



NEWS RELEASE

Helix celebrates first birthday!

Montréal, September 11, 2020 – Videotron is celebrating the first birthday of Helix, its entertainment and connected lifestyle management platform. Over the past year, more than 200,000 customers have made the leap to the new experience, the only one of its kind on the Québec market.

“The first-year results show a groundswell of interest in our new entertainment ecosystem,” says Jean-François Pruneau, President and CEO of Videotron. “The customer response to Helix has been very positive. Our goal is to remain number one in customer experience and we are confident that we can do it by continuing to innovate and being responsive to consumer needs.”

Changing all the time

Helix is evolving to keep pace with new technology and consumer needs. New features are being added regularly to offer users new applications, an ever more powerful platform and an enhanced experience. During the summer, Videotron launched the Helix TV app, a flexible service that lets users watch all their content at home or away from home without having to purchase a television set-top box.

Usage stats since launch

- More than 200,000 customers have made the leap to Helix
- More than 117 million voice commands have been placed
- A new 100% digital path for planning and choosing Helix products and scheduling a visit by a technician has been added
- Parental control is one of the most frequently used features on the Helix Fi gateway

Subscribing to Helix

To experience Videotron's new entertainment and connected lifestyle management platform, schedule a visit by a technician by calling 1-877-512-0911 or do it all online at <https://videotron.com/en/shop/build-your-own-plan>.

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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, entertainment, 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 June 30, 2020, Videotron was serving 1,497,300 cable television customers, and 472,200 subscribers to its Club illico video streaming service. Videotron is also the Québec leader in high-speed Internet access, with 1,753,100 subscribers to its cable service as of June 30, 2020. As of the same date, Videotron had 1,404,900 subscriber connections to its mobile telephone service and was providing cable telephone service to 979,600 Québec households and organizations. Videotron has been recognized as one of Montréal's top employers.

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