



ROGERS COMMUNICATIONS INC.
2012 CORPORATE SOCIAL RESPONSIBILITY REPORT

TODAY & TOMORROW



WELCOME TO OUR 2012 CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORT.

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ABOUT THIS REPORT



This Corporate Social Responsibility (CSR) Report communicates our social, environmental and economic performance for the 2012 calendar year, focusing on the most important issues identified through stakeholder engagement.

This report has been prepared in accordance with the G3 Global Reporting Initiative (GRI) Sustainability Reporting Guidelines, at a self-declared application level of B+, as well as the GRI's Telecommunications Sector Supplement. Details on the profile, scope and boundaries of this report are discussed in our [GRI Index](#).

To minimize printing and our environmental footprint, this report, along with those from previous years, is available as a downloadable PDF in our [online report archive](#).

Terms used throughout the report and in our key performance indicators are defined in the [glossary](#) starting on page 81.

EXTERNAL ASSURANCE

This report has been prepared by Rogers' CSR team, which is responsible for the collection and presentation of information. Every effort is made to ensure that all content in the report is accurate and authenticated by internal subject experts and reviewed by management.

Rogers engaged KPMG LLP to conduct assurance over selected information contained in the Corporate Social Responsibility Report in addition to the audit of Rogers' consolidated financial statements. [KPMG LLP's assurance report](#) on selected performance indicators can be found on page 84 of Rogers 2012 CSR Report and KPMG LLP's financial statement audit report can be found on page 81 of [Rogers 2012 Annual Report](#). In this document, the symbol ± indicates assured information.

HELP US IMPROVE

We encourage your ideas and comments to help us improve our reporting. Email us at csr@rci.rogers.com

 www.rogerscsr.com

ROGERS AT A GLANCE

Established in 1960, Rogers Communications is one of Canada's leading diversified communications and media companies. We are engaged in four lines of business – Wireless, Cable, Business Solutions and Media – through which we provide a comprehensive range of products and services.

Headquartered in Toronto, we are publicly traded on the Toronto Stock Exchange (TSX: RCI.a and RCI.b) and on the New York Stock Exchange (NYSE: RCI).

OUR CUSTOMERS

(IN THOUSANDS)

	2012	2011	2010
WIRELESS SUBSCRIBERS	9,437	9,335	8,977
CABLE TELEVISION SUBSCRIBERS	2,214	2,297	2,305
INTERNET SUBSCRIBERS	1,864	1,793	1,686
CABLE TELEPHONY SUBSCRIBERS	1,074	1,052	1,003



WIRELESS

Canada's largest wireless voice and data communications services provider, with more than 9 million customers under the Rogers wireless, Fido and chatr brands.



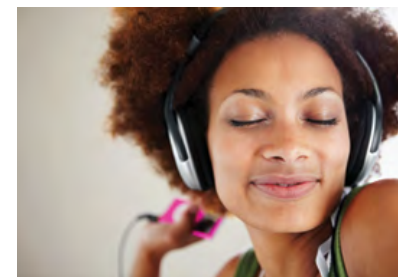
CABLE

A leading Canadian cable services provider offering cable television, high speed Internet access and telephony products, whose territory covers approximately 3.8 million homes in Ontario, New Brunswick and Newfoundland.



BUSINESS SOLUTIONS

Provides business telecom, data networking and Internet Protocol (IP) solutions to small, medium and large enterprises, the public sector and carrier market segments.



MEDIA

Category-leading radio and television broadcasting, sport entertainment, publishing and digital media properties. Portfolio includes 55 radio stations, City and OMNI television stations, 50+ consumer and trade publications, *Toronto Blue Jays*, *Rogers Centre* and 37.5% stake in *Maple Leafs Sports & Entertainment*.

A MESSAGE FROM NADIR MOHAMED

Rogers has always demonstrated the distinct ability to invest in today and tomorrow. Our actions during 2012 to be a socially responsible company reflect that.

Looking back on the past year, I'm reminded just how deeply connected corporate social responsibility is to achieving our business strategy. Applying social and environmental stewardship throughout Rogers daily operations – and beyond our own floors to our supply chain and communities – has helped us attract customers, enhance employee recruitment and retention, mitigate risks and provide value to all of our stakeholders. These positive outcomes are all interconnected, supporting our present and long-term success.



NADIR MOHAMED
PRESIDENT AND
CHIEF EXECUTIVE OFFICER

PROGRESS IN 2012

During 2012, we worked hard to understand and integrate into our decision-making the key CSR issues of our customers, employees, communities and other stakeholders. Their collective feedback continued to spark positive change at Rogers, guiding our efforts to build a more sustainable business and contribute to building a more sustainable world. While it was a year with no shortage of challenges, it was one where we made meaningful, quantifiable progress on our CSR journey. Our performance is captured in this report. I'll touch on a few items.

Customer service, support and transparency are top issues that customers tell us they want to see improvement on. During 2012, we simplified our wireless offerings and pricing tiers, reducing complexity for our customers and improving the efficiency of our sales and service teams. We introduced Rogers TechXperts as a 24/7 premium support service, helping customers optimize their computers, protecting from viruses and connecting all the devices in their homes seamlessly. And we invested heavily in our networks and next generation products and services that help make our customers' lives better.

Our role in the telecommunications industry gives Rogers both an opportunity and a responsibility to increase digital inclusion in the new economy so all Canadians can benefit. To that end, we expanded our next generation wireless LTE 4G broadband network in 2012 to approximately 60% of the population. Rogers partnered with the Government of Ontario to bring advanced mobile internet services to Northeastern Ontarians. And in partnership with The Canadian Centre for Child Protection we launched *Tech Essentials*, a parent-approved, award-winning program to help Canadians boost their understanding of technology and make safe digital choices.

To create a great workplace for our employees, we invested \$41.3 million in their training and development, provided compensation and benefits totalling \$1.81 billion*, and strengthened our health, safety and wellness programs. I'm excited that we were recognized as one of Canada's Top Employers for Young People and one of Canada's Best Diversity Employers by Mediacorp.

Our environmental performance continues to improve, even amid business growth. In 2012, we shrunk our carbon footprint by 11% through a mixture of energy efficiency measures. We also reduced our total paper consumption by 7.6%, while diverting 53.4% of our total waste from landfills through recycling and reuse. We continue to seek complementary opportunities for our environmental initiatives and encouraging employees and customers to reduce their own footprints.

Responsible procurement is an area where stakeholder expectations regarding CSR have never been higher. Stakeholders expect us to not only have good sustainability practices in place, but to use our influence to drive high standards across our supply chain. We have stringent ethical sourcing criteria in the form of the Rogers Supplier Code of Conduct, which was enhanced last year to articulate our commitment to sourcing products made only from conflict-free minerals. We also began developing a formal supply chain monitoring system to ensure ongoing adherence to the Code.

A MESSAGE FROM NADIR MOHAMED

CONTINUED

While it was a year with no shortage of challenges, it was one where we made meaningful, quantifiable progress on our CSR journey. Our performance is captured in this report.

Finally, with our community based initiatives we exceeded Imagine Canada's guideline for giving and provided young Canadians with a brighter future through *Rogers Youth Fund*. In its first year of operation, 85,000 students participated in educational programs supported by *Rogers Youth Fund*. It's a wonderful program and I'm excited about its potential. Later in the year, we further supported this initiative with the launch of our new Employee Volunteer Program, which provides a company-sponsored opportunity for everyone in our organization to rally behind volunteering and *Rogers Youth Fund*.

IMPROVING OUR CSR REPORTING

Public recognition by stakeholders for our approach and commitment to CSR is an important component of our CSR objectives. Our efforts were recognized in 2012 with Rogers being included in both the FTSE4Good Index and the Jantzi Social Index, as well as recently being named as one of Canada's Greenest Employers by Mediacorp.

Building on these achievements, we are expending considerable effort to enhance our reporting throughout the organization as part of our three-year plan, starting with this, our fourth CSR report.

Among this year's improvements, we streamlined report content on stakeholders' material issues, provided a more consistent and integrated presentation of results, and improved data quality and accountability by engaging KPMG to provide limited assurance on selected performance information. We want to ensure good disclosure that is clear, understandable and meaningful to our stakeholders. Please tell us what you think – email us at csr@rci.rogers.com.

WHAT'S NEXT

Looking to 2013 and beyond, we remain committed to connecting Canadians to what's next while evolving our business for the better. And we've been planting the seeds to do just that. This report emphasizes what is being done today and highlights what Rogers intends to do as a socially responsible company tomorrow.

I would like to thank our customers for their business, our employees for their incredible dedication, and our many stakeholders for their valued perspectives. Through our everyday stakeholder interactions and dialogue, I believe Rogers is forging deeper relationships with Canadians and, in turn, creating a much stronger brand.



NADIR MOHAMED

President and Chief Executive Officer
Rogers Communications Inc.

VISION & STRATEGY

Our vision is to be known for leading the enablement and delivery of seamless, customer-driven communications, entertainment, information and transactional experiences across any device, place or time. To achieve this, our actions and investments are guided by the following six long-term strategic objectives:

DELIVER DIFFERENTIATED END-TO-END CUSTOMER EXPERIENCES

Focus on evolving our cross-device integration to enable seamless, reliable and easy-to-use experiences anytime, anyplace and anywhere; on delivering a differentiated range of devices and device-related services; and on enabling greater integration of our media assets across screens.

MAINTAIN INDUSTRY-LEADING NETWORKS

Reinforce our fastest and most reliable networks by expanding our LTE network to a wider proportion of the Canadian population, continuing to increase broadband Internet speeds, and further enhancing our TV platform with next generation features and functionality.

EXPAND OUR SERVICES REACH

Expand the reach of our networks and services through new construction and targeted acquisition that complement our existing platforms; by more widely deploying products and services; and by expanding the reach of key media brands nationally and across our digital platforms.

STRENGTHEN THE CUSTOMER EXPERIENCE

Constantly improve the experience that customers have using our products and services by making it easier for them; providing the tools and resources customers need to use our products with confidence; being attuned to our customers' evolving needs; and continuing to simplify our product offerings.

IMPROVE PRODUCTIVITY AND COST STRUCTURE

Continue to focus on cost-optimization initiatives and organizational efficiency by improving service delivery; reducing complexity; focusing on fewer, more impactful projects; managing expenses; and working closely with key suppliers.

DRIVE FUTURE GROWTH OPPORTUNITIES

Continue to develop targeted new growth areas of our business, including machine-to-machine communications, mobile commerce and video, sports, business communications services, local and digital media services, and home automation.



RELATED LINK

Learn more about our business strategy

► [2012 Annual Report](#)

OUR VALUES

Rogers values, developed with our employees, are our guidelines for the way we work and help us reach our vision. To help us hold each other and ourselves accountable, Rogers values are embedded into annual performance reviews, employee surveys, management training, and our reward and recognition programs.





LISTEN & UNDERSTAND

STAKEHOLDER ENGAGEMENT

STAKEHOLDER ENGAGEMENT & MATERIAL ISSUES

The feedback we receive from stakeholders is the baseline for identifying and monitoring Rogers' material issues and drives our CSR strategy.

OUR STAKEHOLDERS

Rogers has many stakeholders, including customers, employees, suppliers, community members, non-profit organizations, all levels of government, industry and trade associations, media, CSR analysts, shareholders and investors.

These are our main stakeholders because some are directly or indirectly affected by our business activities, while others have an interest in what we do and our specific views. Earning the trust and respect of all of our stakeholders is important to Rogers' long-term success as a business and as a corporate citizen.

"I want honest opinions about our products and our efforts to address stakeholders' top-of-mind issues. An open-door approach enables us to have constructive dialogue that benefits all."

NADIR MOHAMED,
PRESIDENT AND CEO, ROGERS

WAYS WE ENGAGE

We continuously listen and talk to our stakeholders to understand their views, priorities and concerns, which enables us to make informed and balanced decisions. We tailor our engagement channels to each different stakeholder group, providing ample and easy ways for people to communicate with us. The chart on page 12 reveals how we engaged with stakeholders in 2012; additional details and methods can be found throughout this report.

ASSESSING MATERIALITY – A MULTI-FACETED APPROACH

With many stakeholders, Rogers faces diverse needs, demands and expectations. That's why we use a multi-faceted process to help us identify and focus on the most "material issues" – which we define as issues that are a) significant to our stakeholders and substantively influence their perceptions and decisions, and b) significant to our business in terms of social, environmental and economic impact. Our approach includes:

- Gathering input and feedback directly from stakeholders, including customer and employee surveying.
- Participating in external surveys, consulting with experts in their respective fields and involvement in industry and trade associations to get additional insights on stakeholder perspectives and emerging trends.



- Assessing the competitive environment, the regulatory landscape and business risks and opportunities that may impact Rogers' sustainability.
- Reviewing news coverage of topics that concern our business and stakeholders. As one example, conflict minerals in global supply chains have generated media attention and public concern, and Rogers has responded by adopting stricter procurement standards (see the section [Avoiding Conflict Minerals](#)).
- Considering the [GRI Guidelines](#) for social, environmental and economic disclosures deemed important by the international community.

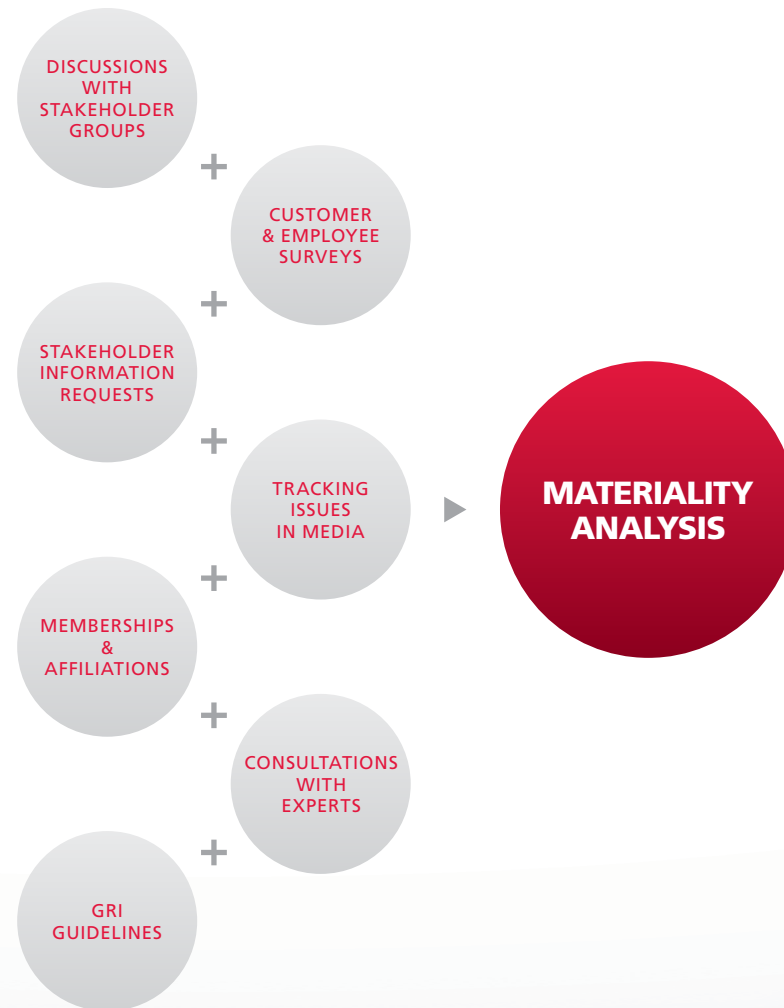
STAKEHOLDER ENGAGEMENT & MATERIAL ISSUES

CONTINUED

2012 MATERIAL ISSUES

Rogers is firmly committed to understanding, managing and being transparent about the evolving material issues we face, which feed into our CSR strategy and reporting. As part of the development of this report, we conducted a more detailed materiality review than in prior years, compiling a comprehensive list of top stakeholder priorities and concerns and confirming these internally among the CSR team and company managers. The results of this review are presented in the chart on the next page.

In this report, we have endeavoured to respond to all material issues raised by stakeholders – the last column of the chart on the next page shows where readers can find the appropriate information. In 2013, we plan to build on our materiality review process by using a ranking system to formally validate and map our material issues according to level of stakeholder concern and level of potential impact on Rogers. This will further help us to focus our CSR plans and reporting.



STAKEHOLDER ENGAGEMENT & MATERIAL ISSUES

CONTINUED

STAKEHOLDER GROUP	HOW WE ENGAGED IN 2012	TOP PRIORITIES	HOW ROGERS IS RESPONDING
CUSTOMERS	<ul style="list-style-type: none"> • Customer Measurement Program • Daily interactions via stores, call centres • Social media channels • Office of the Ombudsman • Problem resolution process 	<ul style="list-style-type: none"> • Customer service and support • Service coverage and reliability • Transparent product and pricing information • Quality products that are safe, secure, ethically sourced • Services for diverse customers • Accessible products and services 	Customer Experience
EMPLOYEES	<ul style="list-style-type: none"> • R10 engagement survey • One-on-one manager/staff discussions • 360-degree feedback process • Online chats with executives • Town halls and online forums • Rogers STAR Hotline 	<ul style="list-style-type: none"> • Opportunities for dialogue and feedback • Opportunities for training and development • Attractive compensation and benefits • Safe working conditions and personal wellness • Diversity and inclusion • Corporate social responsibility 	Employee Experience CSR at Rogers
ENVIRONMENTAL GROUPS	<ul style="list-style-type: none"> • Meetings with environmental consultants and groups • Employee participation • Memberships 	<ul style="list-style-type: none"> • Management approach • Strategies to reduce operational footprint and mitigate risks • Efforts to build environmental awareness and engagement 	Environmental Responsibility
LOCAL COMMUNITIES & NON-PROFITS	<ul style="list-style-type: none"> • Partnerships and outreach • Sponsorships • Employee volunteerism • Memberships • Community consultations 	<ul style="list-style-type: none"> • Corporate giving/philanthropy • Support for education and youth • Support for Canadian media production and talent • Volunteerism • Community concerns related to cell towers 	Community Investment Customer Experience
SUPPLY CHAIN	<ul style="list-style-type: none"> • Request for Proposal and Request for Information processes • Interaction with Rogers Procurement team • Site visits to factories and supplier offices 	<ul style="list-style-type: none"> • Fair and transparent supplier selection process • Supply chain relationships/management • Ethical sourcing 	Ethical Supply Chain
GOVERNMENT, NGOs, ASSOCIATIONS & MEDIA	<ul style="list-style-type: none"> • Relationships with government officials and regulators • Participation in CRTC hearings and government forums • Public-private partnerships • Dialogue with NGOs • Participation in multi-stakeholder initiatives • Media outreach and relations 	<ul style="list-style-type: none"> • Consumer protection initiatives, including clarity of contracts • Public policy perspectives • Ethical practices and compliance • Economic contributions • Efforts to support digital inclusion • Efforts to avoid conflict minerals 	Economic Contributions Customer Experience Community Investment Ethical Supply Chain
SHAREHOLDERS & INVESTORS	<ul style="list-style-type: none"> • Stakeholder information events • Meetings/feedback sessions with mainstream and socially responsible investor groups • Surveys, consultations 	<ul style="list-style-type: none"> • Return on investment • Long-term, sustainable growth • Sound corporate governance • Management oversight of CSR issues • CSR approach and management systems • CSR reporting and transparency 	2012 Annual Report Good Governance CSR at Rogers GRI Index
INTERNAL BUSINESS LINES & DEPARTMENTS	<ul style="list-style-type: none"> • Internal management meetings and discussions 	<ul style="list-style-type: none"> • High customer satisfaction, loyalty, confidence • Talented, high performing, engaged workforce • Strong governance practices • Business performance • Public policy and regulatory developments • Efficient, reliable, responsible suppliers • Management of environmental impacts and risks 	Good Governance Economic Contributions Customer Experience Employee Experience Environmental Responsibility Ethical Supply Chain Community Investment



RESPONSIBLE & SUSTAINABLE

CSR AT ROGERS

CSR AT ROGERS

Corporate social responsibility is highly relevant to the long-term success of our business.

