



**ANNUAL INFORMATION FORM**

**FINANCIAL YEAR ENDED DECEMBER 31, 2021**

**MARCH 31, 2022**

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## INTRODUCTORY NOTE

In this annual information form, unless the context otherwise requires, the terms, “**Quebecor**” and the “**Corporation**” refer to Quebecor Inc. on a consolidated basis, including its subsidiaries and divisions. Unless otherwise indicated (i) all references to “dollars” and “\$” refer to Canadian dollars, and (ii) the information presented in this annual information form is given as at December 31, 2021. In addition, the table below lists a number of defined terms that are used throughout this annual information form to refer to various companies within the Quebecor group.

| Entity                              | Defined Term              |
|-------------------------------------|---------------------------|
| CEC Publishing Inc.                 | “CEC Publishing”          |
| Event Management Gestev Inc.        | “Gestev”                  |
| Incendo Media Inc.                  | “Incendo”                 |
| MediaQMI Inc.                       | “MediaQMI”                |
| NumériQ Inc.                        | “NumériQ”                 |
| Quebecor Media Inc.                 | “Quebecor Media”          |
| Quebecor Media Network Inc.         | “Quebecor Media Network”  |
| Quebecor Media Printing (2015) Inc. | “Quebecor Media Printing” |
| Select Music Inc.                   | “Select Music”            |
| Sogides Group Inc.                  | “Sogides”                 |
| TVA Group Inc.                      | “TVA Group”               |
| Videotron Ltd.                      | “Videotron”               |

## ITEM 1 — THE CORPORATION

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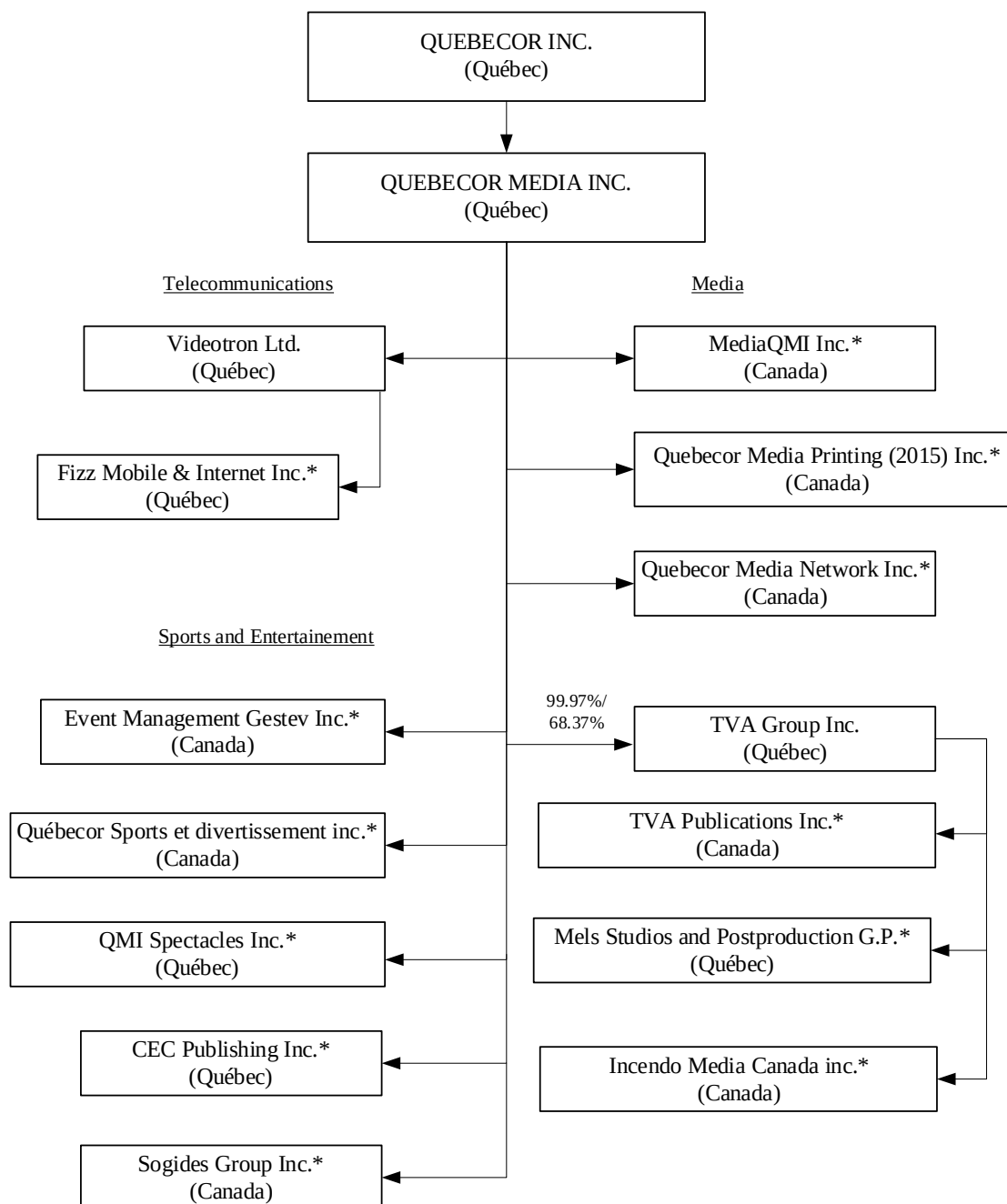
Quebecor was incorporated in accordance with the laws of Québec on January 8, 1965 and is governed by the *Business Corporations Act* (Québec).

The Corporation is a holding company with a 100% interest in Quebecor Media, one of Canada's leading telecommunications and media companies. Quebecor Media's subsidiaries operate in the following business segments: Telecommunications, Media, and Sports and Entertainment.

Quebecor's head office is located at 612 Saint-Jacques Street, Montréal, Québec, Canada H3C 4M8. Its telephone number is (514) 380-1999 and its website address is [www.quebecor.com](http://www.quebecor.com). Any information or documents on the Corporation's website are not, however, included in, nor shall any of such information or documents be deemed to be incorporated by reference into this annual information form.

## 1.1 THE SUBSIDIARIES

The following organizational chart shows Quebecor's principal subsidiaries as at December 31, 2021 by industry segment, jurisdiction of incorporation or continuation, and, if not wholly-owned, the percentage of equity owned and voting rights held directly or indirectly. Certain subsidiaries whose total assets did not represent more than 10% of Quebecor's consolidated assets or whose revenues did not represent more than 10% of its consolidated revenues as at December 31, 2021 have been omitted. The subsidiaries that have been omitted represented, as a group, less than 20% of Quebecor's consolidated assets and less than 20% of its consolidated revenues as at December 31, 2021. The subsidiaries identified with an asterisk (\*) each represent 10% or less of its consolidated assets and 10% or less of its consolidated revenues as at December 31, 2021. They have been included to give a better understanding of Quebecor's overall corporate structure.



## ITEM 2 — THE BUSINESS

Through its Quebecor Media subsidiary, Quebecor is a leading Canadian telecommunications and media companies with activities in mobile and wireline telecommunications, Internet access, television, over-the-top (“OTT”) video services, business telecommunication solutions, broadcasting, soundstage and equipment rental, audiovisual content production and distribution, newspaper publishing and distribution, digital news and entertainment platforms, music streaming, book and magazine publishing and distribution, music production and distribution, out-of-home advertising, operation and management of a world-class arena and entertainment venue, ownership and management of Québec Major Junior Hockey League (“QMJHL”) teams, concert production and management and promotion of sporting and cultural events. Through its Videotron subsidiary, Quebecor is a leading mobile and wireline communications provider. Quebecor also holds leading positions through its Media segment and its Sports & Entertainment segment in the creation, promotion and distribution of entertainment and news, and in related Internet services that are designed to appeal to audiences in every demographic category. Quebecor continues to pursue a convergence strategy to capture synergies within its portfolio of properties, and to leverage the value of its content across multiple distribution platforms.

The following table provides information on the Corporation's revenues for each of its three operating segments during its two most recently completed financial years as well as head office and inter-segments revenues for such periods.

REVENUES BY OPERATING SEGMENT (in millions of dollars)

|                               | Year ended<br>December 31, 2021 | Year ended<br>December 31, 2020 |
|-------------------------------|---------------------------------|---------------------------------|
| Telecommunications            | \$3,735.0                       | \$3,622.6                       |
| Media                         | \$776.0                         | \$650.5                         |
| Sports and Entertainment      | \$167.0                         | \$158.0                         |
| Head Office and Inter-segment | (\$123.6)                       | (\$113.3)                       |
| <b>TOTAL</b>                  | <b>\$4,554.4</b>                | <b>\$4,317.8</b>                |

### 2.1 TELECOMMUNICATIONS

#### 2.1.1 Business Overview

Through Videotron, the Corporation is a leading cable operator in Canada and the largest in the Province of Québec based on the number of wireline Revenue Generating Units (“RGUs”), as well as a leading provider of mobile telephony and OTT video services in the Province of Québec. Videotron's cable network is the largest broadband network in the Province of Québec covering approximately 81% of the Province of Québec's estimated 3.8 million premises. The deployment of its LTE-Advanced (“LTE-A”) and 5G wireless networks and its enhanced offering of mobile communication services for residential and business customers will allow Videotron to further consolidate its position as a provider of integrated telecommunication services, as well as an entertainment and content leader. Videotron's products and services are supported by the latest



coaxial, fibre-optic and wireless technologies. Through roaming agreements with hundreds of domestic and international network operators, Videotron's customers benefit from extensive coverage in Canada and throughout the world.

Through Quebecor Media, Quebecor owned, as at December 31, 2021, all of the equity and voting interests in Videotron.

## **2.1.2 Products and Services**

Videotron currently offers to its customers wireline services, mobile telephony services, OTT video services and business telecommunications services.

### **2.1.2.1 Wireline Services**

Videotron's coaxial and fibre-optic network large bandwidth is a key factor in the successful delivery of advanced products and services. Several emerging technologies and increasing Internet usage by its customers have presented Videotron with significant opportunities to expand its sources of revenue. Videotron currently offers a variety of advanced products and services, including Internet access, digital multiplatform television, wireline telephony and selected interactive services.

- *Helix Services.* Videotron's IPTV service, Helix, is based on the Comcast Xfinity X1 platform and is built around voice-controlled assistant technology. Helix offers a smarter and more powerful Wi-Fi coverage, an enhanced TV experience through IP technology, seamless integration of Web content platforms and home automation features. Videotron has also launched two mobile apps for its Helix customers: (i) the Helix Fi app, which lets customers control their home Wi-Fi network, set time restrictions for children's Internet use, quickly and easily disconnect a device from the network and control household smart devices; and (ii) the Helix app, which lets users control their cloud DVR remotely, watch live TV as well as a large quantity of on demand content anytime, anywhere.
- *Internet Access.* Leveraging its advanced cable infrastructure, Videotron offers Internet access to its customers primarily via cable modems. It provides this service at download speeds of up to 400 Mbps to more than 96% of its homes passed. As of December 31, 2021, Videotron had 1,840,800 Internet access customers, representing 60.4% of its total homes passed. Based on internal estimates, Videotron is the largest provider of Internet access services in the areas it serves with an estimated market share of 47.2% as of December 31, 2021.
- *Television.* Videotron currently has installed headend equipment connected to a unified fibre-optic and coax network capable of delivering digitally encoded transmissions to a two-way digital gateway in the customer's home and premises. In accordance with the Canadian Radio-television and Telecommunications Commission ("CRTC") regulations, Videotron offers a basic package including basic television channels, access to video-on-demand ("VOD") and an interactive programming guide. Furthermore, most of Videotron's custom packages include the basic package and audio channels providing digital-quality music. Videotron was the first to extend its digital television offering allowing customers to customize their choices with the ability to choose between custom or pre-assembled packages with a selection of additional channels, including U.S. super-stations and other special entertainment programs. This also offers customers significant programming flexibility including the option of French-language only, English-language only or a combination of French- and English-language programming, as well as many foreign-

language channels. As of December 31, 2021, Videotron had 1,418,600, customers for its digital television service, representing 46.5% of its total homes passed.

- *Video-On-Demand.* VOD service enables Videotron's customers to rent content from a library of series, movies, documentaries and other programming through their digital gateway, computer, tablet or mobile phone. Videotron's customers are able to rent their VOD selections for a period of up to 48 hours, which they are then able to watch at their convenience with full stop, rewind, fast forward, pause and replay functionality during their rental period. In addition, customers can resume viewing on-demand programming that was paused on either the television or mobile app offered on the iOS and Android platforms. These applications feature a customizable, intuitive interface that brings up selections of content based on the customer's individual settings and enhances the experience by suggesting personalized themed content. These applications smartly and swiftly highlight any content available from the illico and Helix catalog, including Club illico and Vrai contents, as well as third party catalogs such as Netflix, YouTube and Amazon Prime (provided customers have a subscription with such service and depending on which application is used), including VOD titles, live television broadcasts or recorded shows, and allow customers to transfer it directly and seamlessly from their mobile devices to their television.
- *Pay-Per-View and pay television channels.* Pay-Per-View is a group of channels that allows Videotron's customers to order live events, such as sports events, and comedy shows based on a pre-determined schedule. In addition, Videotron offers pay television channels on a subscription basis that allows its customers to access and watch movies available on the linear pay television channels.
- *Wireline Telephony.* Videotron offers wireline telephony service to its residential customers using VoIP technology. As of December 31, 2021, Videotron had 824,900 subscribers to its wireline telephony service, representing a penetration rate of 27.1% of its homes passed.

#### **2.1.2.2 Club illico**

Videotron's subscription-based OTT entertainment service, Club illico, offers a rich and varied selection of unlimited, on-demand French language content (movies, television shows, children's shows, teen series, etc.). In its efforts to offer original content to its customers, Club illico funds the production of series, movies and shows for which it holds first window rights prior to their linear broadcast. Club illico boasts over 674 million viewings since its launch in 2013, making it a key player in the Québec on-demand video entertainment landscape. Club illico is also accessible through a mobile application. As of December 31, 2021, the Club illico service had 460,600 subscribers.

#### **2.1.2.3 Vrai**

In August 2021, Videotron launched Vrai, its new subscription-based OTT entertainment service offering all-French, on-demand content, including lifestyle, comedy, reality, food, travel documentary and social issue programming, as well as more than 40 first-run exclusive original Québec productions. The content of Vrai is also available via the Helix and QUB apps. As of December 31, 2021, the new Vrai platform was accessed by 42,800 subscribers.

#### 2.1.2.4 Mobile Services

Videotron is a key player in the Province of Québec in delivering a range of innovative wireless network technologies and services. Its wireless services are offered under the Videotron and Fizz brands and provide consumers and businesses with the latest wireless devices, services, and applications including mobile high-speed Internet access; wireless voice and enhanced voice features; device protection; in-store expert advice; text messaging; e-mail; global voice and data roaming; and advanced wireless solutions for businesses.

In 2013, Videotron signed a 20-year agreement with Rogers (“**Rogers**”) for the cooperation and collaboration in the build-out and operation of a shared LTE wireless network in the Province of Québec and the Ottawa region (the “**Rogers LTE Agreement**”). In September 2014, Videotron launched its shared LTE wireless network, with Rogers. Videotron maintains its business independence throughout this agreement, including its product and service portfolios, billing systems and customer data.

Videotron has a total of 130 MHz of mobile spectrum in most regions of Québec and 90 MHz in the Ottawa area, spread across the AWS-1, AWS-3, 600 MHz, 700 MHz and 2500 MHz bands. In July 2021, Videotron acquired 294 blocks of spectrum in the 3500 MHz band across the country, more than half of which is concentrated in southern and eastern Ontario, Manitoba, Alberta and British Columbia. During 2020 and 2021, both LTE-A and 5G technologies were deployed in selected areas and will continue to be deployed for the next few years.

As of December 31, 2021, most households and businesses within Videotron’s cable footprint had access to its advanced mobile services. As of December 31, 2021, there were 1,601,900 lines activated on its wireless network, representing a year-over-year increase of 120,800 lines (8.2%).

#### 2.1.2.5 Business Telecommunications Services

Videotron Business is a premier full-service telecommunications provider servicing small, medium and large sized businesses, as well as telecommunications carriers. In recent years, it has significantly grown its customer base and has become a leader in the Province of Québec’s business telecommunications segment. Products and services include mobile telephony, Internet access, telephony and television solutions, as well as fibre connectivity, private network connectivity, Wi-Fi, managed services and security solutions. The depth of its service offering enables Videotron Business to meet the growing demand from business customers.

Videotron Business serves customers through a dedicated salesforce and customer service teams with solid expertise in the business market. Videotron Business relies on its extensive coaxial, fibre-optic, and LTE-A and 5G wireless networks to provide the best possible customized solutions to all of its customers.

### 2.1.3 Customer Statistics Summary

The following table summarizes the customer statistics for Videotron's suite of advanced products and services:

|                                         | <b>As of December 31</b>    |             |             |             |             |
|-----------------------------------------|-----------------------------|-------------|-------------|-------------|-------------|
|                                         | <b>2021</b>                 | <b>2020</b> | <b>2019</b> | <b>2018</b> | <b>2017</b> |
|                                         | (in thousands of customers) |             |             |             |             |
| <b>Revenue-generating units (RGUs)</b>  | 6,189.6                     | 6,147.9     | 6,076.2     | 5,990.3     | 5,881.1     |
| <b>Mobile Telephony</b>                 |                             |             |             |             |             |
| Mobile telephony lines.....             | 1,601.9                     | 1,481.1     | 1,330.5     | 1,153.8     | 1,024.0     |
| <b>Internet</b>                         |                             |             |             |             |             |
| Internet customers.....                 | 1,840.8                     | 1,796.8     | 1,727.3     | 1,704.5     | 1,666.5     |
| Penetration <sup>(1)</sup> .....        | 60.4%                       | 60.0%       | 58.6%       | 58.6%       | 58.0%       |
| <b>Television</b>                       |                             |             |             |             |             |
| Television customers.....               | 1,418.6                     | 1,475.6     | 1,531.8     | 1,597.3     | 1,640.5     |
| Penetration <sup>(1)</sup> .....        | 46.5%                       | 49.3%       | 51.9%       | 54.9%       | 57.1%       |
| <b>Wireline Telephony</b>               |                             |             |             |             |             |
| Wireline telephony lines .....          | 824.9                       | 924.7       | 1,027.3     | 1,113.9     | 1,188.5     |
| Penetration <sup>(1)</sup> .....        | 27.1%                       | 30.9%       | 34.8%       | 38.3%       | 41.4%       |
| <b>OTT</b>                              |                             |             |             |             |             |
| Over-the-top video customers .....      | 503.4                       | 469.7       | 459.3       | 420.8       | 361.6       |
| <b>Homes passed<sup>(2)</sup></b> ..... | 3048.8                      | 2,994.7     | 2,950.1     | 2,907.9     | 2,873.7     |

(1) Represents customers (or telephony lines) as a percentage of total homes passed.

(2) Homes passed means the number of residential premises, such as single dwelling units or multiple dwelling units, and commercial premises passed by Videotron's wireline distribution network in a given cable system service area in which the programming services are offered.

### 2.1.4 Pricing of Products and Services

Videotron's revenues are mainly derived from the monthly fees its customers pay for television services, Internet access and mobile and wireline telephony services as well as OTT television services. The rates it charges vary based on the market served and the level of service selected. Rates are adjusted regularly. Videotron also offers discounts to its customers who subscribe to more than one of its services, when compared to the sum of the prices of the individual services provided to these customers. As of December 31, 2021, the average monthly invoice on recurring subscription fees per residential customer was \$111.48 (representing a 6.1% year-over-year decrease) and approximately 71% of its Videotron-branded residential customers were bundling two services or more. A one-time installation fee, which may be waived in part during certain promotional periods, is charged to new customers. Monthly instalment payments for rental of equipment, such as gateways or Wi-Fi routers, can be charged depending on the promotional offer.

### 2.1.5 Network Technology

#### 2.1.5.1 Wireline Services

As of December 31, 2021, Videotron's cable network consisted of fibre-optic cable and coaxial cable, covering approximately 3.0 million homes and serving approximately 2.6 million customers in the Province of Québec. Its network is the largest broadband network in the Province of Québec covering approximately 81% of premises. Its extensive network supports direct connectivity with networks in Ontario, the Maritimes and the United States.

Videotron's cable network is comprised of four distinct parts including signal acquisition networks, main headends, distribution networks and subscriber drops. The signal acquisition network picks up a wide variety of television, radio and multimedia signals. These signals and services originate from either a local source or content provider or are picked up from distant sites chosen for satellite or over-the-air reception quality and transmitted to the main headends by way of fibre-optic relay systems. Each main headend processes, modulates, scrambles and combines the signals in order to distribute them throughout the network. Each main headend is connected to the primary headend in order to receive the digital MPEG2/MPEG4 signals and the IP backbone for the Internet services. The first stage of this distribution consists of a fibre-optic link which distributes the signals to distribution or secondary headends. After that, the signal uses the hybrid fibre coaxial cable network made of wide-band optical nodes, amplifiers and coaxial cables capable of serving up to 30 km in radius from the distribution or secondary headends to the subscriber drops. The subscriber drop brings the signal into the customer's television set directly or, depending on the area or the services selected, through various types of customer equipment including set-top boxes, gateways and modems.

Videotron has adopted the hybrid fibre coaxial ("**HFC**") network architecture as the standard for its network. HFC network architecture combines the use of both fibre-optic and coaxial cables. Fibre-optic cable has good broadband frequency characteristics, noise immunity and physical durability and can carry hundreds of video and data channels over extended distances. Coaxial cable requires greater signal amplification in order to obtain the desired transmission levels for delivering channels. In most systems, Videotron delivers its signals via fibre-optic cable from the headend to a group of optical nodes and then via coax to the homes passed served by the nodes. Videotron builds its network by implementing cells of 125 homes. As a result of the modernization of its network, its network design now provides for average cells of 159 homes throughout its footprint. To allow for this configuration, over the years, secondary headends were put into operation in the Greater Montréal Area, in the Greater Québec City Area and in the Greater Gatineau City Area.

Remote secondary headends must also be connected with fibre-optic links. From the secondary headends to the homes, the customer services are provided through the transmission of a radiofrequency ("**RF**") signal which contains both downstream and upstream information (two-way). The loop structure of the two-way HFC networks brings reliability through redundancy, the cell size improves flexibility and capacity, while the reduced number of amplifiers separating the home from the headend improves signal quality and reliability. The HFC network design provided Videotron with significant flexibility to offer customized programming to individual cells.

Starting in 2008, and until year end 2019, an extensive network modernization effort took place in the Greater Montréal Area, in the Greater Québec City Area and in the Greater Gatineau City Area in order to meet the ever expanding service needs of the customer in terms of video, telephony and Internet access services. This modernization implied an extension of the upper limit of the RF spectrum available for service offerings and a deep fibre deployment, which significantly extended the fibre portion in the HFC network (thereby reducing the coax portion). Additional optical nodes were systematically deployed to increase the segmentation of customer cells, both for upstream and downstream traffic. This modernization initiative resulted in (i) a network architecture where the segmentation for the upstream traffic is for 125 homes while that for the downstream traffic is set to 250 (which can evolve to 125 homes), and (ii) the availability of a 1 GHz spectrum for service offerings. The robustness of the network is greatly enhanced (there is much less active equipment in the network such as RF amplifiers for the coax portion), the service offering potential and customization to the customer base is significantly improved (through the extension of the spectrum to 1 GHz and the increased segmentation) and allows much greater speeds of transmission for Internet services.

The RF spectrum is set with digital information using quadrature amplitude modulation. MPEG video compression techniques and the DOCSIS protocol allow Videotron to provide a great service offering of standard definition, HD and now UHD video, as well as complete voice and Internet services.

Videotron currently uses the latest CableLabs DOCSIS 3.1 standard on its network. DOCSIS 3.1 is a new generation technology developed by the CableLabs consortium, of which Videotron is a member. DOCSIS 3.1, uses Orthogonal Frequency-Division Multiplexing (OFDM) modulation and Low-Density Parity Check (LDPC) correction algorithm that provide better resiliency to RF interference and increase throughput for the same spectrum (increased Mbps/MHz). DOCSIS 4.0 specifications have been made available and this technology will potentially deliver speeds of up to 10 Gbps for downloads and up to 6 Gbps for uploads.

