



Notes for an address by Robert Dépatie
President and CEO of Videotron
on the occasion of the launch of *illico Club Unlimited*
February 21, 2013

CHECK AGAINST DELIVERY

- Thanks Pierre Karl.
- I must say I am very proud to be here today to announce news that will please not only Videotron customers but also Quebecers who are not our customers yet.
- In fact, what we are showing you today is our latest initiative to keep our special place in the hearts and hearths of Quebecers.
- It is neither the first nor the last. That is why Videotron has become Québec's uncontested technology and entertainment leader:
 - The leader in video on demand. In 2003, Videotron became the first operator in Canada to offer the service;

- The leader in multiplatform content. In 2012, illico TV, illico.tv and illico mobile logged more than 100 million video on demand orders;
- The multiscreen leader. Videotron was the first operator in Canada to offer pause / resume play across four screens.
- So I am very proud to introduce today our latest-born, illico Club Unlimited, which will be available starting Saturday.
- It is a new video on demand service that provides unlimited access to an impressive catalogue of movies, TV series and shows of all kinds on the customer's television set, computer or Android tablet, for a monthly subscription fee.

- So it is also, in a way, another step forward for illico TV new generation.
- I would also like to take this opportunity to announce that our illico TV new generation service now has more than 500,000 customers across Québec. It is available throughout our service area, to all our customers, via our unique hybrid network which combines the power of fibre optics (more than 30,000 km) and of coax cable.
- illico Club Unlimited is a good example of our ability to leverage our in-house innovative capabilities and our network's incredible development potential in order to set ourselves apart from the competition.
- The launch of illico Club Unlimited is an initiative that proceeds from our mission and ability to innovate,

while capitalizing on our robust, reliable networks and systems.

- With illico Club Unlimited, Videotron is confirming its commitment to delivering the best possible multiplatform content experience.

By the way, we are also going to offer customers who enjoy online entertainment a new unlimited data plan starting at \$10. And in April, our residential and business subscribers to Ultimate Speed Internet access plans will get a 10 Mbps increase in upload speeds.

- As you can see, we are not resting on our laurels.
- I will stop here and let Manon Brouillette, President, Consumer Market, tell you about the major Québec first that is *illico Club Unlimited*.