In the previous section, we discussed our material issues related to CSR. These issues help shape our CSR approach, initiatives and stakeholder communications. We have grouped our material issues into seven broad categories, which is how we have organized this report:

1. GOOD GOVERNANCE

2. ECONOMIC CONTRIBUTIONS

3. CUSTOMER EXPERIENCE

4. EMPLOYEE EXPERIENCE

5. ENVIRONMENTAL RESPONSIBILITY

6. ETHICAL SUPPLY CHAIN

7. COMMUNITY INVESTMENT

In this report we update readers on our CSR efforts in each of these areas – our focus on operating responsibly, managing the most pressing issues for stakeholders and seizing opportunities to evolve our business for the better.

Rogers' approach to CSR links and contributes to our broader business strategy. Attaining leadership in our industry and the privilege of being Canadians' company-of-choice is about delivering the best innovative services while being a responsible business – aims that are deeply connected. We seek to balance corporate growth with delivering social, environmental and economic value for our diverse stakeholders. Making a positive difference to the communities, society and economy in which we operate is vital because our business is only as strong as they are.

CONTINUOUS IMPROVEMENT OF CSR REPORTING

CSR at Rogers is a journey of continuous improvement. That extends to our reporting. For the 2012 CSR report, we engaged KPMG to provide independent assurance on selected key performance indicators (KPIs). **As a result, we have moved from a self-declared GRI "C" Application Level last year to a "B+" Application Level in the current report – refer to our [GRI Index](#) for more information. This is an important step in the continued development of our CSR report and demonstrates a commitment to transparency and data integrity.**

Using the results of a readiness assessment performed by KPMG in early 2013, we developed a three-year reporting plan to enhance our overall CSR reporting quality, starting with changes made to this year's report such as:

- Improved use of graphs and tables to present trends;
- Incorporating KPIs more consistently throughout report;
- Improved focus on GRI reporting principles, including aligning report contents to material issues and providing a clearer link between stakeholder groups, material issues and location of responses; and
- Restructuring of the GRI Index to include specific disclosure information.

As we move forward with implementing our reporting plan, we'll introduce additional KPIs that align to our material issues and objectives and eventually transition to using the G4 framework for reporting.



LEADERSHIP & ACCOUNTABILITY

GOOD GOVERNANCE

GOOD GOVERNANCE

Our organizational policies, structures and controls support our CSR agenda at Rogers. This section provides highlights – Rogers' corporate governance practices and approach to risk management are discussed in depth in our 2012 Annual Report.

2012 PROGRESS AT A GLANCE

MATERIAL ISSUE	2012 HIGHLIGHTS
Business Ethics and Integrity	<ul style="list-style-type: none"> • 96.96%[†] of employees completed training on Rogers Business Conduct Policy.
Corporate Governance	<ul style="list-style-type: none"> • Maintained strong corporate governance structures and practices. • Board composition as of December 31, 2012, comprised 17 Directors, of which: <ul style="list-style-type: none"> – 10 were independent – 4 were female • For more info, refer to our Annual Report (pages 16-17) and 2013 Proxy Circular.
CSR Governance	<ul style="list-style-type: none"> • CSR Governance Committee met twice and provided oversight of CSR progress through sub-committees at executive (VP and above) level. • Engaged KPMG to provide independent assurance of select key performance indicators.
Enterprise Risk Management	<ul style="list-style-type: none"> • Continued management of key risks. • For more info, refer to our Annual Report (pages 63-68).

BUSINESS ETHICS AND INTEGRITY

KEY PERFORMANCE INDICATORS

	2012	2011	2010
% of employees trained on Rogers Business Conduct Policy	96.96% [†]	96.38%	97.59%

Percentages reflect our internal Business Code of Conduct training reporting cycle of September 30. The 2011 and 2010 numbers have been restated to reflect the change in timing of reporting.

[Rogers Business Conduct Policy](#) defines the high standards of business conduct, integrity and ethical behaviour expected of our employees in their dealings with customers, vendors, the public, fellow employees and other stakeholders. This important document provides employees with examples of appropriate and inappropriate behaviour when conducting business on behalf of the company. We also have a separate [Directors' Code of Conduct and Ethics](#) for directors of the company.

All Rogers employees must review, understand and fully comply with Rogers Business Conduct Policy,

as well as complete annual online training to refresh their knowledge. We carefully monitor training completion rates, and have a yearly target of 95%. In 2012, 96.96%[†] of our workforce completed training on Rogers Business Conduct Policy.

In addition to training, we perform audits to verify that our employees are compliant with the policy. Departments such as Corporate Investigations, Internal Audit, Fraud Management and Retail Loss Prevention are involved in helping to detect and prevent various types of fraud and misconduct at Rogers.



WHISTLEBLOWER PROGRAM

We have a strong whistleblower program in place, called Rogers STAR Hotline. Employees are expected to report any suspected business, ethical or financial misconduct to the hotline. To ensure complete anonymity, an independent service provider handles every contact with Rogers STAR Hotline confidentially. Management carefully investigates all reported incidents, regardless of the employee's status.

CORPORATE GOVERNANCE

Corporate governance and corporate social responsibility go hand-in-hand at Rogers. As stated in Rogers Business Conduct Policy, we are firmly committed to maintaining the highest standards of integrity, ethical behaviour and good corporate social responsibility, and this is reflected in our governance structure and the key roles within our organization that are charged with ensuring sound corporate governance.

Our [Board of Directors](#) is responsible for the stewardship of the company, including approving goals, objectives and strategies. The Board is fully committed to sound corporate governance and continually reviews its governance practices and benchmarks them against acknowledged leaders and evolving legislation.

ROGERS GOOD GOVERNANCE PRACTICES

- Separation of CEO & Chairman Roles
- Independent Lead Director
- Formal Corporate Governance Policy & Charters
- Code of Business Conduct & Whistleblower Hotline
- Director Share Ownership Guidelines
- Board & Committee In Camera Discussions
- Annual Reviews of Board & Director Performance
- Audit Committee Meetings with Internal & External Auditors
- Orientation Program for New Directors
- Regular Board Education Sessions
- Committee Authority to Retain Independent Advisors
- Director Material Relationship Standards

CSR GOVERNANCE

Further demonstrating management's commitment to responsible business, we have a **Corporate Social Responsibility Governance Committee** that oversees Rogers' CSR approach, performance and progress. Led by Rob Bruce, President of Communications, the committee is comprised of representatives from relevant business units. In 2012, the committee met twice and provided oversight to six sub-committees, which help to proactively manage and address key [material issues we face in our business activities](#). Going forward, the CSR Governance Committee will also oversee implementation of our three-year CSR reporting plan.

For more information, see the [CSR at Rogers](#) section of this report.



ENTERPRISE RISK MANAGEMENT

The Enterprise Risk Management program at Rogers seeks to ensure that there is consistency to the methods used in identifying, assessing, managing, monitoring and communicating risks throughout the company and that risk management efforts are aligned with the company's vision, mission, values and strategic and business objectives.

A Strategic Risk Assessment process is conducted on an annual basis to identify and assess the key risks facing Rogers and their potential impact on the achievement of the company's strategic plans. Key inputs into this assessment include prior risk and audit reports, industry benchmarks, risk management interviews with key risk owners and a formal risk survey with management. Emerging risks are included in the assessment, and risks are prioritized using standard risk assessment criteria.

For further information, please see pages 63-68 of the [Rogers 2012 Annual Report](#).

A photograph of a woman and a young girl sitting together at a table, looking at a laptop. The woman is pointing at the screen, and both are smiling. The girl is wearing a pink and white striped shirt and purple pants. The woman is wearing a red and white striped shirt. The background is a bright, indoor setting with a couch and a window.

VALUE & IMPACT

ECONOMIC CONTRIBUTIONS

ECONOMIC CONTRIBUTIONS

Rogers supports the economic development and well-being of the communities where we operate – including the provision of employment opportunities, paying taxes, investing in innovation and maintaining a strong business that enables us to provide dividends to our shareholders.

2012 PROGRESS AT A GLANCE

MATERIAL ISSUE	2012 HIGHLIGHTS
Financial Performance	<ul style="list-style-type: none"> • Delivered 1% consolidated top line growth • Increased annualized dividend by 11% • Repurchased 9.6 million Rogers class B shares
Economic Development	<ul style="list-style-type: none"> • Employed 28,863 people and provided \$1.81 billion[†] in compensation and benefits • Incurred income tax expenses of \$610 million[†]
Digital Inclusion	<ul style="list-style-type: none"> • Expanded LTE 4G broadband network to approximately 60% of the Canadian population • Partnered with the Government of Ontario to bring mobile Internet services to Northern Ontario
Public Policy and Advocacy	<ul style="list-style-type: none"> • Fee for Carriage issue resolved in Supreme Court, with their decision supporting Rogers' position, meaning no fees to consumers for carrying over the air broadcasters

FINANCIAL PERFORMANCE

Rogers is a public corporation with a long track record of driving a strong business and delivering value to our shareholders. Our 2012 results continued this tradition despite the challenging competitive landscape. We grew revenues to a record \$12.5 billion and adjusted operating profit to a new height of \$4.8 billion. As a result, in February 2013, we increased our annualized dividend per share to \$1.74, up from \$1.58 the previous year.

Learn more about our financial performance in our [2012 Annual Report Online](#).

\$12.5
BILLION
REVENUE IN 2012

FINANCIAL HIGHLIGHTS

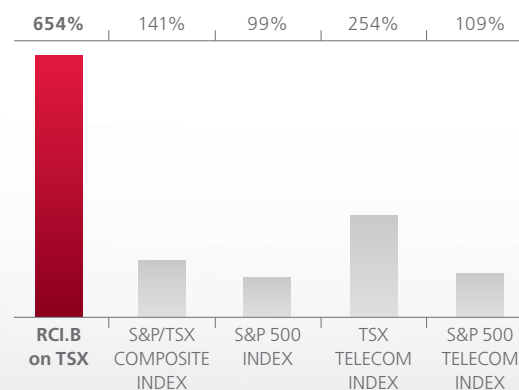
(In millions of dollars, except per share amounts)

	2012	2011	2010
Revenue	\$ 12,486	\$ 12,346	\$ 11,999
Adjusted operating profit ¹	\$ 4,834	\$ 4,739	\$ 4,668
Adjusted operating profit margin ¹	39%	38%	39%
Income before income taxes	\$ 2,352	\$ 2,135	\$ 2,152
Adjusted net income ¹	\$ 1,788	\$ 1,736	\$ 1,704
Net income	\$ 1,700	\$ 1,563	\$ 1,502
Adjusted diluted earnings per share ¹	\$ 3.43	\$ 3.17	\$ 2.94
Basic earnings per share	\$ 3.28	\$ 2.88	\$ 2.61
Annualized dividend rate at year-end	\$ 1.58	\$ 1.42	\$ 1.28
Total assets	\$ 19,618	\$ 18,362	\$ 17,033
Long-term debt (includes current portion)	\$ 10,789	\$ 10,034	\$ 8,654
Shareholders' equity	\$ 3,768	\$ 3,572	\$ 3,760
Market capitalization of equity	\$ 23,346	\$ 20,736	\$ 19,435

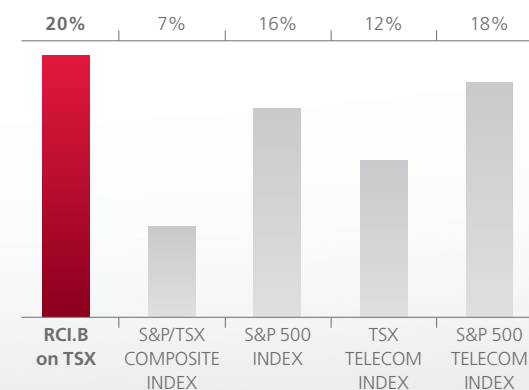
¹ Refer to our 2012 Annual Report (pages 73 - 76) for definitions and calculations of non-GAAP measures. Non-GAAP measures should not be considered as a substitute or alternative for net income or earnings per share in each case determined in accordance with IFRS.

TOTAL SHAREHOLDER RETURN

TEN-YEAR COMPARATIVE TOTAL RETURN: 2003-2012



ONE-YEAR COMPARATIVE TOTAL RETURN: 2012



ECONOMIC DEVELOPMENT

As a sizeable company in the Canadian marketplace, we contribute to economies across the country through our everyday business activities.

EMPLOYMENT

Within our workplace, Rogers employed 28,863¹ people, invested \$41.3 million in employee training and development, paid \$1.81 billion⁺ in salaries and benefits and provided other economic benefits to employees through savings plans, pension plans and discounts. Rogers also worked with more than 30,000 suppliers last year, spending \$7.918 billion⁺ that helped create and sustain jobs throughout our supply chain.

COMMUNITY INVESTMENTS

Our \$16.3 million⁺ in cash donations and \$53.7 million⁺ in in-kind donations helped strengthen Canadian communities, charities and non-profit organizations.

TAXES

Rogers incurred income tax expenses of \$610 million⁺ in 2012. We paid \$380 million⁺ in cash income taxes, \$7 million in foreign taxes, \$135 million in payroll and property taxes and collected \$1,563 million in sales and withholding taxes, which were remitted to federal, provincial and international government agencies. We adhere to strong Income Tax Management policy within our framework for managing taxes and our commitment to good governance, transparency and financial reporting.

SUPPORTING INNOVATION

Rogers joined forces with a non-profit business incubator, Wavefront, to open the doors to a new Rogers Wireless Innovation Centre in Vancouver, Toronto and Montreal. The centres help developers get to market faster with innovative applications for connected devices. Rogers and Wavefront also announced an [Innovation Mentorship Program](#) to provide early stage wireless technology companies in Canada with comprehensive support, coaching from an experienced mentor and resources needed to go-to-market successfully.

¹ This number differs from the number reported in Rogers Annual Report (AR) as the AR disclosed full-time and part-time active employees only, excluding contractors.

ECONOMIC VALUE DISTRIBUTED²

AS OF DECEMBER 31 (IN MILLIONS)	2012	2011	2010
Employee salaries and benefits	\$ 1,813 ⁺	\$ 1,753	\$ 1,666
Dividends and shareholders' equity transactions	\$ 917 ⁺	\$ 976	\$ 822
Interest on long-term debt and other interest expenses	\$ 664 ⁺	\$ 738	\$ 768
Income tax expense	\$ 610 ⁺	\$ 535	\$ 612
Community investments – cash donations	\$ 16 ⁺	\$ 10	\$ 10
Supplier spend	\$ 7,918 ⁺	\$ 7,754	\$ 7,443
Total Economic Value Distributed	\$ 11,938⁺	\$ 11,766	\$ 11,321

² Previous year's data has been restated to conform to current methodology

ACHIEVING DIGITAL INCLUSION

Rogers is dedicated to increasing greater digital inclusion and participation in the new economy to ensure all Canadians can benefit. Access to technology plays a vital role in connecting many remote, rural and low-population communities, where the so-called digital divide gap is greatest, and supporting their economic development.

INVESTING IN CANADA'S DIGITAL FUTURE

One of our strategic business objectives is to expand our services reach. Our GSM and 3G HSPA+ networks reach nearly all Canadians and our next generation Long Term Evolution (LTE) network reaches approximately 60%. In 2012, we expanded our LTE wireless network to an additional 25 cities across the country – among them, St. John's, Moncton, Trois-Rivières, Sudbury, Saskatoon, Regina, Edmonton and Kelowna.

Rogers is helping to equip Northeastern Ontarians with the same advanced access to mobile high speed internet and cellular services as those in Southern Ontario. NetCentral Community Communications Network (NetCentral), a not-for-profit organization, has received \$11.9 million in funding from the Northern Ontario Heritage Fund Corporation and capital commitments of \$3.9 million from Rogers to expand cellular and mobile broadband coverage along the King's Highways and in unserved communities from Elliot Lake to Bonfield and from Temagami to South Baymouth on Manitoulin Island. Rogers is building and will operate 24 cellular and wireless high speed internet sites in the region over a three-year period, with completion by the end of 2013. Partnerships like this help address the high costs of deploying infrastructure in remote and rural areas while spurring economic growth.

DIGITAL LEARNING & SUPPORT

Recently, we surveyed Canadians about their knowledge of technology and issues like online security, data usage and roaming, and discovered that many lack a solid understanding of these areas. In response, we are undertaking a long-term education effort to increase Canadians' digital literacy to help them make the most of technology. Among our initiatives:

- We launched [Tech Essentials](#) in January 2013 in partnership with The Canadian Centre for Child Protection. The educational program and website is a "parent tested parent approved" award winner, offering information ranging from how to make smart and safe digital choices on things like data usage, to tips and resources for parents on managing their child's online use. The program also includes an online and in-store 'Ask the Experts' series, and will extend to Community Education sessions later in 2013.
- Through [Rogers Youth Fund](#) we have invested in building technology centres at 25 Boys and Girls Clubs of Canada that will help youth gain digital literacy and technology. For more information, refer to the [Community Investment](#) section of this report.