Videotron's strategy of maintaining a leadership position in respect of the suite of products and services that it offers and launching new products and services requires investments in its network to support growth in its customer base and increases in bandwidth requirements. Eighty-eight% of its network in the Province of Québec has been upgraded to a bandwidth of 1002 MHz, the remaining of its network being at 750 MHz. Also, in light of the greater availability of HD and UHD television programming and the ever increasing speed of Internet access, further investments in its network will be required.

Fibre-optic technology has been used extensively in Videotron's network as part of its HFC architecture. Videotron currently delivers its signals via fibre-optic cable from the headend to a group of optical nodes and then via coax to the homes passed served by the nodes. Based on an already fibre-deep network, the growing demand for transmission speed and capacity, and the rapid price erosion of fibre optic-based distribution technology, Videotron is exploring a Fibre to the home ("**FTTH**") solution for its residential customers.

This FTTH solution uses the Passive Optical Network ("**PON**") fibre-optic telecommunications technology for delivering high speed/high capacity broadband access to customers. Its architecture is based on a point-to-multipoint topology, in which a single optical fibre serves multiple endpoints by using unpowered (passive) fibre-optic splitters to divide the fibre bandwidth among multiple terminals. More precisely, Videotron is exploring the use of the IEEE Ethernet PON ("**EPON**") version with capabilities evolving from 10Gbps to many tens of Gbps.

EPON takes also advantage of DOCSIS Provisioning of Ethernet Passive Optical Network, or DPoE. DPoE is a set of Cable Television Laboratory specifications that implement the DOCSIS Operations Administration Maintenance and Provisioning functionality on existing EPON equipment. It makes the EPON look and act like a DOCSIS platform, facilitating the migration of existing services.

Videotron's FTTH deployment will be progressive. Expansion (greenfield) deployment for new constructions or territories will be mostly FTTH while existing areas will be migrated based on capacity requirements.

#### **2.1.5.2 Mobile Services**

As of December 31, 2021, Videotron's shared LTE network reached 94% of the population of the Province of Québec and the Greater Ottawa Area, allowing the vast majority of its potential clients to have access to the latest mobile services. Almost all of its towers and transmission equipment are linked through its fibre-optic network using a multiple label switching – or MPLS – protocol. Videotron plans to continue developing and enhancing its mobile technological offering by



densifying network coverage and increasing download speeds. Its network is designed to support important customer growth in coming years as well as rapidly evolving mobile technologies.

Videotron's strategy in the coming years is to build on its position as a telecommunication leader with its mobile services and to keep the technology at the cutting edge as it continues to evolve rapidly and new market standards, such as LTE-A, 5G and heterogeneous networks are being deployed.

On December 13, 2019, following an exhaustive request for proposal process, Videotron selected Samsung as its LTE-A and 5G network equipment provider. During 2020 and 2021, both LTE-A and 5G technologies have been deployed in selected areas and will continue to be deployed for the next few years.

In parallel, Videotron maintained its High Speed Packet Access+ ("**HSPA+**") network throughout the Province of Québec and over the Greater Ottawa Area. Its HSPA+ customers continue to migrate to next generation networks.

### **2.1.6 Marketing and Customer Care**

Videotron's long term marketing objective is to increase its cash flow through deeper market penetration of its services, development of new services, and revenue and operating margin growth per customer. Videotron believes that customers will come to view their cable and IP connection as the best distribution channel to their home for a multitude of services. To achieve this objective, Videotron is pursuing the following strategies:

- develop attractive bundle offers to encourage its customers to subscribe to two or more products, which increases average billing per unit – or ABPU – customer retention and operating margins;
- continue to rapidly deploy advanced products on all its services – mobile and wireline telephony, Internet access, television and OTT television – to maintain and increase its leadership and consequently, to gain additional market share;
- design product offers that provide greater opportunities for customer entertainment and information;
- deploy strong retention strategies aiming to maintain its existing customer base and to maintain its ABPU;
- develop targeted marketing programs to attract former customers, households that have never subscribed to certain of its services and customers of alternative or competitive services as well as target specific market segments;
- enhance the relationship between customer service representatives and its customers by training and motivating customer service representatives to promote advanced products and services;
- leverage the retail presence of its Videotron-branded stores and kiosks, third-party commercial retailers, and authorized distributors;

- maintain and promote its leadership in content and entertainment by leveraging the wide variety of services offered within the Quebecor Media group to its existing and future customers;
- introduce new value added packages of products and services, which it believes will increase ABPU and improve customer retention;
- leverage its business market, using its network and expertise with its commercial customer base, to offer additional bundled services to its customers; and
- develop new products, services and digital platforms to respond to the technological needs and continuously evolving consumer behaviours.

Videotron continues to invest time, effort and financial resources in marketing new and existing services. To increase both customer penetration and the number of services used by its customers, Videotron uses integrated marketing techniques, including door-to-door solicitation, telemarketing, drive-to-store, media advertising, e-marketing, Short Message Service (SMS) and direct mail solicitation. Those initiatives are also strongly supported by business intelligence and artificial intelligence tools such as predictive churn models.

Maximizing customer satisfaction is a key element of Videotron's business strategy. In support of its commitment to customer satisfaction, Videotron continues to provide a 24-hour customer service hotline seven days a week, in addition to its web-based customer service capabilities. All of its customer service representatives and technical support staff are trained to assist customers with all of its products and services, which in turn allows its customers to be served more efficiently and seamlessly. Videotron's customer care representatives continue to receive extensive training to perfect their product knowledge and skills, which contributes to retention of customers and higher levels of customer service. Videotron utilizes surveys, focus groups and other research tools to assist in its marketing efforts and anticipate customer needs. To increase customer loyalty, Videotron also leverages strategic partnerships to offer exclusive promotions, privileges and contests which contribute in expanding its value proposition to its customers.

### **2.1.7 Programming**

Videotron believes that offering a wide variety of programming is an important factor in influencing a customer's decision to subscribe to and retain its wireline services. Videotron devotes resources to obtaining access to a wide range of programming that it believes will appeal to both existing and potential customers. Videotron relies on extensive market research, customer demographics and local programming preferences to determine its channel and package offerings. The CRTC currently regulates the distribution of foreign content in Canada and, as a result, Videotron is limited in its ability to provide such programming to its customers. Videotron obtains basic and premium programming from a number of suppliers, including all major Canadian media groups.

Videotron's programming contracts generally provide for a fixed term of up to five years and are subject to negotiated renewal. Programming tends to be made available to Videotron for a flat fee per customer. Videotron's overall programming costs have increased in recent years and may continue to increase due to factors including, but not limited to, additional programming being provided to customers as a result of system rebuilds that increase channel capacity, increased costs to produce or purchase specialty programming, inflationary or negotiated annual increases, the concentration of broadcasters following acquisitions in the market, the increased competition from OTT service providers for content and the significant increased costs of sports content rights.



### 2.1.8 Competition

Videotron operates in a competitive business environment in the areas of price, product and service offerings and service reliability. It competes with other providers of television signals and other sources of home entertainment. Due to ongoing technological developments, the distinctions among traditional platforms (broadcasting, Internet, and telecommunications) are fading rapidly. The Internet as well as mobile devices are becoming important broadcasting and distribution platforms. In addition, mobile operators are now offering wireless and fixed wireless Internet services and its VoIP telephony service is also competing with Internet-based solutions.

- *Providers of Other Entertainment.* Television service providers face competition from alternative methods of distributing and receiving television signals and from other sources of entertainment such as live sporting events, movie theatres and home video products, including digital recorders, OTT content providers, such as Netflix, Amazon Prime Video, Disney+ and Apple TV+, Blu-ray players and video games. The extent to which a television service is competitive depends in significant part upon the television service provider's ability to provide a greater variety of programming, superior technical performance and superior customer service that are available through competitive alternative delivery sources. Club illico, Videotron's subscription based OTT platform offering a rich and varied selection of unlimited on-demand content, allows Videotron to reduce the effect of competition from alternative delivery sources, as well as to reduce churn, and it is a market differentiating factor for customers seeking additional content and home entertainment. Vrai, Videotron's new platform offering unlimited access to lifestyle content, including a host of original French-language productions and exclusive series, will also help Videotron compete with other OTT content providers, as will QUB, where users can access all of Quebecor's entertainment content in one place, live or on demand.
- *DSL.* Digital subscriber line technology ("**DSL**") provides customers with Internet access at data transmission speeds greater than that available over conventional telephone lines. DSL service provides access speeds that are comparable to low-to-medium speeds of cable-modem Internet access but that decrease with the distance between the DSL modem and the line card.
- *FTTN and FTTH.* Fibre to the neighborhood ("**FTTN**") technology addresses the distance limitation by bringing the fibre closer to the end user. The last mile is typically provided by the DSL technology. FTTH brings the fibre up to the end user location. The speed is then limited by the end equipment rather than the medium (fibre) itself.
- *Internet Video Streaming.* The continuous technology improvement of the Internet combined with higher download speeds and its affordability, favors the development and deployment of alternative technologies such as digital content offered by OTT service providers through various Internet streaming platforms. While having a positive impact on the demand for its Internet access services, this model could adversely impact the demand for Videotron's television services.
- *VDSL.* Video digital subscriber line ("**VDSL**") technology increases the available capacity of DSL lines, thereby allowing the distribution of digital video. Incumbent local exchange carriers ("**ILECs**") have been granted licenses to launch video distribution services using this technology, which operates over copper phone lines. The transmission capabilities of VDSL are significantly boosted with the deployment of technologies such as vectoring (the reduction or elimination of the effects of far-end crosstalk) and twisted pair bonding (use of

additional twisted pairs to increase data carriage capacity). ILECs have already replaced many of their main feeds with fibre-optic cable and positioning VDSL transceivers, a VDSL gateway, in larger multiple-dwelling units, in order to overcome the initial distance limitations of VDSL. With this added capacity, along with the evolution of compression technology, VDSL-2 offers significant opportunities for services and increase its competitive threat.

- *Direct Broadcast Satellite (“DBS”).* DBS is also a competitor to Videotron’s television services. DBS delivers programming via signals sent directly to receiving dishes from medium and high-powered satellites, as opposed to cable delivery transmissions. This form of distribution generally provides more channels than some of Videotron’s television services and is fully digital. DBS service can be received virtually anywhere in Canada through the installation of a small rooftop or side-mounted antenna. Like digital cable distribution, DBS systems use video compression technology to increase channel capacity and digital technology to improve the quality of the signals transmitted to their customers.
- *Mobile Telephony Services.* With its mobile network, Videotron competes against a mix of participants, some of them being active in some or all the products it offers, while others only offer mobile services in its market. The Canadian incumbents have deployed their LTE networks and this technology has become an industry standard. These incumbents are currently upgrading their networks and have launched 5G mobile services in certain geographic areas.
- *Private Cable.* Additional competition is posed by satellite master antenna television systems known as “SMATV systems” serving multi dwelling units, such as condominiums, apartment complexes, and private residential communities.
- *Wireless Distribution.* Cable television systems also compete with wireless program distribution services such as multichannel multipoint distribution systems (“**MMDS**”). This technology uses microwave links to transmit signals from multiple transmission sites to line-of-sight antennas located within the customer’s premises.
- *Grey and Black Market Providers.* Providers of television signals continue to face competition from the use of access codes and equipment that enable the unauthorized decoding of encrypted satellite signals, from unauthorized access to Videotron’s television signals (black market) and from the reception of foreign signals through subscriptions to foreign satellite television providers that are not lawful distributors in Canada (grey market).
- *Telephony Service.* Videotron’s wireline telephony service competes against ILECs and other telephony service providers, VoIP telephony service providers and mobile telephony service providers.
- *Third Party Internet Service Providers (“ISPs”).* In the Internet access business, cable operators compete against third party ISPs offering residential and commercial Internet access, as well as VoIP and video distribution services. The CRTC requires the large Canadian incumbent cable operators to offer access to their high-speed Internet network to competitive Internet service providers at mandated rates.
- *Business Telecommunications Services.* Videotron Business competes against ILECs, resellers, OTT solution providers (mostly in VoIP solutions), managed service providers and IT solution providers.

## **2.2 MEDIA**

The Media segment is dedicated to entertainment and news media which includes the operations of TVA Group, MediaQMI, Quebecor Media Out-of-Home, Quebecor Media Network, Quebecor Media Printing and NumériQ. The Media segment has activities in broadcasting, film production and audiovisual services, production and distribution of television content, magazine publishing, newspaper publishing and other media related operations.

Quebecor Media owns 68.37% of the equity interest and controls 99.97% of the voting power in TVA Group. Quebecor Media also owns 100% of the voting and equity interests of MediaQMI, Quebecor Media Network, Quebecor Media Printing and NumériQ.

### **2.2.1 Broadcasting**

Through TVA Group, a subsidiary of Quebecor Media, the Corporation operates the largest French-language private television network in North America. TVA Group is the sole owner of 6 of the 10 television stations composing Réseau TVA ("**TVA Network**") and a portfolio of specialty channels, namely LCN, TVA Sports, addikTV, Prise 2, YOOPA, CASA, MOI ET CIE, Évasion and Zeste. The specialty channels all have a digital presence, namely through [www.qub.ca/TVAPLUS](http://www.qub.ca/TVAPLUS), [www.tvanouvelles.ca](http://www.tvanouvelles.ca) and [www.tvasports.ca](http://www.tvasports.ca) which are the three most visited websites of TVA Group. TVA Group also holds interests in two TVA Network affiliates. In addition to linear television, the TVA Network and some specialty channels broadcast on-demand and stream content through their multiplatform applications. Through various subsidiaries and divisions, TVA Group also provides commercial production services.

A complete description of the Broadcasting activities as carried by TVA Group is set forth in its annual information form dated February 18, 2022, and relevant excerpts of such description are reproduced in Schedule A to this annual information form.

### **2.2.2 Film Production and Audiovisual Services**

TVA Group owns MELS Studios and Postproduction G.P., a provider of soundstage, mobile and production equipment rental services, as well as dubbing and described video, postproduction, virtual production, and visual effects services to the film and television industries.

A complete description of Film Production and Audiovisual Services activities as carried by TVA Group is set forth in its annual information form dated February 18, 2022, and relevant excerpts of such description are reproduced in Schedule A to this annual information form.

### **2.2.3 Magazine Publishing**

Through its subsidiary, TVA Publications Inc., TVA Group publishes more than 50 French and English-language titles in various fields including show business, television, fashion and beauty, food, travel and lifestyle. They also market digital products associated with the different magazine brands. It is the top French-language magazine publisher in Québec and a leader in the Canadian magazine publishing industry.

A complete description of Magazine Publishing activities as carried by TVA Group is set forth in its annual information form dated February 18, 2022, and relevant excerpts of such description are reproduced in Schedule A to this annual information form.

## 2.2.4 Production and Distribution

Through the companies in the Incendo group, TVA Group produces and distributes television shows, movies and television series for the world market.

A complete description of Production and Distribution activities as carried by TVA Group is set forth in its annual information form dated February 18, 2022, and relevant excerpts of such description are reproduced in Schedule A to this annual information form.

## 2.2.5 Newspaper Publishing

### 2.2.5.1 Newspaper Operations

Quebecor operates its newspaper business, namely *Le Journal de Montréal*, *Le Journal de Québec* and the *24 Heures* through MediaQMI. Its daily newspapers disseminate information in traditional printed ways and through daily urban newspaper websites, namely [www.journaldemontreal.com](http://www.journaldemontreal.com) and [www.journaldequebec.com](http://www.journaldequebec.com).

#### ***Paid daily newspapers***

*Le Journal de Montréal* and *Le Journal de Québec* are tabloids. They are mass circulation newspapers that provide succinct and complete news coverage with an emphasis on local news, sports and entertainment. The tabloid format makes extensive use of color, photographs and graphics. Each newspaper contains inserts that feature subjects of interest such as fashion, lifestyle and special sections.

According to corporate figures, the aggregate circulation of the Media segment's paid and free newspapers as of December 31, 2021 was approximately 1.4 million copies per week in print and electronic formats.

- ***Le Journal de Montréal.*** *Le Journal de Montréal* is published seven days a week and is distributed by Quebecor Media Network. The main competitors of *Le Journal de Montréal* are La Presse+ and The Montreal Gazette. *Le Journal de Montréal's* website is accessible at [www.journaldemontreal.com](http://www.journaldemontreal.com).
- ***Le Journal de Québec.*** *Le Journal de Québec* is published seven days a week and is distributed by Quebecor Media Network. The main competitor of *Le Journal de Québec* is Le Soleil. *Le Journal de Québec's* website is accessible at [www.journaldequebec.com](http://www.journaldequebec.com).

The following table lists the respective average readership in 2021 for *Le Journal de Montréal* and *Le Journal de Québec* as well as their market position versus other paid daily newspapers by weekly readership during that period, according to the Vividata study:

| NEWSPAPER                             | 2021 AVERAGE READERSHIP |                  |                  | MARKET POSITION<br>BY READERSHIP <sup>(1)</sup> |
|---------------------------------------|-------------------------|------------------|------------------|-------------------------------------------------|
|                                       | SATURDAY                | SUNDAY           | MON-FRI          |                                                 |
| <i>Le Journal de Montréal</i> .....   | 1,749,000               | 1,477,000        | 1,201,000        | 1 <sup>st</sup>                                 |
| <i>Le Journal de Québec</i> .....     | 979,000                 | 764,000          | 593,000          | 1 <sup>st</sup>                                 |
| <b>Total Average Readership</b> ..... | <b>2,728,000</b>        | <b>2,241,000</b> | <b>1,794,000</b> |                                                 |

(1) Based on the Vividata Study.

The following table lists the respective average daily paid circulation in 2021 for *Le Journal de Montréal* and *Le Journal de Québec*:

|                                             | 2021 AVERAGE PAID CIRCULATION |                |                |
|---------------------------------------------|-------------------------------|----------------|----------------|
|                                             | SATURDAY                      | SUNDAY         | MON-FRI        |
| <i>Le Journal de Montréal</i> .....         | 145,800                       | 120,200        | 125,000        |
| <i>Le Journal de Québec</i> .....           | 72,200                        | 67,300         | 65,900         |
| <b>Total Average Paid Circulation</b> ..... | <b>218,000</b>                | <b>187,500</b> | <b>190,900</b> |

Source: Internal Statistics

### ***Free daily newspaper***

Quebecor has been publishing one free daily commuter publication in the Montréal urban market: the *24 Heures*. The editorial content of this free daily commuter publication has focused on the greater metropolitan area of Montréal.

On February 4, 2021, the Corporation announced a major repositioning, new editorial mission and new identity geared to younger readers of the *24 Heures*. The content has expanded to include topical new subject areas. It also announced a digital shift to [www.24heures.ca](http://www.24heures.ca). One weekly print edition will be published and will remain free.

### **2.2.5.2 Competition**

The newspaper industry is seeing secular changes, including the growing availability of free access to media, shifting readership habits, digital transferability, the advent of real-time information and secular changes in the advertising market, all of which affect the nature of competition in the newspaper industry. Competition increasingly comes not only from other newspapers (including other national, metropolitan (both paid and free) and suburban newspapers), magazines, television and radio broadcasting, direct marketing and solo and shared mail programs, but also from digital media platforms.

### **2.2.5.3 Advertising, Circulation and Digital Revenues**

Advertising revenue is the largest source of revenue for Quebecor's newspaper operations, representing 43.5% of its newspaper operations' total revenues in 2021. Advertising rates are based upon the size of the market in which each newspaper operates, circulation, readership, demographic composition of the market and the availability of alternative advertising media.

The principal categories of advertising revenues in its newspaper operations are retail and national advertising. Most of its retail advertisers are car dealers, department stores, electronics stores and furniture stores.

Circulation sales are its newspaper operations' second-largest source of revenue and represented 37.0% of total revenues of its newspaper operations in 2021.

Digital revenues represented 16% of total revenues for its newspaper operations in 2021. Digital revenues are generated from advertising on its websites and digital subscriptions to the e-editions of its newspapers. Revenues from digital products represent a potential growth opportunity for its newspaper operations.

#### **2.2.5.4 Seasonality and Cyclicalities**

Quebecor's newspaper operations' operating results tend to follow a recurring seasonal pattern with higher advertising revenue in the spring and in the fall.

Quebecor's newspaper business is cyclical in nature. Its operating results are sensitive to prevailing local, regional and national economic conditions because of its dependence on advertising sales for a substantial portion of its revenue.

### **2.2.6 Other Operations**

#### **2.2.6.1 Commercial Printing**

Through its wholly-owned subsidiary Quebecor Media Printing, Quebecor operates a printing facility located in Mirabel, Québec, where *Le Journal de Montréal* and the *24 Heures* are printed.

It also offers third party commercial printing services, which provides it with an additional source of revenue that leverages existing equipment with excess capacity. In its third party commercial printing operations, it competes with other newspaper publishing companies as well as commercial printers. Its competitive strengths in this area include its modern equipment, and its ability to price projects on a variable cost basis, as its core newspaper business covers overhead expenses.

#### **2.2.6.2 Distribution of periodicals in Québec**

Through Messageries Dynamiques, a division of Quebecor Media Network, Quebecor delivers magazines and newspapers to dealers through a network that serves nearly 6,500 points of sale. Its home delivery service brings many Québec and Canadian dailies, including *Le Journal de Montréal* and *Le Journal de Québec*, to more than 172,700 homes every day.

#### **2.2.6.3 Out-of-Home Advertising**

Quebecor is involved in out-of-home advertising through the installation, maintenance and management of out-of-home advertisement, including on transit and bus shelters. In relation thereto, it entered into a 10-year agreement with *Société de transport de Lévis*, a 20-year agreement with *Société de transport de Laval*, a 20-year agreement with *Société de transport de Montréal* (STM), a 10-year agreement with *Société de transport de Sherbrooke* (STS) and a 10-year agreement with Réseau de transport de Longueuil (RTL).

#### **2.2.6.4 Production of Digital Content**

In 2018, Quebecor created NumériQ, an entity that brings together the digital content and strategy production assets harnessed to create digital platforms and content for its various platforms.

NumériQ also operates a number of other digital brands, including *Le Guide de l'auto*, *Le sac de chips*, *Pèse sur Start*, *Silo 57* and *24 Heures.ca*. Moreover, QUB radio, an online and mobile audio platform with a live radio stream and a library of podcasts, was launched by NumériQ in October 2018.

NumériQ designs, develops and operates the apps and websites of the Media segment. Quebecor's apps and websites reach 6.8 million unique visitors per month in Canada.



On May 4, 2020, Quebecor launched QUB musique, the first streaming platform designed and produced in Québec. Accessible via a mobile application and on the web, QUB musique offers a catalogue of over 75 million songs available on demand, as well as hundreds of playlists created by local curators.

Competition in the music streaming industry is fierce as there are many international players available in the Canadian market for consumers to choose from. QUB musique differentiates itself by offering a unique showcase for Québec talent.

All of Quebecor's digital content is now available on QUB, its new platform launched on September 15, 2021. QUB offers users all of its news and entertainment brand content together in one place. Available on the web or a mobile app, QUB hosts Quebecor's news, video, music and radio content in a feed customizable according to user interest, and generates personalized suggestions of articles, video and audio clips, music playlists and podcast from more than 50 Quebecor sources and media outlets.

## **2.3 SPORTS AND ENTERTAINMENT**

Quebecor's activities in the Sports and Entertainment segment consist primarily of the production, promotion and management of live shows and of various sporting, cultural and corporate events, the operation of two QMJHL teams, the operation and management of the Videotron Centre, as well as book distribution and publishing and music distribution and production.

### **2.3.1 Videotron Centre**

The Videotron Centre is an arena located in Québec City that has 18,400 seats and is home to the *Remparts de Québec* as well as the host of a variety of events and shows featuring local and international artists. Through a 25-year agreement entered into with Québec City, Quebecor was granted both the management and naming rights through 2040. Quebecor leases the Videotron Centre and generates revenues through the sale of advertisement and sponsorship opportunities as well as through the sale of food and beverages during the events and shows.

