week

DEVELOPING EMPLOYEES' SKILLS

We want our people to make the most of their talents. Through **Campus Québecor** and other programs, we offer a wide array of professional development courses for employees in all subsidiaries and at all levels.

For the 14th year in a row, the Belonging Module introduced new employees of all subsidiaries to Quebecor's unique ecosystem, its history and its business model. The Simply Managing Leadership Development Program allowed managers to refresh and strengthen their leadership skills through a series of four modules over four months.

In 2022 we returned to in-person classes while maintaining online courses in order to reach as many employees and managers as possible.

Employees also had access to training videos and online tools to help them optimize the ergonomics of their workstations and prevent injury and discomfort caused by poor posture.

LE —
CAM
PUS

Fostering individual development

We offer all our people the opportunity to develop their individual skills by covering training and professional development costs. We encourage employees to establish individual development plans that will enable them to achieve their career goals.

Investing in our managers' leadership skills

A new initiative in 2022 was the creation of a leadership development program for managers at our subsidiaries designed to support their professional development and improve their management skills.

We also developed an internal mentoring program and implemented a pilot project at Videotron to help younger employees move into management roles.

Information security awareness and training program

To help our employees recognize online threats and phishing techniques, we maintained our **information security awareness and training program**, which provides year-round support on matters such as mobile device security, password management, and security incidents.

Information security is a priority for Quebecor and our corporate policy equips our employees to actively contribute to protecting our information assets.

Application of the telework policy

The **telework policy** that was initially introduced in fall 2021 at some of the Corporation's subsidiaries allowed employees whose jobs could be done remotely to limit their commuting and work from home. In September 2022, as the pandemic subsided, Quebecor announced that the policy would continue and apply throughout the Corporation. It sets rules for working from home (permanently, occasionally, or in hybrid mode) to ensure business continuity, quality work, and flexibility for employees.



Promoting interconnectivity among our teams

We mobilize our people by interconnecting our teams and opening up business opportunities. In November, managers from Videotron Business, Quebecor Sports and Entertainment, Quebecor Expertise Media, Qolab, MELS, and Elmiere came together at the launch of the Q360 initiative to discuss the reach and impact of Quebecor and its various business units. The day provided a chance to form new relationships and learn how to generate new opportunities in collaboration with other subsidiaries of the Corporation.



Grants for environmentally responsible employees

Quebecor recognizes its employees' contributions to its environmental strategy. In 2022, fifteen \$1,250 grants were distributed to the winners of a contest among employees who bought an all-electric or plug-in hybrid vehicle during the year.

AN INCLUSIVE WORKPLACE

We are committed to creating a respectful, equitable, and inclusive environment for all. All employees are treated equally regardless of gender, culture, religion, disability, or sexual orientation.

Action for diversity, equity, inclusion, and accessibility

Over the last few years, our Human Resources Department has introduced concrete initiatives for the inclusion of diverse employee groups. For example, in conjunction with the Health and Safety team, employees with disabilities have been offered adapted workstations; gender-neutral restrooms have been installed at Videotron's customer contact centres; and religious accommodations such as prayer rooms and special holidays have been instituted.

The importance of diversity at Quebecor

In December 2022, a voluntary online self-identification survey was conducted to obtain an up-to-date picture of diversity at all of the Corporation's subsidiaries. The results helped us identify employees who are interested in promoting diversity at the Corporation and to set priorities for the coming year.

In our partnerships, we promote diversity by working with organizations such as the Fondation Autiste & majeur, the Alliance Arc-en-ciel de Québec and the Centre culturel vietnamien du Canada, which are dedicated to the advancement and inclusion of cultural, gender, physical, and intellectual diversity groups.

The Quebecor Content, TVA Nouvelles, and LCN teams strive to be as representative of society as possible in the original productions and news-casts produced for our various distribution channels. Our shows feature actors, presenters, participants, and protagonists from cultural, sexual orientation and gender diversity groups and from First Nations.



Employee members of Quebecor's Diversity, Equity, and Inclusion Committee.

More inclusive recruitment practices

Our Human Resources Department is always on the lookout for best practices in inclusive recruitment and continues to improve by participating in training activities. Our job offers now use inclusive language to ensure they address as many candidates as possible at first contact. HR works with partners such as the Montréal Women's Centre, Groupe AFFI Logistique, and the Fondation Les Petits Rois to promote the integration of diversity candidates in the workplace.



Quebecor employees at the *Femmes leaders : sortir du cadre et oser prendre sa place* conference.

RECOGNIZING WOMEN'S LEADERSHIP

Quebecor continues to increase the representation of women at its subsidiaries. Its goal is to promote women's leadership and help women grow into management positions.

Recognizing talent in our future female leaders

To recognize the outstanding performance of women leaders in the past year, 10 young managers at Quebecor were given the opportunity to join Sylvie Lalande, Vice-Chair of the Board and Lead Director of Quebecor, and Roxanne Doucet, General Manager of Human Resources of Quebecor, at a high-profile conference on how women leaders can lean in to claim their seat at the table.

