



Media contact only:

Youann Blouin

Corporate Communications Advisor

Telephone: 514 380-7069

Mobile: 438 491-0825

PRESS RELEASE

For immediate release

Videotron is ranked First in Customer Experience in Canada among Wireless, TV and Internet Service Providers by an Independent Research Firm

Montréal, November 17, 2016 – After a year of accolades, Videotron has now received four marks of recognition from leading market research firm Forrester: number one for customer experience in Television, Internet and Wireless providers, and the ultimate honour for Videotron's Wireless business: a Best in Class ranking among all 193 brands covered in Forrester's proprietary Canada Customer Experience Index, 2016 survey*. Québec-based Videotron believes that these rankings underscore its laser focus on its customers and its customer-driven decision-making model.

"Our close connection with our customers motivates us to constantly raise the bar in order to keep their trust," said Manon Brouillette, President and CEO of Videotron. "We have always been driven by our desire to test our limits and further improve the customer experience. The unwavering commitment of our 6,500 employees, who strive to deliver the best possible customer experience day after day, enables us to achieve that goal. It is to them that we owe this honour."

In the course of more than 25 million customer interactions per year by phone, over the Internet, at the customer's home or at a point of sale, Videotron applies its deep expertise to benefit its 1.7 million customers, the people who made this win possible. They are the ones who spur us to aim higher and to provide a customer experience that anticipates their needs and exceeds their expectations.

Customer focus is in Videotron's DNA

This recognition follows up on Videotron's inclusion in Canada's Top 25 Brands, based on a poll of 1,500 Canadians commissioned by *Canadian Business* magazine¹. Videotron made the prestigious list largely because of its responsiveness to its customers.

The string of distinctions Videotron has earned results in part from recent initiatives aimed at anticipating, simplifying, surprising and generally providing the best customer experience anywhere. Examples include the User Centre + app, the illico app and the WiFi app, all of which help put the consumer in control of his or her customer experience and entertainment choices.

Videotron (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access, cable telephone and mobile telephone services. Videotron is a leader in new technologies with its illico interactive television service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of September 30, 2016, Videotron was serving 1,695,700 cable television customers, including 1,570,800 Digital TV subscribers. Videotron is also the Québec leader in high-speed Internet access, with 1,596,100 subscribers to its cable service as of September 30, 2016. As of the same date, Videotron had 867,700 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,265,100 Québec households and organizations. For the

¹ *Canada's Best Brands 2017*, [canadianbusiness.com](http://www.canadianbusiness.com) <http://www.canadianbusiness.com/lists-and-rankings/best-brands/canadas-best-brands-2017-the-top-25/>

eleventh consecutive year, Videotron was ranked as Québec's most respected telecommunications company in the annual Léger survey.

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* Videotron received the highest CX Index score among Wireless, TV, and Internet Service Providers in Forrester's proprietary Canada Customer Experience Index, 2016 survey, and received a Best In Class ranking (a top-15 brand) among Wireless Service Providers. The ranking was based on responses from 74,379 respondents in Canada measuring 193 brands. The proprietary survey results are based on consumers' opinions of their experiences with the brands in the survey. Forrester Research does not endorse any company included in any CX Index™ report and does not advise any person to select the products or services of any particular company based on the ratings included in such reports.