AEG Presents and ASM Global, both composing AEG Worldwide, support the Sports and Entertainment segment in the operations of the Videotron Centre through an 8-year strategic partnership entered into in 2015. The Sports and Entertainment segment has also entered into strategic partnerships for the operation of the Videotron Centre with Live Nation Entertainment, involving two of its principal divisions, namely Live Nation Canada, the global market leader in concert production and promotion, and Ticketmaster, its ticketing service operating in the Province of Québec under the name "Admission". Finally, the Sports and Entertainment segment has entered into strategic partnerships with Levy Restaurants, with an emphasis on building a world class culinary experience at the Videotron Centre through a local food and beverage program, with Labatt Breweries of Canada as the Videotron Centre's official beer supplier and with Alex Coulombe ltée (the local Pepsi Co distributor) as the Videotron Centre's official supplier of soft drinks, sparkling water and isotonic sports drinks.

On September 12, 2021, the Videotron Centre completed its sixth full year of operation. During the year 2021, the Videotron Centre was forced to cease its activities due to the COVID-19 pandemic and restrictions imposed by the Québec government to limit the spread of the virus. Due to COVID-19 restrictions in effect most of the calendar year 2021, very few events took place.

On July 2, 2021 the Videotron Centre was allowed by public health guidelines to re-open, albeit not at full capacity, to broadcast live games of the 2021 Stanley Cup final to up to 3,500 spectators. As

of October 8, 2021, following the Québec government's relaxation of health rules for certain activities, the Videotron Centre was able to welcome spectators at full capacity so long as they were adequately vaccinated, seated for the event, and wearing a mask. On December 17, 2021, the Quebec government announced temporary closure of all venues throughout Quebec, in effect until late January 2022.

### **2.3.2 Théâtre Le Capitole de Québec**

In 2020, the Sports and Entertainment segment announced the acquisition of the Théâtre Capitole in the heart of Québec City's entertainment district. The theater is well known in Québec and is one of the busiest in the region with over 175 events per year. Due to COVID-19 restrictions, the Corporation was not able to start operations in 2020 as planned. Quebecor was however able to operate with certain restrictions a large portion of 2021, until it was again shutdown on December 17, 2021.

### **2.3.3 Cabaret du Casino de Montréal**

On October 6, 2021, Quebecor announced that GesteV, a subsidiary of Quebecor Sports and Entertainment Group, was becoming the new manager of the multipurpose hall Cabaret du Casino de Montréal, located in the Québec pavilion. It is the largest casino in Canada and the first venue in Québec to be equipped with 3D audio, creating an unforgettable surround sound experience. GesteV plans to position the venue as one of the city's premier performance spaces. Shows began on October 27, 2021. However, it was shut down temporarily on December 17, 2021 due to COVID-19 restrictions.

### **2.3.4 QMJHL Hockey Teams**

Quebecor owns two QMJHL franchises, namely the *Armada de Blainville-Boisbriand* (73.3%) and *Les Remparts de Québec* (100%).

### **2.3.5 Event Production and Management and live-event production**

Through GesteV, a sports and cultural events manager, site manager and producer with activities in the Province of Québec and the cities of Ottawa, Toronto and Edmonton, Quebecor produces or has produced numerous high-profile events such as the Red Bull Crashed Ice (urban extreme ice skating race), Vélirium (International Mountain Bike Festival and UCI World Cup), the Transat Québec Saint-Malo (transatlantic sailing race), Ski Tour (FIS Cross-Country World Cup), the Jamboree (including the FIS Snowboard and Freestyle Skiing World Cups), PBR Major Event (Professional Bull Rider event), FIVB Beach Volley World Finals and the Marathon de Québec (a 3-day running event). Quebecor also produces, on an annual basis, approximately 200 corporate, private and public events. Quebecor also manages the site of the Baie de Beauport, a beach in Québec City. Many scheduled events were cancelled due to COVID-19 restrictions, including the 2020 and 2021 Québec City Marathons.

### **2.3.6 Book Distribution and Publishing**

Quebecor is also involved in book publishing and distribution through academic publisher CEC Publishing, 18 general literature publishers under the Sogides umbrella, and Messageries A.D.P. Inc. ("**Messageries ADP**"). Through Sogides and the academic publisher CEC Publishing, Quebecor is involved in French-language book publishing and it forms one of the Province of Québec's largest book publishing groups. In 2021, Quebecor published or reissued a total of 302 titles in paper format and 306 titles in digital format.



As of December 31, 2021, through Messageries ADP, its book distribution company, Quebecor is the exclusive distributor for more than 260 Québec and European French-language publishers. It distributes French-language books to approximately 2,500 retail outlets in Canada. In addition, Messageries ADP distributes approximately 11,000 digital books. It is Canada's largest distributor of French books with more than 61,000 titles available for sale.

### 2.3.7 Music

With its three labels (Musicor, Ste4 and MP3), Quebecor produces audio and video recordings as well as shows through its "Musicor Spectacles" division. On February 10, 2021 Quebecor announced the acquisition of Les Disques Audiogramme inc. ("**Audiogram**"), a record company that is one of Canada's best-known French-language labels. Although they are mostly French-speaking, its artists shine not only in Québec but also internationally. With the addition of Audiogram, Quebecor is well positioned to showcase the next generation of talented local artists.

Through certain divisions and subsidiaries of Select Music, Quebecor offers services in the following areas: music recording, video production and creative licensing, including music for films, advertising and television shows.

During calendar year 2021, Quebecor announced and proceeded with the closure of its distribution branches (Distribution Select and Trans Canada).

### 2.3.8 Competition

The Videotron Centre is in competition with the Bell Centre (Montréal), Place Bell (Laval), Canadian Tire Center (Ottawa) as well as other arenas located within a radius of 700 kilometers (Boston, Kingston, Moncton). These arenas compete to get the few tour dates available according to the tour schedules of the artists. Over a two-week period during summer, the *Festival d'été de Québec* ("**FEQ**") is another important competitor since it offers quality shows at competitive prices, and some artists not performing at the FEQ do not want to perform at the Videotron Centre during the programming of the FEQ.

The junior hockey team *Les Remparts de Québec* does not have any direct competitors in the hockey entertainment sector in the Québec City region; on the other hand, the *Armada de Blainville-Boisbriand* hockey team has competitors as it operates less than 15 kilometers away from the American Hockey League franchise, the Laval Rockets.

Gestev, which manages sports and cultural events, is a leading player in the Québec City region, but it operates in a highly fragmented market with many competitors.

In the subsegment of French-language book publishing, the Corporation's competitors are located in Québec. In certain specific areas, the Corporation is in direct competition with certain large French publishers.

The music industry is mainly controlled by three major players (Universal Music, Warner Music and Sony Music) who hold a significant majority of the Canadian market share and who combine production and distribution activities. However, the music market is unique in Québec since its population is mostly French-speaking and, therefore, has its own popular local artists.

## **2.4 INTELLECTUAL PROPERTY**

The Corporation uses a number of trademarks for its products and services. Many of these trademarks are registered by the Corporation in the appropriate jurisdictions. In addition, it has legal rights in the unregistered marks arising from their use. The Corporation has taken affirmative legal steps to protect its trademarks and it believes its trademarks are adequately protected.

Television programming and motion pictures are granted legal protection under the copyright laws of the countries in which the Corporation operates, and there are substantial civil and criminal sanctions for unauthorized duplication and exhibition. The content of its newspapers and websites is similarly protected by copyright. The Corporation owns copyright in each of its publications as a whole, and in all individual content items created by its employees in the course of their employment, subject to very limited exceptions. The Corporation has entered into licensing agreements with wire services, freelancers and other content suppliers on terms that it believes are sufficient to meet the needs of its publishing operations. The Corporation believes it has taken appropriate and reasonable measures to secure, protect and maintain its rights or obtain agreements from licensees to secure, protect and maintain copyright protection of content produced or distributed by it.

The Corporation has registered a number of domain names under which it operates websites associated with its television, publishing and Internet operations. As every Internet domain name is unique, its domain names cannot be registered by other entities as long as its registrations are valid.

## **2.5 INSURANCE**

The Corporation is exposed to a variety of operational risks in the normal course of business. A portion of the risk associated with assets and responsibilities is transferred to third parties by way of insurance agreements, and other risks are mitigated through contractual agreements with clients and suppliers. The Corporation believes that it has a combination of third-party insurance and self-insurance sufficient to provide adequate protection against unexpected losses, while minimizing costs.

## **2.6 EMPLOYEES**

As of December 31, 2021, the Corporation had 9,172 employees on a consolidated basis. As of December 31, 2020, and 2019, it had 9,787 and 10,038 employees on a consolidated basis, respectively. A number of its employees work part-time. The following table sets forth certain information relating to the Corporation's employees in each of its operating segments as of December 31, 2021:

| Business segments                     | Total number of employees | Number of employees under collective bargaining agreements | Number of collective bargaining agreements |
|---------------------------------------|---------------------------|------------------------------------------------------------|--------------------------------------------|
| <b>Telecommunications .....</b>       | <b><u>5,841</u></b>       | <b><u>3,511</u></b>                                        | <b><u>5</u></b>                            |
| Videotron.....                        | 5,795                     | 3,473                                                      | 4                                          |
| Other .....                           | 46                        | 38                                                         | 1                                          |
| <b>Media.....</b>                     | <b><u>2,703</u></b>       | <b><u>1,150</u></b>                                        | <b><u>20</u></b>                           |
| MediaQMI .....                        | 250                       | 127                                                        | 6                                          |
| TVA Group .....                       | 1,815                     | 864                                                        | 9                                          |
| Other .....                           | 638                       | 159                                                        | 5                                          |
| <b>Sports and Entertainment .....</b> | <b><u>458</u></b>         | <b><u>105</u></b>                                          | <b><u>2</u></b>                            |
| <b>Corporate.....</b>                 | <b><u>170</u></b>         | <b>-</b>                                                   | <b>-</b>                                   |
| <b>Total</b>                          | <b>9,172</b>              | <b>4,766</b>                                               | <b>27</b>                                  |

As of December 31, 2021, 52% of its employees were represented by collective bargaining agreements. Through its subsidiaries, the Corporation is party to a total of 27 collective bargaining agreements:

- Videotron is party to four collective bargaining agreements, representing 3,473 unionized employees. The collective bargaining agreement covering 2,542 unionized employees in the Montréal region was renewed on June 21, 2021 and is valid until December 31, 2025. There are also two collective bargaining agreements covering unionized employees in the Québec City (467 unionized employees) and Saguenay regions (223 unionized employees), which expired on December 31, 2021, and for which negotiations are in progress. The collective bargaining agreement covering 241 unionized employees in the Gatineau region expired on August 31, 2021. Negotiations are in progress for this agreement.
- One other collective bargaining agreement covering 38 unionized employees of SETTE inc., a subsidiary of Videotron, expired on December 31, 2018. The negotiation phase is currently underway.
- MediaQMI is party to six collective bargaining agreements, representing 127 unionized employees. Of these six collective bargaining agreements, one is valid until December 31, 2024, one is valid until June 30, 2023, and another is valid until June 30, 2022. Two will expire in December 2022, and another one will expire in April 2023.
- TVA Group is party to nine collective bargaining agreements, representing 864 unionized employees. Of these nine collective bargaining agreements, one is valid until December 31, 2024. Five agreements are expired, with one of these currently in the negotiation phase. Two other agreements will expire on December 2022, and another agreement will expire on December 31, 2023.
- Other subsidiaries of the Media segment are party to various collective agreements, representing 159 unionized employees:

| Entities                            | Employees | Terms      | Comments                 |
|-------------------------------------|-----------|------------|--------------------------|
| RéseauQMI Mirabel – Office          | 43        | 12/31/2021 | Negotiations in progress |
| Mirabel – Expedition                | 47        | 12/31/2022 | None                     |
| RéseauQMI Québec – Warehouse/Office | 14        | 09/30/2024 | None                     |
| Mirabel – Printing / Maintenance    | 30        | 05/30/2026 | None                     |
| RéseauQMI Mirabel – Warehouse       | 25        | 12/31/2022 | None                     |

- Our Sports and Entertainment segment is party to two collective bargaining agreements, representing 108 unionized employees:

| Entities      | Employees | Terms      | Comments                     |
|---------------|-----------|------------|------------------------------|
| Édition CEC   | 28        | 12/31/2022 | None                         |
| ADP - Sogides | 77        | 12/31/2021 | Negotiations are in progress |

The Corporation currently has no labour disputes, nor does it currently anticipate any such labour dispute in the near future.

The Corporation can neither predict the outcome of current or future negotiations relating to labour disputes, if any, union representation or renewal of collective bargaining agreements, nor guarantee that it will not experience work stoppages, strikes or other forms of labour protests pending the outcome of any current or future negotiations.

If its unionized workers engage in a strike or any other form of work stoppage, the Corporation could experience a significant disruption to its operations, damage to its property and/or interruption to its services, which could adversely affect its business, assets, financial position, results of operations and reputation. Even if the Corporation does not experience strikes or other forms of labour protests, the outcome of labour negotiations could adversely affect its business and results of operations. Such could be the case if current or future labour negotiations or contracts were to further restrict its ability to maximize the efficiency of its operations. In addition, the Corporation's ability to make short-term adjustments to control compensation and benefits costs is limited by the terms of its collective bargaining agreements.

## 2.7 ENVIRONMENT

Some of the Corporation's operations are subject to Canadian, provincial and municipal laws and regulations concerning, among other things, emissions to the air, water and sewer discharge, handling and disposal of hazardous materials, the recycling of waste, the soil remediation of contaminated sites, or otherwise relating to the protection of the environment. Laws and regulations

relating to workplace safety and worker health, which among other things, regulate employee exposure to hazardous substances in the workplace, also govern its operations.

Compliance with these laws has not had, and management does not expect it to have, a material effect upon its capital expenditures, net income or competitive position. Environmental laws and regulations and the interpretation of such laws and regulations, however, have changed rapidly in recent years and may continue to do so in the future. The Corporation has monitored the changes closely and has modified its practices where necessary or appropriate.

The Corporation's past and current properties, as well as areas surrounding those properties, particularly those in areas of long-term industrial use, may have had historic uses, or may have current uses, in the case of surrounding properties, which may affect its properties and require further study or remedial measures. As part of its Film Production and Audiovisual Services Business, Quebecor owns certain studios and vacant lots, some of which are located on a former landfill, which produces landfill gas. Where applicable, the landfill gas is managed in accordance with provincial regulations.

The Corporation is not currently conducting or planning any material study or remedial measure. Furthermore, the Corporation cannot provide assurance that all environmental liabilities have been determined, that any prior owner of its properties did not create a material environmental condition not known to it, that a material environmental condition does not otherwise exist as to any such property, or that expenditure will not be required to deal with known or unknown contamination.

The Corporation is currently working on preventive measures regarding the potential effects of climate change which, through an increase in extreme weather events, may have an effect on its operations, notably by damaging its infrastructure and increasing the stress on its telecommunications network. The Corporation is increasing the resiliency of its network by adding network redundancies, modifying or adopting new construction standards and by collaborating with ISED which has identified telecommunications as an essential infrastructure.

### **ITEM 3 — HIGHLIGHTS**

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The three-year highlight information for the Corporation's Broadcasting, Film Production and Audiovisual Services, Magazine Publishing and Production and Distribution activities carried on by TVA Group is contained in its annual information form dated February 18, 2022, the relevant excerpts of which are reproduced in Schedule A to this annual information form.

#### **3.1 RECENT DEVELOPMENTS**

On February 23, 2022, the Board of Directors of Quebecor declared a quarterly dividend of \$0.30 per share on its Class A Multiple Voting Shares and Class B Subordinate Voting Shares, a 9% increase.

On February 15, 2022, TVA Group amended its \$75.0 million secured revolving credit facility to extend its term from February 2022 to February 2023 and amend certain terms and conditions.

## **3.2 HIGHLIGHTS FOR 2021**

### **3.2.1 Quebecor**

On February 24, 2021, the Board of Directors of Quebecor declared a quarterly dividend of \$0.275 per share on its Class A Multiple Voting Shares and Class B Subordinate Voting Shares. The 38% increase is in line with the Corporation's dividend target of 30% to 50% of free cash flows.

### **3.2.2 Quebecor Media**

On July 5, 2021, Quebecor Media completed the early redemption of the entirety of its 6.625% Senior Notes due January 15, 2023, in aggregate principal amount of \$500.0 million, at a redemption price of 107.934% of their principal amount, in accordance with a notice issued on June 3, 2021.

### **3.2.3 Telecommunications**

On January 22, 2021, Videotron issued \$650.0 million aggregate principal amount of 3.125% Senior Notes maturing on January 15, 2031, for net proceeds of \$644.0 million, net of financing fees of \$6.0 million.

On March 22, 2021, Videotron entered into agreements with the Quebec government and the government of Canada jointly aimed at achieving government targets for the roll-out of high-speed Internet services in various regions of Québec. Under these agreements, Videotron is expanding its high-speed Internet network to connect approximately 37,000 more households and governments have undertaken to provide financial assistance in the amount of approximately \$258.0 million, which will be used in its entirety for the extension of Videotron's network.

On April 1, 2021, Videotron announced the acquisition of Cablovision Warwick Inc. ("Cablovision Warwick") and its network, which has been serving the municipalities of Warwick, Kingsey Falls and Saint-Félix-de-Kingsey in the Centre-du-Québec region for more than four decades. Cablovision Warwick's customers will therefore have access to Videotron's network and its line of products and services.

On April 1, 2021, Alithya Group Inc ("Alithya"), a strategy and digital transformation leader, acquired the firm R3D Conseil inc. ("R3D Conseil") of which Quebecor was one of the main shareholders. As part of this transaction, Quebecor obtained 11.9% of Alithya's share capital and 6.7% of voting rights related to Alithya's issued and outstanding shares. The corresponding \$19.6 million gain on disposal was accounted for in the second quarter of 2021. This transaction also includes purchase commitments from Quebecor for Alithya's services totalling approximately \$360.0 million as part of a 10-year commercial agreement.

On May 12, 2021, Videotron announced the roll-out of its 5G network in Québec City, following the successful launch in Montréal in December 2020.

On June 4, 2021, Jean-François Pruneau resigned as President and Chief Executive Officer of Videotron to pursue personal investment projects. Pierre Karl Péladeau, President and Chief Executive Officer of Quebecor, took over as President of Videotron.

On June 17, 2021, Videotron issued \$750.0 million aggregate principal amount of 3.625% Senior Notes due June 15, 2028, for net proceeds of \$743.2 million, net of financing costs of \$6.8 million.

Videotron also issued US\$500.0 million aggregate principal amount of 3.625% Senior Notes due June 15, 2029, for net proceeds of \$599.6 million, net of financing costs of \$5.8 million.

On July 6, 2021, Videotron completed the early redemption of the entirety of its 5.000% Senior Notes due July 15, 2022, in aggregate principal amount of US\$800.0 million, at a redemption price of 104.002% of their principal amount, in accordance with a notice issued on June 3, 2021. The related hedges in an asset position were also unwound.

On July 29, 2021, Quebecor announced an investment of nearly \$830.0 million in the acquisition by Videotron of 294 blocks of spectrum in the 3500 MHz band across the country. More than half of the investment is concentrated in four Canadian provinces outside Québec: southern and eastern Ontario, Manitoba, Alberta and British Columbia.

On August 17, 2021, Videotron launched Vrai, a new Québec subscription platform that will meet the strong demand for unscripted lifestyle, documentary and entertainment content. In its first year, Vrai offered thousands of hours of all-French, on-demand content, including more than a hundred new original Québec productions.

### **3.2.4 Media**

On February 11, 2021, TVA Group amended its \$75.0 million secured revolving credit facility to extend its term from February 2021 to February 2022 and amend certain terms and conditions.

On July 16, 2021, TVA Group announced that the studios of Canadian film and television industry leader MELS will be enlarged with the construction of MELS 4, with the support of Investissement Québec and the City of Montréal. The project will strengthen MELS' position on the market for foreign blockbusters and series.

On September 15, 2021, Quebecor unveiled the new QUB digital platform, which brings together all of its news and entertainment content in one place. Available on the Internet and via a mobile app, QUB is differentiated by its vast quantity of multi-source, multi-format content, including text, music, video and audio, available live or on demand on a single platform to support discoverability.

On October 28, 2021, TVA Group announced the appointment of Régine Laurent to its Board of Directors, bringing the number of directors to eight. Ms. Laurent chaired the Laurent Commission and is the former president of the Fédération interprofessionnelle de la santé du Québec. Her know-how, expertise and knowledge of media will be valuable assets for TVA's Board.

On October 28, 2021, TVA Group announced that France Lauzière would be resigning from her position as President and Chief Executive Officer of TVA for personal reasons, after taking time off from her professional duties for the same reasons starting on April 14, 2021. Since joining the corporation in 2001, Ms. Lauzière has helped strengthen TVA's dominant position as Québec's television leader. She remains available to work with the company on strategic projects and to contribute her expertise in content. Pierre Karl Péladeau will continue to serve as acting President of TVA.

In December 2021, Investissement Québec granted TVA Group an interest free unsecured loan for a maximum amount of \$25.0 million in order to support the construction of MELS' fourth production studio. The loan contains certain restrictive covenants as well as typical representations and warranties. As of December 31, 2021, no amount was drawn on the unsecured loan.



### **3.2.5 Sports and Entertainment**

On February 1, 2021, the Sports and Entertainment segment acquired Les Disques Audiogramme inc., the largest independent French-language record label in North America, which also includes Éditorial Avenue, Canada's largest French-language music publisher, in order to continue supporting talented Québec artists and promoting the dissemination of Québec music.

On October 6, 2021, Event Management GesteV inc., an entity in the Sports and Entertainment segment, became the new manager of the Cabaret du Casino de Montréal multipurpose hall. The Casino de Montréal is the largest casino in Canada and the first venue in Québec to be equipped with 3D audio, creating an unforgettable surround sound experience. Quebecor plans to position the venue as one of the city's premier performance spaces.

## **3.3 HIGHLIGHTS FOR 2020**

### **3.3.1 Quebecor**

Quebecor's \$50.0 million revolving credit facility expired on July 15, 2020 and was not renewed.

### **3.3.2 Telecommunications**

Videotron placed first in the Technology and Telecommunications category in the BIP Recherche-ICO awards for the most trusted organizations of the past decade, announced by the Institut de la confiance dans les organisations (ICO) on March 11, 2020. Videotron was also on the 2020 list of Montréal's Top Employers released by Mediacorp Canada Inc. on January 30, 2020.

From March 13 through June 30, 2020, and December 20, 2020 through January 3, 2021, Videotron suspended data caps on all of its customers' residential and business Internet plans to support the implementation of effective teleworking arrangements at Québec businesses and enable customers to stay connected with loved ones during the COVID-19 pandemic. From March 13 to June 30, 2020, Videotron also cancelled roaming charges outside Canada and the Daily Traveller Pass fee.

On December 15, 2020, Videotron announced the launch of its 5G network, with service to be phased in first in the City of Montréal and then rolled out in other parts of Québec. This state-of-the-art technology offers customers faster upload and download speeds and supports the introduction of new applications.

### **3.3.3 Media**

On February 21, 2020, TVA Group had lowered the size of the facility from \$150.0 million to \$75.0 million and amended certain terms and conditions.

On September 30, 2020, TVA Group announced that MELS Studios and Postproduction had obtained Dolby Atmos Home Entertainment 9.1.4 certification, a Canadian first. Dolby reserves this certification for companies that meet the highest standards in order to provide moviegoers around the world with optimal sound quality.



### 3.3.4 Sports and Entertainment

On June 17, 2020, the Sports and Entertainment segment announced the acquisition of the Théâtre Capitole in Québec City. The acquisition of the unique, hundred-year-old, 1,300-seat venue will enhance the Québec City entertainment scene.

## 3.4 HIGHLIGHTS FOR 2019

### 3.4.1 Quebecor

On January 7, 2019, Quebecor announced the following corporate management changes:

- Mr. Marc M. Tremblay was appointed Chief Operating Officer, Chief Legal Officer and Corporate Secretary of Quebecor and Quebecor Media. Mr. Tremblay was previously Senior Vice President, Chief Legal Officer and Public Affairs, and Corporate Secretary of Quebecor and Quebecor Media.