Representation of women at Quebecor and subsidiaries in 2022

	% of total employees	% of management (excluding VP and above)	% of VPs and above	% of management committee
Quebecor	63%	58%	21%	35%
TVA	44%	50%	54%	59%
Sports and Entertainment Group	34%	44%	40%	38%
Videotron	28%	27%	30%	29%
Books, Newspapers, and Digital divisions	50%	41%	40%	53%
Total	35%	36%	36%	47%

Action plan for gender parity in production

To encourage and support the next generation of women in the television industry, TVA launched an action plan for gender parity in production in 2019. The target is for 50% of key positions (director, producer, screenwriter) on TVA's original French-language television productions to be held by women by 2025.

In January 2023, TVA Group reported that 50% of producers, 24% of directors, and 32% of screenwriters on its original productions during the 2021-2022 reference year were women.

There is still a long way to go but TVA has its sights set firmly on gender parity.



Recognizing our female leaders

Women in leadership also means employees succeeding and playing a prominent role outside the Corporation. Here are a few examples.

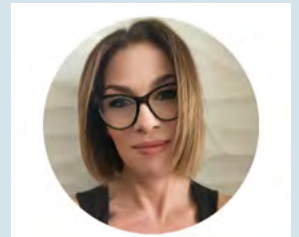
Quebecor Vice-President makes QMJHL history

In December, Marie-Pierre Simard, Quebecor's Assistant Vice-President of Legal Affairs, became the first woman in history to join the Executive Committee of the Québec Major Junior Hockey League. She has represented the Blainville-Boisbriand Armada on the QMJHL Assembly of Members since 2017.



Quebecor executive named chair of IAB Canada's Publisher Council

The Publisher Council of IAB Canada, which discusses issues facing publishers of digital platforms in Canada, can now count on the expertise and professionalism of Gwen O'Toole, Digital Account Director at Quebecor. She was named co-chair of the Council at the beginning of 2023, a testament to the leadership she has shown our partners for years in her role with Quebecor.



GOVERNANCE

Good governance is vital to a prosperous business. We want to build a corporate culture of integrity that is effective, responsive to the needs of all stakeholders, and mindful of the needs of future generations.

In all its activities, Quebecor ensures that its actions, measures, procedures, and policies meet the highest standards of ethics and transparency.

Engaged directors and committees

Environmental, social, and governance (ESG) issues and challenges are central concerns today. At Quebecor they are managed by a **Corporate Social Responsibility Committee** composed of managers and employees. The committee maintains an ESG trend and practice watch, sets guidelines, and coordinates the Corporation's ESG strategy. It is overseen by Quebecor senior management and reports to the **Human Resources and Corporate Governance Committee**. In addition to ESG issues, the committee has oversight over executive compensation, succession planning, application of the Code of Ethics, and Quebecor's approach to corporate governance

The Board has also established an **Audit and Risk Management Committee**, which reviews the principal risks identified by management, including ESG-related risks, and the effectiveness of risk mitigation measures. It receives regular assessments from management of potential risks to Quebecor and its subsidiaries.

For the fiscal year ended December 31, 2022, Quebecor reported a 98% attendance rate at Board meetings and a 100% attendance rate at committee meetings, demonstrating a high level of commitment and participation.

Independent majority on the Board

Independent members constitute 62.5% of Quebecor's Board of Directors. As the Chair is not an independent director, the Board has appointed an independent Vice-Chair and Lead Director. In addition, the Board's two committees, the Audit and Risk Management Committee and the Human Resources and Corporate Governance Committee, consist entirely of independent directors.

The Board listens to shareholders

The Board of Directors maintains an open, constructive dialogue with shareholders through discussions with shareholder and investor advocacy groups, particularly on governance issues. Since 2020, the Corporation has been holding its meetings virtually. Shareholders have been able to submit questions in advance or live and have received clear, comprehensive information on accessing meetings, participating and voting, while proponents of motions put to a vote have had the opportunity to speak.

Representation of women on the Board

In 2018, Quebecor adopted a written policy on director selection and set a target of at least 40% women on the Board by 2020. That target was achieved in 2019. The policy was subsequently renewed and the Board committed to maintaining the current level of female representation. Women have held 50% of the seats on the TVA Board of Directors since Régine Laurent joined the Board in October 2021, and 50% of the seats on the Quebecor Board of Directors were held by women in 2022, all of whom are seeking a new term in 2023.

Many women currently hold leadership positions within the Corporation and its subsidiaries, and the long-term succession planning process will ensure strong female representation both in senior management and on the Board in the future. As of December 31, 2022, women made up 47.06% of the management committees of the Corporation and its subsidiaries.

Governance and compensation

In 2022, the advisory vote on executive compensation again garnered broad shareholder support. Over 99% of shares (99.97% of Class A shares and 96.05% of Class B shares) voted in favour of the Corporation's approach.

