



Notes for an address by Manon Brouillette
President, Consumer Market, of Videotron
on the occasion of the launch of *illico Club Unlimited*
February 21, 2013

CHECK AGAINST DELIVERY

- Thanks Robert. Good morning everyone!
- As Robert just told you, we are very proud to be unveiling *illico Club Unlimited*, a new product which I am confident will be well received by Quebecers and by everyone who enjoys entertainment, whether or not they are Videotron customers. While this product is intended first and foremost for the movie buffs among our customers, it will be offered to all Quebecers who want to take advantage of it. I will come back to the subscription process in a minute.
- Motivated by our determination to always offer consumers more, we decided to meet their needs by developing a unique content offering that will let movie- and TV-lovers get their fill of entertainment with a simple and affordable monthly subscription.
- *illico Club Unlimited* will be, in a sense, the Québec equivalent of Netflix, one that offers a bountiful selection of French-language, Québec and foreign content tailored to our customers' tastes. *illico Club Unlimited* will give Videotron a healthy lead over other providers of similar services now available in Québec. Despite what some people would have you believe, Videotron's on-

demand catalogue is by far the largest and this launch once again demonstrates our leadership in this area.

- The service we are introducing today is a new entertainment universe that will be available on **illico TV new generation**, on **illico.tv** (our online television portal), and through our new Android app for tablets, which will be launched in a few days.
- The fact that this entertainment universe will be available on several platforms will certainly make life easier for users.
- *illico Club Unlimited* will carry **movies, TV series, children's programs, documentaries, comedy shows and music**, for only \$9.99 per month. Film and TV buffs will be able to watch as many titles as they want for a low monthly fee, with the first month free.
- Now, you are probably wondering what makes *illico Club Unlimited* different from similar services available on the market.
- First of all, *illico Club Unlimited* is distinguished by the content it offers: it has the **largest unlimited selection of French-language titles** in Québec, including many Québec movies and TV series.

Quebecers looking for French-language entertainment will be well served.

- And more than 2,000 movies, series and shows from the world's largest studios, such as Sony, MGM and CBS, will be available at all times. I would like to thank the partners who are here today for their support on this project.
- I can assure you there will be something for every taste: comedy, action, adventure, drama, suspense, horror, science fiction, documentaries, music.
- And, with spring break just around the corner, *illico Club Unlimited* already has a large selection of children's titles that will delight the whole family.
- Titles such as *Les Boys 2*, *Musée Eden* and *Dans une galaxie près de chez vous* are already available, as well as U.S. box office hits such as *Spider Man 3*, *The Social Network*, *Salt*, *Fantastic Four*, *Californication*, *Elles*, *MacGyver*, *Dexter* and many more.

- illico Club Unlimited will be steadily enhanced over time. **A new batch of content which will be added** to the existing catalogue **every month**.
- With all these advantages, I am confident that *illico Club Unlimited* will quickly become a fixture in the lives of Quebecers who enjoy entertainment.
- I should also tell you that *illico Club Unlimited* will make it easy to make new discoveries. Content will be regularly presented by theme. For example, movies might be classified as Box Office Hits, or Romance, or under special current events categories.
- To get back to the question of ease of use, I would like to mention that *illico Club Unlimited* was designed and developed to have an interface that is equally fast and easy to use on a TV set, computer or Android tablet.
- So you will have *illico Club Unlimited* access at your fingertips, just by going to illico.tv or to channel 900 on your illico TV new generation set-top box, where you will enjoy stunning image

quality since much of the content will be available in high definition.

- As far as the practical side goes, there are three easy ways to subscribe to *illico Club Unlimited*:
 - On our illico.tv web portal. If the visitor is already a Videotron customer, the subscription can be activated with a single click;
 - Over the phone, by calling our customer service at 1 88-VIDEOTRON;
 - In person at any of our locations across Québec.

- In conclusion, I would like to thank our teams, who poured their efforts and their talents into developing an exceptional product that offers our customers:
 - A world of on-demand entertainment with an impressive catalogue boasting more than 2,000 titles;
 - Diverse, relevant programming, mostly in French, tailored to Québec tastes;

- The largest selection of on-demand French-language content in Québec, updated on a regular basis;
 - Fast and easy to use, thanks to the advanced ergonomics of our illico platforms.
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- We will now present a short demo of *illico Club Unlimited*.