### 3.4.2 Quebecor Media

On February 15, 2019, Quebecor Media amended its \$300.0 million secured revolving credit facility, extending its term to July 2022 and to amend certain conditions to the facility.

On July 15 2019, Quebecor Media prepaid the balance of its term loan “B” and settled the related hedging contracts for a total cash consideration of \$340.9 million.

### 3.4.3 Telecommunications

On January 24, 2019, Videotron sold its 4Degrees Colocation Inc. (“**4Degrees Colocation**”) data centre operations for an amount of \$261.6 million, which was fully paid in cash at the date of transaction. An amount of \$0.9 million relating to a working capital adjustment was also paid by Videotron in the second quarter of 2019. The determination of the final proceeds from the sale is however subject to certain adjustments based on the realization of future conditions over a period of up to 10 years. Accordingly, a gain on disposal of \$97.2 million, net of income taxes of \$18.5 million, was accounted for in the first quarter of 2019, while an amount of \$53.1 million from the proceeds received at the date of transaction was deferred in connection with the estimated present value of future conditional adjustments. In the second quarter of 2020, a gain of \$30.8 million, net of income taxes of \$4.7 million, was recorded as certain adjusting conditions were achieved. The results of operations and cash flows of these businesses were reclassified as discontinued operations in the consolidated statements of income and cash flows.

On April 10, 2019, Videotron purchased 10 blocks of low-frequency spectrum in the 600 MHz band in ISED’s latest commercial mobile spectrum auction. The licences, covering Eastern, Southern and Northern Québec, as well as Outaouais and Eastern Ontario, were acquired for \$255.8 million.

On August 27, 2019, Videotron launched Helix, the new technology platform that is revolutionizing entertainment and home management with voice remote, ultra-intelligent Wi-Fi, and, coming soon, support for home automation, all tailored to customer needs and preferences.

On October 8, 2019, Videotron issued \$800.0 million aggregate principal amount of 4.50% Senior Notes maturing on January 15, 2030, for net proceeds of \$790.7 million, net of financing fees of \$9.3 million. Videotron used the proceeds mainly to pay down a portion of the amount due under its secured revolving credit facility.

On December 13, 2019, Videotron announced that Samsung Electronics Co. Ltd. has been chosen as its partner for the roll-out of LTE-A and 5G radio access technology in Québec and in the Ottawa area.

### 3.4.4 Media

On February 13, 2019, TVA Group closed the acquisition of the companies in the Serdy Média inc. group, which owns and operates the Évasion and Zeste specialty channels, along with the companies in the Serdy Video Inc. group, for a total consideration of \$23.5 million, net of acquired cash of \$0.5 million. Post-closing adjustments of \$1.6 million were also paid in the third quarter of 2019. The transaction was announced on May 1, 2018 and received CRTC approval on January 14, 2019.

On February 13, 2019, TVA Group amended this secured revolving credit facility to extend its term to February 2020 and to amend certain terms and conditions of the facility.

On April 1, 2019, under an agreement reached on February 22, 2019, TVA Group acquired the companies in the Incendo Group, a Montreal-based producer and distributor of television programs for international markets, for approximately \$19.5 million subject to certain adjustments.

### 3.4.5 Sports and Entertainment

In September 2019, the Videotron Centre completed its fourth year of operations. During that year, the Videotron Centre hosted 97 sporting events and concerts, a 6.6% increase from the previous year. In December 2019, the trade magazine Pollstar ranked the Videotron Centre 92nd in the world and 6th in Canada among arenas by 2019 ticket sales.

## ITEM 4 — DIRECTORS AND OFFICERS

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### 4.1 DIRECTORS

The board of directors of Quebecor (the “**Board**”) is responsible for supervising the management of the business and affairs of the Corporation, with the objective of increasing shareholder value. It is also responsible for the sound governance of the Corporation and, as such, must supervise effectively and independently the activities and business of the Corporation, which are conducted on a daily basis by management. The Board may delegate certain tasks to its committees. Such delegation does not relieve the Board from its overall responsibilities with regard to the management of the Corporation.

The mandate of the Corporation’s board of directors, as amended on November 3, 2021 is attached as Schedule B to this annual information form.

The Articles of the Corporation provide that the board of directors shall consist of a minimum of three and a maximum of fifteen directors and further provide that the members of the board of directors shall be divided into two classes of directors. The holders of Class B Subordinate Voting Shares (“**Class B Shares**”), voting separately as a class, are entitled to elect 25% of the entire board of directors or, if 25% of the entire board of directors is not a whole number, the next higher whole number of members of the board of directors which shall constitute at least 25% of the entire board of directors (the “**Class B Directors**”). The holders of Class A Multiple Voting Shares (“**Class A Shares**”), voting separately as a class, are entitled to elect the remaining members of the board of directors (the “**Class A Directors**”).

The Board of Quebecor consists of eight directors. The term of office of each director expires upon the election of his or her successor unless he or she resigns from office or his or her office becomes vacant by death, removal or other cause. The following table sets forth, as at March 10, 2022, the names, place of residence and principal occupation of the directors and the year in which they were first appointed or elected director, as well as the board committees on which each director sits.

All information in this section has been provided to the Corporation by its directors.

| CLASS A DIRECTORS                                                                             |                                                                                                                                                     |                |
|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Name and place of residence                                                                   | Principal Occupation                                                                                                                                | Director Since |
| <b>André P. Brosseau</b> <sup>(1)(2)</sup><br>Montréal, Québec, Canada                        | Chair of the Board and Chief Executive Officer<br>Du Musée Investments Inc.<br>(Family Office)                                                      | 2016           |
| <b>Michèle Colpron, FCPA-FCA, ASC</b> <sup>(1)</sup><br>Saint-Lambert, Québec, Canada         | Corporate Director                                                                                                                                  | 2020           |
| <b>Sylvie Lalande ASC-C.Dir</b> <sup>(2)</sup><br>Lachute, Québec, Canada                     | Vice Chair of the Board and Lead Director of<br>Quebecor Inc. and Quebecor Media Inc.<br>Corporate Director<br>Chair of the Board of TVA Group Inc. | 2011           |
| <b>The Right Honourable Brian Mulroney,<br/>P.C., C.C., LL.D.</b><br>Montréal, Québec, Canada | Senior Partner,<br>Norton Rose Fulbright Canada LLP (Law firm)<br>Chair of the Board of Quebecor Inc. and<br>Quebecor Media Inc.                    | 1999           |
| <b>Robert Paré</b><br>Montréal, Québec, Canada                                                | Corporate Lawyer and Strategic Advisor,<br>Fasken Martineau DuMoulin LLP (Law firm)                                                                 | 2014           |
| <b>Érik Péladeau</b><br>Sainte-Adèle, Québec, Canada                                          | President,<br>Cie de Publication Alpha Inc. (Holding company)                                                                                       | 2015           |
| CLASS B DIRECTORS                                                                             |                                                                                                                                                     |                |
| Name and place of residence                                                                   | Principal Occupation                                                                                                                                | Director Since |
| <b>Chantal Bélanger, FCPA-FCGA, ASC-C.Dir</b> <sup>(1)</sup><br>Blainville, Québec, Canada    | Corporate Director                                                                                                                                  | 2018           |
| <b>Lise Croteau, FCPA-FCA, ASC</b> <sup>(2)</sup><br>Mont-Tremblant, Québec, Canada           | Corporate Director                                                                                                                                  | 2019           |

(1) Member of the Audit and Risk Management Committee.

(2) Member of the Human Resources and Corporate Governance Committee.

Each of the aforementioned directors has, during the past five years, carried on his or her current principal occupation or held other management positions with the same or other associated companies or firms, including affiliates and predecessors, indicated opposite his or her name, with

the exception of Lise Croteau who, from 1986 to 2018, held various management positions at Hydro-Québec, and more particularly that of Executive Vice President and Chief Financial Officer from 2015 to March 2018, and Érik Péladeau who was President of Groupe Lelys Inc. until June 30, 2018.

## 4.2 EXECUTIVE OFFICERS

The following table provides the names of each of the Corporation's executive officers, their place of residence and his or her position in the Corporation as at March 10, 2022.

| Name and place of residence                                                               | Position in the Corporation                                    |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <b>The Right Honourable Brian Mulroney, P.C., C.C., LL.D.</b><br>Montréal, Québec, Canada | Chair of the Board*                                            |
| <b>Sylvie Lalande, ASC-C.Dir</b><br>Lachute, Québec, Canada                               | Vice Chair of the Board and Lead Director*                     |
| <b>Pierre Karl Péladeau</b><br>Montréal, Québec, Canada                                   | President and Chief Executive Officer                          |
| <b>Jonathan Lee Hickey</b><br>Montréal, Québec, Canada                                    | Senior Vice President, Legal Affairs and Corporate Secretariat |
| <b>Hugues Simard</b><br>Montréal, Québec, Canada                                          | Chief Financial Officer                                        |
| <b>Marc M. Tremblay</b><br>Montréal, Québec, Canada                                       | Chief Operating Officer and Chief Legal Officer                |
| <b>Jean-François Parent</b><br>Verdun, Québec, Canada                                     | Vice President and Treasurer                                   |
| <b>Denis Sabourin</b><br>Mille-Isles, Québec, Canada                                      | Vice President and Corporate Controller                        |

\* Mr. Brian Mulroney serves as Chair of the Board of Quebecor. This position is held on a part-time basis. He is not considered to be a member of the management team. Ms. Sylvie Lalande serves as Vice Chair and Lead Director of Quebecor also on a part-time basis and is not considered to be a member of the management team.

All of Quebecor's executive officers have held the positions and principal occupations indicated above or other positions within the Quebecor group of companies for the past five years, except for:

- Hugues Simard who was Executive Vice-President and Chief Financial Officer of Indigo Books & Music Inc. in Toronto from June 2017 to December 2018. Prior to this, over a period of nearly 20 years, he held a series of key positions with various Quebecor subsidiaries, including Senior Vice-President and Chief Financial Officer of Videotron from 2014 to 2017.

As of March 10, 2022, to the knowledge of the Corporation and according to the information received, its directors and officers, as a group, beneficially owned or exercised control or direction

over 69,878,056 of its Class A Shares (or 90.77% of the Class A Shares) and 933,850 of its Class B Shares (or 0.58% of the Class B Shares).

#### **4.3 CEASE TRADE ORDERS, BANKRUPTCIES, PENALTIES OR SANCTIONS**

To the Corporation's knowledge and based upon information provided to it by the directors and executive officers, in the last ten years, no director or executive officer of the Corporation, with the exception of the person listed hereunder, or shareholder holding a sufficient number of securities of the Corporation to materially affect the control of the Corporation, (i) is or has been a director or executive officer of any other corporation that, while that person was acting in that capacity or within a year of that person ceasing to act in such capacity, became bankrupt, made a proposal under any bankruptcy or insolvency laws, or was subject to or instituted any proceedings, arrangement or compromise with creditors, or had a receiver, receiver manager or trustee appointed to hold its assets, or (ii) became bankrupt, made a proposal under any bankruptcy or insolvency laws, or was subject to or instituted any proceedings, arrangement or compromise with creditors, or had a receiver, receiver manager or trustee appointed to hold his/her assets.

André P. Brosseau was a director of Virtutone Network Inc. until November 2014. This corporation filed, in January 2015, a notice of intention to make a proposal under the Bankruptcy and Insolvency Act.

To the Corporation's knowledge and based upon information provided to it by the directors and executive officers, in the last ten years, no director or executive officer of the Corporation, with the exception of the person listed hereunder, is or has been a director, chief executive officer or chief financial officer of any corporation that was the subject of a cease trade order or similar order, or an order that denied the corporation access to any exemptions under Canadian securities legislation, for a period of more than 30 consecutive days, that was issued while that director or executive officer was acting in such capacity, or that was issued after the director or executive officer ceased to be acting in such capacity and which resulted from an event which occurred while the director or executive officer was acting in such capacity.

On May 5, 2012, André P. Brosseau was a director of Aptilon Corporation (now DMD Digital Health Connections Group Inc.) while a cease trade order in respect of all of DMD's securities was issued by the *Autorité des marchés financiers* as a result of the failure to file annual audited financial statements, related management's discussion and analysis and certification of annual filings for the year ended December 31, 2011. In July 2012, similar cease trade orders were issued by the securities regulatory authorities in each of the provinces of British Columbia, Manitoba, Alberta and Ontario. On February 22, 2013, the Alberta Securities Commission issued similar orders as a result of the failure to file annual audited financial statements, related management's discussion and analysis and certification of annual filings for the fiscal year 2011 and interim periods ended March 31, June 30 and September 30, 2012. On August 28, 2014, the cease trade orders were lifted and DMD Digital Health Connections Group Inc. resumed trading on the NEX stock exchange on October 22, 2014.

### **ITEM 5 — AUDIT AND RISK MANAGEMENT COMMITTEE**

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#### **5.1 MANDATE OF THE AUDIT AND RISK MANAGEMENT COMMITTEE**

The audit and risk management committee of Quebecor (the "**Audit Committee**") assists the board of directors in overseeing i) the effectiveness of internal and the financial controls and reporting, ii) the quality and integrity of the presentation of the financial statements and financial information and iii) the processes of identifying and managing enterprise risk of Quebecor. The Audit Committee

also oversees the Corporation's compliance with financial covenants and legal and regulatory requirements governing financial disclosure matters and financial risk management.

The mandate of the Audit Committee was reviewed by the board of directors of the Corporation on August 5, 2020. The mandate of the Audit Committee is attached as Schedule C to this annual information form.

## 5.2 COMPOSITION OF THE AUDIT AND RISK MANAGEMENT COMMITTEE

As of March 10, 2022, the Audit Committee is composed of Chantal Bélanger (Chair), Michèle Colpron and André P. Brosseau.

Quebecor's board of directors has determined that each of the members of the Audit Committee is independent and financially literate within the meaning of *Regulation 52-110 Respecting Audit Committees* ("**Regulation 52-110**").

## 5.3 RELEVANT EDUCATION AND EXPERIENCE

| Member                      | Relevant Education and Experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chantal Bélanger<br>(Chair) | Ms. Bélanger is a Fellow of the <i>Ordre des comptables professionnels agréés du Québec</i> . At the Laurentian Bank, where she held various positions from 1986 to 2006, she was Senior Vice President of Personal Banking Services for Québec, where she previously held the positions of Ombudsman and Director of Internal Audits and Information Systems. She has been a director at the Société de services financiers Fonds FMOQ Inc. since 2014 and chairs its Audit Committee. She was a director at Capital régional et coopératif Desjardins from 2012 to December 2019, and was the Vice President of the Board, Chair of the Internal Audit Committee and the Portfolio Valuation Committee and served on the Governance and Human Resources Committee. She was a director and Chair of the Audit Committee at the Régie des Rentes du Québec from 2009 to 2015. She was a director, Chair of the Audit Committee and a member of several committees for the Société des Alcools du Québec from 2002 to 2010. Ms. Bélanger currently serves as a director, Chair of the Audit Committee and member of the Human Resources and Compensation Committee and of the Corporate Governance Committee of Lassonde Industries Inc. |

| Member            | Relevant Education and Experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Michèle Colpron   | <p>Ms. Colpron is a Fellow of the <i>Ordre des comptables professionnels agréés du Québec</i>. She has over 30 years experience in leadership roles in the financial services industry. She held senior positions from 2000 to 2012 at CDPQ where she was Senior Vice President, Financial Management. She was also Vice-President, Investment Administration and Vice-President, Finance and Administration Private Equity. From 1993 to 1999, Ms. Colpron held senior positions as Chief Financial Officer at Merrill Lynch Bank (Suisse) S.A. and Finance and Human Resources Manager of Standard Chartered Bank (Switzerland) S.A. Her foray into international business began in 1989 with Ernst &amp; Young in London followed by Hong Kong in 1991 until 1993 as audit manager. Ms. Colpron has served as a member of the boards of directors of Fonds de solidarité FTQ since 2012, the Canada Infrastructure Bank since 2017 and the Investment Industry Regulatory Organization of Canada (IIROC) since 2017. She is a member of various committees of these boards and is Chair of a Finance and Audit Committee, Chair of a Human Resources and Pension Committee, and Chair of a Financial Asset Management Committee. She was also Vice Chair, corporate director and member of various committees of the Professional Insurance Liability Fund of Barreau of Québec from 2012 until 2020.</p> |
| André P. Brosseau | <p>Mr. Brosseau has worked in the investment banking industry since 1986. From 1994 to 2007, he held various executive positions with CIBC, most recently he was Co-Head of Canadian Cash Equities and of Global Cash Equities at CIBC World Markets Inc., as well as a member of the Executive Committee. Mr. Brosseau currently serves as Chair of the Board and Chief Executive Officer of Du Musée Investments Inc. (formerly Avenue Capital Markets BNB Inc.), a family office with private investments in Canada, the United States and Brazil that he founded in 2010. Until the sale of the company in the summer of 2021, he was a director, chairman of the audit committee and chairman of the compensation committee of DMD Digital Health Connections Group Inc., a digital solutions company of which he was one of the five founders and which specializes in digital media for pharmaceutical companies. Mr. Brosseau is vice chair of the board and owner of Quintess (formerly Grupo Cimcorp Brazil), an IT company specializing in outsourcing, digital transformation, and telecommunication infrastructure management with over 3,000 employees.</p>                                                                                                                                                                                                                                    |

#### 5.4 RELIANCE ON CERTAIN EXEMPTIONS

Quebecor has not used or relied upon any exemption pursuant to Regulation 52-110 at any time during the most recently completed financial year.



## 5.5 PRE-APPROVAL POLICY

The Audit Committee adopted an Audit and Non-Audit Services Pre-Approval Policy. This policy sets forth the procedures and the conditions pursuant to which services proposed to be performed by the external auditor must be pre-approved.

Once the list of audit and non-audit services has been pre-approved by the Audit Committee, the Chief Financial Officer of the Corporation may hire the auditor for specific tasks or engagements that comply with the conditions previously approved by the Audit Committee. The Audit Committee has delegated pre-approval authority to the Chair of the Audit Committee for services to be provided by the external auditor that do not exceed \$250,000. For services in excess of \$250,000, and that have not been pre-approved, they must be approved by the Audit Committee. As required by this policy, a report must be presented to the Audit Committee each quarter.

For fiscal year 2021, the total amount of non-audit services that has not been pre-approved does not represent more than 5% of the total amount of the fees paid to the external auditor.

## 5.6 EXTERNAL AUDITOR SERVICE FEES

The following table sets forth the fees paid to Ernst & Young LLP (“Ernst & Young”), the Corporation’s external auditor, for the services rendered during the fiscal years 2021 and 2020.

|                                   | 2021               | 2020               |
|-----------------------------------|--------------------|--------------------|
| Audit fees <sup>(1)</sup>         | \$3,282,403        | \$3,170,648        |
| Audit-related fees <sup>(2)</sup> | \$81,275           | \$6,700            |
| Tax fees <sup>(3)</sup>           | \$138,403          | \$48,993           |
| All other fees <sup>(4)</sup>     | -                  | -                  |
| <b>Total fees</b>                 | <b>\$3,502,081</b> | <b>\$3,226,341</b> |

- (1) *Audit fees* consist of fees billed for the annual audit and quarterly reviews of the Corporation’s annual and quarterly consolidated financial statements or for services that are normally provided by the external auditor in connection with statutory and regulatory filings or engagements. They also include fees billed for other audit services, which are those services that only the external auditor reasonably can provide, and include the provision of comfort letters and consents, the consultation concerning financial accounting and reporting of specific issues and the review of documents filed with regulatory authorities.
- (2) *Audit-related fees* consist of fees billed for assurance and related services that are traditionally performed by the external auditor, and include consultations concerning financial accounting and reporting standards on proposed transactions, due diligence or accounting work related to acquisitions, and employee pension plan audits.
- (3) *Tax fees* include fees billed for tax compliance services, including the preparation of tax returns and claims for refund; tax consultations, such as assistance and representation in connection with tax audits and appeals, tax advice related to mergers and acquisitions, and requests for rulings or technical advice from taxing authorities; tax planning services; and consultation and planning services.
- (4) *All other fees* include fees billed for forensic accounting and occasional training services. These fees also include consultations and assistance in preparing documentation regarding disclosure controls and procedures and internal financial reporting control measures for the Corporation and its subsidiaries.

## ITEM 6 — LEGAL PROCEEDINGS

In the context of disputes between the Corporation and a competitor, legal proceedings have been initiated by the Corporation and against the Corporation. At this stage of proceedings, management



of the Corporation is of the opinion that the outcome is not expected to have a material adverse effect on the Corporation's results or on its financial position.

There are also a number of other legal proceedings against the Corporation that are pending. Generally, management of the Corporation, establishes provisions for claims or actions considering the facts of each case. The Corporation cannot determine when and if any payment will be made related to these legal proceedings.

## ITEM 7 — RISK FACTORS

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*The Corporation urges all of its current and potential investors to carefully consider the risks described in the sections referred to below as well as the other information contained in this annual information form and other information and documents filed by it with the appropriate securities regulatory authorities before making any investment decision with respect to any of its securities. The risks and uncertainties described in such sections are not the only ones the Corporation may face. Additional risks and uncertainties that the Corporation is unaware of, or that it currently deems to be immaterial, may also become important factors that affect it. If any of the risks referred to in the following paragraph actually occurs, its business, cash flow, financial condition or results of operations could be materially adversely affected. Such risk factors should be considered in connection with any forward-looking statements in this document and with the cautionary statements contained in Item 13 — Forward-Looking Statements.*

The Corporation describes the principal risk factors relating to its operations and businesses in its *Management's Discussion and Analysis for the year ended December 31, 2021* under the heading "Risks and Uncertainties", which was filed with the Canadian Securities Administrators on February 24, 2022, which section is incorporated by reference into this annual information form, and which may be viewed under its profile on SEDAR at [www.sedar.com](http://www.sedar.com).

## ITEM 8 — DESCRIPTION OF CAPITAL STRUCTURE

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### 8.1 CAPITAL STRUCTURE

Quebecor's authorized share capital was modified by a certificate of amendment dated September 4, 1986 re-designating the Common Shares as Class A Shares carrying ten votes per share and creating Class B Shares carrying one vote per share. Its Class B Shares are "restricted securities" (within the meaning of the relevant Canadian regulations respecting securities) in that they do not carry equal voting rights to those attached to the Class A Shares. In the aggregate, all of the voting rights attached to the Class B Shares represented, as at March 10, 2022, 17.41% of the total voting rights attached to all of its issued and outstanding voting securities.

Quebecor's Articles provide that if, at any time, the "Péladeau Group or an Acceptable Successor" (as defined in the Articles of Quebecor) does not own, directly or indirectly, a number of Class A Shares equal to at least 40% of all the Class A Shares outstanding or does not own, directly or indirectly, at least 32,000,000 Class A Shares (such number having been adjusted upwards to reflect stock splits), then the Class A Shares will carry one vote per share at all times thereafter and all of its directors will be elected by the holders of the Class A Shares and the Class B Shares voting together as a single class.

**Quebecor's Articles further provide that if a takeover bid to purchase Class A Shares is made to the holders of Class A Shares and is not made at the same time and on the same terms and conditions to the holders of Class B Shares, each Class B Share will become**

**convertible, at the holder's option, as of the date the takeover bid is made, into one Class A Share, for the sole purpose of allowing the holder to accept the takeover bid. However, such right of conversion will be deemed not to come into force if the "Péladeau Group or an Acceptable Successor" owns at that time a sufficient number of shares of any class to be able to exercise more than 50% of the votes attached to all of its shares then carrying voting rights and does not accept the takeover bid before it expires. Moreover, the right of conversion will be deemed not to come into force if the takeover bid is withdrawn by the offeror.**

Quebecor's Articles contain a definition of an offer giving rise to the right of conversion, provide for procedures to be followed in order to exercise such right and stipulate that, at the time such an offer is made, Quebecor or the transfer agent of the Class B Shares will communicate in writing with the holders of Class B Shares in order to provide them with full particulars of the manner in which their right of conversion may be exercised.