PUBLIC POLICY & ADVOCACY

Rogers operates in a highly regulated industry, and we are therefore actively involved with governments and regulators in Canada through our Regulatory and Government Relations offices and teams in both Toronto and Ottawa.

As a federally regulated entity, Rogers focuses most of its public policy efforts in Ottawa. Our main focus is on the Canadian Radio-television and Telecommunications Commission and the departments of Industry and Canadian Heritage. All lobbying activities are registered with the Office of the Commissioner of Lobbying of Canada and comply with federal legislation.

In 2012, Rogers was registered with the federal lobby registrar on the following subjects: arts and culture, broadcasting, consumer issues, industry, intellectual property, international relations, international trade, justice and law enforcement, taxation and finance and telecommunications and various legislative initiatives. Rogers operates nationally and any activities undertaken at the provincial and municipal levels follow all the rules and/or reporting requirements that exist at these levels of government.

Pages 57-60 of our [2012 Annual Report](#) provide a detailed discussion of government regulation and regulatory developments that affected Rogers last year.

A man and a woman are sitting on a black metal railing in front of a red brick wall. The man is holding a smartphone and looking at it, while the woman leans in and looks at the screen with him. They are both wearing casual clothing and sneakers. The background shows a city street with a brick building and a street sign.

SERVICE & SUPPORT

CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE

Our goal is to ensure seamless, easy-to-use and reliable end-to-end supported customer experiences that leverage our network, content, assets and assets of our partners.

2012 PROGRESS AT A GLANCE

MATERIAL ISSUE	2012 ACTIVITIES
Customer Service	<ul style="list-style-type: none"> Achieved a 1.29%[†] churn rate in postpaid subscribers, improving upon 2011 churn 2,468[†] complaints received by Rogers Office of the Ombudsman 99%[†] of complaints to Rogers Ombudsman were resolved within our target of 60 days Won Customer Service Department of the Year in the 2012 International Business Awards
Network Coverage and Reliability	<ul style="list-style-type: none"> Invested \$2.1 billion[†] in capital expenditures Expanded our next generation LTE network, the country's largest and fastest, to cover approximately 60% of the Canadian population Completed the deployment of 150Mbps Internet speeds across 90% of our cable TV footprint
Customer Transparency	<ul style="list-style-type: none"> Simplified wireless offerings and pricing tiers Launched Early Cancellation Policy and TechEssentials to improve access to clear product and service information
Product Responsibility	<ul style="list-style-type: none"> 154,054[†] cell phones collected and processed for reuse or recycling Launched FidoTRADE, allowing Fido customers to recycle their phones and receive a credit towards a new phone Introduced Rogers Device Protection Plan
Mobile Communications & Health	<ul style="list-style-type: none"> Participated in consultations on new tower protocol

**TOP 25 BEST
CANADIAN
BRANDS
2012**

Interbrand

INTERBRAND RANKED ROGERS COMMUNICATIONS INC. 10TH IN THE BEST CANADIAN BRANDS REPORT OF 2012, A RANKING OF CANADA'S TOP 25 BRANDS BY VALUE.



BRAND FINANCE AWARDED ROGERS A TOP TEN RANKING IN ITS LISTING OF CANADA'S 50 TOP BRANDS, BASED ON OUR CUSTOMER LOYALTY, CUSTOMER FEEDBACK, ETHICAL PRACTICES AND OTHER FACTORS.

CUSTOMER SERVICE

Strengthening the customer experience is an important priority for Rogers. We've made it one of Rogers' six long-term strategic objectives, while being customer focused is part of the core set of values that we live by day-to-day. We are passionate about our customers, and our business sustainability depends on their loyalty.

KEY PERFORMANCE INDICATORS	2012	2011	2010
Customer retention – wireless monthly churn rate (postpaid)	1.29%[†]	1.32%	1.18%
Customer retention – wireless monthly churn rate (prepaid)	3.98%[†]	3.64%	3.18%
Complaints reported to Rogers Office of the Ombudsman	2,468[†]	2,762	1,893
Percentage of complaints resolved by Rogers Ombudsman within 60 days ¹	99%[†]	N/A	N/A

[†] This is a new key performance indicator which we are reporting for the first time in 2012.

Customer service is a top issue for our customers and Rogers, and we want to significantly improve in this area. We're focused on resolving the top reasons customers call, enhancing employee training and raising the bar on service levels, all to make it easier for our customers to do business with us. And our efforts are showing continuous improvement. In 2012:

- The wireless monthly postpaid churn rate improved to 1.29%[†] from 1.32% in 2011. Churn is the measurement we use to describe the disconnect rate of customers to a telecommunications service.
- Overall customer satisfaction and problem resolution scores improved year-over-year.

Rogers' Business Care team won Customer Service Department of the Year in the 2012 International Business Awards, based on factors including our best-in-class scores in customer satisfaction and our issue resolution performance.

To help us better gauge and respond to customer service issues as they arise, we launched our new Customer Measurement Program (CMP) in 2012 to replace our former customer satisfaction (CSAT) survey process.

The survey is used in all our businesses, enabling alignment behind one common goal to improve the end-to-end customer experience. Approximately 500,000 surveys were conducted last year.

CMP measures three levels of the customer experience:

- Overall experience – measures customer satisfaction with a frontline representative (call centre, store or other channel).
- Strategic measures – measures extent to which we deliver on our customer experience mandate.
- Problem resolution – measures how effectively we solve customers' issues.

WHAT HAPPENS WHEN WE GET A NOT-SO-GREAT SCORE ON A CMP SURVEY?

Our new Rogers Survey Response team, formed last year, calls customers back to show them that their feedback is important to us and that we're using it to serve them better in the future. We then take action internally, as required, to make appropriate improvements to policies, processes, training or pricing.

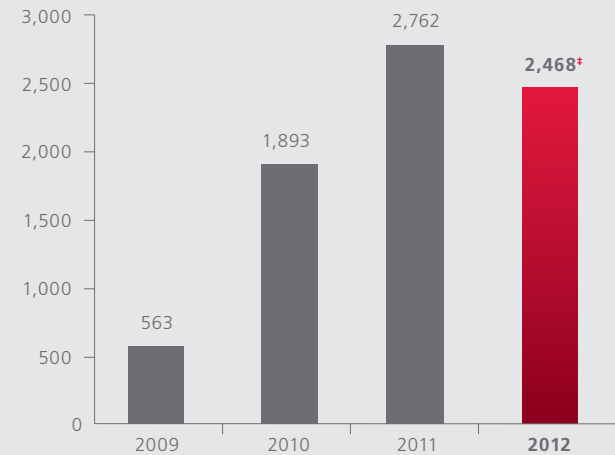
COMPLAINT RESOLUTION

Efficient problem resolution is a key aspect of the customer experience. Our customer service teams follow a formal four-step complaint resolution process, with the Rogers Office of the Ombudsman as our highest level of support for customer escalation. Created in 2009, the office is a neutral body that works independently from Rogers' Customer Support teams. Rogers is the only carrier in North America to have an Ombudsman to help deal with customers' problems. The Ombudsman's goal is to resolve all cases within 60 days of receiving the complaint.

ROGERS OMBUDSMAN 2012 CASE STATISTICS

- Received 2,468⁺ customer cases, down from 2,762 the previous year. It is difficult to attribute the decline to any specific measure, as customers are also able to register complaints through external organizations such as the [Commissioner for Complaints for Telecommunications Services \(CCTS\)](#) or the [Canadian Radio-Television Telecommunications Commission \(CRTC\)](#).
- Types of complaints received were related to issues such as billing, equipment, promotions and cancellations.
- Roughly half of customer complaints were related to wireless services, which is representative of the company's largest business segment and demonstrates the increasing importance of wireless services to our customers.
- Of all cases submitted, 48% of complaints were found in favour of the customer, 36% were neutral (i.e., both parties were found to have contributed to the issue that caused the complaint) and 16% were found in favour of Rogers/Fido.

CUSTOMER CASES



TARGET 100%

RESOLVE ALL PROBLEMS
TO THE OMBUDSMAN
WITHIN 60 DAYS

99⁺%

"Every month we review our customer submissions and share findings with key decision-makers within the company with the goal of making it easier for customers to do business with Rogers. In 2012, we uncovered a number of customer experience gaps that resulted in policy and process improvements. We also upgraded our case management system last year to better track all customer cases, improve communications between different Rogers departments, increase storage capacity and expand our reporting capabilities."

KIM WALKER, OMBUDSMAN



RELATED LINK

For more results, please refer to the
► [Ombudsman's 2012 Annual Report](#)

NETWORK COVERAGE AND RELIABILITY

KEY PERFORMANCE INDICATORS

	2012	2011	2010
Capital expenditures	\$2.1b ⁺	\$2.1b	\$1.7b

EXPANDING OUR SERVICES REACH

Each year we invest significantly in our broadband and wireless networks across Canada to ensure extensive coverage in both urban and rural areas, as well as to better serve the increasing base of high-end smartphones and the growing use of wireless data. In 2012 alone, these investments – known as capital expenditures – exceeded \$2.1 billion⁺.

As a result, Rogers has one of the most extensive and advanced independent wireless networks in Canada, allowing users to enjoy the same services and features across the coverage area. The network currently provides national coverage for HSPA+ (3.5G High-Speed Packet Access) with speeds up to 42 Megabits per second (“Mbps”).

In 2012, we expanded our next generation LTE network (4G Long-Term Evolution), the country’s largest and fastest, to cover approximately 60% of the population, complemented by the largest selection of LTE devices of any carrier in Canada. In our cable business, we demonstrated our commitment to bringing leading Internet experiences to Canadians by increasing speeds across approximately 90% of our footprint, including doubling the speed of our Ultimate tier to 150Mbps.

NETWORK RELIABILITY & BUSINESS CONTINUITY

To ensure that our customers have the fastest and most reliable wireless service, we regularly assess, test and update our networks and back-up systems to improve their reliability and performance. Rogers is dedicated to maintaining service availability during emergencies or unexpected events. We have Business Continuation Disaster Recovery Plans, which map out a process for communicating with our customers and restoring service – or offering additional service support – when major incidents, including extreme weather, affect the communities where we operate.

CANADIAN POPULATION COVERED BY ROGERS WIRELESS NETWORK

95% GSM / **90%** 3G / **60%** LTE

ENHANCING CUSTOMER TRANSPARENCY

Enshrined in the Rogers Business Conduct Policy is our commitment to “promote full, fair, accurate, timely and understandable disclosure” to help our customers understand the products and services they purchase.

- We develop and review our advertising materials, sales literature and product operating instructions in line with standards mandated by the Consumer Packaging and Labeling Act, the Competition Act and other applicable legislation.
- To ensure our marketing communications meet high ethical standards and regulatory requirements, we are a member of the Canadian Marketing Association and our communication materials are subject to extensive internal review.
- All of our customer service employees are trained to provide clear explanations of product features, warranties, prices and any additional charges or fees that are applicable.
- We also offer customers many resources to help them understand and get the most out of their Rogers products and services, including a comprehensive set of self-service tools and applications online, and the ability to have their questions answered in real time by our live chat support team or through our online community forum.

In 2012, we implemented several initiatives to make it easier for customers to better understand fees, contracts and how to use our products, as well as to receive tech support:

- We significantly redesigned and simplified our wireless offerings and pricing tiers for both our Rogers and Fido brands, reducing complexity for our customers and improving the efficiency of our sales and service teams.
- We introduced [FLEXtab](#), a wireless device upgrade program that gives postpaid subscribers more flexibility than ever to get an early wireless device upgrade by paying the unamortized subsidy at any point after one month during their contract term.
- We launched [Roger TechXpert](#), a 24/7 premium technology support service for our customers’ computers and other connected devices – including those built and sold by other manufacturers or retailers.

In October 2012, the CRTC launched a public consultation to obtain Canadians’ views on a protection code for consumer wireless services, including addressing the clarity and content of consumer wireless service contracts and related issues. The ultimate goal is to help Canadians better understand wireless contracts as well as their rights so they can make informed choices in a competitive marketplace. Rogers participated in the CRTC’s public consultation.

EXPLAINING FIXED TERM CONTRACTS & FEES

We often get questions about fixed term wireless contracts and cancellation fees and why they exist. Last year we implemented an Early Cancellation Policy to clearly explain what happens when customers with a fixed term choose to end their fixed term early, the associated fees and how they are calculated.

When customers enter into a fixed term contract, they receive a device or service at a reduced cost. The benefit of signing up for a fixed term is the upfront savings they get on the wireless device they want. Wireless devices can cost hundreds of dollars depending on the model. A customer can always choose to be without a fixed term contract by buying their device upfront at full price and paying for services month-to-month. But sometimes, getting a break on the cost of that new quick messaging device, smartphone, tablet or Rocket stick makes more sense and is easier on the wallet than paying for it outright.

PRODUCT RESPONSIBILITY

KEY PERFORMANCE INDICATORS

	2012	2011	2010
Phones collected and processed for reuse and recycling	154,054*	75,806	101,686
Well-founded privacy complaints with the Federal Office of the Privacy Commissioner	0	0	0

At Rogers, we take stewardship for our products and services across their life cycle, from sourcing, packaging and transport to product advertising and disclosure. We work hard to meet customer and community expectations for product quality, health and safety, and our efforts go far beyond legal compliance.

We consider environmental outcomes and look for opportunities to avoid or minimize any negative impacts of our products and services. For example, we provide the option of e-billing to reduce the need for paper statements – learn more in the [Paper Reduction and Sourcing](#) section of this report. In 2012, we collected and processed 154,054* phones for recycling and/or refurbishing through our two cell phone take-back programs:

- Through the [Phones for Food](#) program, Rogers customers can drop off their phones and accessories for recycling or refurbishing in receptacles at Rogers and Fido store locations or directly mail to our recycler at no cost to the customer.

- Through our [FidoTRADE](#) program, a customer can bring in their used phone and receive a credit equivalent to the used phone's value, if applicable, for use in-store. FidoTRADE is a partnership with eReadingCorps, a leading provider of incentivized device trade-in and recycling. For phones that have depreciated over time and have no trade-in value, eRecyclingCorps plants a tree on the customer's behalf.

We also offer solutions that enable consumers and businesses to shrink their own environmental footprints. For example, [Rogers Smart Home Monitoring](#) allows customers to automate and schedule their lights, appliances, thermostat and more to heighten the energy efficiency of their homes. For business customers, we offer fleet management solutions that help companies minimize fuel consumption and travel times. [Rogers M2M](#) (machine to machine) solutions enable real-time interpretation of data and data events so organizations can better optimize and monitor the usage of their equipment, thereby maximizing productivity and reducing their environmental impact.

CUSTOMER PROTECTION

We uphold strong privacy practices to protect customers' personal information. Our Senior Vice President, Regulatory and Chief Privacy Officer is charged with overseeing full compliance with all applicable laws and the [Rogers Privacy Policy](#). Employee awareness and behaviour is key, so every employee gets an orientation to privacy through Business Code of Conduct training while frontline employees receive additional training on privacy through other modules. Employees must understand and abide by their privacy responsibilities and our privacy policy as a condition of employment.

Rogers offers a variety of services and tips to help consumers protect themselves, their families and their information, including:

- The new Rogers Device Protection Plan, which allows plan subscribers to get a replacement wireless device if theirs is misplaced, stolen or damaged beyond manufacturer's repair.
- A Secure Shopping Guarantee for consumers shopping at rogers.com.
- Four-digit code to prevent children from viewing age-restricted video-on-demand services.
- Encouraging customers to make safe driving their first priority and avoid using cell phones unless in a hands-free position while behind the wheel.

PRODUCT RESPONSIBILITY

CONTINUED

Rogers is also working through the Canadian Wireless Telecommunications Association (CWTa) to combat the theft of wireless devices. In November 2012, the CWTa announced a new device verification process, which will deny service to any device that is on the GSMA “blacklist” and thereby hopefully eliminate the black market for stolen devices. In addition, the CWTa launched a consumer information website www.ProtectYourData.ca and broadcast service announcements to educate Canadians on how to secure their data and protect themselves from becoming a victim of device theft.

ACCESSIBLE PRODUCTS & SERVICES

Our goal is to make all customer touch points as accessible as possible so everyone can benefit. To that end, we integrate inclusive design and accessibility features into our products, services, stores and technologies. On rogers.com, there is an [Accessibility Services](#) section outlining our accessible product and service offerings in each of our business channels. Examples include:

- Special billing formats (Braille, large font, electronic)
- Message relay service
- AML-audio
- Described video service (DVS) programming
- Accessible mobile devices such as the Doro PhoneEasy, Canada’s first mobile phone designed specifically with seniors and other accessibility needs in mind

As well, Rogers offers a variety of à la carte plan options to address the needs of customers with accessibility needs. For example, consumers can subscribe to data-only plans for a variety of devices, including mobile sticks, tablets and smartphones, or to a number of text-only options on a Pay As You Go basis. Rogers also offers subscribers voice-only options.

MULTICULTURAL SERVICES

- Through the Rogers Media network of television and radio stations, we produce and broadcast multicultural programming in a wide variety of languages. One example is the weekly Aboriginal radio program Bamosedá (“walking together” in the Anishinabe language), which discusses important issues from a First Nations perspective.
- There are 85 multicultural channels in over 20 languages available through Rogers Cable, including more than 30 South Asian offerings.
- OMNI Television was the first Canadian multilingual broadcaster to digitally stream its newscasts to five non-official language communities each weekday, including Cantonese, Italian, Mandarin, Portuguese and South Asian editions.
- Rogers has customer service representatives in our call centres who are able to interact with customers in Cantonese and Mandarin, as well as French and English.



AFFORDABLE OPTIONS

We are committed to ensuring all customers, including students and low-income, have affordable pricing and service package options. Our budget-friendly **chatr** wireless brand, for example, offers no-frills unlimited wireless talk and text services for a low monthly cost. Last year, we introduced **FLEXtab**, a wireless device upgrade program that gives postpaid Rogers and Fido subscribers more flexibility than ever to get an early wireless device upgrade by paying the unamortized subsidy at any point after one month during their contract term.



MOBILE COMMUNICATIONS & HEALTH

With the exploding popularity of wireless devices such as smartphones and tablets, we have seen increased awareness and concern from the public about the safety of exposure to radio frequency (RF) fields (also known as electro-magnetic fields) and microwave radiation emitted from mobile communication devices and cell phone towers. Mobile communication devices use RF to transmit data and rely on a network of towers to relay information between users.

