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PRESS RELEASE

Competitive benefits provided by regional players are undeniable

Montréal, March 5, 2020 — Canada's Minister of Innovation, Science and Industry this afternoon released his plan to reduce wireless prices and promote competition. Videotron is pleased to see that the Canadian government has again recognized the vital importance of facilities-based regional players in the mobility market and welcomes the government's decision to set aside spectrum for them in the upcoming auction.

Since Videotron's entered the mobile market in 2010, prices have dropped more sharply in Québec than anywhere else in the country. According to the Competition Bureau, prices are 35% to 40% lower where there is a strong fourth player. In November 2019, the Bureau concluded that regional facilities-based competitors such as Videotron are increasingly disrupting the wireless services landscape in Canada.

Videotron is in favour of measures that allow the emergence and growth of strong fourth facilities-based players in the mobile market. Videotron welcomes the federal government's intention to set aside spectrum for regional players in the upcoming auction planned for later this year, a recognition of the importance of maintaining a facilities-based competitive model that delivers sustainable gains for Canadian consumers. As long as the government makes it possible for facilities-based regional players to compete, Videotron will continue offering consumers a network that meets their expectations and stimulating innovation in its service area.

Quote

"Having a strong fourth facilities-based regional player is what's best for consumers. Videotron's presence in Québec is a good example. We are proud of the world-class network we have built out over the past 10 years to support real and lasting competition, and we will continue innovating in order to offer Quebecers the best prices, services and products on the market."

- Jean-François Pruneau, President and CEO of Videotron

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About Videotron

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 Helix home entertainment and management platform. As of September 30, 2019, Videotron was serving 1,545,200 cable and IP television customers, and 443,500 subscribers to its Club illico over-the-top video service. Videotron is also the Quebec leader in high-speed Internet access, with 1,724,300 subscribers to its cable service as of September 30, 2019. As of the same date, Videotron had 1,288,700 subscriber connections to its mobile telephone service and was providing cable

telephone service to 1,052,700 Quebec households and organizations. Videotron has been recognized as one of Canada's top 100 employers and one of Montréal's top employers.