Quebecor's Articles provide that, on liquidation or dissolution of the Corporation or any other distribution of its assets among its shareholders for the purpose of winding-up its affairs, all the assets of the Corporation available for payment or distribution to the holders of Class A Shares and of Class B Shares, will be paid or distributed equally, on a one-for-one basis, to the holders of Class A Shares and of Class B Shares.

## **8.2 AUTHORIZED SHARE CAPITAL**

Quebecor's authorized share capital consists of the following classes of shares:

- an unlimited number of Class A Shares (Multiple Voting) with voting rights of 10 votes per share, convertible at any time into Class B Shares (Subordinate Voting), on a one-for-one basis; and
- an unlimited number of Class B Shares (Subordinate Voting) with voting rights of one vote per share convertible into Class A Shares on a one-for-one basis only if a takeover bid for the Class A Shares is made without an offer being made concurrently and on the same terms and conditions for the Class B Shares and subject to other conditions provided for in Quebecor's Articles.

Holders of Class B Shares are entitled to elect 25% of the members of the Corporation's board of directors, and holders of Class A Shares are entitled to elect the other members.

## **8.3 ISSUED AND OUTSTANDING SHARE CAPITAL**

As at March 10, 2022, 76,984,034 Class A Shares and 162,273,507 Class B Shares were issued and outstanding.

## **8.4 DIVIDENDS**

Each Class A Share and each Class B Share is entitled to receive dividends as determined by Quebecor's board of directors, in an identical amount, on the same date and in the same form as if the Class A Shares and Class B Shares formed a single class of shares.

Declaration and payment of dividends are the responsibility of the board of directors of the Corporation, which takes into consideration the Corporation's financial situation and its cash-flow

strategy. In addition, in accordance with the credit agreements and indentures governing the debt instruments of some of the Corporation's subsidiaries, these subsidiaries are subject to certain restrictions including the maintenance of certain financial ratios that may limit the amount of distribution that they can declare and pay to the Corporation, hence potentially limiting the amount of cash available to the Corporation and the amount of dividends that the Corporation can declare and pay.

For the year ended December 31, 2021, Quebecor declared and paid quarterly dividends in the annual aggregate amount of \$1.10 per share on its Class A Shares and Class B Shares. For the years ended December 31, 2020 and 2019, Quebecor declared and paid quarterly dividends in the annual aggregate respective amount of \$0.80 and \$0.3925 per share on its Class A Shares and Class B Shares.

## 8.5 MARKET FOR SECURITIES

Quebecor's Class A Shares and Class B Shares are listed on the TSX under the stock symbols "QBR.A" and "QBR.B", respectively.

The following tables set forth the reported high, low and closing sale prices and the aggregate monthly trading volume of the Class A Shares and the Class B Shares on the TSX for the periods indicated:

| CLASS A SHARES |                           |                  |                 |                           |
|----------------|---------------------------|------------------|-----------------|---------------------------|
| <b>2021</b>    | <b>Closing Price (\$)</b> | <b>High (\$)</b> | <b>Low (\$)</b> | <b>Trading volume (#)</b> |
| January        | 30.60                     | 32.80            | 29.50           | 42,762                    |
| February       | 33.43                     | 33.43            | 30.60           | 33,718                    |
| March          | 35.48                     | 36.82            | 32.59           | 19,075                    |
| April          | 32.68                     | 36.01            | 32.68           | 45,185                    |
| May            | 32.74                     | 35.33            | 32.74           | 13,727                    |
| June           | 32.87                     | 33.33            | 31.88           | 19,545                    |
| July           | 32.82                     | 33.40            | 32.45           | 11,305                    |
| August         | 31.51                     | 32.99            | 30.00           | 56,619                    |
| September      | 30.50                     | 32.04            | 30.00           | 17,251                    |
| October        | 31.54                     | 31.71            | 30.00           | 33,736                    |
| November       | 28.69                     | 31.68            | 28.40           | 45,267                    |
| December       | 28.94                     | 30.13            | 27.50           | 23,041                    |

| CLASS B SHARES |                           |                  |                 |                           |
|----------------|---------------------------|------------------|-----------------|---------------------------|
| <b>2021</b>    | <b>Closing Price (\$)</b> | <b>High (\$)</b> | <b>Low (\$)</b> | <b>Trading volume (#)</b> |
| January        | 30.60                     | 33.04            | 29.45           | 11,358,775                |
| February       | 32.90                     | 33.35            | 30.55           | 11,809,084                |
| March          | 33.74                     | 36.26            | 32.52           | 19,859,011                |
| April          | 33.05                     | 36.26            | 32.66           | 10,617,922                |
| May            | 32.75                     | 34.88            | 32.67           | 11,456,428                |
| June           | 33.06                     | 33.49            | 31.82           | 12,076,634                |

| CLASS B SHARES |                    |           |          |                    |
|----------------|--------------------|-----------|----------|--------------------|
| 2021           | Closing Price (\$) | High (\$) | Low (\$) | Trading volume (#) |
| July           | 32.64              | 33.59     | 32.33    | 9,495,440          |
| August         | 31.48              | 32.89     | 30.32    | 15,116,897         |
| September      | 30.61              | 31.94     | 29.82    | 15,282,434         |
| October        | 31.54              | 31.98     | 29.89    | 10,380,779         |
| November       | 28.43              | 31.59     | 28.23    | 14,523,888         |
| December       | 28.55              | 29.41     | 27.33    | 12,025,095         |

## ITEM 9 — INTEREST OF MANAGEMENT AND OTHERS IN MATERIAL TRANSACTIONS

For purposes of this Item, reference is made to the section entitled “Related Party Transactions” in Quebecor’s Management’s Discussion and Analysis for the year ended December 31, 2021, which is incorporated by reference into this annual information form.

Quebecor’s Management’s Discussion and Analysis for the year ended December 31, 2021 may be found on its website at [www.quebecor.com](http://www.quebecor.com) and under its profile on SEDAR at [www.sedar.com](http://www.sedar.com).

To his or her knowledge, no member of management or of the Corporation’s board of directors or any other insiders had any interest in a material transaction entered into since the beginning of its last full fiscal year or in a proposed transaction that materially affected or reasonably might have materially affected the Corporation.

## ITEM 10 — MATERIAL CONTRACTS

TVA Group is subject to the same continuous disclosure obligations as Quebecor and these obligations include the requirements to file annual and interim financial statements and management’s discussion and analysis, material change reports and copies of material contracts. The investors who wish to do so may view such documents under TVA Group’s profile at [www.sedar.com](http://www.sedar.com).

The Canadian Securities Administrators have exempted Quebecor from the obligation to file on its SEDAR profile the material contracts of TVA Group that would otherwise be material contracts for it. The material contracts of TVA Group may be viewed under its profile at [www.sedar.com](http://www.sedar.com).

### 10.1 MATERIAL CONTRACTS OF QUEBECOR

The following contracts entered into by Quebecor are: (i) material contracts other than contracts entered into in the ordinary course of business, and (ii) material contracts entered into in the ordinary course of business that are required to be disclosed under *Regulation 51-102 Respecting Continuous Disclosure Obligations*, and that are still in effect:

#### Share Purchase Agreement dated as of May 8, 2018 among Quebecor, Quebecor Media and CDP

On May 8, 2018, Quebecor, Quebecor Media and CDP entered into an agreement pursuant to which Quebecor and Quebecor Media would repurchase all of the share capital of Quebecor Media still held by CDP (the “**Agreement**”). The Agreement provided that Quebecor and Quebecor Media

would purchase 17,628,911 shares, then representing then an 18.47% stake in Quebecor Media, for a purchase price of \$1,690 billion.

The Agreement provided for the completion of the following two transactions: (1) the repurchase for cancellation by Quebecor Media of 16,064,215 shares of Quebecor Media held by CDP, representing approximately 91.1% of CDP's interest before closing, for an aggregate purchase price of \$1.54 billion, payable in cash; and (2) the purchase by Quebecor of 1,564,696 shares of Quebecor Media held by CDP, representing approximately 8.9% of the CDP's interest before closing, in consideration of the issuance of \$150 million aggregate principal amount of convertible debentures of Quebecor, which would be convertible into Quebecor Class B Subordinate Voting Shares. The transactions provided for in the Agreement closed on June 22, 2018.

The Agreement may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Trust Indenture between Quebecor and AST Trust Company (Canada), providing for the issue of convertible debentures, dated as of June 22, 2018**

On June 22, 2018, Quebecor issued \$150,000,000 principal amount of convertible Debenture (the "**Convertible Debenture**"), bearing interest at an annual rate of 4.0% and maturing in June 2024, pursuant to a Trust Indenture, dated as of June 22, 2018, by and between Quebecor and AST Trust Company (Canada), as trustee (the "**Trust Indenture**"). The main terms and conditions of the debentures are as follows:

- Interest is payable semi-annually in cash, in Quebecor Class B Shares or with the proceeds from the sale of Quebecor Class B shares;
- At maturity, the Convertible Debenture will be payable in cash by Quebecor at the outstanding principal amount, plus accrued and unpaid interest, subject to redemption, conversion, purchase or prior repayment;
- One day prior to maturity ("**Redemption Date**"), Quebecor may redeem the outstanding Convertible Debenture by issuing that number of Quebecor Class B Shares obtained by dividing the outstanding principal amount by the then current market price of a Quebecor Class B Share, subject to a floor price of \$26.85 per share (that is, a maximum number of 5,586,592 Quebecor Class B Shares corresponding to a ratio of \$150,000,000 to the floor price), and a ceiling price of \$33.5625 per share (that is, a minimum number of 4,469,274 Quebecor Class B Shares corresponding to a ratio of \$150,000,000 to the ceiling price). The whole is subject to adjustments in accordance with the terms of the Trust Indenture;
- At any time prior to the Redemption Date, Quebecor may redeem or convert, in whole or in part, the outstanding Convertible Debenture, subject to the terms of the Trust Indenture;
- The Convertible Debenture is convertible, at all times prior to the maturity date, into Quebecor Class B Shares by the holder in accordance with the terms of the Trust Indenture; and
- In all cases, Quebecor has the option to pay an amount in cash equal to the market value of the shares, being the product of (i) the number of those Quebecor Class B Shares that would have otherwise been issued, and (ii) the then current market price of a Quebecor Class B Share.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

## **Registration Rights Agreement dated June 22, 2018 between Quebecor, CDPQ and CDP**

On June 22, 2018, Quebecor and CDP entered into a Registration Rights Agreement (the “**Registration Rights Agreement**”) whereby Quebecor granted to CDP demand registration rights and piggyback registration rights for the Convertible Debentures and underlying Quebecor Class B Shares.

The Registration Rights Agreement may be viewed under Quebecor’s profile on SEDAR at [www.sedar.com](http://www.sedar.com).

## **10.2 MATERIAL CONTRACTS OF QUEBECOR MEDIA**

The following contracts entered into by Quebecor Media are: (i) material contracts other than contracts entered into in the ordinary course of business, and (ii) material contracts entered into in the ordinary course of business that are required to be disclosed under *Regulation 51-102 Respecting Continuous Disclosure Obligations*, and that are still in effect:

### **Indenture relating to \$500,000,000 of Quebecor Media’s 6 ⅝% Senior Notes due January 15, 2023, dated as of October 11, 2012, by and between Quebecor Media and Computershare Trust Company of Canada, as trustee**

On October 11, 2012, Quebecor Media issued \$500,000,000 aggregate principal amount of its 6 ⅝% Senior Notes due January 15, 2023 pursuant to an Indenture, dated as of October 11, 2012, by and between Quebecor Media and Computershare Trust Company of Canada, as trustee. These senior notes are unsecured and mature on January 15, 2023. Interest on these senior notes is payable in cash semi-annually in arrears on June 15 and December 15 of each year. These senior notes are not guaranteed by its subsidiaries. These senior notes are redeemable, at its option, under certain circumstances and at the “make-whole” redemption price set forth in the indenture. The indenture contains customary restrictive covenants with respect to Quebecor Media and certain of its subsidiaries and customary events of default. If an event of default occurs and is continuing, other than the bankruptcy or insolvency of Quebecor Media, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture were not and will not be registered under the Securities Act or under the laws of any other jurisdiction. In 2021, Quebecor Media redeemed and retired the entire principal amount outstanding of its 6 ⅝% Senior Notes due January 15, 2023.

This Indenture may be viewed under Quebecor’s profile on SEDAR at [www.sedar.com](http://www.sedar.com).

### **Indenture relating to US\$850,000,000 of Quebecor Media’s 5 ¾% Senior Notes due January 15, 2023 dated as of October 11, 2012, by and between Quebecor Media and U.S. Bank National Association, as trustee**

On October 11, 2012, Quebecor Media issued US\$850,000,000 aggregate principal amount of its 5 ¾% Senior Notes due January 15, 2023 pursuant to an Indenture dated as of October 11, 2012, by and between Quebecor Media and U.S. Bank National Association, as trustee. These senior notes are unsecured and mature on January 15, 2023. Interest on these senior notes is payable in cash semi-annually in arrears on June 15 and December 15 of each year. These senior notes are not guaranteed by its subsidiaries. These senior notes are redeemable, at its option, under certain circumstances and at the “make-whole” redemption price set forth in the indenture. The indenture contains customary restrictive covenants with respect to Quebecor Media and certain of its subsidiaries and customary events of default. If an event of default occurs and is continuing, other



than the bankruptcy or insolvency of Quebecor Media, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Amended and Restated Credit Agreement, dated as of June 14, 2013, as amended, by and among Quebecor Media, as borrower, the financial institutions party thereto from time to time, as lenders, and Bank of America, N.A., as administrative agent**

Quebecor Media's senior secured credit facilities currently provide for a \$300,000,000 revolving credit facility ("**Revolving Facility**") that matures on July 15, 2022 and a US\$350,000,000 term credit facility ("**Facility B**") which was reduced to zero and cancelled following its repayment in full on July 15, 2019. Quebecor Media's senior secured credit facilities also provide it with the ability to borrow up to an additional amount of \$800,000,000 (minus the equivalent amount in Canadian dollars of Facility B as of August 1, 2013) under an uncommitted incremental facility (or increase to the Revolving Facility or Facility B), subject to absence of default and lenders being willing to fund the incremental amount. Quebecor Media may draw letters of credit under its Revolving Facility. The proceeds of its senior secured credit facilities may be used for its general corporate purposes.

Borrowings under the Revolving Facility bear interest at the Canadian prime rate, the U.S. prime rate, the bankers' acceptance rate or U.S. London Interbank Offered Rate ("**LIBOR**"), plus, in each case, an applicable margin. With regard to Canadian prime rate advances and U.S. prime rate advances under the Revolving Facility, the applicable margin is determined by Quebecor Media's Leverage Ratio (as defined in the senior secured credit facilities) and ranges from 0.45% when this ratio is less than or equal to 2.25x to 1.75% when this ratio is greater than 4.5x. With regard to bankers' acceptances and letters of credit under the Revolving Facility, the applicable margin ranges from 1.45% when Quebecor Media's Leverage Ratio is less than or equal to 2.25x to 2.75% when this ratio is greater than 4.5x. With regard to LIBOR advances under the Revolving Facility, the applicable margin ranges from 1.45% when its Leverage Ratio is less than or equal to 2.25x to 2.75% when this ratio is greater than 4.5x. Specified commitment fees or drawing fees may also be payable. Borrowings under the Revolving Facility are repayable in full on July 15, 2022.

Borrowings under the senior secured credit facilities and under eligible derivative instruments are secured by a first-ranking hypothec and security agreement (subject to certain permitted encumbrances) on all of Quebecor Media's movable property and first-ranking pledges of all of the shares (subject to certain permitted encumbrances) of Videotron.

The senior secured credit facilities contain customary covenants that restrict and limit Quebecor Media's ability to, among other things, enter into merger or amalgamation transactions, grant encumbrances, sell assets, pay dividends or make other distributions, incur indebtedness and enter into related party transactions. In addition, the senior secured credit facilities contain customary financial covenants solely for the benefit of lenders under the Revolving Facility. The senior secured credit facilities contain customary events of default, including the non-payment of principal or interest, the breach of any financial covenant, the failure to perform or observe any other covenant, certain bankruptcy events relating to Quebecor Media and its material subsidiaries (including Videotron), and the occurrence of a change of control.

The Credit Agreement and its amendments may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

### 10.3 MATERIAL CONTRACTS OF VIDEOTRON

The following contracts entered into by Videotron are: (i) material contracts other than contracts entered into in the ordinary course of business, and (ii) material contracts entered into in the ordinary course of business that are required to be disclosed under *Regulation 51-102 Respecting Continuous Disclosure Obligations*, and that are still in effect:

**Indenture relating to US\$800,000,000 of Videotron's 5% Senior Notes due July 15, 2022, dated as of March 14, 2012, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee**

On March 14, 2012, Videotron issued US\$800,000,000 aggregate principal amount of its 5% Senior Notes due July 15, 2022, pursuant to an Indenture, dated as of March 14, 2012, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee. These senior notes are unsecured and mature on July 15, 2022. Interest on these senior notes is payable in cash semi-annually in arrears on January 15 and July 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable, at Videotron's option, under certain circumstances and at the make-whole redemption price set forth in the indenture. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. In 2021, Videotron redeemed and retired the entire principal amount outstanding of its 5% Senior Notes due July 15, 2022.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Indenture relating to \$400,000,000 of Videotron's 5 5/8% Senior Notes due June 15, 2025, dated as of June 17, 2013, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee**

On June 17, 2013, Videotron issued \$400,000,000 aggregate principal amount of its 5 5/8% Senior Notes due June 15, 2025, pursuant to an Indenture, dated as of June 17, 2013, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee. These senior notes are unsecured and mature on June 15, 2025. Interest on these senior notes is payable in cash semi-annually in arrears on April 15 and October 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable, at Videotron's option, under certain circumstances and at the make-whole redemption price set forth in the indenture. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).



**Indenture relating to US\$600,000,000 of Videotron's 5 3/8% Senior Notes due June 15, 2024, dated as of April 9, 2014, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee**

On April 9, 2014, Videotron issued US\$600,000,000 aggregate principal amount of its 5 3/8% Senior Notes due June 15, 2024, pursuant to an Indenture, dated as of April 9, 2014, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee. These senior notes are unsecured and mature on June 15, 2024. Interest on these senior notes is payable in cash semi-annually in arrears on June 15 and December 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable, at Videotron's option, under certain circumstances and at the make-whole redemption price set forth in the indenture. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Indenture relating to \$375,000,000 of Videotron's 5 3/4% Senior Notes due January 15, 2026, dated as of September 15, 2015, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee**

On September 15, 2015, Videotron issued \$375,000,000 aggregate principal amount of its 5 3/4% Senior Notes due January 15, 2026, pursuant to an Indenture, dated as of September 15, 2015, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee. These senior notes are unsecured and mature on January 15, 2026. Interest on these senior notes is payable in cash semi-annually in arrears on March 15 and September 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable, at Videotron's option, under certain circumstances and at a price based on a make-whole formula during the first five years of the term of the senior notes and at the redemption prices set forth in the indenture thereafter. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Indenture relating to US\$600,000,000 of Videotron's 5 1/8% Senior Notes due April 15, 2027, dated as of April 13, 2017, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee**

On April 13, 2017, Videotron issued US\$600,000,000 aggregate principal amount of its 5 1/8% Senior Notes due April 15, 2027, pursuant to an Indenture, dated as of April 13, 2017, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee. These senior notes are unsecured and mature on April 15, 2027. Interest on these senior notes is payable in cash semi-annually in arrears on April 15 and October 15 of each year. These senior

notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable, at Videotron's option, under certain circumstances and at a price based on a make-whole formula during the first five years of the term of the senior notes and at the redemption prices set forth in the indenture thereafter. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

**Indenture relating to \$800,000,000 of Videotron's 4 ½% Senior Notes due January 15, 2030, dated as of October 8, 2019, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee**

On October 8, 2019, Videotron issued \$800,000,000 aggregate principal amount of its 4½% Senior Notes due January 15, 2030, pursuant to an Indenture, dated as of October 8, 2019, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee. These senior notes are unsecured and mature on January 15, 2030. Interest on these senior notes is payable in cash semi-annually in arrears on April 15 and October 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable, at Videotron's option, under certain circumstances and at a price based on a make-whole formula during the first five years of the term of the senior notes and at the redemption prices set forth in the indenture thereafter. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Indenture relating to \$650,000,000 of Videotron's 3 ¼% Senior Notes due January 15, 2031, dated as of January 22, 2021, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee**

On January 22, 2021, Videotron issued \$650,000,000 aggregate principal amount of its 3¼% Senior Notes due January 15, 2031, pursuant to an Indenture, dated as of January 22, 2021, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee. These senior notes are unsecured and mature on January 15, 2031. Interest on these senior notes is payable in cash semi-annually in arrears on January 15 and July 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable, at Videotron's option, under certain circumstances and at a price based on a make-whole formula during the first five years of the term of the senior notes and at the redemption prices set forth in the indenture thereafter. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Indenture relating to US\$500,000,000 of Videotron's 3½% Senior Notes due June 15, 2029, dated as of June 17, 2021, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee.**

On June 17, 2021, Videotron issued US\$500,000,000 aggregate principal amount of its 3½% Senior Notes due June 15, 2029, pursuant to an Indenture, dated as of June 17, 2021, by and among Videotron, the guarantors party thereto, and Wells Fargo Bank, National Association, as trustee. These senior notes are unsecured and mature on June 15, 2029. Interest on these senior notes is payable in cash semi-annually in arrears on June 15 and December 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable at the option of Videotron, in whole or in part, at a price based on a make-whole formula during the first three years of the term of the senior notes and at the redemption prices set forth in the indenture thereafter. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Indenture relating to \$750,000,000 of Videotron's 3½% Senior Notes due June 15, 2028, dated as of June 17, 2021, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee.**

On June 17, 2021, Videotron issued \$750,000,000 aggregate principal amount of its 3½% Senior Notes due June 15, 2028, pursuant to an Indenture, dated as of June 17, 2021, by and among Videotron, the guarantors party thereto, and Computershare Trust Company of Canada, as trustee. These senior notes are unsecured and mature on June 15, 2028. Interest on these senior notes is payable in cash semi-annually in arrears on June 15 and December 15 of each year. These senior notes are guaranteed on a senior unsecured basis by most, but not all, of Videotron's subsidiaries. These senior notes are redeemable at the option of Videotron, in whole or in part, at a price based on a make-whole formula during the first three years of the term of the senior notes and at the redemption prices set forth in the indenture thereafter. The indenture contains customary restrictive covenants with respect to Videotron and certain of its subsidiaries, and customary events of default. If an event of default occurs and is continuing, other than Videotron's bankruptcy or insolvency, the trustee or the holders of at least 25% in principal amount at maturity of the then-outstanding senior notes may declare all the senior notes to be due and payable immediately. The senior notes issued pursuant to this indenture have not been and will not be registered under the Securities Act or under the laws of any other jurisdiction.

This Indenture may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

**Credit Agreement originally dated as of November 28, 2000, by and among Videotron, as borrower, the guarantors party thereto, the financial institutions party thereto from time to time, as lenders, and Royal Bank of Canada, as administrative agent, as amended**

Videotron's senior credit facilities, as amended and restated as of June 16, 2015 (and as amended thereafter), currently provide for a \$1,500,000,000 secured revolving credit facility that matures on

July 20, 2023. The proceeds of the revolving credit facility can be used for general corporate purposes including, without limitation, to issue letters of credit and to pay dividends to Quebecor Media subject to certain conditions.

Advances under Videotron's secured revolving credit facility bear interest at the Canadian prime rate, the U.S. prime rate, the LIBOR or the bankers' acceptance rate plus, in each instance, an applicable margin determined by the Leverage Ratio (as defined in Videotron's credit agreement) of the Relevant Group (as defined in such credit agreement). The applicable margin for Canadian prime rate advances and U.S. prime rate advances ranges from 0.20% when this ratio is less than or equal to 2.25x, to 1.50% when this ratio is greater than 4.5x. The applicable margin for LIBOR advances, bankers' acceptance advances or letters of credit fees ranges from 1.20% when this ratio is less than or equal to 2.25x, to 2.50% when this ratio is greater than 4.5x. Videotron has also agreed to pay specified standby fees in respect of its revolving credit facility.