However, despite these concerns, Health Canada has concluded that the vast majority of scientific research to date does not support any link between RF energy exposure and human cancers. The World Health Organization confirms this view, stating in a recently updated fact sheet that, “To date, no adverse health effects have been established as being caused by mobile phone use”.

HOW ROGERS IS RESPONDING

In Canada, mobile phones and cell towers must meet regulatory requirements that limit human exposure to RF energy. Rogers follows all Canadian government standards and requirements, including Health Canada’s Safety Code 6, as they relate to wireless device signals and antenna towers. Canada was among the first industrialized countries to develop RF exposure guidelines, in the form of Safety Code 6, in 1979.

Health Canada works closely with the World Health Organization and continuously updates its research to ensure that Safety Code 6 continues to protect public health and is based on the standards set out by the International Commission on Non-Ionizing Radiation Protection (ICNIRP) and the Institute of Electrical and Electronics Engineers (IEEE). Many other countries also make use of these standards and as a result Canada’s Safety Code 6 is in line with other standards around

the world. This code is updated regularly, with the latest revision in 2009. Industry Canada conducts assessments on broadcasting and telecommunications devices, including those operated and/or offered by Rogers, to ensure compliance with Safety Code 6.

As a condition of license, we are also required to follow Industry Canada tower siting guidelines, which are found in an Industry Canada document entitled *CPC-2-0-03: Radiocommunication and Broadcasting Antenna Systems*. This document sets out the process we are to follow when seeking to locate new wireless communications infrastructure in a community, including when we are required to engage and consult with the municipality and the public. We also take into consideration the siting preferences of local municipalities, which are typically defined in municipal tower siting protocols and include the type of public consultation required, where towers can be located, and the steps that should be taken to make them blend into the surrounding environment.

As more and more Canadians are using their wireless devices close to home, we have had to increase network capacity in residential areas. This has resulted in the need for more towers close to or within residential areas. In turn, this has resulted in more health and aesthetic concerns raised by residents.

To address these issues, Rogers makes every effort to locate our structures in areas that minimize the impact on surrounding neighbourhoods, while providing a reliable wireless service to our customers. We always explore co-locating on existing towers and mounting our equipment on existing structures such as rooftops before proposing to erect a stand-alone structure.

COMMUNITY CONSULTATION

On February 28, 2013, the Canadian Wireless Telecommunications Association (CWTA) and the Federation of Canadian Municipalities (FCM) introduced their joint tower siting policy of best practices (commonly referred to as a “tower protocol”) that establishes a more fulsome municipal and public consultation process. This protocol template was designed to address many of the contentious issues and concerns raised by municipalities, residents and politicians regarding the tower siting practices of wireless carriers.

The CWTA/FCM tower protocol calls for a more proactive, cooperative and collaborative approach between carriers and municipalities that will allow the parties to deal with potentially contentious issues before they become too unwieldy.

MOBILE COMMUNICATIONS & HEALTH

CONTINUED

EDUCATION AND RESEARCH

Rogers is committed to continuous learning in this area and staying up to date on all topical research developments. As health concerns are an industry-wide issue, Rogers coordinates with, and utilizes the resources of, the CWTA to obtain reliable sources of information on health as it relates to wireless telecommunications sites and devices. The CWTA website provides information on health and safety, as well as links to relevant government agency websites such as Rfcom.ca, which are a credible source for

information on issues related to health and wireless communications. Rogers also directly addresses any concerns that customers, investors or members of the public bring to our attention.

Through the CWTA, we provide funding to the Industrial Research in Risk Science Chair, which is associated with the National Sciences and Engineering Research Council of Canada. CWTA members also provide funding for an international study to assess the potential associations between wireless communication devices and young people.

CHALLENGES IN 2012

CHALLENGE	OUR RESPONSE
A high profile complaint about Rogers' internet traffic management practices in relation to popular online games was investigated by the CRTC. The CRTC sided with the complainant and ordered Rogers to either rebut the evidence or present a plan for addressing the issue.	In a letter to the CRTC, we explained that our networks could not identify certain unclassified Internet traffic, which resulted in a slower Internet speed for some customers. We estimate the problem affected only 0.005% of real world Internet traffic. Nonetheless, we removed our broadband Internet traffic management policy in a phased approach in 2012, allowing customers to experience the speed and reliability they expect for real-time applications such as online gaming. We also delivered a 50% speed increase on our most popular high-speed Internet plans in addition to higher monthly data allowances.
Roaming fees continued to be a customer pain point. Canadians spend more time online than citizens of any country, so easy and affordable Internet access on wireless devices when travelling is important to them.	In early 2013, we announced a new pay-per-use daily rate for US roaming, providing a more affordable, simpler and no-surprises approach for customers.

CULTURE & RESPECT

EMPLOYEE EXPERIENCE

EMPLOYEE EXPERIENCE

We strive to deliver world-class workplace practices so that we can attract and retain talented, high-performing and engaged employees.

2012 PROGRESS AT A GLANCE

MATERIAL ISSUE	2012 ACTIVITIES
Employee Engagement	<ul style="list-style-type: none"> Administered two employee surveys where we achieved an engagement score of 77%⁺ in April and 73%⁺ in October against our goal of 76%. Externally recognized as one of the 50 Most Engaged Workplaces in Canada.
Talent Management	<ul style="list-style-type: none"> Invested \$41.3 million in training and development. Reduced voluntary turnover rate to 15.1%⁺.
Diversity & Inclusion	<ul style="list-style-type: none"> Externally recognized as one of Canada's Best Diversity Employers. Piloted expansion of Rogers Women's Network.
Total Rewards	<ul style="list-style-type: none"> Provided compensation and benefits totalling \$1.81 billion⁺.
Workplace Health, Safety & Wellness	<ul style="list-style-type: none"> Updated health and safety policy and training programs. Created four Executive Governance Councils to heighten health and safety focus among senior leaders. Completed Level 1 of Excellence Canada's Healthy Workplace certification. Created Wellness Steering Committee.



NAMED ONE OF
GREATER TORONTO'S
TOP EMPLOYERS

Mediacorp



RECEIVED 2012
INNOVATION IN
EMPLOYMENT
BRANDING AWARD
FOR OUTSTANDING
ACHIEVEMENT IN
HR LEADERSHIP

*Human Resources
Professional
Association*



NAMED ONE THE
50 MOST ENGAGED
WORKPLACES™
IN CANADA

Achievers



NAMED ONE OF
CANADA'S TOP
EMPLOYERS FOR
YOUNG PEOPLE

Mediacorp



SELECTED AS ONE
OF CANADA'S BEST
DIVERSITY EMPLOYEES

Mediacorp

ACHIEVING WORLD-CLASS PERFORMANCE

 **RELATED WEBSITE**
▶ [Rogers Careers](#)

Every day we strive to attract top talent and create a great workplace where people feel engaged, inspired, challenged, proud and respected. To achieve that, we focus on all aspects of the employee experience, including rewards and recognition, communication, leadership, culture, professional and personal growth, accountability and performance, and corporate social responsibility.

In 2012, we formulated a new HR strategy to help us achieve a goal of world-class HR performance. The strategy has three pillars:

WORLD-CLASS HR PERFORMANCE

STRATEGIC TALENT MANAGEMENT

For us, strategically managing and developing our talent means having the right people in the right roles. To achieve that, we have launched a disciplined annual talent management process that assesses our talent based on performance and potential. Action plans and commitments are made to ensure we achieve our talent goals. We have also enhanced existing HR programs and introduced new ones to take action on talent assessments, development and mobility.

HIGH PERFORMANCE ENGAGED CULTURE

We're focused on building high-performing teams through our core management programs, providing our managers with ongoing feedback and coaching, and incorporating accountability for building high-performing teams into performance evaluations.

EXCELLENCE IN HR SERVICE DELIVERY

Great HR isn't just about what we offer; it's also about how we deliver it. We aim for operational excellence in how we deliver our human resources (HR) programs and services, with a goal of achieving world-class HR performance levels based on the benchmarks established by The Hackett Group, a leading global HR consultancy.

EMPLOYEE ENGAGEMENT

Employee engagement is a highly material topic for Rogers, for two key reasons. One, employees have told us that being part of an engaged culture is important to them. Two, empirical research shows a strong link between levels of employee engagement, leadership effectiveness and organizational success.

We strive to maintain a high level of engagement, with a goal of exceeding the Best-in-Class external benchmark of 76% as defined by Kenexa, a leader in designing and administering employee engagement surveys. To help create an engaging culture:

- We encourage people managers at Rogers to access our online management tools, which contain a number of resources focused on developing and motivating employees.
- The focus of all leadership development programs is on helping our people managers foster a high level of engagement.
- We encourage two-way communication and ideas sharing through a variety of feedback mechanisms, enabling employees to express their views to management at all levels in the company (refer to Stakeholder Engagement section for examples).

HOW DO WE TRACK LEVELS OF ENGAGEMENT?

We measure employee engagement twice yearly through our R10 Employment survey, a management tool designed to build workforce engagement and hold leaders accountable. Employees respond on a five-point agreement scale to statements such as “I am proud to say that I work for Rogers” and “Overall, I am extremely satisfied with Rogers as a place to work.”

The survey also provides a forum for employees to provide feedback and comments on their employment experience. We believe that the twice-yearly format gives our managers more consistent and timely feedback, and the concise nature of our survey helps encourage a high participation rate (80%⁺ in April 2012 and 83%⁺ in October 2012).

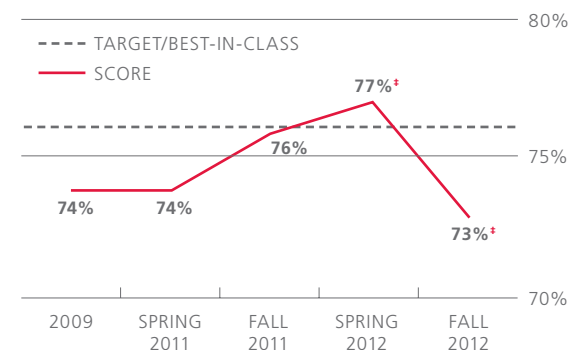
2012 RESULTS

In our Spring 2012 survey, the employee engagement score was 77%⁺, one point above Best-in-Class. Yet in our Fall 2012 survey, we saw a decline in engagement to 73%⁺, three points below Best-in-Class. Overall, the 2012 scores are consistent with historical trends: since 2009, our employee engagement scores have ranged from 73% to 77%.

How are we responding to the latest results? Rogers is committed to returning to Best-in-Class employee engagement results, and we have made employee engagement a top company priority in 2013. Following our Fall 2012 survey, we conducted employee focus groups to gather feedback and ideas for improving the employee experience at Rogers. Targeted action plans will be implemented in 2013 based on that research.



EMPLOYEE ENGAGEMENT TRENDING



TALENT MANAGEMENT

RELATED POLICIES

► Performance Management Policy

Rogers' business performance and long-term sustainability depends on our ability to effectively source, retain and make the most of our talent.

KEY PERFORMANCE INDICATORS	2012	2011	2010
Voluntary turnover rate*	15.1% [†]	17.0%	17.0%
Investment in training	\$41.3m	\$49.3m	\$42.7m
Investment in training per employee	\$1,186	\$1,365	\$1,241
Total employees	28,863	30,213	29,477

*Our turnover rate includes employees at all levels in the company in a wide range of positions, from retail and call centre environments to office employees.

TRAINING & DEVELOPMENT

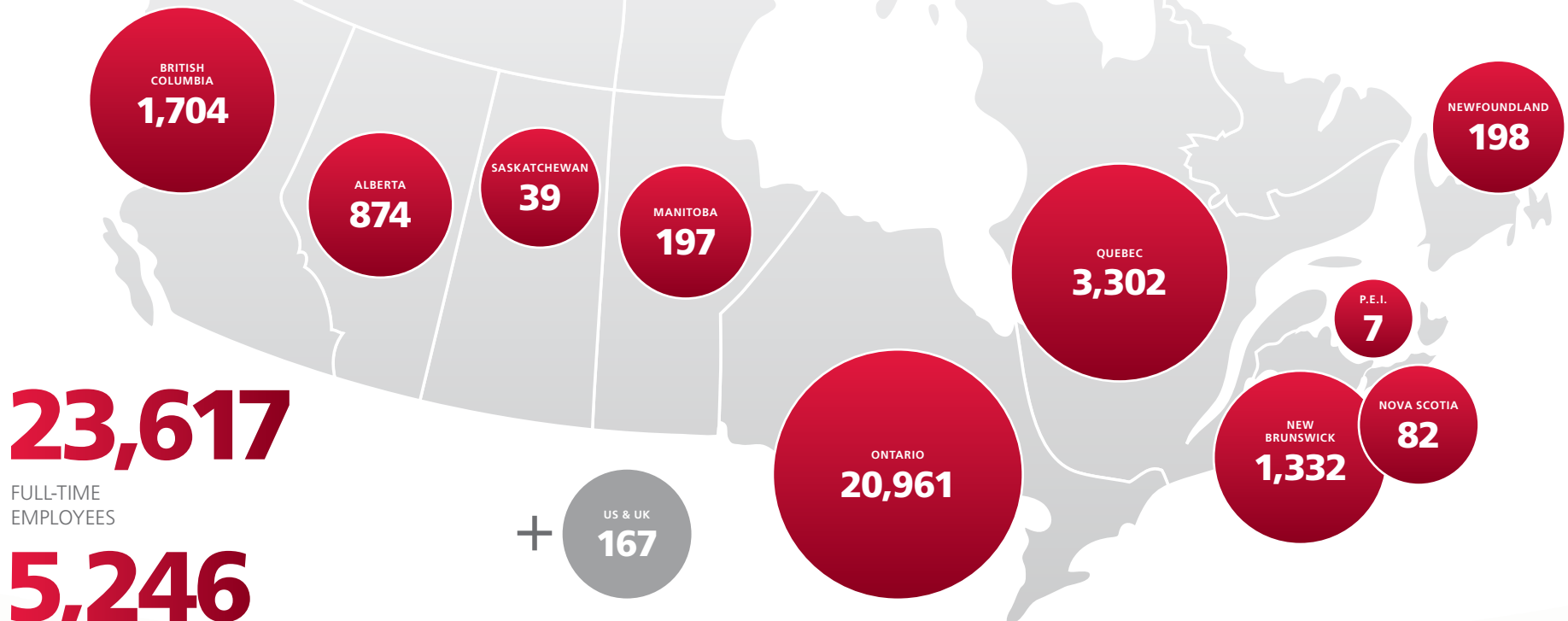
In 2012, Rogers invested \$41.3 million in training and developing our people, a decrease from \$49.3 million the previous year due to more e-learning used in our Customer Care department. We continued to prepare our workforce for the future by offering extensive career development tools and support, relevant to employees' needs and development. Every employee received at least one performance and career development review in 2012, and had access to resume workshops and extensive learning activities.

New training programs introduced in 2012 included:

- *The Path*, a structured certification program that provides frontline employees with the opportunity to take charge of their career progression. Candidates in *The Path* are educated on available opportunities and work through skills development components, including webinars, fast track courses, hands on activities and short term work assignments, for their chosen career path.
- *Emerging Leaders* (for new Managers) and *Leading Great Teams* (for Director level employees), designed to catch our managers at critical leadership transitions and help them build engaged, high-performing teams. Both programs were piloted in 2012 in preparation for a full launch in 2013. These were in addition to our existing *Managing Matters* program, which provides foundational management skills for existing managers.

We continued with our 360-degree feedback process that is available to all people managers, in which they receive confidential, anonymous feedback from their direct reports, peers and bosses. The feedback process helps people managers recognize areas for potential development to enhance their effectiveness in their roles. Our performance management system, SuccessFactors, helps us align individual performance goals with the strategic direction of the organization through the use of collaborative performance planning, coaching and feedback.

2012 WORKFORCE



23,617

FULL-TIME
EMPLOYEES

5,246

PART-TIME
AND CONTRACT
EMPLOYEES

28,863

TOTAL
EMPLOYEES

OUR WORKFORCE IN 2012*

In 2012, our workforce comprised 28,863 employees and we experienced a voluntary turnover rate of 15.1%*. Our recruitment teams participated in new grad career fairs and expos and worked with hiring agencies, universities and colleges to hire from the broadest possible talent pools. In our Network Team, we offered a 12-month rotational program to recent engineering graduates. We are working to improve our on-boarding experiences and internal mobility systems to help new employees navigate the broad Rogers landscape and progress through the organization.

* All figures include full-time, part-time and contract employees.

BUILDING A DIVERSE & INCLUSIVE WORKPLACE

Diversity is integral to our overall talent management strategy. We believe the sustainability of our business is tied to having a diverse and inclusive workforce that reflects the communities we serve. Creating a culture of inclusiveness helps us build better teams and ensures our employees feel engaged every day when they come to work.

GROUP	Labour Market Availability*	REPRESENTATION AT ROGERS**		
		2012	2011	2010
Women				
Senior Managers	24.2%	28.1%[†]	28.0%	21.7%
Overall	47.8%	40.6%[†]	41.3%	42.1%
Visible Minorities				
Senior Managers	8.7%	8.1%[†]	8.1%	6.8%
Overall	23.1%	31.8%[†]	31.6%	31.8%
Aboriginal Peoples				
Senior Managers	2.4%	0.0%[†]	0.0%	0.0%
Overall	1.3%	0.9%[†]	0.9%	1.0%
Persons with Disabilities				
Senior Managers	3.2%	0.5%[†]	0.5%	0.5%
Overall	4.5%	1.1%[†]	1.2%	1.3%

* Labour market availability based on 2006 census data.

** Includes full-time, part-time and temporary federally regulated employees. Rogers employment equity figures are reported annually to the federal government.

RELATED POLICIES

- ▶ Diversity Management Policy
- ▶ Rogers Business Code of Conduct
- ▶ Workplace Accommodation Policy
- ▶ Maternity & Parental Adoption/Leave Policy



ROGERS WOMEN'S NETWORK – GOLF EVENT

"Diversity is a cornerstone of our culture at Rogers. We firmly believe that championing diversity makes us a better employer. It helps us to further understand and serve our customers. And, it enables us to contribute to our communities in strong and meaningful ways."