Data security and confidentiality

Quebecor and its subsidiaries, including Videotron, TVA Group, and MédiaQMI, which manages *Le Journal de Montréal* and *Le Journal de Québec*, have stringent data confidentiality policies that include monitoring procedures and regular updates of security technology.

Since 2020, the Corporation and its subsidiaries have had a policy in place to ensure sound data management and governance. A Chief Privacy Officer responsible for personal data and information was appointed.



In-house cybersecurity expertise

With regard to cybersecurity, Quebecor partners regularly with colleges and universities and contributes continuously to the development of Québec's cybersecurity ecosystem. The Corporation has also established a team of experts dedicated to promoting cybersecurity and raising employee awareness of the issue, headed by the Chief Information Security Officer.

Mandatory training in cybersecurity and privacy is provided to all employees and consultants on a quarterly basis. In addition, information security risks are evaluated for all new IT service providers.

BOARD OF DIRECTORS AND OFFICERS OF QUEBECOR INC.

Board of Directors

Chantal Bélanger¹

Chair of the Audit and Risk Management Committee, Quebecor Inc. and Quebecor Media Inc., and Corporate Director

André P. Brosseau^{1,2,3}

Chair of the Board and CEO, Du Musée Investments Inc.

Michèle Colpron¹

Corporate Director

Lise Croteau^{1,2}

Corporate Director

Sylvie Lalande²

Vice-Chair of the Board and Lead Director, and Chair of the Human Resources and Corporate Governance Committee, Quebecor Inc. and Quebecor Media Inc., and Chair of the Board and Chair of the Human Resources and Corporate Governance Committee, TVA Group Inc., and Corporate Director

The Right Honourable Brian Mulroney, P.C., C.C., LL.D.

Chair of the Board, Quebecor Inc. and Quebecor Media Inc., and Senior Partner, Norton Rose Fulbright Canada, LLP

Érik Péladeau³

President, Cie de Publication Alpha inc.

Jean Péladeau³

Vice-President, Operational Convergence Quebecor Media Inc.

Officers

The Right Honourable Brian Mulroney, P.C., C.C., LL.D.

Chair of the Board

Sylvie Lalande

Vice-Chair of the Board and Lead Director

Pierre Karl Péladeau

President and Chief Executive Officer

Hugues Simard

Chief Financial Officer

Jonathan Lee Hickey

Senior Vice-President, Legal Affairs and Corporate Secretary

Jean-François Parent

Vice-President and Treasurer

Denis Sabourin

Vice-President and Corporate Controller

Sophie Riendeau

Corporate Secretary

Vanessa Romano

Assistant Secretary

¹ Member of the Audit and Risk Management Committee

² Member of the Human Resources and Corporate Governance Committee

³ Member of the Executive Committee

BOARD OF DIRECTORS AND MANAGEMENT COMMITTEE OF QUEBECOR MEDIA INC.

Board of Directors

Chantal Bélanger¹

Chair of the Audit and Risk Management Committee, Quebecor Inc. and Quebecor Media Inc., and Corporate Director

André P. Brosseau^{1,2,3}

Chair of the Board and CEO,
Du Musée Investments Inc.

Michèle Colpron¹

Corporate Director

Lise Croteau^{1,2}

Corporate Director

Sylvie Lalande²

Vice-Chair of the Board and Lead Director, and Chair of the Human Resources and Corporate Governance Committee, Quebecor Inc. and Quebecor Media Inc., and Chair of the Board and Chair of the Human Resources and Corporate Governance Committee, TVA Group Inc., and Corporate Director

The Right Honourable Brian Mulroney, P.C., C.C., LL.D.

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Quebecor Inc. and Quebecor Media Inc., and
Senior Partner,
Norton Rose Fulbright Canada, LLP

Érik Péladeau³

President,
Cie de Publication Alpha inc.

Jean Péladeau³

Vice-President, Operational Convergence
Quebecor Media Inc.

Management Committee

Pierre Karl Péladeau

President and Chief Executive Officer

Hugues Simard

Chief Financial Officer

Lyne Robitaille

Senior Vice-President, Newspapers,
Books and Magazines, Quebecor, and
President and Publisher, *Le Journal de Montréal*

Martin Tremblay

Chief Operating Officer, Quebecor Sports and Entertainment Group

Mathieu Turbide

Vice-President, Digital Content, Quebecor

Patrick Jutras

Senior Vice-President and Chief Advertising Officer

Jonathan Lee Hickey

Senior Vice-President, Legal Affairs and Corporate Secretary

¹ Member of the Audit and Risk Management Committee

² Member of the Human Resources and Corporate Governance Committee

³ Member of the Executive Committee

Forward-looking statements

Please refer to the cautionary statements regarding forward-looking statements in the Corporation's public filings, available at www.sedar.com and www.quebecor.com.