The revolving credit facility is repayable in full on July 20, 2023.

Borrowings under Videotron's senior credit facilities and under eligible derivative instruments are secured by a first-ranking hypothec or security interest (subject to certain permitted encumbrances) on all current and future assets of Videotron and of the guarantors under the senior credit facilities (which include most, but not all of Videotron's subsidiaries), guarantees by such guarantors, pledges of shares by Videotron and such guarantors and other security.

Videotron's senior credit facilities contain customary covenants that restrict and limit the ability of Videotron and the members of the VL Group (as defined in the credit agreement to mean Videotron and all of its wholly-owned subsidiaries) to, among other things, enter into merger or amalgamation transactions or liquidate or dissolve, grant encumbrances, sell assets, pay dividends or make other distributions, issue shares of capital stock, incur indebtedness and enter into related party transactions. In addition, Videotron's senior credit facilities contain customary financial covenants and customary events of default including the non-payment of principal or interest, the breach of any financial covenant, the failure to perform or observe any other covenant, certain bankruptcy events relating to Videotron or any member of the VL Group (other than an Immaterial Subsidiary, as defined in the credit agreement), and the occurrence of a change of control.

This Credit Agreement and its amendments may be viewed under Quebecor's profile on SEDAR at [www.sedar.com](http://www.sedar.com).

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## **ITEM 11 — INTERESTS OF EXPERTS**

Ernst & Young is the public accounting firm that prepared the auditors' report with respect to Quebecor's consolidated annual financial statements for the year ended December 31, 2021. Ernst & Young has confirmed that it is independent within the meaning of the Rules of Professional Conduct of the *Ordre des comptables professionnels agréés du Québec*. These rules are equivalent or similar to the Rules of Professional Conduct applicable in the other provinces of Canada.

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## **ITEM 12 — TRANSFER AGENT AND REGISTRAR**

The transfer agent and registrar for Quebecor's Class A Shares and Class B Shares is TSX Trust Company (Canada). Share transfer services are available at its Montréal and Toronto offices.

## ITEM 13 — FORWARD-LOOKING STATEMENTS

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This annual information form contains “forward-looking statements” with respect to the financial condition, results of operations, business and certain of the plans and objectives of the Corporation. These forward-looking statements are based on current expectations, estimates, forecasts and projections about the industries in which the Corporation operates as well as beliefs and assumptions made by its management. Such statements include, in particular, statements about its plans, prospects, financial position and business strategies. All statements other than statements of historical facts included in this annual information form, including statements regarding the prospects of the Corporation’s industries and its prospects, plans, financial position and business strategy may constitute forward-looking statements within the meaning of Canadian securities legislation and regulations. Words such as “may,” “will,” “expect,” “continue,” “intend,” “estimate,” “anticipate,” “plan,” “foresee,” “believe”, “project” or “seek” or the negatives of these terms or variations of them or similar terminology are intended to identify such forward-looking statements. Although the Corporation believes that the expectations reflected in these forward-looking statements are reasonable, these statements, by their nature, involve risks and uncertainties and are not guarantees of future performance. Such statements are also subject to assumptions concerning, among other things: the Corporation’s anticipated business strategies; anticipated trends in its business sectors; anticipated reorganizations of any of its segments or businesses, and any related restructuring provisions or impairment charges; and its ability to continue to control costs. The Corporation can give no assurance that these estimates and expectations will prove to have been correct. Actual outcomes and results may, and often do, differ from what is expressed, implied or projected in such forward-looking statements, and such differences may be material. Some important factors that could cause actual results to differ materially from those expressed in these forward-looking statements include, but are not limited to:

- Quebecor Media’s ability to continue successfully developing its network and the facilities that support its mobile services;
- general economic, financial or market conditions and variations in the businesses of local, regional and national advertisers in Quebecor Media’s newspapers, television outlets and other media properties;
- the intensity of competitive activity in the industries in which Quebecor operates;
- fragmentation of the media landscape;
- new technologies that might change consumer behaviour with respect to Quebecor Media’s product suites;
- unanticipated higher capital spending required for developing Quebecor Media’s network or to address the continued development of competitive alternative technologies, or the inability to obtain additional capital to continue the development of Quebecor’s business;
- Quebecor’s ability to implement its business and operating strategies successfully and to manage its growth and expansion;
- disruptions to the network through which Quebecor Media provides its television, Internet access, mobile and wireline telephony, and OTT video services, and its ability to protect such services against piracy, unauthorized access and other security breaches;
- labour disputes or strikes;
- service interruptions resulting from equipment breakdown, network failure, the threat of natural disasters, epidemics, pandemics and other public-health crisis, including the COVID-19 pandemic, and political instability in some countries;

- impact of emergency measures implemented by various levels of government;
- changes in Quebecor Media's ability to obtain services and equipment critical to its operations;
- changes in laws and regulations, or in their interpretations, which could result, among other things, in the loss (or reduction in value) of Quebecor Media's licences or markets, or in an increase in competition, compliance costs or capital expenditures;
- Quebecor Media's ability to successfully develop its Sports and Entertainment segment and other expanding lines of business in its other segments;
- Quebecor's substantial indebtedness, the tightening of credit markets, and the restrictions on its business imposed by the terms of its debt; and
- interest rate fluctuations that could affect a portion of Quebecor's interest payment requirements on long-term debt.

The forward-looking statements in this document are made to provide investors and the public with a better understanding of the Corporation's circumstances and are based on assumptions it believes to be reasonable as of the day on which they are made. Investors and others are cautioned that the foregoing list of factors that may affect future results is not exhaustive and that undue reliance should not be placed on any forward-looking statements. For more information on the risks, uncertainties and assumptions that could cause the Corporation's actual results to differ from current expectations please refer to the "Risks and Uncertainties" section of the Management Discussion and Analysis, which was filed with the Canadian securities regulatory authorities on February 24, 2022, which section is incorporated by reference into this annual information form.

The forward-looking statements in this annual information form reflect the Corporation's expectations as of the date hereof and are subject to change after that date. The Corporation expressly disclaims any obligation or intention to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities laws.

#### **ITEM 14 — ADDITIONAL INFORMATION**

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Additional information relating to the Corporation may be found on the SEDAR website at [www.sedar.com](http://www.sedar.com).

Other information, including information on the remuneration and indebtedness of directors and officers, the principal holders of Quebecor's securities, securities authorized for issuance under equity compensation plans, where applicable, is contained in its management proxy circular prepared in connection with its annual meeting of shareholders held on May 13, 2021. Updated information in that respect will be contained in the next management proxy circular prepared in connection with the annual meeting of shareholders to be held in 2022 and that will be filed in accordance with applicable regulations. Other financial information is included in the comparative consolidated financial statements and Management's Discussion and Analysis for the year ended December 31, 2021.

The above-mentioned documents and press releases may be found on Quebecor's website at [www.quebecor.com](http://www.quebecor.com).



## SCHEDULE A

### EXCERPTS FROM TVA GROUP INC.'S ANNUAL INFORMATION FORM FOR THE FINANCIAL YEAR ENDED DECEMBER 31, 2021, DATED FEBRUARY 18, 2022

#### INTRODUCTORY NOTE

In this Annual Information Form, unless the context otherwise requires, the terms “**Corporation**” and “**TVA**” refer to TVA Group Inc. and its subsidiaries and divisions. Unless otherwise indicated, the information presented in this Annual Information Form is given as at December 31, 2021. All dollar amounts appearing in this Annual Information Form are in Canadian dollars, except if another currency is specifically mentioned. In addition, the table below lists defined terms that are used throughout this Annual Information Form to refer to various corporations within the TVA group or affiliates.

| Entity                               | Defined term       |
|--------------------------------------|--------------------|
| Incendo Media Inc.                   | “Incendo”          |
| Mels Studios and Postproduction G.P. | “MELS”             |
| Quebecor Inc.                        | “Quebecor”         |
| Quebecor Media Inc.                  | “Quebecor Media”   |
| TVA Publications Inc.                | “TVA Publications” |



## ITEM 1 THE CORPORATION

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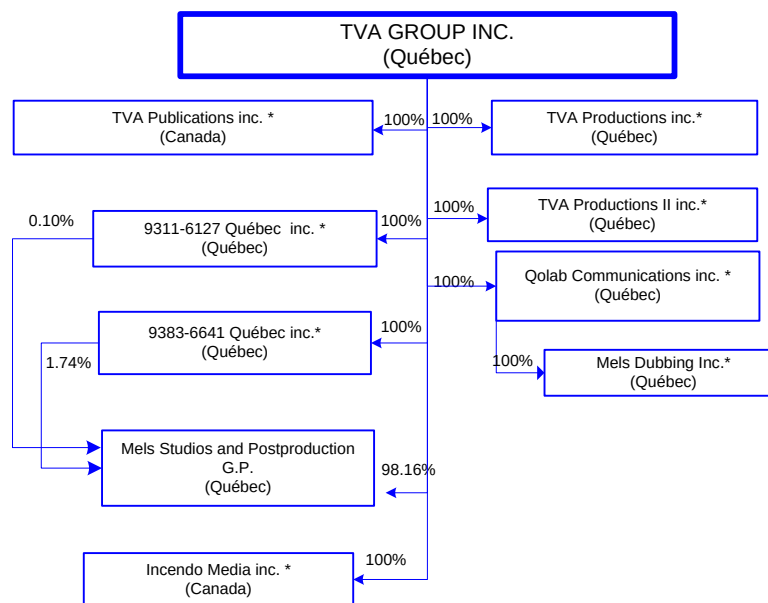
TVA Group Inc. was incorporated in accordance with the laws of Québec by letters patent dated March 29, 1960 under the name Télé-Métropole Corporation. On July 5, 1973, the corporate name Télé-Métropole Corporation was changed to Télé-Métropole inc. On February 17, 1998, the corporate name Télé-Métropole Inc. was changed to TVA Group Inc. The Corporation is governed by the *Business Corporations Act* (Québec).

Its head office is located at 1600 de Maisonneuve Boulevard East, Montréal, Québec H2L 4P2. Its website address is [www.groupe TVA.ca](http://www.groupe TVA.ca). The telephone number is 514 526-9251. The information found on its website is neither an integral part of this Annual Information Form nor is it deemed to be incorporated by reference.

## 1.1 SUBSIDIARIES

The organizational chart below lists the Corporation's main subsidiaries at December 31, 2021 as well as their jurisdiction of incorporation and the percentage of voting rights held, directly or indirectly, by the Corporation. Some of the subsidiaries, whose total assets represented no more than 10% of the consolidated assets of the Corporation at December 31, 2021, and whose sales and operating revenues represented no more than 10% of its consolidated sales and consolidated operating revenues at that date, have been omitted. The omitted subsidiaries, taken as a whole, accounted for less than 20% of the consolidated assets and less than 20% of the consolidated sales and consolidated operating revenues of the Corporation at December 31, 2021.

Each subsidiary identified with an asterisk (\*) represents 10% or less of the total consolidated assets and 10% or less of the consolidated sales and consolidated operating revenues of the Corporation at December 31, 2021. They have been included to better illustrate the overall structure of the Corporation.



TVA is a communication company with operations in four business segments: Broadcasting, Film Production & Audiovisual Services, Magazines and Production & Distribution. In the Broadcasting segment, the Corporation creates, broadcasts and produces entertainment, sports, news and public affairs programming and is engaged in commercial production. It operates North America's largest private French-language television network as well as nine specialty services. The Film Production & Audiovisual Services segment provides soundstage, mobile and equipment rental services as well as postproduction and visual effects services. In the Magazines segment, TVA publishes over 50 titles, making it Québec's largest magazine publisher. The Production & Distribution segment produces and distributes television programs for the world market.

### *Broadcasting*

The Broadcasting segment includes the operations of TVA Network, the specialty services, the marketing of digital products associated with the various televisual brands, and commercial production and custom publishing services, notably through its subsidiary Qolab Communications inc. ("**Qolab**", formerly COLAB Studio Marketing Collaboratif inc.).

### *Film Production & Audiovisual Services ("**MELS**")*

The Film Production & Audiovisual Services segment, through its subsidiaries MELS and Mels Dubbing Inc., provides soundstage, mobile and production equipment rental services, as well as dubbing and described video ("**media accessibility services**"), postproduction, virtual production, and visual effects.

### *Magazines*

The Magazines segment, through its subsidiary TVA Publications, publishes magazines in various fields including the arts, entertainment, television, fashion and decor, and markets digital products associated with the various magazine brands.

### *Production & Distribution*

The Production & Distribution segment, through the companies in the Incendo group, produces and distributes television shows, movies and television series for the world market.

The following table provides information on revenues for each of the Corporation's business sectors.

**REVENUES BY BUSINESS SECTOR (in thousands of dollars)**

|                                        | Year ended<br>December 31, 2021 | Year ended<br>December 31, 2020 |
|----------------------------------------|---------------------------------|---------------------------------|
| Broadcasting                           | \$495,473                       | \$408,741                       |
| Film Production & Audiovisual Services | \$86,021                        | \$58,664                        |
| Magazines                              | \$45,655                        | \$46,318                        |
| Production & Distribution              | \$16,273                        | \$11,432                        |
| Intersegment items                     | (\$20,588)                      | (\$17,011)                      |
| <b>TOTAL</b>                           | <b>\$622,834</b>                | <b>\$508,144</b>                |

## 2.1 BROADCASTING

TVA owns and operates six of the ten stations that make up TVA Network: CFTM-TV (Montréal), which is the network's flagship station, and five regional television stations: CFCM-TV (Québec City), CHLT-TV (Sherbrooke), CHEM-TV (Trois-Rivières), CFER-TV (Rimouski-Matane-Sept-Îles) and CJPM-TV (Saguenay/Lac St-Jean) (the "**regional stations**"). In addition to these regional stations are four affiliated stations: CHOT-TV (Gatineau) and CFEM-TV (Rouyn), owned by RNC Media Inc., as well as CIMT-TV (Rivière-du-Loup) and CHAU-TV (Carleton), owned by Télé Inter-Rives Ltée (the "**affiliated stations**"). TVA holds a 45% interest in Télé Inter-Rives Ltée. The TVA Network signal reaches nearly the entire French-speaking audience in Québec, as well as the French-speaking communities in Ontario and New Brunswick, and a significant portion of francophone viewers in the rest of Canada. TVA also owns the specialty channels LCN, addik<sup>tv</sup>, Prise 2, CASA, YOOPA, TVA Sports, MOI ET CIE, Zeste and Évasion.

In addition to linear television, the TVA Network and the specialty channels have multiplatform applications that allow them to stream content on demand. The website [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus) and the TVA+ mobile app gives free access to TVA Network's programs and to certain content of the specialty channels' programs as well as to original content.

In March 2019, TVA Sports launched the TVA Sports Direct platform which gives users access to content streaming on demand, accessible on all screens and available through a subscription.

### 2.1.1 TELEVISION BROADCASTING

#### CFTM-TV (MONTRÉAL)

CFTM-TV (Montréal), which has been broadcasting since February 1961, operates from its television studios located at 1600 de Maisonneuve Boulevard East in Montréal. CFTM-TV (Montréal) transmits its signal from an antenna located on the summit of Mount Royal.

CFTM-TV (Montréal)'s programming includes dramas, serials, variety and service shows, real-life series, magazine-style and quiz shows, films, documentaries and news and public affairs programs. A major portion of CFTM-TV (Montréal)'s programming is produced by the Corporation and is complemented by shows and

films acquired from independent producers and third parties. This programming constitutes a considerable portion of the programming of the TVA Network's member stations. CFTM's programming is also available on video-on-demand.

## **REGIONAL STATIONS**

The programming of its five regional stations comes primarily from CFTM-TV (Montréal) and is complemented by local programming produced by each regional station that reflects their respective cultural, economic, political and social realities. CFCM-TV (Québec City) produces at least 18 hours of local programming per broadcast week, including 5 hours and 30 minutes of local newscasts including two newscasts on weekends, and 3 hours and 30 minutes of other programs broadcast which specifically reflect the cultural, economic, political and social reality of the local Québec market and that may be broadcast on the TVA Network. Each of the other regional stations broadcasts at least five hours of local programming per broadcast week. TVA Network's stations may broadcast numerous reports originating from local newscasts and form an integral part of the news content of the LCN channel.

## **AFFILIATED STATIONS**

The affiliation agreements between the Corporation and Télé Inter-Rives Ltée (owner of the stations CHAU-TV (Carleton) and CIMT-TV (Rivière-du-Loup)), as well as between the Corporation and RNC Media Inc. (owner of the stations CHOT-TV (Gatineau) and CFEM-TV (Rouyn)), are in effect until August 31, 2023.

### **2.1.2 SPECIALTY SERVICES**

#### **ADDIK<sup>TV</sup>**

The Corporation owns a national license for addik<sup>tv</sup>, a French-language specialty channel that was launched on October 21, 2004. The programming of this channel is devoted to fiction and current docudramas. The website for this channel is [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus).

#### **CASA**

The Corporation owns a national license for CASA, a French-language specialty channel offering entertaining and instructive programming covering all aspects of the household, including decor, renovations, real estate, cooking, gardening and pets. This channel was launched on February 19, 2008. The website for this channel is [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus).

#### **ÉVASION**

The Corporation owns a national license for a French-language specialty channel, Évasion, devoted to travel, tourism and adventure. This channel was launched on January 31, 2000. The website for this channel is at [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus).

#### **LE CANAL NOUVELLES (LCN)**

Launched in September 1997, the Corporation owns a national license for a French-language specialty channel, LCN. LCN broadcasts national news and general interest information. This channel must offer newscasts updated at least every 120 minutes. Some LCN content is available on the website [www.tvnouvelles.ca](http://www.tvnouvelles.ca) and on its mobile app.

## MOI ET CIE

The Corporation owns a national license for a French-language specialty channel, MOI ET CIE. It offers a variety of content that challenges, entertains and inspires with programming devoted to hard-hitting documentaries, fiction series and films. This channel was launched on May 2, 2011 under the name Mlle and was repositioned on February 1, 2013 under the name MOI&cie, and was further repositioned on April 23, 2018 under the name MOI ET CIE. The website for this channel is [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus).

## PRISE 2

The Corporation owns a national license for the French-language specialty channel, Prise 2. From timeless classics to blockbusters, this channel's popular series are aired on Québec stations and international stations. It was launched on February 9, 2006. The website for this channel is [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus).

## TVA SPORTS

The Corporation owns a national license for a French-language specialty channel, TVA Sports, devoted to every aspect of sports by focusing on professional sports of general interest. This channel was launched on September 12, 2011. TVA Sports content is available on the website [www.tvasports.ca](http://www.tvasports.ca) and on its mobile app.

In 2014, TVA Sports became the National Hockey League's official French-language broadcaster in Canada for the next 12 years starting with the 2014-2015 season. In January 2017, TVA Sports became the exclusive French-language broadcaster of the Club de Foot Montréal games (previously Montreal Impact), as well as an official broadcaster of the Major League Soccer ("MLS") for the next five years. In 2018, the agreement with the MLS was extended until 2022.

In May 2018, TVA Sports became the official Canadian French-language broadcaster of the 2020 UEFA European Football Championship (Euro 2020) which was postponed to summer 2021 due to the COVID-19 pandemic.

TVA Sports also offers under a multiplex signal TVA Sports 2 and TVA Sports 3, which operate under the same license as TVA Sports and complete the sports programming available to TVA Sports subscribers. TVA Sports produced 2,670 hours of original programming during the fiscal year ended December 31, 2021.

In March 2019, TVA Sports launched the TVA Sports Direct platform which gives users access to content streaming on demand, accessible on all screens and available through a subscription. In October 2020, the Corporation announced a strategic shift for its TVA Sports specialty service, based on the fan profile and changing sport-consumption patterns. The channel is setting itself apart by transforming its "traditional" sports news bulletins into a 100% digital offering.

## YOOPA

The Corporation owns a national French-language specialty channel, YOOPA, aimed chiefly at children, with programming consisting of entertainment and "edutainment" designed to foster their development and growth. This channel was launched on April 1, 2010. The website for this channel is [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus).

## ZESTE

The Corporation owns Zeste, a national French-language specialty channel devoted to daily cooking and recipes, culinary competitions, epicurean adventures around the world and gastronomic discoveries. The website for this channel is [www.qub.ca/tvaplus](http://www.qub.ca/tvaplus). In addition to this web content, the website [www.zeste.ca](http://www.zeste.ca) presents recipes linked to Zeste's programming, in addition to regrouping all the "Kitchen" content of the

Corporation.

### 2.1.3 TVA PRODUCTIONS INC. AND TVA PRODUCTIONS II INC.

TVA Productions Inc. and TVA Productions II Inc. produced 1,169 hours of original programming during the fiscal year ended December 31, 2021, including variety and magazine-style shows and game shows. Those productions are produced to air on TVA Network's stations, the specialty channels of the Corporation, its website as well as on video-on-demand, online and mobile platforms.

### 2.1.4 TVA FILMS

During the fiscal year ended December 31, 2021, TVA Films continued to carry out its distribution business on different platforms including movie theaters, video-on-demand, DVD, digital and television. The Corporation is responsible for all steps involved in the commercialization of its catalog, from marketing and promotion to sales in Canada and internationally.

### 2.1.5 SOURCES OF REVENUE

Private conventional television stations derive most of their revenues from the sale of integrated and diversified advertising services. The rates set by stations depend largely on the market share, on the demographic and socio-economic make-up of the audience and on the availability of other media or other promotional vehicles.

Advertising services on the TVA Network, i.e. its CFTM-TV (Montréal) station, as well as regional and affiliated stations and specialty services are sold by sales representatives at Quebecor Sales agency.

For the year ended December 31, 2021, 62% of specialty channel revenues were derived from subscription charges paid by broadcasting distribution undertakings ("BDU"), while 38% were derived mainly from advertising revenues.

As for TVA Films, it is involved in the acquisition and administration, in Canada and abroad, of rights for the distribution of films and audiovisual productions as well as television broadcast formats. Revenues are derived from four main sources: the operation of audiovisual works in rental, the sale of DVDs and Blu-rays, the sale of movies, television series and recordings of audiovisual shows on various digital platforms and the sale of products contained in its catalogue on various audiovisual platforms (video-on-demand, pay-TV and pay-per-view, general interest and specialty TV channels and new media).

The Broadcasting segment of the Corporation experiences seasonality due to, among other factors, seasonal advertising patterns and influences on people's viewing and listening habits. As the Corporation depends on the sale of advertising for a significant portion of its revenue, operating results are also sensitive to prevailing economic conditions, including changes in local, regional and national economic conditions, particularly as they may affect advertising expenditures.

In 2020, the COVID-19 pandemic and the measures put in place to curb its spread caused, among other things, a significant decline in the Corporation's advertising revenues, the recovery of which is still fragile in 2021 in certain markets and segments.

### 2.1.6 LICENSES AND REGULATIONS

Television stations and discretionary services (also called specialty services) are all operated under licenses issued by the Canadian Radio-television and Telecommunications Commission ("CRTC"). These activities are subject to the requirements and regulations of the *Broadcasting Act* (Canada), in particular the *Television Broadcasting Regulations, 1987* and the *Discretionary Services Regulations, 2017*, as well as to



CRTC policies and decisions published from time to time, and to the terms, conditions and expectations set out in the license pertaining to each station or discretionary service. These licenses are issued for a fixed term and, before their expiry, the Corporation must apply to the CRTC for their renewal. Renewals are generally granted to corporations that have complied with the terms and conditions of their licenses. The acquisition or disposition of television broadcasting activities also requires regulatory approval. As of the date hereof, the Corporation is in compliance, in all material respects, with all the terms and conditions of its various licenses, and has no reason to believe that its licenses would not be renewed upon their expiry.

### Ownership and Control of Canadian Broadcast Undertakings

The Canadian government has directed the CRTC not to issue, amend or renew a broadcasting license to an applicant that is a non-Canadian. “Canadian”, a defined term in the Direction to the CRTC (*Ineligibility of Non-Canadians*) (the “**Direction to the CRTC**”) means, among other things, a citizen or a permanent resident of Canada or a qualified corporation. A qualified corporation is one incorporated or continued in Canada, of which the chief executive officer and not less than 80% of the directors are Canadians, and not less than 80% of the issued and outstanding voting shares and not less than 80% of the votes are beneficially owned and controlled, directly or indirectly, by Canadians.