JIM REID, ROGERS SVP OF HUMAN RESOURCES
AND CHIEF HR OFFICER

BUILDING A DIVERSE & INCLUSIVE WORKPLACE

CONTINUED

Rogers has a Diversity Management Policy and several related corporate policies to support our commitment to diversity and inclusion. We also have a Diversity Management Plan, which is developed, implemented and communicated by the Diversity Management Advisory Committee. Elements of this Plan include a workforce analysis, a tactical action plan to address workforce representation gaps (employment equity), an employee systems review of all related policies, practices and procedures, and an employee communication plan. The Plan is reviewed and updated every three years.

In 2012, we continued to partner with external groups to achieve the goals of our diversity and inclusiveness strategy. For example, Rogers partnered with Pride at Work Canada to assist us in strengthening our initiatives in promoting inclusiveness for lesbian, gay, bisexual and trans-identified (LGBT) employees. Also, we continued to partner with Catalyst Canada to provide consultation and guidance in building inclusive workplaces and expanding opportunities for advancement of women in business.

Our corporate policies related to creating an inclusive environment enabled the creation of many accommodation solutions in 2012, including:

- More than 120 ergonomic evaluations and modifications made to employee workstations.
- Return to work programs facilitated the return of 420 employees who were off due to injury or illness.
- New computer software systems installed for five visually impaired employees.
- Modified schedules and duties, transfers to more convenient work locations and other accommodations for 40 employees with special needs.

The [Rogers Women's Network](#) (RWN) helps female managers build the leadership skills and networks they need to transition into the next level of their careers. Over 300 women participate through various workshops and networking events.

In 2012 we began a pilot program to expand the target audience of the RWN, which initially comprised women at the Director level and above, to also include all female managers. This will continue in 2013. The RWN works closely with [Canadian Women in Communications](#) to bring additional resources to the women at Rogers and partners with the [Rotman Initiative for Women in Business](#) to provide multi-day skill-building programs. We also continued the Rogers Buddy Program to help all new hires understand our workplace and culture.

In late 2012, Rogers engaged a diversity consultant to partner with us in re-energizing our diversity and inclusion efforts to drive performance. In 2013, we will explore best practices to help us become an employer of choice for all existing and prospective employees.

"It is the right of all Rogers employees to perform in a work environment free of harassment and be treated with dignity and respect. It is the duty of all Rogers employees and the company at large to do everything in our power to respect and to ensure that right."

TED ROGERS

HUMAN RIGHTS

Everyone at Rogers must respect, and is entitled to enjoy, all rights enshrined in Canadian and global human rights standards. Rogers abides by the *Canadian Human Rights Act*, and we have created our own policies and programs to promote and safeguard human and workplace rights throughout our operations, including the right to exercise freedom of association and collective bargaining.

As the foundation of our commitment, the [Rogers Business Code of Conduct](#) clearly articulates that we will not tolerate discriminatory acts or practices by any of our employees on the grounds of race, national or ethnic origin, colour, religion, age, sex, marital status, family status, sexual orientation, pardoned conviction or disability.

Our commitment to human and workplace rights extends to our supply chain. All Rogers suppliers are responsible for respecting and protecting human rights as a condition of doing business with us. Refer to the [Supply Chain](#) section of this report.

TOTAL REWARDS

RELATED POLICIES

- Compensation & Salary Administration Policy

KEY PERFORMANCE INDICATORS

	2012	2011	2010
Employee salaries and benefits ¹	\$1.81b⁺	\$1.74b	\$1.73b
Eligible employees who participate in Rogers defined benefit pension plan	35%	33%	33%
Eligible employees who participate in Rogers Share Accumulation Plan	51%	46%	42%
Eligible employees who participate in the Group RRSP Plan	23%	22%	21%

¹ We have restated our 2011 and 2010 numbers to coordinate with how the figure is measured for our annual report.

In 2012, Rogers spent \$1.81 billion⁺ on employee salaries, incentive pay and benefit programs. Despite a year-over-year decrease in our employee population between 2011 and 2012, total salaries and benefits rose last year due to higher baseball player costs, higher employee benefit costs and an increase in stock-based compensation expense compared to 2011 due to a larger increase in our stock price.

Rogers offers an integrated rewards package that rewards initiative, innovation, leadership, teamwork and outstanding service. Our incentive programs are tied to each individual's achievement, the success of departments and to the overall company reaching its financial goals and non-financial goals, including customer satisfaction results.

We participate in large national surveys annually as well as custom surveys focusing on certain jobs or that are industry specific as they come up. As a result of these reviews, no changes were made in 2012 to our compensation policy or wealth accumulation plans.

Rogers employees and eligible dependents can choose from extensive healthcare, product and financial benefits, as outlined in the table to the right. Among these is a Defined Benefit Pension Plan – something that fewer employers provide these days due to cost – and our discount program, which enables employees to save thousands of dollars each year on many Rogers products and services.

Rogers also has a well-defined recognition and reward program:

- **BUSINESS IMPACT AWARDS** recognize employees that help us deliver on our business strategy.
- **COMMUNITY INVOLVEMENT AWARDS** celebrate employees who volunteer in the community.
- **CUSTOMER 1ST AWARDS** honour those who go above and beyond to strengthen the customer experience.
- **CEO AWARDS** – winners are hand-picked by our CEO from among winners of the Business Impact, Community and Customer 1st Awards.

BENEFITS AT ROGERS

- **HEALTH BENEFITS PLAN**
Full-time and part-time employees
- **LIFE INSURANCE**
Full-time and part-time employees*
- **LONG AND SHORT TERM DISABILITY**
Full-time employees
- **DEFINED BENEFIT PENSION PLAN**
Full-time and part-time employees
- **A SHARE PURCHASE PLAN WITH COMPANY MATCH**
Full-time and part-time employees
- **GROUP RRSP**
Full-time and part-time employees
- **EDUCATIONAL ASSISTANCE**
Full-time employees
- **EMPLOYEE AND FAMILY ASSISTANCE PROGRAM**
All employees
- **ON-SITE HEALTH CENTRES AND FITNESS FACILITIES AT SOME OFFICE LOCATIONS**
For all employees at locations where facilities exist
- **DISCOUNTS OF UP TO 50% ON ROGERS PRODUCTS AND SERVICES**
Full-time and part-time employees*

* Denotes that the benefit is available for employees who work more than 20 hours per week.

HEALTH, SAFETY & WELLNESS

RELATED POLICIES

- ▶ Health and Safety Policy
- ▶ Healthy Workplace Policy
- ▶ Safe Driving Policy

In 2012, we established four Executive Governance Councils dedicated to workplace health and safety. Aligned with Rogers' major lines of business, the Councils are composed of senior executives, representatives from HR, and the Corporate Health and Safety Department. The Councils discuss performance, strategy and business context with the aim of increasing awareness of and engagement in health and safety issues among senior leaders.

We updated our *Health & Safety (H&S) Policy* in 2012 with input and approval from the Rogers Executive Leadership Team. The policy now more clearly defines responsibilities for the Senior Leadership Team, our Corporate Health and Safety Department, employees, volunteers and contractors.



ROGERS WELLNESS FAIR

A National H&S Policy Committee and 64 joint management-worker Workplace H&S Committees (one at each Rogers worksite) in addition to H&S Representatives at our smaller sites across Canada, represent 100% of our workforce and help monitor and advise on our programs and on their execution in the workplace. Every month we complete regular inspections of all sites, and employees assist in this process by ensuring daily inspections of their personal protective equipment and company vehicles.

Employees complete a wide variety of safety training programs. In 2012, we began an initiative to improve safety training delivery at Rogers, and as the first step we launched a gap analysis to determine the most efficient and effective model going forward. In addition, we continued to implement a monthly communication plan to promote and reinforce the importance of health and safety among our employees.

We are currently deploying state-of-the-art safety management software that will allow us to record incident data, including root causes and preventive and corrective actions, more accurately, quickly and efficiently.



SPINNING CLASS AT THE ROGERS FITNESS CENTRE

HEALTH, SAFETY & WELLNESS

CONTINUED



BWELL, THE ROGERS EMPLOYEE WELLNESS PROGRAM

In 2012, we created a governance structure to formalize and guide our wellness agenda:

- An **Executive Sponsor** acts as a vocal and visible champion for a healthy workplace environment.
- A **Wellness Steering Committee**, led by the Executive Sponsor and consisting of representatives from different groups within Rogers as well as outside stakeholders, meets quarterly and determines action plans to advance employee health.
- A **Wellness Team** develops, implements and oversees wellness initiatives to address the needs of Rogers employees.

We continued to expand and enhance [bWell](#), our multi-faceted wellness program and online resource for employees:

- We completed Level 1 of Excellence Canada's Healthy Workplace Certification, which brings together environmental, physical, mental and occupational health and safety, psychological health, and social issues into a strategic model that helps organizations set goals and manage their wellness programs.
- We partnered with Manulife to launch a voluntary Health Risk Assessment (HRA) campaign. The confidential results gave employees a customized picture of their overall health and the option of creating an online personal action plan. The HRA also identified top employee health risks at Rogers, and we're using the findings to guide future wellness programs.
- Our network of bWell Wellness Ambassadors – 63 in total, all of whom are Rogers employees at locations across Canada – volunteered their time to support and promote healthy living to their colleagues.

CHALLENGES IN 2012

CHALLENGE	OUR RESPONSE
Rogers has a diversity of safety hazards and needs across its businesses. Fast growth through acquisition has also created some challenges related to complexity and lack of consistency of H&S processes and approaches.	We realigned the H&S Department with lines of business along with the traditional geographic orientation to help ensure a focus on Rogers' diverse business operations.
The Rogers employee wellness program, bWell, hasn't penetrated all areas of our businesses.	We established a Wellness Steering Committee to find ways to expand the program's reach across all Rogers businesses.



PRESERVE & PROTECT

ENVIRONMENTAL RESPONSIBILITY

ENVIRONMENTAL RESPONSIBILITY

Environmental stewardship is a key pillar of our CSR strategy. We continue to proactively manage and reduce the environmental impacts of our business.

2012 PROGRESS AT A GLANCE

MATERIAL ISSUE	2012 ACTIVITIES
Environmental Management System	<ul style="list-style-type: none"> Made continued progress on standardized, company-wide approach to environmental management. Completed Environmental Compliance Gap Analysis across 174 corporate real estate buildings.
Energy & Carbon Reduction	<ul style="list-style-type: none"> Used 3,452,566⁺ GJ of energy. Scope 1 and 2 carbon emissions totalled 160,682 tCO₂e⁺ and Scope 3 emissions were 85,268 tCO₂e, for a total of 245,950 tCO₂e
Paper Reduction & Sourcing	<ul style="list-style-type: none"> Achieved a 5% reduction in our marketing, billing and internal paper usage, meeting our target. Total paper reduction, including Publishing, totalled 7.6%. Used 21,778⁺ tonnes of paper for publishing, marketing, billing and internal purposes. By the end of 2012, 42.6% of our customers had registered for online billing.
Waste Management, Recycling & Spills	<ul style="list-style-type: none"> Diverted 53.4% of our waste from landfills through recycling and reuse.
Environmental Engagement	<ul style="list-style-type: none"> Continue to communicate and train employees on environmental best practices. Joined CivicAction's Commercial Building Energy Leadership Council.



ROGERS WAS NAMED ONE OF CANADA'S GREENEST EMPLOYERS, AN AWARD RECOGNIZING COMPANIES THAT LEAD THE NATION IN INCORPORATING ENVIRONMENTAL VALUES INTO THEIR CORPORATE CULTURE

Mediacorp



CIVICACTION PRESENTED ROGERS WITH AN ACTION AND INNOVATION AWARD IN THEIR SECOND ANNUAL RACE TO REDUCE AWARDS, FOR "OUTSTANDING ENERGY REDUCTION EFFORTS AND ACHIEVEMENTS" AT OUR BRAMPTON CORPORATE OFFICE

ENVIRONMENTAL STRATEGY & GOVERNANCE

Our commitment to the environment is embedded in our corporate culture and in the way we approach issues and decision-making. We have programs and systems in place to manage our environmental impacts and risks, improve our overall operational footprint and ensure environmental impact is considered across the product life cycle, from our purchasing choices to recycling and reuse programs.

Our environmental strategy is threefold:

1. Reduce our operational footprint

We are focused on three key priorities that represent Rogers' biggest environmental impacts:

- Energy and carbon reduction;
- Paper reduction and responsible sourcing; and
- Waste management and recycling.

2. Responsibly manage our environmental risks

Through our Environmental Management System, we are continually identifying and assessing how we manage our environmental impacts and risks consistently and effectively across our diversified business operations.

3. Build environmental awareness and engagement

Our efforts are concentrated on engaging employees in environmental stewardship and increasing Rogers' participation in multi-stakeholder initiatives.



ENVIRONMENTAL GOVERNANCE

Rogers Environmental team has management and leadership responsibility and direct operational responsibility for environmental programs. The Vice President, Corporate Real Estate (CRE), has executive oversight responsibility for the group and is apprised regularly of progress and initiatives. The Vice President, CRE, and the Director of the Environmental team report progress regularly to senior executives.

Rogers has an Environmental Steering Committee that is responsible for driving our environmental strategy, practices and progress, including addressing climate change risks and opportunities. Chaired by our Vice President, Corporate Real Estate, the committee consists of representatives from across our businesses and reports to the CSR Governance Committee.

The Committee met quarterly in 2012 and worked on enhancing the EMS, establishing corporate environmental targets, updating our environmental programs and initiatives, and identifying ways to capture our broader environmental performance metrics.

The Environmental Steering Committee is supported by four sub-committees focused on implementing the environmental strategy and includes Energy and Carbon Reduction, Waste Management and Recycling, Paper Reduction and Sourcing, and Awareness and Engagement.

RELATED POLICIES

- ▶ Rogers Business Code of Conduct
- ▶ Rogers Environmental Policy
- ▶ Rogers Supplier Code of Conduct
- ▶ Rogers Publishing Magazine Paper Procurement Policy
- ▶ Enterprise Print Policy

ENVIRONMENTAL STRATEGY & GOVERNANCE

CONTINUED

ENVIRONMENTAL VALUES AND POLICIES

Rogers has maintained a formal **Environmental Policy**, first created in 1994 and last updated in 2011, that applies to all of our subsidiaries, divisions and employees. The policy sets out our commitments to conducting business in an environmentally responsible manner, addressing climate change, continually striving for improvement in our environmental performance and fostering a corporate culture of environmental awareness through training, communications and ensuring that all employees comply with the policy.

Environmental considerations are also integrated in business- and function-specific policies.

Examples include [Rogers Supplier Code of Conduct](#), [Rogers Publishing Magazine Paper Procurement Policy](#) and our Enterprise Print Policy.

ENVIRONMENTAL MANAGEMENT SYSTEM

Our Environmental Management System (EMS) is the foundation of Rogers' environmental program – the processes and practices we've established to mitigate environmental risks, improve business efficiency and drive environmental progress toward improving our environmental performance. Our EMS is consistent with the principles of the internationally recognized ISO 14001 standard.

In 2012, we further enhanced our EMS by continuing to implement a standardized, company-wide approach to environmental management, monitoring and measurement, with a goal that this approach will be fully in place across all businesses by 2014. To drive progress, last year we engaged with several executives across our business on our approach to standardize our EMS to allow for a consistent and effective manner to manage our material risk. This resulted in the forming of our first corporate-wide EMS Implementation Team comprising representation from across our businesses. Among their activities in 2012, the team:

- Facilitated corporate-wide implementation of the EMS;
- Facilitated our environmental governance structure to be more cross functional, prioritizing and focusing efforts to proactively identify and manage environmental risks;
- Met with key business heads to seek their input and endorsement on corporate-wide environmental targets and practices;
- Identified and enhanced, where needed, our current state of procedures and processes for managing our environmental risks; and
- Completed an Environmental Gap Analysis across 174 corporate real estate buildings and identified gaps and actions required.

Centralization and alignment of our EMS procedures, processes and training requirements will enable Rogers to set a clear path on our company-wide strategic direction for managing our environmental risks. There are 24 environmental procedures that form part of our EMS, and we update or enhance them regularly to reflect operational changes and regulatory developments.

ENVIRONMENTAL DESIGN FRAMEWORK

ISSUE IN FOCUS: GREEN BY DESIGN

In 2012, we continued to improve the environmental performance of our properties and achieve company-wide efficiencies in line with Rogers' *Environmental Design Framework*. Established in 2011 and aligned with LEED (Leadership in Energy and Environmental Design) standards, the framework ensures that sustainability criteria are incorporated into building retrofits, interior renovations and the design process of new construction.

2012 HIGHLIGHTS

- Launched Rogers Workplace 1.0 within Corporate Real Estate, defining our new design strategy for office space allocation that emphasizes more collaborative space, more meeting space and less individual space.
- Over 200,000 square feet of office space was re-oriented to integrate the new office space standards, with a focus on reducing our real estate footprint.
- Implementing LED lighting and occupancy standards in all newly constructed meeting rooms.
- Reused over 5,500 existing furniture items from our inventory for newly constructed office spaces, rather than buying new furniture.
- Continued to refurbish furniture or otherwise donate unused furniture to charitable foundations across Canada.

SUSTAINABLE BUILDING: KEY PRINCIPLES OF OUR ENVIRONMENTAL DESIGN FRAMEWORK



ENERGY & CARBON REDUCTION

Climate change is a high priority for Rogers, our employees and other stakeholders.

The primary risks that Rogers faces from climate change include:

- Financial risks related to increased energy costs resulting from any new climate change regulations on national and global levels. Such increases will affect almost all levels of operations within Rogers, including building operations and supply chain costs.
- Physical, operational and financial risks to our telecommunications infrastructure resulting from extreme weather events associated with climate change. Damage to our infrastructure could also carry financial implications.

We are committed to understanding and responsibly managing the impacts of climate change on our business. Our efforts include:

- Assessing both climate change risks and opportunities at multi-levels across Rogers, including by our CSR Governance Committee, Environmental Steering Committee and Rogers' Environment team through our annual carbon footprint assessment.
- Participation in the Carbon Disclosure Project (CDP), whereby we disclose Rogers' climate change impacts and how we are tackling them.
- Having comprehensive contingency and emergency response plans in place for dealing with extreme weather events.
- Continuing to build on initiatives within our broader Environmental Management System implementation, whereby "impacts" are reviewed to determine significance ("materiality").

ENERGY & CARBON REDUCTION

CONTINUED

KEY PERFORMANCE INDICATORS

ENERGY USE (GJ)	2012	2011 ¹	2010 ²
Scope 1	306,721	378,587	376,228
Scope 2	3,145,845	3,025,528	2,603,652
Total	3,452,566⁺	3,404,115	2,979,880

¹ 2011 Numbers have been restated to reflect adjustment in energy data at two properties.

