



Notes for an address by Pierre Karl Péladeau
President and CEO of Quebecor
on the occasion of the launch of *illico Club Unlimited*
February 21, 2013

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(Projection of compilation video)

- Good morning everyone!
- Today, we are unveiling another Québec first, designed, developed and marketed by Quebecers for Quebecers.
- True to our culture of innovation and our close relationship with Quebecers, we are launching a new product that is tailored to their needs and expectations, in collaboration with our local partners.
- As the presentations you will see this morning show, Québec can now rival the United States and other countries that see themselves as the world leaders in telecommunications and entertainment. And Quebecor Media fully intends to continue the role it has played in driving the industry forward.

- Our company has a long track record of achievement: we have often been the first in our market to introduce cutting-edge business models. The launch of illico Club Unlimited is another first in this series.
- I would like to thank and congratulate the Videotron teams that developed and implemented this project. In all, 80 employees worked to make the launch of illico Club Unlimited possible.
- In recent years, Videotron has acquired extraordinarily deep expertise in strategies for content exploitation and marketing.
- I think it is largely this depth that has enabled it to build and maintain a special relationship with customers and to become the most respected telecommunications provider in Québec.

- The other key to Videotron's success, in my opinion, is its people's ability to anticipate Quebecers' needs and expectations.
- And I think this ability is due to the underlying fact that Videotron has deep roots in the community.
- Videotron is a Québec company, managed by Quebecers, propelled forward by Quebecers every day. What I mean is that Videotron is part of the fabric of our society and I can't imagine having a more potent competitive advantage than that.
- For all these reasons, I don't doubt for a minute that *illico Club Unlimited* will be a success, particularly since its content has been hand-picked by our teams in Montréal. Those are the same teams that are making our illico.tv, illico TV and illico mobile platforms so successful, day after day.

- I now turn the floor over to Robert and Manon, who will give you all the details on our latest-born!