In addition to the above requirements, Canadians must beneficially own and control, directly or indirectly, not less than 66.6% of the issued and outstanding voting shares and not less than 66.6% of the votes of the parent corporation that controls the subsidiary, and neither the parent corporation nor its directors may exercise control or influence over any programming decisions of the subsidiary if Canadians beneficially own and control less than 80% of the issued and outstanding shares and votes of the parent corporation, if the chief executive officer of the parent corporation is a non-Canadian or if less than 80% of the parent corporation’s directors are Canadians. There are no specific restrictions on the number of non-voting shares which may be owned by non-Canadians. Finally, an applicant seeking to acquire, amend or renew a broadcasting license must not otherwise be controlled in fact by non-Canadians, a question of fact which may be determined by the CRTC in its discretion. “Control” is defined broadly to mean control in any manner that results in control in fact, whether directly through the ownership of securities or indirectly through a trust, agreement or arrangement, of the ownership of a corporation or otherwise. TVA is a qualified Canadian corporation.

Regulations made under the *Broadcasting Act* (Canada) require the prior approval of the CRTC for any transaction that directly or indirectly results in a change in effective control of the licensee of a television programming undertaking (such as a conventional television station, a discretionary programming service), or the acquisition of a voting interest above certain specified thresholds.

### Diversity of Voices

The CRTC’s Broadcasting Public Notice CRTC 2008-4, entitled “Diversity of Voices,” sets forth the CRTC’s policies with respect to cross-media ownership; the common ownership of television services, including discretionary services; the common ownership of BDUs; and the common ownership of over-the-air television and radio undertakings. Pursuant to these policies, the CRTC will generally permit ownership by one person of no more than one conventional television station in one language in a given market. The CRTC, as a general rule, will not approve applications for a change in the effective control of broadcasting undertakings that would result in the ownership or control, by one person, of a local radio station, a local television station and a local newspaper serving the same market. The CRTC, as a general rule, will not approve applications for a change in effective control that would result in the control, by one person, of a dominant position in the delivery of television services to Canadians that would impact on the diversity of programming available to television audiences.

## Jurisdiction Over Canadian Broadcast Undertakings

TVA's broadcasting activities are subject to the *Broadcasting Act* (Canada) and regulations made under the *Broadcasting Act* (Canada) that empower the CRTC, subject to directions from the Governor in Council, to regulate and supervise all aspects of the Canadian broadcasting system in order to implement the policy set out in the *Broadcasting Act* (Canada). Certain of TVA's undertakings are also subject to the *Radiocommunication Act* (Canada), which empowers Innovation, Science and Economic Development Canada to establish and administer the technical standards that networks and transmitters must comply with, namely, maintaining the technical quality of signals.

The CRTC has, among other things, the power under the *Broadcasting Act* (Canada) and regulations promulgated thereunder to issue, subject to appropriate conditions, amend, renew, suspend and revoke broadcasting licenses, approve certain changes in corporate ownership and control, and establish and oversee compliance with regulations and policies concerning broadcasting, including various programming and distribution requirements, subject to certain directions from the Governor in Council.

## Broadcasting License Fees

Broadcasting licensees are subject to annual license fees payable to the CRTC. The license fees consist of two separate fees. One fee allocates the CRTC's regulatory costs for the year to licensees based on a licensee's proportion of the gross revenue derived during the year from the licensed activities of all licensees whose gross revenues exceed specific exemption levels (Part I fee). The other fee, also called the Part II license fee, is to be paid on a pro rata basis by all broadcasting undertakings that licensed activity exceeds \$1,500,000. The total annual amount to be assessed by the CRTC is the lower of: a) \$100,000,000 indexed annually since 2011; and b) 1.365% multiplied by the aggregate fee revenues for the return year terminating during the previous calendar year of all licensees whose fee revenues exceed the applicable exemption levels, less the aggregate exemption level for all those licensees for that return year.

In 2020, the federal government announced that broadcasters, including the Corporation, would benefit from a Part I license fee waiver for the 2020-2021 fiscal year to provide financial relief to the broadcasting industry in the context of the COVID-19 pandemic. Relief is also available for Part II license fee for the 2020-2021 fiscal year for each licensee who meets the reduction in revenues criteria.

## Copyrights Royalties Payment Obligations

TVA has the obligations to pay copyright royalties set by Tariffs of the Copyright Board of Canada (the "**Copyright Board**"). The Copyright Board establishes the royalties to be paid for the use of certain copyright tariff royalties that Canadian broadcasting undertakings, including cable, television and discretionary services, pay to copyright societies i.e. organization that administers the rights of several copyright owner. Tariffs certified by the Copyright Board are generally applicable until a public process is held and a decision of the Copyright Board is rendered for a renewed tariff. Renewed tariffs are often applicable retroactively.

The Government of Canada may from time to time make amendments to the Copyright Act to implement Canada's international treaty obligations and for other purposes. Any such amendments could result in TVA being required to pay additional tariffs royalties.

## Canadian Broadcast Programming (Television Stations and Specialty Services)

### Programming of Canadian Content

CRTC regulations require licensees of television stations to maintain a specified percentage of Canadian content in their programming. A private television stations licensee is required to devote not less than 50% of the evening broadcast period (6:00 p.m. to midnight) to the broadcast of Canadian programs. Discretionary services also have to maintain a specified percentage of Canadian content in their

programming which is generally set forth in the conditions of their respective licenses.

In Broadcasting Regulatory Policy CRTC 2015-86 issued on March 12, 2015, the CRTC eliminated immediately the genre exclusivity policy and related protections for all English- and French-language discretionary services including Canadian video-on-demand services. As an exception to the general rule of elimination of genre protections, the CRTC has retained the conditions of license relating to the nature of service for those services that benefit from a mandatory distribution, for national news services and for sports services.

### **TVA's Conditions of License**

Conventional television stations and discretionary services of TVA (excluding LCN and TVA Sports) are subject to certain conditions including in particular:

- The obligation to devote, in each broadcast year, to the acquisition of or investment in Canadian programming at least 45% of the previous year's gross revenues of the undertaking.
- The obligation to devote, in each broadcast year, to the acquisition of or investment in programs of national interest at least 15% of the previous year's gross revenues of the undertaking. At least 75% of these expenditures must be made to an independent production company.

Furthermore, TVA shall devote 5% of the previous year's gross revenues of its television stations in locally reflective news. TVA Montréal shall broadcast at least 25 hours of local programming each week and at least 6 hours of locally reflective news each week. As for TVA Québec, the local programming shall be of 18 hours per week of which 2 hours of local news, 3 hours and 30 minutes of locally reflective news, 3 hours and 30 minutes of other programs locally reflecting news and 9 hours of general local programming. The other TVA's television stations shall broadcast 5 hours of local programming each week of which 2 hours and 30 minutes of locally reflecting news.

The conditions of license came into force on September 1, 2017 and will remain applicable until August 31, 2022.

### **Reconsideration and new hearing for TVA**

Following a request initiated by the Governor in Council for a reconsideration and new hearing for private French and English ownership groups, the CRTC imposed two new conditions of licence to TVA. TVA must devote to original programming at least 50% of its Canadian programming expenditures in 2018-2019 and at least 75% beginning 2019. As for music programming, TVA is required, since September 1, 2018, to direct 0.17% of its previous year's gross revenues (excluding TVA Sports and LCN) to MUSICACTION.

### **New Policy framework for local and community television**

On June 15, 2016, the CRTC published a new Policy framework for local and community television. *This policy sets out regulatory measures to ensure that Canadians continue to have access to local programming that reflects their needs and interests. This includes the broadcast of high-quality local news as well as the broadcast of community programming through which Canadians can express themselves.* To help ensure that local television stations have the financial resources to continue providing high-quality local news and information and that there is no erosion of local news in the various markets, the CRTC rebalanced the resources already present in the broadcasting system by taking the following steps:

- BDUs are allowed to devote part of their local expression contribution to the production of local news on local television stations;

- direct-to-home satellite providers BDUs are allowed to devote part of their contribution to Canadian programming to the production of local news on local television stations; and
- financial support is available to independent local television stations (i.e. stations that are not part of large vertically integrated groups) through the Independent Local News Fund. All licensed BDUs are required to contribute to the fund.

The following table shows the broadcasting licenses approvals for each television station of the Corporation, as well as the licenses for its wholly-owned discretionary channels:

| Stations and discretionary services | Location             | Expiry date     | Decision number                               |
|-------------------------------------|----------------------|-----------------|-----------------------------------------------|
| TVA Network                         | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| CFTM-TV                             | Montréal             | August 31, 2022 | CRTC 2017-147                                 |
| CHLT-TV                             | Sherbrooke           | August 31, 2022 | CRTC 2017-147                                 |
| CHEM-TV                             | Trois-Rivières       | August 31, 2022 | CRTC 2017-147                                 |
| CFCM-TV                             | Québec City          | August 31, 2022 | CRTC 2017-147                                 |
| CJPM-TV                             | Saguenay/Lac St-Jean | August 31, 2022 | CRTC 2017-147                                 |
| CFER-TV                             | Rimouski             | August 31, 2022 | CRTC 2017-147                                 |
| addik <sup>TV</sup>                 | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| CASA                                | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| Le Canal Nouvelles (LCN)            | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| MOI ET CIE                          | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| Prise 2                             | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| TVA Sports                          | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| YOOPA                               | Canada               | August 31, 2022 | CRTC 2017-147                                 |
| Évasion                             | Canada               | August 31, 2022 | CRTC 2019-6<br>CRTC 2019-126<br>CRTC 2020-392 |
| Zeste                               | Canada               | August 31, 2022 | CRTC 2019-6<br>CRTC 2019-126<br>CRTC 2020-392 |

### **2.1.7 COMPETITION, VIEWING AUDIENCES AND TELEVISION MARKET SHARE**

The Broadcasting segment competes directly with all other advertising media. The distribution of advertising dollars among these various media is determined by several factors, among them the economic climate, advertiser's preferences and interest in the product offered.

The Broadcasting segment in Québec has to deal with a very competitive environment due to the multiplication of content offering especially for unregulated subscription video-on-demand services such as Netflix, which have access to international capital to finance their exclusive original content. Moreover, publicly owned stations benefit from strong financial support from governments, while also maintaining access to the advertising market and funding available for Canadian programming. In addition to the larger number of television channels, viewers are increasingly solicited by the Internet and its peripheral services. The negative impact that various digital platforms have on the Broadcasting segment is affecting traditional advertising revenues.

The quality of its programming, the great popularity of its shows, the reputation for its news and information services and the use of new broadcasting platforms are all factors that help the Corporation maintain its audience ratings and its significant share of the advertising market. For the year 2021, TVA Network remained in the lead with a 24.1 market share, more than the combined market share of its two main over-the-air competitors.

(Source: Numeris, French Quebec, January 1<sup>st</sup> to December 31, 2021, 1-d, 2h-2h, t2+)

## **2.2 FILM PRODUCTION & AUDIOVISUAL SERVICES**

The Corporation, especially through MELS, provides top-quality services for the film and television industries, including complete soundstage and equipment leasing services, mobile and post-production services, visual effects and media accessibility services. It also offers asset management for distribution and broadcast via film, television, internet and mobile telephony networks, allowing one-stop shopping in the film and television industries. In October 2020, MELS launched a new virtual stage with an LED wall. This virtual stage is an integrated production platform that allows MELS to offer a complete virtual production solution.

This segment's operations are heavily dependent on the availability of soundstages and equipment, and on the ability to meet international and local producers' postproduction needs in accordance with shooting schedules.

### **2.2.1 STUDIOS, MOBILE AND EQUIPMENT LEASING SERVICES**

The Corporation offers for rent 18 purpose built stages of approximately 212,000 square feet in Montreal and St-Hubert, Québec, cameras, mobile and lighting as well as the management and production of deliverables for distribution and broadcast via film, television, Internet and mobile telephony networks. The Corporation also provides on-set technical services. The facilities are used for both local and foreign film and television productions, including American blockbusters.

### **2.2.2 POSTPRODUCTION**

Postproduction – Digital intermediate and video

The Corporation offers editing services, digital intermediate, grading and color correction, digital cinema, photochemical laboratory, image restoration and other related services.

Postproduction – Audio

The Corporation offers sound design services, sound effects, dubbing as well as mixing for advertising or video games.

### **2.2.3 VISUAL EFFECTS**

The services offered include visual effects for films, television and advertising. The Corporation is specialized in photo real environments, crowds, set extensions and 3D tracking.

### **2.2.4 MEDIA ACCESSIBILITY SERVICES**

Through Mels Dubbing Inc., the Corporation provides voice-over services for the French-language channels of the Corporation for the most part. It also provides its clients with closed-captioning for the hearing impaired and described video.

### **2.2.5 DISTRIBUTION**

The Corporation also offers access to a private streaming platform VSR (Virtual Screening Room), as well as distribution, encoding for different platforms and archiving services.

### **2.2.6 SOURCES OF REVENUE**

This segment's main sources of revenue are soundstage, mobile and equipment rental and media accessibility services. Shooting stage, mobile and equipment rental services account for 50% of the segment's total revenues, 52% of which come from international clients. Media accessibility services account for 19% of the segment's total revenues. Post-production services account for 16% and serve mainly local clients, while visual effects account for 7% of the segment's total revenues.

### **2.2.7 CUSTOMERS**

The Film Production & Audiovisual Services segment's primary customers are major motion picture studios and third party filmmakers. Historically, a significant percentage of the Film Production & Audiovisual Services segment's operating revenues came from a limited number of customers, several of whom are foreign customers, whose loyalty to Canada may be tested when presented with more favourable production environments outside Canada. The Corporation still expects that a high percentage of the Film Production & Audiovisual Services segment's revenues for the foreseeable future will continue to come from a relatively small number of customers. In general, the Corporation does not have long-term or exclusive service agreements with its Film Production & Audiovisual Services segment's customers. Customer retention is based on customer satisfaction with regard to reliability, timeliness, quality and price.

### **2.2.8 REGULATION**

Canada is a favourable country for television and film production because of its tax incentive program. The Canadian and provincial governments currently provide grants and incentives to attract foreign producers and support domestic film and television production. Many of the major studios and other key customers of the Film Production & Audiovisual Services segment, as well as content producers for the Broadcasting & Production segment, finance a portion of their production budgets through Canadian governmental incentive programs, including federal and provincial tax credits.

### **2.2.9 COMPETITION**

The Corporation competes with a variety of soundstage and equipment rental and post-production firms, some of which have a national presence and, to a lesser extent, the in-house operations of its major motion picture studio customers. Some of these firms and studios have greater financial and marketing resources

and have achieved a higher level of brand recognition than the Corporation. The Corporation may also face competition from companies in related markets that could offer similar or superior services to those offered by the Corporation.

### 2.2.10 CYCLICAL ACTIVITIES

Although cyclical, particularly for film soundstage, mobile and cinema equipment rental, the level of activity for this sector remains dependent on the production services needs of international and local producers.

The COVID-19 pandemic and the measures put in place to curb its spread caused, among other things, the temporary suspension of activities in this sector or the maintenance of these activities under restrictive production conditions.

## 2.3 MAGAZINES

### 2.3.1 TVA PUBLICATIONS

The Magazines segment publishes more than 50 titles including regular, special, thematic and seasonal issues. Its principal trademarks focus on two market niches:

#### Entertainment

- 7 Jours
- La Semaine
- Échos Vedettes
- Star Système
- DH
- Cool!
- TV Hebdo

#### Monthly

- Canadian Living
- Coup de pouce
- Clin d'œil
- Style at Home
- Les idées de ma maison
- Espaces

The Magazines segment also operates websites in order to broadcast its trademarks and contents on different digital platforms. Thus, the following websites broadcast daily content related to the editorial line of its corresponding trademarks:

- |                                                                  |                                                                                                                                |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| • <a href="http://www.clindoeil.ca">www.clindoeil.ca</a>         | • <a href="http://www.espaces.ca">www.espaces.ca</a>                                                                           |
| • <a href="http://www.tvhebdo.com">www.tvhebdo.com</a>           | • <a href="http://www.coupdepouce.com">www.coupdepouce.com</a>                                                                 |
| • <a href="http://www.7jours.ca">www.7jours.ca</a>               | • <a href="http://www.styleathome.com">www.styleathome.com</a>                                                                 |
| • <a href="http://www.magazine-cool.ca">www.magazine-cool.ca</a> | • <a href="http://www.canadianliving.com">www.canadianliving.com</a>                                                           |
| • <a href="http://www.recettes.qc.ca">www.recettes.qc.ca</a>     | • <a href="http://www.salutbonjour.ca/magazine/les-idees-de-ma-maison">www.salutbonjour.ca/magazine/les-idees-de-ma-maison</a> |

Since 2016, the Corporation offers the “Molto” app, a digital newsstand that gives users unlimited access to the full content of all of the Corporation’s magazines on their tablets and smartphones via payment of a monthly subscription fee. As such, TVA offers digital versions of its magazines available on mobile platforms, tablets and computers on IOS and Android. Those publications are also available on PressReader and Zinio platforms.

Each magazine’s content is either produced internally by the employees of the Corporation or by freelancers, or purchased on the market. Art direction, computer graphics as well as coordination and review of the content are done by employees of TVA Publications. Printing, distribution and finishing work as well as management of subscriber databases are outsourced by internal and external service providers.



### 2.3.2 SOURCES OF REVENUE

The main sources of revenue for the Magazines segment are advertising sales, newsstand sales and subscription revenues. On April 1, 2010, the Government of Canada launched the Canada Periodical Fund (“CPF”). The CPF provides financial assistance to the Canadian magazine and non-daily newspaper industries so they can continue to produce and distribute Canadian content. In 2020, the program was extended for the 12-month reference period starting April 1 of that year, a one-time additional government assistance measure offered to help businesses in the industry deal with the health crisis and resulting in a 25% increase in the grant received for that same reference period. In 2021, the program was renewed for a period of 12 months resulting in a 14% increase in the grant received for that same reference period. In 2020, the Minister of Canadian Heritage also announced the modernization of the CPF with the objective of placing greater emphasis on the creation of Canadian content, a change that will take effect for the grant period starting April 1, 2021, with a five-year transition period, at the end of which the program changes will all be in effect. Given that the previous granting methodology was geared more towards distribution of titles, this change has and will continue to have an impact on the amount of government assistance received by this segment from the regular program. TVA Publications benefits from this program and the total assistance related to this program represents 24.5% of the segment's operating revenues for fiscal 2021. The downward trend in the publishing market and the increase in media diversity remain significant issues affecting the sector's performance. Nevertheless, the strength of the Corporation's trademarks is an important asset.

The Magazine segment of the Corporation experiences seasonality due to, among other factors, seasonal advertising patterns and influences on people's reading habits. Its operating results are sensitive to prevailing economic conditions including changes in local, regional and national economic conditions because the Corporation depends on the sale of advertising and on newsstand sales for a significant portion of its revenues. The COVID-19 pandemic and the measures put in place to curb its spread caused, among other things, a reduction in the publication frequency of some periodicals in 2020, which had the impact of accentuating the decline in newsstand, subscription and advertising revenues of this segment.

### 2.3.3 COMPETITION

The Magazines segment faces strong competition in an ever-changing market: market consolidation, arrival of new market players, discontinuation of certain issues or less frequent publication, etc. Print media faces increasing competition from digital media, some of which offer free content and new technological platforms. This competition comes mainly from major foreign players.

With nearly 3.1 million readers cross-platform readers for its monthly French titles, TVA is the top publisher of French-language monthly magazines in Québec and a leader player in the Canadian magazine market with 7.2 million cross-platform readers.

Canada's lifestyle standard-setter *Canadian Living* reaches more than 3.3 million cross-platform readers, while its French-language counterpart, *Coup de pouce*, is the most widely read French-language lifestyle magazine with nearly 1.2 million cross-platform readers.

In Québec, *Les idées de ma Maison* is the benchmark in decoration reaching 704,000 cross-platform readers.

In the English-language market, *Style at Home* is Canada's go-to home decor magazine reaching more than 2.3 million cross-platform readers.

(Source: Vividata, Fall 2021, Total Canada, 14+, July 1, 2020 to June 30, 2021)

## **2.4 PRODUCTION & DISTRIBUTION**

The Corporation, through the companies in the Incendo group, produces and distributes television shows, movies and television series for the world market.

### **2.4.1 SOURCES OF REVENUE**

Activities related to the distribution of films produced by Incendo accounted for 78.8% of the segment's operating revenues. Ninety-two percent of the revenue generated by Incendo's productions comes from international distribution. In 2020, Incendo adopted a shift towards the production of romantic comedies which diversified the niche of films distributed in 2021. Despite the COVID-19 pandemic and the measures put in place to curb its spread, there was no shutdown of production activities in 2021, whereas in 2020 the production schedule had to be postponed. Incendo has distinguished itself by producing both locally and abroad, thanks in particular to the realization of co-productions with New Zealand.

### **2.4.2 CUSTOMERS**

Incendo's customer base consists primarily of traditional broadcasters, holders of streaming platforms, pay and conventional television in Canada but also, and especially, international markets. In some broader and relatively homogenous territories, Incendo's customers include specialty distributors. Increasing numbers of digital platforms are seeking to acquire made-for-television movies, resulting in a degree of growth in revenues either directly from those platforms or via digital content aggregators. More than 87% of Incendo's revenues originate outside Canada. Incendo represents multiple Canadian and U.S. producers on the Canadian television distribution market, as well as on international markets in some cases. Incendo is also the Québec theatrical distributor for Paramount Pictures.

### **2.4.3 COMPETITION**

Incendo's competitors are the independent producers of English-language content. A high concentration of made-for-television suspense and romantic comedy productions is shot and produced in Canada, mainly in Ontario and British Columbia. Incendo, on the other hand, has filmed all of its productions over the past ten years (except in the case of co-productions) in Québec, making it one of the leading producers of English-language television content in the province. With regard to television series, Incendo's competition is worldwide, and the number of industry players on that market is substantial.

## **2.5 INTELLECTUAL PROPERTY**

The Corporation owns or uses under licence a number of trademarks which form part of its most important intangible assets. The main trademarks for its products and services are filed or registered in Canada. In addition, the Corporation has rights arising from its use of unregistered trademarks. It takes all required legal measures to protect its trademarks and believes that these trademarks are appropriately covered for its needs.

The audiovisual content that the Corporation produces, distributes or broadcasts usually benefits from a legal protection regime under the copyright laws applicable in the territories where it originates from or where it is used. These protection regimes generally allow for civil and criminal penalties in the event of any unauthorized use, broadcast or reproduction of audiovisual content.

The content incorporating works within the meaning of the *Copyright Act* included in TVA's publications and on its websites is also protected under the relevant legal regime. By way of law or contract, the Corporation is the owner of the intellectual property rights on most of this content, subject to limited exceptions, including the content incorporating works from national or international agencies. The Corporation therefore ensures that it enters into licence agreements with these agencies, freelancers and any other providers under conditions that enable it to meet its operating needs. The Corporation believes that it has taken the

appropriate and reasonable measures to cover, use, protect and guarantee the protection of the content that it has created and distributed.

## **2.6 HUMAN RESOURCES AND LABOUR RELATIONS**

At December 31, 2021, TVA had 1,317 permanent employees.

The following table shows the number of permanent employees in each business segment:

|                                        |              |
|----------------------------------------|--------------|
| Broadcasting:                          | 867          |
| Film Production & Audiovisual Services | 345          |
| Magazines:                             | 89           |
| Production & Distribution              | 16           |
| TOTAL:                                 | <u>1,317</u> |

As of December 31, 2021, approximately 44% of the Corporation's permanent employees were unionized. TVA's labour relations are governed by seven collective agreements. As of December 31, 2021, three collective agreements had expired, covering about 72% of the Corporation's permanent unionized employees.

## **2.7 ENVIRONMENT**

The operations of TVA are subject to federal, provincial and municipal laws and regulations concerning environmental matters. The Corporation also owns certain soundstages and vacant lots, some of which are located on a former landfill, where gas emitting waste is buried.