² 2010 Data not directly comparable to 2011 and 2012 data due to an implementation of a more stringent data collection process in 2011.

INCREASING OUR ENERGY EFFICIENCY

Given the growing magnitude of our real estate portfolio across Canada, rising costs and environmental impacts associated with our use of energy, identifying and capitalizing on efficiencies is one of our key priorities.

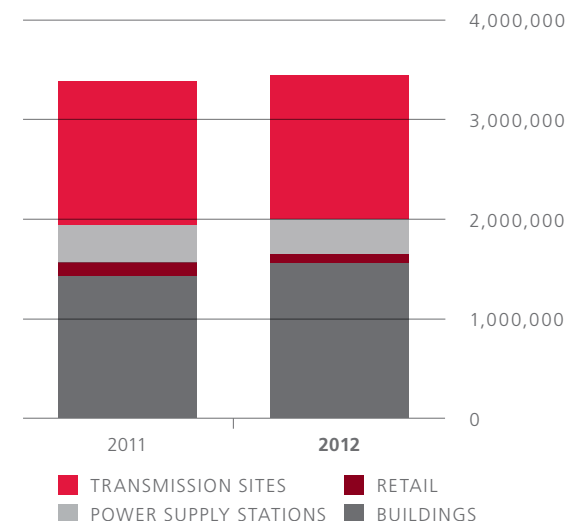
Rogers had a 1.4% increase in total energy use from the prior year. Our buildings contributed to most of the increase, despite a number of new energy efficient investments. Among our activities in 2012:

- **Head office lighting upgrade:** At our head office in Toronto, we replaced approximately 10,000 T8 fluorescent lamps and ballasts with a more energy efficient low wattage T8 energy efficient lighting system. This resulted in more than 1.9 million kWh of annual energy savings in 2012, representing a 6% reduction in energy use (unadjusted for weather).
- **National sub-metering program:** We began implementing a new sub-metering program across the majority of our owned buildings. This work will continue in 2013 and will provide better analytics and insights into energy usage/needs (load profiles), as well as forecasting capabilities of present and future energy requirements.

- **Energy assessments:** In an effort to identify opportunities to improve energy efficiency, energy assessments were completed in 35 of our buildings across Canada. Upon completion of the assessments many opportunities were identified, focused on low cost energy reduction measures, lighting retrofits and re-commissioning initiatives, which has provided valuable input to our capital planning cycle for 2013.

- **Business line initiatives:** Each of our business lines undertook its own efforts to become more energy efficient. For example, the wireline (home phone) unit of Rogers Cable business focused on optimizing the performance of existing equipment as well as utilizing new energy efficient equipment (such as "Energy Star" transformers).

TOTAL ENERGY (GJ)



DEMONSTRATING ENVIRONMENTAL LEADERSHIP

In 2012, Rogers joined CivicAction's "Race to Reduce", a friendly corporate challenge to make an impact in energy reduction across the Greater Toronto Area. Participating office building landlords and tenants commit to reduce the energy consumption of a designated building by at least 10% over four years, to which we selected our Brampton office campus. Every year CivicAction acknowledges participants that are truly making a difference and, in 2012, recognized Rogers' leadership and commitment to energy reduction with a Race to Reduce Action & Innovation award in the landlord category.

ENERGY & CARBON REDUCTION

CONTINUED

KEY PERFORMANCE INDICATORS	2012	2011 ¹	2010 ²
GHG emissions (tonnes of CO₂e) – Total			
Scope 1 (natural gas, fuel oil, gasoline, hydrofluorocarbons)	34,675	37,322	36,443
Scope 2 (electricity)	126,007	149,271	115,201
Subtotal	160,682*	186,593	151,644
Scope 3 (air travel, hotel stays, employee commuting, office waste)	85,268	91,125	89,595
Total	245,950	277,718	241,239

¹ Numbers have been restated to reflect adjustments in energy data in two buildings.

² 2010 Data not directly comparable to 2011 and 2012 data due to an implementation of a more stringent data collection process in 2011.

GHG EMISSIONS BY SOURCE AND SCOPE	SCOPE 1	SCOPE 2	SCOPE 3
OWNED AND LEASED OFFICE BUILDINGS	●	●	
ROGERS CENTRE	●	●	
RETAIL STORES	●	●	
TRANSMISSION SITES	●	●	
POWER SUPPLY STATIONS		●	
EXECUTIVE CAR FLEET	●		
COMPANY VEHICLE FLEET	●		
AIR TRAVEL			●
RAIL TRAVEL			●
VEHICLE RENTALS			●
HOTEL NIGHTS			●
EMPLOYEE BUSINESS HOTEL NIGHTS			●
EMPLOYEE COMMUTING			●
BLUE JAYS TRAVEL			●
BLUE JAYS HOTEL NIGHTS			●
BUILDING WASTE			●
TOTAL PAPER USAGE			●

OUR CARBON FOOTPRINT

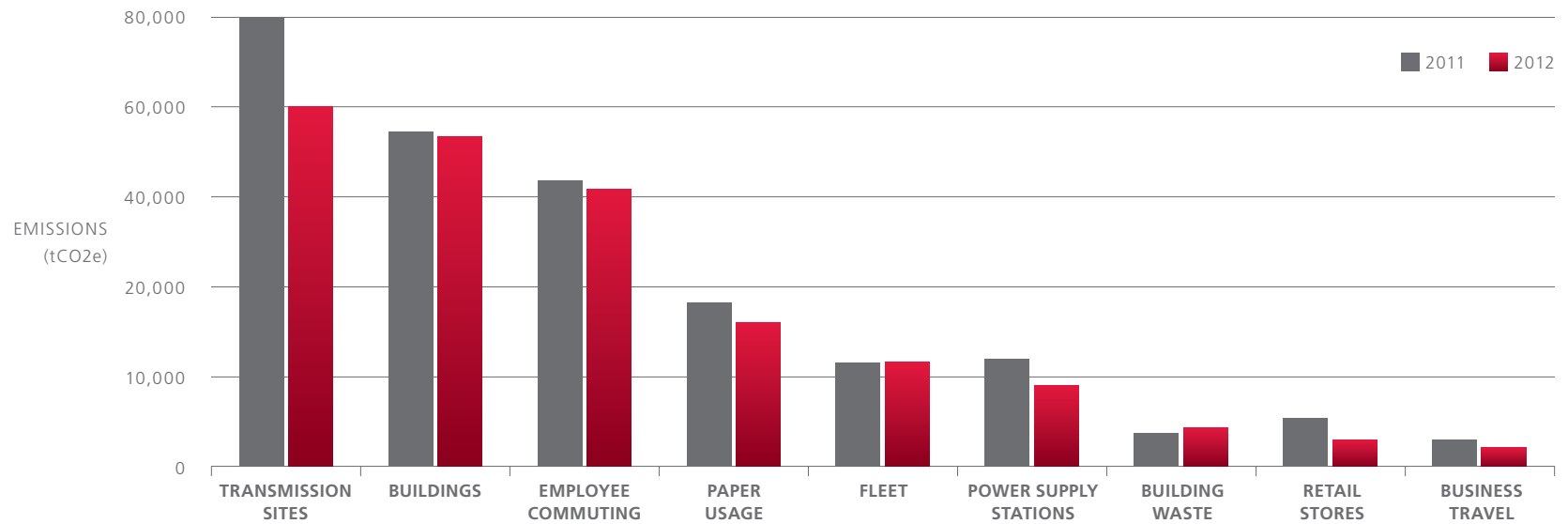
For each of the past five years, Rogers has conducted a carbon footprint assessment of our business activities to measure our greenhouse gas (GHG) emissions. GHG emissions are calculated in the form of carbon dioxide equivalent (CO₂e), and are categorized in accordance with the three scopes identified by the Greenhouse Gas (GHG) Protocol. This comprehensive annual review helps us analyze trends and evaluate the efficacy of our emission reduction initiatives. We also use this assessment to support our participation in the Carbon Disclosure Project (CDP).

Rogers' total GHG emissions in 2012 were 245,950 tonnes of CO₂e, a decrease of 11% compared to the previous year. Similar to 2011, Rogers' transmission sites comprised the largest portion (26.8%) of our total emissions, followed by our owned and leased office buildings (24%) and employee commuting (20%) and paper usage (11%).

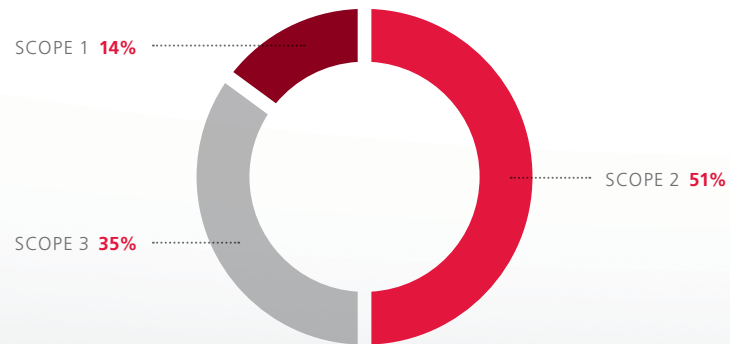
ENERGY & CARBON REDUCTION

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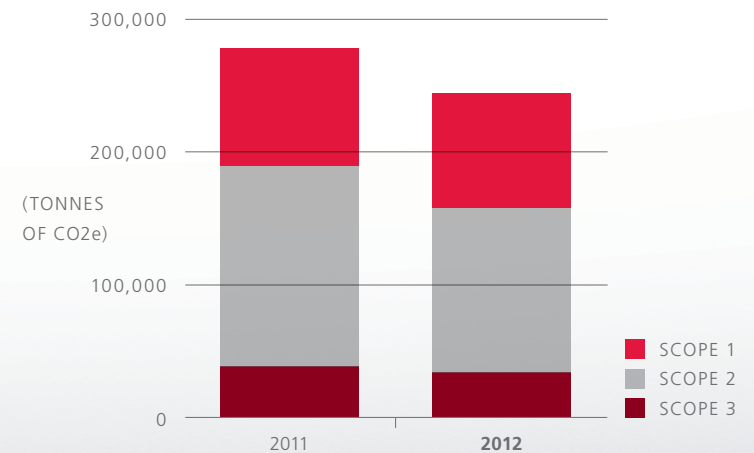
GHG EMISSIONS BY SOURCE



GHG EMISSIONS BY SCOPE



GHG EMISSIONS BY SCOPE



ENERGY & CARBON REDUCTION

CONTINUED

FLEET & TRAVEL

Responsible management of our fleet and travel is another way we are working to reduce our energy and carbon footprint and mitigate climate change impacts. Our activities in this area consist of service calls made with our vehicle fleet, business travel (including the *Toronto Blue Jays*), and employee commuting to and from work.

Our total GHG emissions from our fleet, employee and Toronto Blue Jays travel and hotel stays, and employee commuting, was 71,371 tCO₂e in 2012. Employee commuting continued to represent the largest proportion, at 49,717 tCO₂e, and fell by 3% over 2011. Total fuel consumption was approximately 7.97 million litres.

There were approximately 1,893 vehicles in Rogers' fleet last year, down 25% (2,500 vehicles) from 2011. In addition to downsizing the size of our total fleet, we continued to make adjustments to minimize the environmental impact of our fleet, including:

- We replaced 33 cargo vans containing V8 engines with minivans containing fuel-efficient V6 engines, downsized four large SUVs to smaller SUVs with fuel-efficient four-cylinder engines, and replaced two of our larger Fiber vans with Sprinter vans with efficient diesel engines. Based on annual mileage driven, the 2012 vehicle replacements resulted in an annual CO₂ reduction of 112,556 kg.
- We equipped two of our bucket trucks with new smart hybrid systems that are fully operational on battery power and don't require any manual interaction by the driver when the batteries run low. The system monitors battery conditions and automatically starts the vehicle only when batteries run low. It's important to note that all of our bucket trucks have battery powered aerial devices. This new system takes it one step further and monitors battery life and disables the option to idle the engine while the bucket is in operation.
- All Rogers cable service vehicles are equipped with GPS based telematics systems. This provides key data including engine idle times and service notifications. Last year we continued to integrate this technology in Rogers' Wireless fleet, with 83 vehicles using it by year end.
- We currently have 89 hybrid vehicles in our fleet, up from 88 in 2011. Our strategy is to replace them over time with fuel-efficient four-cylinder non-hybrid vehicles, which achieve similar fuel economy but are more cost effective and reliable without the additional impact of large battery packs.

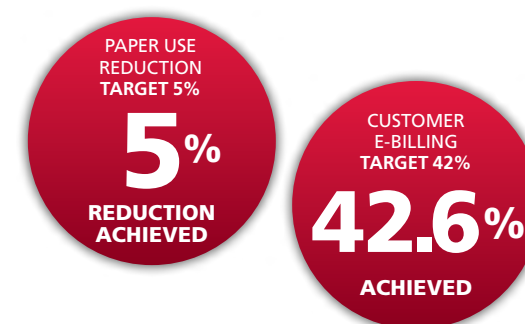


PAPER REDUCTION & SOURCING

As owners of Canada's largest publishing company, Rogers Publishing, combined with extensive customer communications, administrative and documentation processes across all our businesses, paper is material to our business. We continue to encourage employees to reduce their paper consumption, while working with suppliers to ensure responsible paper sourcing, production and recycling.

Rogers' paper use in 2012 was 21,778⁺ metric tonnes, a 7.6% reduction over 2011. The largest decrease was internal office paper used for everyday purposes. We attribute this to our Enterprise Print Manager strategy, which continues to default all settings to duplex (double-sided printing). More customers switched to e-billing due to promotional efforts and enhancements we made to the online experience, thereby reducing the amount of paper billings; we also reduced the frequency of Terms and Conditions pages being displayed on every invoice to only being displayed when the Service Agreement page is presented.

In our Publishing business, 97.5% of the paper used for magazine printing was on Forest Stewardship Council (FSC)-certified stock, while all new paper purchases were 100% FSC-certified. FSC certification assures customers that the development of our paper has been managed under strict conditions to ensure the protection of high conservation value forests, waterways, wildlife habitat and species.



2012 PAPER TARGETS	2012 RESULT
1. Reduce paper* 5% below 2011 levels by end of 2012	Achieved 5% reduction
2. Increase percentage of e-billing customers to 42% by end of 2012	Achieved 42.6%

* Paper used primarily for Marketing and Communications; Billing; and Internal Office use

ROGERS TOTAL PAPER USAGE (TONNES)	2012	2011	2010	REDUCTION BETWEEN 2011 and 2012
Publishing	15,642	17,121	17,136	-8.6%
Marketing & Communications	4,264	4,333	4,569	-1.6%
Billing	1,563	1,753	1,888	-10.8%
Internal	309	362	446	-14.6%
Total	21,778⁺	23,569	24,039	-7.6%

PAPER REDUCTION & SOURCING

CONTINUED



OUR APPROACH TO PAPER

Rogers Publishing's Paper Procurement Policy guides our paper purchases and addresses environmental issues in the context of the life cycle of a magazine.

ELEMENTS OF OUR APPROACH INCLUDE:

We engage with suppliers and key stakeholders to improve our understanding of issues related to high conservation value forests and management strategies intended to conserve or enhance high conservation value attributes.

We give preference to elemental chlorine-free, totally chlorine-free paper. We do not knowingly purchase magazine paper with pulp bleached with chlorine gas. Our goal is to reduce the environmental impact of our magazine paper.



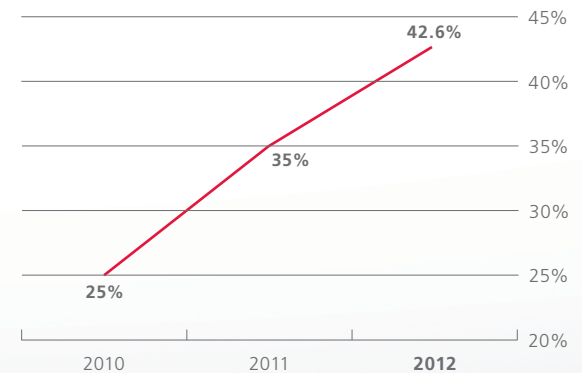
Rogers purchases paper manufactured from certified well-managed forests. We do not and will not knowingly purchase forest products that are illegally harvested or derived from areas that are legally protected against logging.

We encourage efficient processes and strive to reduce waste in our activities.

E-BILLING

As part of our effort to minimize paper consumption, one of our goals is to encourage customers to use paperless billing (e-billing) instead of receiving mailed print statements. This decreases the amount of bills and envelopes we print, reducing both paper and energy usage. Our target for percentage of customers registered for e-billing by the end of 2013 is 47%.

% OF CUSTOMERS REGISTERED WITH E-BILLING



WASTE MANAGEMENT, RECYCLING & SPILLS

KEY PERFORMANCE INDICATORS

	2012	2011	2010 ²
Total waste generated (tonnes)	6,564	6,212	4,580
Total waste recycled (tonnes)	3,502	3,034	2,551
Percentage of total waste diverted from landfill	53.4%	48.8%	56%
Significant spills or releases ¹	2	1	0

¹ Level 3 spills – 100kgs or more and reportable to Environment Canada within 24 hours.

² 2010 data is not comparable to 2011 and 2012. In 2011, Rogers entered into consolidated waste management contracts which allows for more accurate reporting for all Rogers offices and retail locations.

Our waste management program is focused on identifying and implementing ways to reduce our waste while maximizing recycling and reuse options. Rogers monitors waste generation and recycling performance across our office, retail and Rogers Centre properties, through our two national waste management vendors and vendors responsible for managing our telecom/IT-related products and confidential paper. Our Waste Management Subcommittee oversees the effectiveness of our performance and waste diversion initiatives across our real estate portfolio.

In 2012, we continued to work in collaboration with our employees, suppliers and business partners in promoting waste reduction and responsible recycling practices. As a result of these efforts, we diverted from landfills 53.4% of the 6,564 tonnes of waste Rogers generated last year (4.5% improvement over 2011).