The management of the Corporation believes that compliance with the environmental regulation applicable to its activities has not a material adverse effect on its business, financial condition or results of operations.

As provided in its environmental strategy, the Corporation is determined to reduce the environmental impact of its activities through the deployment of ecoresponsible initiatives such as the responsible management of residual materials and the electrification of its vehicle fleet.

## **ITEM 3 HIGHLIGHTS**

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### **RECENT DEVELOPMENTS**

On February 15, 2022, the Corporation renewed its \$75,000,000 revolving credit facility for one year, until February 24, 2023.

In the past three fiscal years, the following events have had an impact on the development and growth of TVA:

### **2021 HIGHLIGHTS**

On January 20, 2021, France Lauzière, President and CEO of the Corporation, announced a new management structure and placed all programming for TVA, TVA+ and the Corporation's nine specialty services under the responsibility of Martin Picard, Vice President and Chief of Content Exploitation. A member of the TVA team since 2002 and Chief of Content Exploitation since 2017, Mr. Picard therefore adds the strategic management of TVA Nouvelles, LCN and TVA Sports to his duties, thus ensuring content development and reach across all of the group's platforms.

On February 11, 2021, the Corporation renewed its \$75,000,000 revolving credit facility for one year, until February 24, 2022.

On July 16, 2021, the Corporation announced the expansion of MELS' studios with the construction of MELS 4, a \$53,000,000 infrastructure project, in addition to which approximately \$23,000,000 will be spent on equipment over the next 10 years. With a total area of 160,000 square feet, the project will enable MELS to attract even more major film shoots. The project is scheduled for delivery in spring 2023. The Quebec government, through Investissement Québec, will extend a \$25,000,000 interest-free loan to the Corporation to support the studio construction.

On October 28, 2021, the Corporation announced the appointment of Régine Laurent to its Board of Directors, bringing the number of directors to eight. Ms. Laurent chaired the Laurent Commission and is the former president of the Fédération interprofessionnelle de la santé du Québec. Her know-how, expertise and knowledge of media will be valuable assets for TVA's Board.

On October 28, 2021, the Corporation announced that France Lauzière would be resigning from her position as President and Chief Executive Officer of TVA for personal reasons, after taking time off from her professional duties for the same reasons starting on April 14, 2021. Since joining the Corporation in 2001, Ms. Lauzière has helped strengthen TVA's dominant position as Québec's television leader. She remains available to work with the company on strategic projects and to contribute her expertise in content. Pierre Karl Péladeau will continue to serve as acting President of TVA.

## 2020 HIGHLIGHTS

On February 21, 2020, the Corporation renewed its revolving credit facility for one year, until February 24, 2021, and decreased its size from \$150,000,000 to \$75,000,000.

On March 12, 2020, the agreement in principle reached on January 8, 2020 to renew the collective agreement of unionized employees in Québec City, which had expired on December 31, 2018 and covered approximately 8% of the Corporation's permanent unionized employees, was ratified. The collective agreement has been renewed for five years, thus extending the term to December 31, 2023.

On June 26, 2020, the Corporation announced the acceleration of MELS' business plan and hence the appointment of Martin Carrier as President of MELS. Mr. Carrier had been Senior Vice President, Business Development of MELS since April 21, 2020 and is tasked with developing and expanding this business segment.

On August 7, 2020, the CRTC found that the new packaging structure proposed by Bell still fails to comply with the decision made in December 2019 on the undue preference complaint filed by TVA. In mid-October 2020, Bell removed RDS from its most popular plan to comply with the decision.

On October 14, 2020, the Corporation announced that MELS was launching a new virtual stage service that provides an innovative alternative to conventional soundstages and also facilitates physical distancing by reducing the size and scope of shoots, sets and crowd scenes. The initiative is part of MELS' push to innovate and to pursue its technological shift.

On October 23, 2020, the Corporation announced a strategic shift for its TVA Sports specialty service, based on the fan profile and changing sports-consumption patterns. The channel is setting itself apart by focusing on live sports and transforming its "traditional" sports news bulletins into a 100% digital offering. This shift entailed some changes to the TVA Sports team, including resource reallocation, in order to meet the channel's objectives.

On November 11, 2020, the Corporation announced a strategic repositioning that updates the TVA brand, including a new logo and a new digital destination, TVA+, a live and on-demand content ecosystem.

## 2019 HIGHLIGHTS

On February 13, 2019, the Corporation acquired the companies in the Serdy Média inc. group, which owns and operates the “Évasion” and “Zeste” specialty channels, and the companies in the Serdy Vidéo inc. group, for approximately \$24,000,000. The transaction had been concluded on April 30, 2018 and was approved by the CRTC on January 14, 2019.

On April 1, 2019, under an agreement reached on February 22, 2019, the Corporation acquired the companies in the Incendo group, a Montreal-based producer and distributor of television programs for international markets, for approximately \$19,500,000 subject to certain adjustments.

During the second quarter 2019, the Corporation discontinued publication of *Elle Canada* and *Elle Québec* magazines. The last issues were released in May 2019. The decision is consistent with TVA's strategy of focusing on its strong brands in order to increase their reach and ensure the Magazines segment's profitability.

On June 5, 2019, the Corporation announced that, due to the challenging business environment, it needed to make deep budget cuts in order to reduce its operating expenses as well as eliminate 68 positions.

On June 18, 2019, the Federal Court of Appeal agreed to hear TVA's appeal challenging the legality of the standstill rule on the basis of which the CRTC decided that TVA must continue providing the TVA Sports signal to Bell until the dispute in the royalty file is settled. On April 10, 2019, with negotiations dead locked after numerous attempts to come to an agreement with Bell on royalties, the Corporation had decided to withdraw the TVA Sports signal from Bell. The agreements between the Corporation and Bell respecting carriage of TVA's specialty services expired on August 31, 2018 for TVA Sports and on August 31, 2017 for other channels. The Corporation is continuing its efforts to have the fair value of its specialty channels recognized.

On September 3, 2019, Patrick Jutras was appointed to the position of Senior Vice-President and Chief Advertising Officer of Quebecor Media and TVA.

On September 12, 2019, the collective agreement of the unionized employees in Sherbrooke, which had come to term on December 31, 2017 and which covered about 8% of the Corporation's permanent unionized employees, was renewed for five years, thus extending the term to December 31, 2022.

On December 19, 2019, the CRTC ruled that Bell has conferred an undue preference on its discretionary sports service “RDS” and subjected the “TVA Sports” service to an undue disadvantage by packaging the two services in a different manner. The preference and disadvantage are undue since they have caused a material adverse impact on the Corporation. Accordingly, the CRTC directed Bell to report back, by no later than February 5, 2020, on a new packaging structure that would neither unduly disadvantage “TVA Sports” nor unduly favour “RDS”. On January 17, 2020, Bell appealed the decision to the Federal Court of Appeal. On February 6, 2020, TVA challenged Bell's proposed packaging structure before the CRTC.



## **SCHEDULE B**

### **MANDATE OF THE BOARD OF DIRECTORS**

The Board of Directors (the “**Board**”) of Quebecor Inc. (the “**Corporation**”) has the oversight responsibility of the management of the Corporation’s business and affairs, with the objective of increasing value for its shareholders. The Board is responsible for the proper stewardship of the Corporation and, as such, it must efficiently and independently supervise the business and affairs of the Corporation which are managed on a day-to-day basis by management. The Board may delegate certain tasks to committees of the Board. However, such delegation does not relieve the Board of its overall responsibilities with regards to the management of the Corporation.

All decisions of the Board must be made in the best interest of the Corporation.

### **COMPOSITION AND QUORUM**

The majority of the members of the Board must be considered independent by the Board, as defined in the laws and regulations<sup>1</sup>. The Board determines annually, upon recommendation of the Human Resources and Corporate Governance Committee, the independent status of each of its members. In accordance with the articles of the Corporation, 25% of all the members of the Board are elected by holders of Class B Subordinate Voting Shares (the “**Class B directors**”) and the other members of the Board are elected by holders of Class A Multiple Voting Shares (the “**Class A directors**”). Throughout the term of the mandate, a quorum of the members of the Board may fill any vacancy on the Board by appointing a new director who will serve until the next annual meeting of shareholders.

The Board may appoint one or more additional directors who shall hold office for a term expiring not later than the close of the annual meeting of shareholders following their appointment, but the total number of directors so appointed may not exceed one third of the number of directors elected at the annual meeting of shareholders preceding their appointment.

All members of the Board must have the skills and qualifications required for their appointment as a director. The Board, as a whole, must reflect a diversity of particular experiences and qualifications to meet the Corporation’s specific needs including the representation of women.

At every meeting of the Board, the quorum is a majority of directors holding office.

### **RESPONSIBILITIES**

The Board has the following responsibilities:

#### **A. With respect to strategic planning**

1. Assess and approve annually the strategic planning of the Corporation including its financial

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<sup>1</sup> A director is independent if he has no direct or indirect material relationship with the Corporation, i.e. that he has no relationship which could, in the view of the Board, be reasonably expected to interfere with the exercise of his independent judgment.

strategy and business priorities.

2. Review and, at the option of the Board, approve all strategic decisions for the Corporation, including acquisitions or sales of shares, assets or businesses which exceed the delegated approval powers.

B. With respect to human resources and performance assessment

1. Appoint the President and Chief Executive Officer. Select a Chair of the Board amongst the directors and, if appropriate, one or more Vice Chairs of the Board. If the Chair of the Board is not an independent director, select a Lead Director amongst the independent directors. One of the Vice Chairs of the Board may hold both offices.
2. Approve, upon the recommendation of the Human Resources and Corporate Governance Committee, the appointment of the other members of senior management reporting directly to the President and Chief Executive Officer.
3. Ensure that the Human Resources and Corporate Governance Committee assesses annually the performance of the Chief Executive Officer, of the Chief Financial Officer and of the Chief Operation Officer, taking into consideration the Board's expectations and the objectives that have been set.
4. Approve, upon the recommendation of the Human Resources and Corporate Governance Committee, the compensation of the Chief Executive Officer, of the Chief Financial Officer and of the Chief Operating Officer as well as the objectives that they must achieve.
5. Upon recommendation of the Human Resources and Corporate Governance Committee, approve the Chair of the Board's, the Vice Chair(s) of the Board's and the directors' compensation.
6. Ensure that a management succession planning process is in place.
7. Ensure that the Human Resources and Corporate Governance Committee considers the implications of the risks associated with the Corporation's compensation policies and practices.

C. With respect to financial matters and internal controls

1. Ensure the integrity and quality of the Corporation's financial statements and the adequacy of the disclosure made.
2. Review and approve the annual and interim financial statements and management's discussion and analysis. Review the press release relating thereto.
3. With regard to the clawback policy, approve any restatement of the financial statements deemed necessary by the Audit and Risk Management Committee and, if appropriate, require repayment of any bonus or incentive compensation received by a named executive officer to whom this policy applies.
4. Approve operating and capital expenditures budgets, the issuance of securities and, subject to the Limit of Authority Policy of Quebecor Media Inc., all transactions outside the ordinary course of business, including proposed amalgamations, acquisitions or other material transactions such as investments or divestitures.



5. Determine dividend policies and declare dividends when deemed appropriate.
6. Ensure that the Audit and Risk Management Committee regularly reviews and monitors that the appropriate systems are in place to identify business risks and opportunities and oversee the implementation of an appropriate process to evaluate those risks and to manage the principal risks generally relating to the Corporation.
7. Ensure that the Audit and Risk Management Committee regularly reviews and monitors the quality and integrity of the Corporation's accounting and financial reporting systems, disclosure controls and internal procedures for information validation.
8. Monitor the Corporation's compliance with legal and regulatory requirements applicable to its operations.
9. Review, when needed and upon recommendation of the Audit and Risk Management Committee, the Corporation's Disclosure Policy, monitor the Corporation's dealings with analysts, investors and the public and ensure that measures are in place in order to facilitate shareholders' feedback.
10. Recommend to the shareholders the appointment of the external auditor.
11. Approve the audit fees of the external auditor.

D. With respect to pension matters and the Stock Option Plan

1. Ensure that appropriate systems are in place to monitor the management of the pension plans.
2. Approve grants of stock options in virtue of the Stock Option Plan.

E. With respect to corporate governance matters

1. Ensure that management manages the Corporation competently and in compliance with applicable legislation, including by making timely disclosure of relevant information regarding the Corporation and making statutory filings.
2. Review, on a regular basis, corporate governance structures and procedures, including the decisions requiring the approval of the Board.
3. Ensure that a Code of ethics is in place and that it is communicated to the Corporation's employees and enforced.
4. Review on a regular basis the policies of the Corporation that are under the responsibility of the Board.
5. Receive the Human Resources and Corporate Governance's report on the Corporation's orientations and initiatives in terms of corporate social responsibility.
6. Establish a policy which enables committees of the Board and, subject to the approval of the Human Resources and Corporate Governance Committee, a director, to hire external advisors at the expense of the Corporation when circumstances so require, subject to notification to the Chair of the Board.

7. Review the size and composition of the Board and its committees based on qualifications, skills and personal qualities sought in Board members. Review annually the composition of Board committees and appoint chair of committees. Review annually, upon recommendation of the Human Resources and Corporate Governance Committee, the mandates of the Board and of its committees, as well as the position descriptions.
8. Ensure that the effectiveness of the policy on selecting candidates for director positions and on diversity among directors is measured.
9. Approve annually the Board nominees for election by shareholders.
10. Upon recommendation of the Human Resources and Corporate Governance Committee, determine annually the independence of directors pursuant to the rules on the independence of directors.
11. Review and approve the Corporation's management proxy circular as well as its annual information form and all documents or agreements requiring its approval.
12. Receive annual confirmation from the Board's various committees that all matters required under their mandate have been covered.
13. Receive the Chair of the Board's report (or the Vice Chair of the Board and Lead Director's report) on the annual assessment of the overall effectiveness of the Board.
14. Ensure that the directors have all the support they require in order to fully perform their duties.

#### **METHOD OF OPERATION**

1. Meetings of the Board are held quarterly, or more frequently, as required. Special meetings of the Board are held annually in order to review and approve the Corporation's strategic plan as well as operating and capital budgets.
2. The Chair of the Board, in consultation with the Chief Executive Officer and the Secretary, determines the agenda for each meeting of the Board. The agenda and the relevant documents are provided to directors sufficiently in advance.
3. The independent directors meet after each meeting of the Board, or more frequently, as required.

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Approved by the Board of Directors on November 3, 2021.



## **SCHEDULE C**

### **MANDATE OF THE AUDIT AND RISK MANAGEMENT COMMITTEE**

The Audit and Risk Management Committee (the “**Committee**”) assists the Board of Directors (the “**Board**”) in overseeing i) the effectiveness of internal and financial controls and reporting, ii) the quality and integrity of the presentation of the financial statements and financial information and iii) the processes of identifying and managing enterprise risk of Quebecor Inc. (the “**Corporation**”). The Committee also oversees the Corporation’s compliance with financial covenants as well as legal and regulatory requirements governing financial disclosure matters and financial risk management.

#### **COMPOSITION AND QUORUM**

The Committee is composed of a minimum of three (3) directors and a maximum of five (5) directors, all of whom are considered independent<sup>1</sup> by the Board, in accordance with the statutory and regulatory requirements applicable to the Corporation. Each member of the Committee must be financially literate.<sup>2</sup> The members and Chair of the Committee are appointed by the Board.

The quorum at any meeting of the Committee is a majority of its members.

#### **RESPONSIBILITIES**

The Committee has the following responsibilities:

##### **A. With respect to financial reporting**

1. Review with management and the external auditor the annual financial statements, the external auditor’s report thereon as well as the management’s discussion and analysis, and obtain explanations from management on all significant variances with comparative periods, before recommending their approval to the Board and their release. Review and approve the related press release.
2. Review with management and the external auditor the interim financial statements, the external auditor’s review thereof as well as the management’s discussion and analysis, and obtain explanations from management on all significant variances with comparative periods before recommending their approval to the Board and their release. Review and approve the related press release.
3. Ensure that adequate procedures are in place for the review of the Corporation’s public disclosure of financial information extracted or derived from the Corporation’s financial statements, other than the financial statements, management’s discussion and analysis and annual and quarterly earnings press releases.

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<sup>1</sup> The term « independent » has the meaning given to it under securities legislation applicable to the Committee including, but not limited to, regulation regarding material relationship.

4. Review the financial information contained in prospectuses, annual information form and other reports or documents containing similar financial information before recommending their approval to the Board and their release or filing with the appropriate regulatory authorities.
5. Review with management and the external auditor the quality and not only the acceptability of the Corporation's accounting policies and any changes proposed thereto, including (i) all major accounting policies and practices used, (ii) any alternative treatments of financial information that have been discussed with management, the impact of their use and the treatment recommended by the external auditor, and (iii) any other important communications with management with respect thereto, and review the disclosure and impact of contingencies and the reasonableness of the provisions, reserves and estimates that may have a material impact on financial reporting.
6. Review with the external auditor any audit problems or difficulties and management's response thereto and resolve any disagreement between management and the external auditor regarding financial reporting.
7. Review periodically the Corporation's Disclosure Policy to ensure that it is in compliance with applicable legal and regulatory requirements and make recommendations to the Board, if required.

B. With respect to disclosure controls and procedures and internal control

1. Oversee the quality and integrity of the Corporation's financial and accounting systems and information management systems as well as the existence and proper operation of disclosure controls and procedures and internal control over financial reporting through discussions with management and the external auditor, as well as with the internal auditors of the Corporation and of Quebecor Media Inc. ("QMI").
2. Review periodically management's report assessing the effectiveness of the disclosure controls and procedures.
3. Review with the Vice President, Legal Affairs and Corporate Secretariat of the Corporation legal compliance matters, significant litigations and other legal matters that could have a significant impact on the Corporation's financial statements.
4. Approve annually the insurance portfolio of the Corporation and its main subsidiaries.
5. Review periodically with senior management the status of taxation matters.
6. Establish and, if needed, review procedures for the receipt, retention and processing of complaints received by the Corporation regarding accounting, internal accounting controls, or auditing matters, including the confidential, anonymous submission by employees of the Corporation of concerns regarding questionable accounting or auditing matters.
7. Establish and, if needed, review procedures for "whistleblower protection" to ensure that no employee of the Corporation, its subsidiaries or business units are discharged or otherwise

penalized for reporting in good faith to his or her supervisor or to any competent authorities, potential violations of any laws or regulations applicable to the Corporation.

8. Assist the Board fulfil its responsibility to ensure that the Corporation complies with applicable statutory and regulatory requirements.

C. With respect to risk management

1. Review on a regular basis and monitor the Corporation's and its main subsidiaries' risks identification, assessment and management policies and procedures, including operational risks such as information security, cybersecurity as well as financial, fraud and regulatory risks, and oversee the effectiveness of the measures put in place to control these risks.
2. Oversee other risk management matters from time to time as the Committee may consider appropriate (other than risks the Board delegated oversight responsibility to the Human Resources and Corporate Governance Committee) or as the Board may specifically direct.

D. With respect to internal auditing

1. Oversee the qualifications and performance of the internal auditors.
2. Review the internal audit program, its scope and capacity to ensure the effectiveness of the systems of internal control and financial reporting accuracy.
3. Oversee the execution of the internal audit program and, together with the internal auditors, ensure a follow-up on the recommendations of the external auditor regarding deficiencies identified by the latter and regarding the steps management has agreed to take to correct such deficiencies.
4. Ensure that the internal auditors are always ultimately accountable to the Committee and the Board.
5. Review and approve periodically the internal audit charter.

E. With respect to the external auditor

1. Oversee the work of the external auditor.
2. Obtain annually and review a letter of the external auditor confirming his independence from the Corporation and discuss any relationships or services that may impact on his objectivity or independence.
3. Recommend to the Board (i) the name of the accounting firm that will be submitted to the vote of shareholders for the purpose of preparing or issuing an auditor's report or performing other audit, review or certification services, and (ii) the compensation of the external auditor for audit services.
4. Authorize all audit services, determine which non-audit services the external auditor is allowed to provide and pre-approve all non-audit services that may be provided to the

Corporation or its subsidiaries by the external auditor, the whole in accordance with the *Pre-Approval Policy* for the services to be provided by the external auditor, and regulations in force.

5. Review the basis and amount of the external auditor's fees for both audit services and authorized non-audit services.
6. Review the audit plan with the external auditor and management and approve the scope, content and time-frame of such audit plan.
7. Review, if required, the policy on hiring of partners and employees and former partners and employees of the Corporation's current or previous external auditor.
8. Ensure the compliance with the legal requirements regarding the rotation of appropriate partners of the external auditor.
9. Obtain, review and discuss annually with the external auditor the content of the Canadian Public Accountability Board's ("CPAB") report regarding the result of inspections of the big four firms in Canada and, if the audit file of the Corporation is inspected by the CPAB or any other regulatory authority, obtain a report from the external auditor on the significant deficiencies identified and any steps taken to deal with any such issues.
10. Ensure that the external auditor is always accountable to the Committee and the Board.
11. Carry out an annual assessment and a complete and thorough assessment of the external auditor at least every five years.

F. With respect to QMI

1. While recognizing the Corporation's control framework, establish a procedure to foster good collaboration and communication with the audit and risk management committee of QMI.
2. Confirm annually that QMI's audit and risk management committee has covered all the elements included in its mandate.
3. Obtain, on a timely basis, minutes of meetings of QMI's audit and risk management committee for information purposes.
4. Oversee the pension plans of the Corporation and its subsidiaries, to the extent permitted by the internal governance of public subsidiaries and of subsidiaries not wholly owned by the Corporation.
5. Review all related party transactions and, annually, the inter-company sharing of management fees.

G. With respect to the clawback policy

1. Determine, together with the external auditor, if the financial results of the Corporation must be restated and identify the reason or reasons of this restatement and make the appropriate recommendations to the Board.

**METHOD OF OPERATION**

1. The Chair of the Committee is appointed each year by the Board.
2. The Committee holds four regular meetings per year and may meet more often if needed.
3. The Secretary or Assistant Secretary acts as the Committee's Secretary.
4. The Chair of the Committee, in collaboration with the Chief Financial Officer and the Secretary, proposes the agenda for each meeting of the Committee. The agenda and the relevant documents are provided to members of the Committee sufficiently in advance.
5. The Chair of the Committee reports quarterly to the Board about the Committee's proceedings, findings and recommendations.
6. The Committee has, at all times, a direct line of communication with the external auditor and with the internal auditors.
7. At each meeting reviewing the interim and annual financial statements, the Committee meets with the external auditor or the internal auditors, the whole without management being present.
8. The Committee meets on a regular basis without management, the external auditor and the internal auditors.
9. The Committee meets with management only at least once a year and more often if needed.
10. The Committee may, when circumstances dictate, retain the services of external advisors and fix their remuneration, provided the Committee advises the Chair of the Board.
11. The Committee reviews annually its mandate and the position description of its Chair and reports to the Human Resources and Corporate Governance Committee on any modifications required thereto.
12. The minutes of the Committee meetings are approved by the Committee and are submitted to the Board for information purposes.
13. A resolution in writing, signed by all the members of the Committee, is as valid as if it had been passed at a meeting of the Committee.
14. The Committee annually provides the Board with a certification confirming that all required elements included in its mandate were covered.



Nothing contained in this mandate is intended to expand applicable standards of conduct under statutory or regulatory requirements for the directors of the Corporation or the members of the Committee. Even though the Committee has a specific mandate and its members may have financial experience, they do not have the obligation to act as auditors or to perform an audit, or to determine that the Corporation's financial statements are complete and accurate.

Members of the Committee are entitled to rely, in the absence of information to the contrary, on (i) the integrity of the persons and organizations from whom they receive information, (ii) the accuracy and completeness of the information provided, and (iii) representations made by management as to non-audit services provided to the Corporation by the external auditor. The Committee's oversight responsibility was established to provide an independent basis to determine that (i) management maintained appropriate accounting and financing reporting principles or appropriate internal controls and procedures, or (ii) the Corporation's financial statements were prepared and, if applicable, audited in accordance with generally accepted accounting principles or generally accepted auditing standards.

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Approved by the Board of Directors on August 5, 2020.