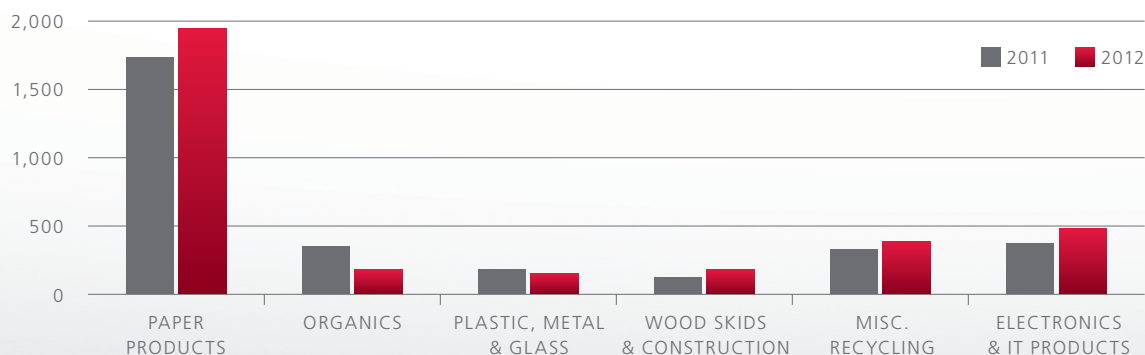
In 2012, we recycled 3,502 tonnes of materials. Most of the materials recycled were in the form of paper products (58%), where our efforts (described in the Paper Reduction and Sourcing section) helped increase our recycling volumes by 20% compared to 2011.

Electronics and IT products make up the second largest category of our recycling efforts, where we recycled 474 tonnes, an increase of 27%. Part of this increase can be attributed to a partnership with our supplier and the Rogers Centre to enable employees and customers to easily recycle e-waste and cell phones.

In 2012 the *Toronto Blue Jays*, Rogers Centre and our food supplier partnered with Second Harvest to donate over 35,575 kilograms of leftover food waste. Second Harvest picks up leftover food items and delivers them to various community groups throughout Toronto. Part of our reduction in organics in 2012 can be attributed to this.

We continued to incorporate “waste minimization” criteria into our real estate building retrofits and interior renovations, reusing or recycling those materials that could not be reused. For example, we avoided the disposal of 3,154 office chairs through refurbishing and reusing across our office premises. We also refurbished fabric on existing furniture panels versus disposing of 250 workstations – a creative example of reuse.

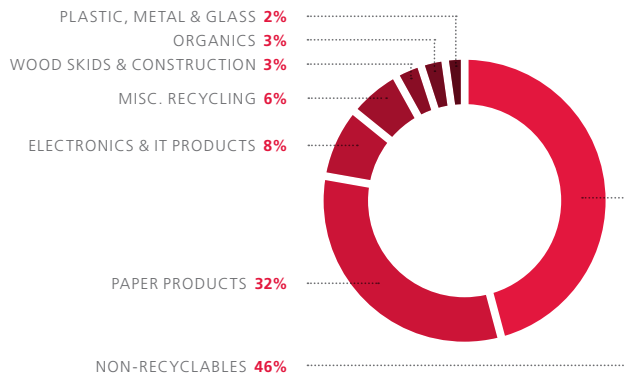
2011-2012 RECYCLING (TONNES)



WASTE MANAGEMENT, RECYCLING & SPILLS

CONTINUED

2012 WASTE/RECYCLING BY CATEGORY



SPILLS & RELEASES

At Rogers we categorize significant spills or releases as level 3 – those reportable to Environment Canada within 24 hours that are greater than 100 kilograms (kg). In 2012, we had two level 3 releases of halocarbon from HVAC systems. In addition, we had 47 level 2 releases, which can be categorized as reportable spills of 10-100kg, and 219 level 1 releases, which are not reportable and are less than 10kg.

For halocarbon releases we capture the remaining halocarbons, and then the HVAC unit is repaired and refilled. Most of Rogers' tanks within buildings have secondary containment which minimizes any leak to the natural environment.

To help us mitigate risks and provide oversight on the management of spills and releases, Rogers maintains procedures on "Halocarbon Management", "Storage Tank Management" and "Spills Management and Response". These are all essential components to our Environmental Management System (EMS), including the proper training of staff members responsible for these areas.

ENVIRONMENTAL ENGAGEMENT

We are proud of our recently announced recognition as one of Canada's Greenest Employers by Mediacorp. This special designation recognizes employers that "lead the nation in creating a culture of environmental awareness in their organizations" and have developed "exceptional earth-friendly initiatives".

In 2012, we continued to focus on building environmental awareness and stewardship among all of our 28,000-plus employees:

- We communicated environmental best practices to foster positive behaviour, particularly on improving energy efficiency and reducing waste and paper consumption.
- Many employees received job-specific environmental training on key aspects of our EMS.
- Rogers hosted a Green Fair at our Toronto head office and Brampton campus in recognition of Earth Day. The event featured suppliers that promote green products and allowed employees to bring in their used electronics to be properly recycled.
- We participated in Earth Hour by turning off all exterior signage and interior/exterior lighting throughout our buildings.
- To help employees lower their GHG emissions, we encouraged alternative methods of commuting to work by offering bike racks at many of our office locations and a corporate discount for Toronto Transit Commission (TTC) passes. There are TelePresence suites at our offices in Toronto, Montreal, Vancouver, Brampton and Edmonton, which provide real-time video meetings and diminish the need for business travel.

ENGAGING WITH OUR COMMUNITIES

Through our Fido business we continued to work together with [Evergreen](#), a national charity helping to create sustainable cities, to restore degraded public spaces, increase opportunities for outdoor recreation, education and enjoyment, as well as improve the health and biodiversity of natural habitats in urban communities. With Fido's support since 2009, Evergreen has planted over 50,000 trees and shrubs across the country, engaged over 34,000 volunteers, supported greening projects at 260 schools and delivered over 475 community greening events and workshops. Check out the interactive map on [Evergreen's website](#) to see the impacts made in communities across Canada.

Last year Rogers became an active member of CivicAction's Commercial Building Energy Leadership Council. The Council comprises senior executives from companies that collectively own over 40% of the greater Toronto area commercial office building stock. Members are formally committed to work together to make office towers more energy efficient and reduce their own organization's carbon footprint.

CHALLENGES IN 2012

CHALLENGE	OUR RESPONSE
We were unable to achieve cross-functional alignment on meaningful corporate environmental targets across our multiple business groups.	Rogers Environmental team will continue to engage and work collaboratively with internal stakeholders to develop environmental targets, including options for internal and/or normalized targets.
Improving how employees separate materials for recycling.	In 2013, we will increase our employee communications around proper separation. We will also pilot a program to centralize our waste collection efforts at five of our office buildings, which will help ensure materials are collected properly in centralized containers while removing all individual desk side containers. We will leverage the lessons learned to implement a national rollout.
Reducing our energy usage and associated carbon emissions continues to prove challenging given the growth of both our business and consumer demand for wireless services, the latter driving the need for us to use more high-powered equipment.	We continue to find ways to streamline existing processes and invest in capital projects, such as lighting retrofits, to contain the increased demand.

A man in a dark suit, white shirt, and striped tie is looking down at a tablet device. He is standing on a balcony or rooftop with a railing, overlooking a city skyline at night. The background is filled with out-of-focus city lights, creating a bokeh effect. The overall mood is professional and focused.

STEWARDSHIP & STANDARDS

ETHICAL SUPPLY CHAIN

ETHICAL SUPPLY CHAIN

Every aspect of our supply chain reflects on the Rogers brand, so we look to do business with companies that live and breathe similar values to ours.

2012 PROGRESS AT A GLANCE

MATERIAL ISSUE	2012 ACTIVITIES
Supply Chain Management	<ul style="list-style-type: none">• Supplier spend totalled \$7.918⁺ billion with 30,605 suppliers.• Educated suppliers and employees on Rogers procurement standards and processes through communications, presentations and/or training.
Ethical Procurement	<ul style="list-style-type: none">• Created annual questionnaire process for top suppliers to validate adherence to Rogers Supplier Code of Conduct.
Conflict Minerals	<ul style="list-style-type: none">• Updated the Rogers Supplier Code of Conduct to specify a requirement on providing verified conflict-free products.

SUPPLY CHAIN MANAGEMENT

RELATED POLICIES

- ▶ Rogers Supplier Portal
- ▶ Rogers Supplier Code of Conduct

KEY PERFORMANCE INDICATORS

	2012	2011	2010
Total suppliers	30,605	37,229	34,946
Total supplier spend ¹	\$7.918b ⁺	\$7.754b	\$7.443b

¹ Previous year's data has been restated to conform to current methodology.

Rogers sources an extensive range of products and services, from the smartphones and cable devices we sell to advertising campaigns seen on various forms of media to the office supplies we use every day. In 2012, we dealt with 30,605 suppliers across Canada and internationally, with a total supplier spend of \$7.918⁺ billion.

We have developed ethical sourcing standards, discussed in the next section, to guide our evaluation and selection of suppliers. We are dedicated to strong governance and management of our supply chain, demonstrating leadership and collaboration through these relationships.

Reporting to Rogers' CSR Governance Committee, our **Ethical Procurement Practices Committee** is responsible for creating and overseeing a consistent and coordinated strategy for ethical procurement across Rogers. The Committee is led by our VP of Procurement and is made up of representatives from relevant business units across Rogers. It oversees adherence to our Supplier Code of Conduct and reviews the Code regularly to ensure it is effective and up to date.

Our **Strategic Procurement Services Team** is the primary interface with the supplier community and awards business based on a fair and transparent evaluation and competition process. The group works closely with suppliers to drive efficient and ethical practices, while supporting all Rogers' businesses with their purchasing activities.

We work to educate existing and potential suppliers on our procurement practices and expectations. One example is the [Rogers Supplier Portal](#), where suppliers can learn about our Code, terms and conditions, and access training materials to assist them in using the Rogers Sourcing System effectively.

ETHICAL PROCUREMENT

The Rogers Supplier Code of Conduct defines clear expectations with respect to the design, manufacturing and delivery of suppliers' products and services.

Ethical procurement is a highly material issue for both Rogers and our stakeholders:

- It's invaluable to our company's overall sustainability strategy to provide responsible, quality products and services.
- It's of increasing importance to our stakeholders. More than ever before, our stakeholders are looking to Rogers to use our influence as a large purchaser to drive socially and environmentally responsible practices throughout our supply chain.

Across our supply chain, we are committed to ethical procurement and have a strong framework in place to achieve that. As a condition of doing business with us, suppliers and their staff are expected to meet our high

standards set out in the [Rogers Supplier Code of Conduct](#). In preparing the code, we used recognized best practices such as the Universal Declaration of Human Rights, Social Accountability International, the Ethical Trading Initiative (ETI) and the Eco-Management and Audit Scheme as references.

The Code addresses five main areas: labour standards; health and safety; environmental responsibility; management systems; and ethics. Prospective suppliers are screened on each of these criteria. We look also to work with suppliers who can help us minimize our operational footprint, such as reducing packaging and waste – that is discussed further in the Environmental section of this report.

Companies who wish to respond to a sourcing opportunity must confirm compliance to the [Rogers Supplier Code of Conduct](#), or they may not be eligible to participate. The Code covers all of Rogers' businesses, is publicly available on our website and is issued with every sourcing activity.

Our Strategic Procurement Services Team receives internal training to ensure full understanding of the Code, and we engage employees throughout the company who are involved in purchasing to ensure they are aware of the Code and incorporate CSR considerations in their choices.

CSR SUPPLIER CODE

LABOUR STANDARDS

Suppliers must uphold the human rights of their workers, and treat them with respect as understood by the international community. That means a workforce free of harassment, discrimination, child labour and involuntary employment.

ENVIRONMENTAL RESPONSIBILITY

Suppliers must minimize adverse effects on the community and environment, while safeguarding public health and safety. Environmental standards include pollution prevention, resource reduction and safe management of hazardous substances.

HEALTH & SAFETY

Suppliers must ensure a safe and healthy work environment, including providing personal protective equipment, managing safety hazards, providing sanitary facilities and implementing emergency preparedness procedures.

MANAGEMENT SYSTEMS

Suppliers shall adopt or establish a management system whose scope is related to the content of this Code, with elements such as management accountability, processes for risk assessment and management, training, and compliance requirements.

ETHICS

Suppliers and their agents are to uphold the highest standards of ethics, including business integrity, protection of intellectual property, privacy and confidentiality.

SUPPLY CHAIN MONITORING

Once suppliers are “in the door”, ensuring their ongoing compliance with our Code of Conduct becomes the next priority. With more than 30,000 suppliers, this is an immense and ongoing task. If we find that a supplier falls out of compliance with the Code, we investigate the issue and follow up with the company to assess its willingness and ability to correct the issue, then we make a decision on whether to continue doing business with them.

In 2012, we began the complex work of building a formal supply chain monitoring system with the development of an annual validation process, whereby suppliers must complete a mandatory questionnaire that confirms their understanding of and adherence to the Code. As part of the survey, suppliers must identify any issues with non-compliance in the previous two years, and any areas where they go above and beyond our criteria. Rogers will be auditing our top suppliers in 2013 to ensure they still meet our Code requirements, and this will be an ongoing practice.

AVOIDING CONFLICT MINERALS

Conflict minerals have been a growing area of concern to the public and Rogers. These are minerals from the Democratic Republic of Congo and other conflict zones, where various militias control and profit from precious natural resources while abusing human rights in the process. Such minerals have been used in the manufacturing of cell phones, laptops and other electronic products.

In 2012, we continued to carry out due diligence to determine if any electronic products we source contain conflict minerals. We added a section on conflict minerals to Rogers Supplier Code of Conduct requiring that suppliers evaluate the origin or source of their materials to verify that they have not been mined from any conflict zone. If conflict minerals are found in their materials, the supplier must disclose this to us and take steps to develop and implement controls to avoid these minerals in the future.

CHALLENGES IN 2012

CHALLENGE	OUR RESPONSE
Undertaking an ambitious and coordinated supplier compliance strategy with Rogers’ Supplier Code of Conduct that adequately covers our network of 30,000-plus suppliers.	As part of a multi-year undertaking, we are concentrating on critical, higher-risk areas of the strategy, in particular, ways of strengthening supplier accountability.

CARING & GIVING

COMMUNITY INVESTMENT



COMMUNITY INVESTMENT

Rogers has a long history of giving back, and we are proud to be recognized as an Imagine Canada Caring Company with a strong focus on community investment.



2012 PROGRESS AT A GLANCE

MATERIAL ISSUE	2012 ACTIVITIES
Corporate Giving Approach	<ul style="list-style-type: none"> Donated \$16.3* million in cash and \$53.7* million in in-kind donations to Canadian charities, non-profit organizations and the local community. This \$70* million total represents 2.98% of 2012's pre-tax profits.
Education and Youth	<ul style="list-style-type: none"> 85,000 Canadian youth participated in educational programs supported by <i>Rogers Youth Fund</i>. Built 28 technology centres in 25 Boys and Girls Clubs across Canada.
Canadian Media Production	<ul style="list-style-type: none"> \$25.8 million invested in 93 different productions through the Rogers Group of Funds. This is in addition to the \$70 million we invested in our communities.
Strong, Vibrant Communities	<ul style="list-style-type: none"> Assisted charities in promoting their causes by donating air time for public service announcements (PSAs) on our radio and television stations and in our print publications. <i>Jays Care</i> invested over \$900,000 in its Field of Dreams grant program to develop safe and accessible spaces to engage youth.
Employee Giving and Volunteerism	<ul style="list-style-type: none"> 512 employees participated in paid time off for volunteering through Rogers Volunteer Program launched in September 2012. Over \$1 million donated or raised by employees for United Way campaign.

OUR APPROACH TO CORPORATE GIVING

KEY PERFORMANCE INDICATORS

(IN MILLIONS)

	2012	2011 ¹	2010 ¹
Community Investment – Cash	\$13.5	\$6.6	\$7.1
Regulated Community Investment – Cash	\$2.8	\$3.2	\$2.7
Total Cash	\$16.3*	\$9.8	\$9.8
Community Investment – In-kind	\$16.3	\$17.2	\$16.5
Regulated Community Investment – In-kind	\$37.4	\$37.7	\$37.1
Total In-kind	\$53.7*	\$54.9	\$53.6
Total Community Investment	\$70.0*	\$64.7	\$63.4

¹ Our 2011 and 2010 numbers have been restated to conform to current methodology.

A YEAR OF CONTINUED COMMITMENT & LEADERSHIP

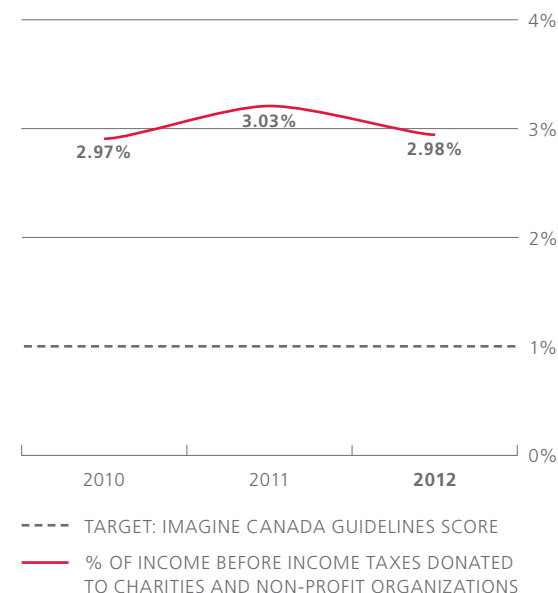
In 2012, charities and non-profits – and the millions of people who rely upon their services – continued to feel the impact of a tough economic climate and ongoing uncertainty. At the same time, demand for charitable and non-profit services continued to escalate.

In response, Rogers continued to support charities, non-profits organizations, and the local community by donating \$70 million* through cash and in-kind donations. This represented 2.98% of our income before income taxes, once again exceeding the corporate giving benchmark established by Imagine Canada, and can be broken down into two areas:

- Cash donations made to registered charities and non-profit organizations as direct community investment and as regulated donations made as conditions of license for our broadcasting entities.

- In-kind donations are comprised primarily of air time for charities and non-profit organizations to promote Public Service Announcements (PSAs) across our radio and television stations, as well as PSA print ads in our publications. Our regulated in-kind community investment includes the operation of our 39 Rogers TV stations in communities where we provide cable service. These stations air local programming as well as promote the local community and associated charitable and non-profit organizations. This community investment figure has been calculated at its cost to Rogers.

CORPORATE GIVING (%)



OUR GIVING PRIORITIES

A Community Investment Steering Committee, consisting of senior level representation from various departments, sets and oversees the strategic direction of our giving to help ensure it is targeted, impactful and reflects Rogers culture. Our giving is focused in the following areas:

- Investing in youth education through *Rogers Youth Fund*
- Investing in Canadian media production
- Building strong, vibrant communities
- Supporting employee giving and volunteerism

In 2012, Rogers strengthened its community investment practices with the installation of a new Corporate Donations policy to ensure that all donations align with our charitable giving strategy, are properly authorized, and tracked in order to have a greater impact in our communities.

INVESTING IN YOUTH EDUCATION

Fall 2012 marked the first anniversary of *Rogers Youth Fund* (RYF), our national commitment to help Canada's youth overcome barriers to education so they can succeed in the classroom and beyond. It's a major community investment project championed by our President and CEO, and an important issue because investing in education boosts literacy rates, the economy and Canada's talent pool, all of which benefit our company and our communities.

85,000

YOUTH IMPACTED THROUGH
ROGERS YOUTH FUND
IN 2012.

ALLÔ PROF

Allô prof is a non-profit organization that provides homework support by telephone and online to Quebec's elementary and high-school students. Between 2011 and 2012, Allô prof answered 3.5 million student inquiries. With support from *Rogers Youth Fund*, the organization has launched a new mobile app that allows students to chat and text with Allô prof educators on their smartphones.

Through RYF, we're funding programs delivered by our community partners that provide education support to youth ages 12-19, especially those who are at risk due to poverty, isolation, being new to Canada, or who face challenges at home. The programs are focused and measurable, and all of them have a sustainable social impact.

Our accomplishments last year included:

- Positively impacting approximately 85,000 youth.
- Building state-of-the-art technology centres in 25 Boys and Girls Clubs across Canada (see feature box). Part of RYF's mandate is to close the gap between technology and education. Helping Canadian youth increase their digital literacy and readiness for the technology economy reflects our own passion for technology and is one of the best ways Rogers can contribute to society.
- Introducing a volunteer program in September 2012 to engage our employees in RYF, with 512 of our people participating in volunteer opportunities by end of year.



NADIR MOHAMED, PRESIDENT & CEO,
VISITING A BOYS AND GIRLS CLUB

OUR COMMUNITY PARTNERS

We have a national collaboration with the **Boys and Girls Clubs of Canada**, a recognized leader in basic skills education and after-school programs, as well as partnerships with 16 local organizations spanning all provinces, such as:

- **Calgary Bridge Foundation for Youth**, which offers after-school tutoring and literacy programs for secondary students.
- **L'Ancre des jeunes**, an alternative school in Montreal for at-risk youth.
- **Richmond Youth Service Agency** in BC, which provides skills development, academic and financial support for at-risk and Aboriginal youth.

INVESTING IN YOUTH EDUCATION

CONTINUED

PARTNERSHIPS ACROSS CANADA



HELPING YOUNG CANADIANS “RAISE THEIR GRADES”

Raising the Grade is changing the face of education for young people at Boys and Girls Clubs across the country. The innovative program was launched at 25 Boys and Girls Clubs coast-to-coast in September 2012, in association with the *Rogers Youth Fund* program. The goal: increase academic skills, high school graduation rates and access to post-secondary education for at-risk youth.

Technology + Mentors + Scholarships

Each participating Boys and Girls Club has a *Raising the Grade* Technology Centre – a dedicated space boasting high-speed Internet and the latest computers and electronic resources to support learning. The tech centres allow thousands of youth, many of whom would not ordinarily have access to such technology, to gain critical skills for achieving their goals.

Youth are also matched with an adult volunteer mentor to help guide their educational journey, and can connect with their peers across the country via an online community for enrolled participants at www.raisingthegrade.ca. An added boost: after two years in the program, youth have the chance to receive a \$1,000 scholarship to put towards the costs of attending post-secondary education.

Life-Changing Impacts

The program is already having a major impact. Each Friday at Boys and Girls Club of Ottawa, for example, participants complete their homework schedule and seek out career options, express themselves through their blog or e-portfolio, and check-in with their mentor. “They chat with their mentor and build a relationship, discussing things like how an exam went; they talk about their interests and what they want to do in the future,” explained Melissa Marion, *Rogers Raising the Grade* Program Manager, Boys and Girls Club of Ottawa.

CANADIAN MEDIA PRODUCTION

As a natural extension of our own business, we contribute to the development of Canadian media production. In 2012, Rogers Group of Funds invested \$25.8 million to encourage the development of innovative and creative Canadian content for film, television and wireless mobile devices. This funding supported 93 different productions.

KEY PERFORMANCE INDICATORS	2012	2011	2010
Funding provided to support Canadian film and television production through the Rogers Group of Funds	\$25.8m	\$31.2m	\$28.3m

Examples of our major support programs include:

- Rogers Telefund provides financing assistance for the production of quality Canadian television programming.
- Rogers Documentary Fund fosters the growth of Canadian documentary film production in both official languages.
- Rogers Cable Network Fund supports the production of cable network programming in Canada.

We continued to sponsor the Rogers Best Canadian Film Award, which went to Toronto filmmaker Sarah Polley for her documentary *Stories We Tell*. Last year we increased the prize money from \$15,000 to \$100,000, making it one of the richest arts awards in Canada. The two runners-up each received \$5,000.

ROGERS TV

Through our cable network of television stations, we give community members the opportunity to learn production skills and create fresh programming that reflects local needs. Rogers TV trains volunteers, who work side by side with professional television producers. To further ensure our programming reflects the people, places and issues that matter in the community, we invite viewers to submit ideas for TV shows or coverage of upcoming neighbourhood events, by submitting a Program Proposal Form.

BUILDING STRONG, VIBRANT COMMUNITIES

In 2012, we supported many other worthy causes and organizations to help build strong, vibrant communities.

ARTS AND CULTURE

- To advance, nurture and honour Canadian writers of exceptional talent, we have sponsored the Rogers Writers' Trust Fiction Prize since 1997. Last year, Tamas Dobozsy's collection of short stories, *Seige 13*, won the \$25,000 award, while four prize finalists received \$2,500 each.
- Each year we support film festivals across Canada, including the Vancouver International Film Festival, the Atlantic Film Festival, the Banff World Media Festival, Hot Docs and the Toronto International Film Festival.
- We sponsored two exhibitions at the Vancouver Art Gallery featuring the work of Canadian artists Rodney Graham and Ian Wallace.

PUBLIC SERVICE ANNOUNCEMENTS HELP BOOST GOOD CAUSES

Across all of our Rogers Media and RogersTV properties, we provide in-kind air time to help publicize and promote charities, causes and non-profits by airing PSAs through our stations such as City and OMNI, RogersTV, our 55 radio stations and in our various publications.



JAYS CARE FOUNDATION ENRICHES THE LIVES OF KIDS

Jays Care Foundation is the charitable arm of the *Toronto Blue Jays* and gives kids access to programs that promote physical activity, encourage higher education and develop life skills. Last year, *Jays Care* invested over \$900,000 in its Field of Dreams grant program to develop safe and accessible spaces to engage youth. The Toronto Kiwanis Boys & Girls Club, for instance, received a \$100,000 Field of Dreams grant to refurbish their old gymnasium in Regent Park so kids can participate in after-school athletic programming. Thanks to *Jays Care*, there are now 35 such spaces across Canada.



IN 2013, THE MLB AWARDED
JAYS CARE FOUNDATION
THE COMMISSIONER'S
AWARD FOR PHILANTHROPIC
EXCELLENCE.

FIDOCARES SUPPORTS CANADIANS WITH DISABILITIES

More than 9,000 Canadians entered their dogs into a national "Fido Casting Call" contest to star in an upcoming Fido ad. FidoCARES, the charitable giving arm of Fido Mobile, donated \$1 to the Lions Foundation of Canada Dog Guides for every vote placed by the public. Thanks to the campaign's success, FidoCARES donated \$220,000 to the Lions Foundation to raise and train 11 dogs for individuals living with a medical or physical disability.

EMPLOYEE GIVING & VOLUNTEERISM

RELATED POLICIES

► [Volunteer Program Policy](#)

KEY PERFORMANCE INDICATORS

	2012	2011	2010
Employees who volunteered through Rogers Volunteer Program ¹	512	N/A	N/A

¹ Program introduced in September 2012.

From fundraising campaigns to serving on charitable boards, Rogers employees give generously and volunteer thousands of hours each year to improve their neighbourhoods. We encourage and support employees' efforts, and in 2012 we formalized our commitment by launching Rogers Employee Volunteer Program.

The program gives employees the opportunity to participate in one paid day off to volunteer each year, either with Rogers Youth Fund or with a charity that's already important to them. We set up a volunteering website in which employees can review and choose volunteering opportunities that interest them.

Here are some examples of how employees made a positive impact in 2012:

- **Rogers United Way Campaign:** Our employees across the country generated over \$1 million for United Way through a variety of fundraising events. For example, over 150 Rogers employees climbed the CN Tower to raise money for United Way Toronto, while in Moncton 34 employees volunteered at the West End Food Bank Garden of Hope, local Boys & Girls Club and Moncton HeadStart.

- **Rogers Santa Claus Parade in Vancouver:** Attended by 300,000 people, over 300 Rogers employees and community members volunteered at this annual event that benefits the Greater Vancouver Food Bank Society.
- **Shelter from the Storm:** Rogers Media employees joined together with the Canadian Women's Foundation and other corporate partners for Shelter from the Storm, a national fundraising campaign dedicated to ending violence against women. Funds raised support community violence prevention programs and over 400 shelters for abused women across Canada.

Rogers also celebrates employee volunteers through our Community Involvement Awards. In 2012, 12 employees received the award for demonstrating an exceptional commitment to their community or helping those in need.



EMPLOYEES VOLUNTEERING FOR UNITED WAY IN MONCTON, NB.

"Volunteering is a part of who we are as a company. In my mind, it's one of the most rewarding ways to give back. I believe it's an honour and a privilege to make a difference in someone else's life."

NADIR MOHAMED,
PRESIDENT AND CEO, ROGERS

EMPLOYEE GIVING & VOLUNTEERISM

CONTINUED



VOLUNTEER IN ACTION

"I'm a mentor through *Rogers Raising the Grade™* program to Daniel, a teenager who dreams of becoming an actor one day. Every week for two hours, I make my way down to the East Scarborough Boys and Girls Club of Canada and help Daniel with anything he may need. Whether it's helping him with his homework and school projects or talking basketball and video games, two of his favourite hobbies, or even helping him set an education plan so he can achieve his goals – we do it all. We've also visited the ROM and the Gardiner Museum on group excursions – it's all been so much fun.

What I'm most looking forward to is seeing Daniel graduate – knowing that I've helped him reach this goal is an incredible feeling. Thank you Rogers for this great opportunity and for making such a positive impact in our communities!"

KIRK PANCHAM,
WITNESS ADMINISTRATOR,
CUSTOMER ADVOCACY AND QUALITY

CHALLENGES IN 2012

CHALLENGE	OUR RESPONSE
Increasing complexity of managing requests for donations and sponsorships received by different parts of the company, making it difficult to coordinate and ensure impact.	Created more formalized and coordinated approach by introducing new Donations and Sponsorship policy. All requests must now be inputted into a central database and vetted through the Community Investment department, and approved donations and sponsorships must be tracked on a quarterly basis.

GRI INDEX

GLOBAL REPORTING INITIATIVE (GRI) INDEX

The GRI is a framework of internationally accepted principles and indicators for measuring and reporting on economic, environmental and social performance.

We have followed the GRI's Sustainability Reporting Guidelines (G3 version) to help define content to disclose in this report, including management approach and performance indicators. In addition, we have used the pilot version of the GRI's Telecommunications Sector Supplement.

We have also prepared this report in accordance with GRI's Reporting Principles, which are designed to help achieve transparency, a key goal of sustainability reporting. The Principles are materiality, stakeholder inclusiveness, sustainability context, completeness, balance, comparability, accuracy, timeliness, reliability and clarity. As one example, we used the GRI's guidance on "materiality" to help us define and select topics and performance indicators to include in this report – refer to the section Stakeholder Engagement & Material Issues for more information.

GRI APPLICATION LEVELS

REPORT APPLICATION LEVEL			C	C+	B	B+	A	A+
STANDARD DISCLOSURES	G3 PROFILE DISCLOSURES	OUTPUT	Report on: 1.1 2.1 - 2.10 3.1 - 3.8, 3.10 - 3.12 4.1 - 4.4, 4.14 - 4.15	REPORT EXTERNALLY ASSURED	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5 - 4.13, 4.16 - 4.17	REPORT EXTERNALLY ASSURED	Same as requirement for Level B	REPORT EXTERNALLY ASSURED
	G3 MANAGEMENT APPROACH DISCLOSURES	OUTPUT	Not Required		Management Approach Disclosures for each Indicator Category		Management Approach Disclosures for each Indicator Category	
	G3 PERFORMANCE INDICATORS & SECTOR SUPPLEMENT PERFORMANCE INDICATORS	OUTPUT	Report on a minimum of 10 Performance Indicators, at least one from each of Economic, Social and Environmental		Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human Rights, Labour, Society, Product Responsibility		Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the Indicator or b) explaining the reason for its omission	

* Sector supplement in final version

STANDARD DISCLOSURES

The index below provides an overview of our reporting against the GRI's G3 Guidelines and the Telecommunications Sector Supplement, along with where the information can be found either in this report, in our 2012 Annual Report, in our 2012 Proxy Circular or on our website.

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
1.0	STRATEGY & PROFILE		
	STRATEGY & ANALYSIS		
1.1	President and CEO statement and sustainability	●	A Message from Nadir Mohamed
1.2	Key impacts, risks and opportunities related to sustainability	●	A Message from Nadir Mohamed Stakeholder Engagement and Material Issues Enterprise Risk Management 2012 Annual Report (p.63-67)
2.0	ORGANIZATIONAL PROFILE		
2.1	Name of organization	●	Rogers Communications Inc.
2.2	Primary brands, products and/or services	●	Rogers At A Glance 2012 Annual Report (p.26-28)
2.3	Operational structure	●	Rogers At A Glance 2012 Annual Report (p.26)
2.4	Location of headquarters	●	Toronto, Ontario, Canada
2.5	Countries of operation	●	Primarily Canada
2.6	Nature of ownership and legal form	●	Rogers At A Glance
2.7	Markets served	●	Rogers At A Glance 2012 Annual Report (p.1, 26-28)
2.8	Scale of organization	●	Rogers At A Glance Talent Management
2.9	Significant changes regarding size, structure or ownership	●	2012 Annual Report (p.24-25)
2.10	Awards received	●	Throughout report
3.0	REPORT PARAMETERS		
	REPORT PROFILE		
3.1	Reporting period	●	January 1 – December 31, 2012
3.2	Date of most recent report	●	October 2012
3.3	Reporting cycle	●	Annual
3.4	Contact point on the report	●	csr@rci.rogers.com
	REPORT SCOPE AND BOUNDARY		
3.5	Process for defining report content	●	Stakeholder Engagement & Material Issues
3.6	Boundary of report	●	Encompasses all of Rogers' wholly owned operations and activities in Canada.
3.7	Limitations on scope or boundary of report	●	No limitations.
3.8	Basis for reporting on other entities	●	Encompasses all of Rogers' wholly owned operations and activities in Canada.

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
3.9	Data measurement techniques	●	For this report, internal subject matter experts were responsible for compiling and providing information and verifying its accuracy and reliability. Members of Rogers' management team, including the CSR Governance Committee, reviewed and approved content. For our key performance indicators, we have provided three consecutive years of data, where possible. Any specific measurement techniques (e.g., carbon footprint calculations) are noted in the section where they appear, including through footnote disclosures.
3.10	Explanation of re-statements of information provided in earlier reports	●	Any restatements of data compared to prior years are noted in the section where they appear.
3.11	Significant changes from previous report in the scope, boundary or measurement methods applied	●	There are a number of restatements in the report which are a result of either refinements in the data collection process or from strengthening our data collection techniques. The restatements occur in the Economic Contributions, Environmental Responsibility, Ethical Supply Chain and Community Investment sections of this report.

GRI CONTENT INDEX

3.12	Table identifying GRI standard disclosures	●	This index
3.13	Policy and practices regarding external assurance	●	Engaged KPMG to provide independent assurance of select key performance indicators.

GOVERNANCE, COMMITMENTS AND ENGAGEMENT

4.1	Governance structure	●	Good Governance 2012 Proxy Circular
4.2	Indicate whether Chair of highest governance body is also an executive officer	●	The roles of Board Chair and CEO are separate. The Chair of Rogers Board of Directors is non-independent and not an executive officer. 2012 Proxy Circular
4.3	Independent and/or non-executive members	●	The Board had 17 members as of February 13, 2013, of which 10 were independent. 2012 Proxy Circular
4.4	Mechanisms to provide recommendations or direction to highest governance body	●	2012 Proxy Circular
4.5	Linkage between compensation for members of the highest governance body, senior managers and executives, and the organization's performance (including social and environmental performance)	●	Rogers fosters a "pay for performance" culture by placing strong emphasis on incentive compensation for its executives. Performance goals are based on financial and customer experience metrics. Executive compensation is not linked to environmental performance targets. More info – 2012 Proxy Circular
4.6	Processes for highest governance body to ensure conflicts of interest are avoided	●	2012 Proxy Circular Rogers Website – Directors Code of Conduct and Ethics
4.7	Process for determining qualifications of members of the highest governance body for guiding the organization's strategy on economic, environmental and social topics	●	2012 Annual Report (p.61) Rogers Website – Corporate Governance 2012 Proxy Circular
4.8	Mission and values statements, codes of conduct, and principles relevant to economic, environmental and social performance	●	Rogers At A Glance CSR at Rogers Business Ethics and Integrity Ethical Procurement

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
4.9	Procedures of highest governance body for overseeing the organization's identification and management of economic, environmental and social performance	●	Good Governance The Corporate Governance Committee assists the Board in developing, recommending and establishing corporate governance policies and practices, and leads the Board in its periodic review of the performance of the Board and its committees. Other Board committees include the Audit Committee, Nominating Committee and Compensation Committee. Other Board committees include the Committee, its Executive Committee, Finance Committee and Pension Committee. More info – 2012 Annual Report (pg.61-62).
4.10	Processes for evaluating the highest governance body's own performance	●	2012 Proxy Circular Rogers Website – Corporate Governance
4.11	Explanation of whether and how the precautionary approach or principle is addressed	●	We responsibly manage environmental risks through our Environmental Strategy and Environmental Management System. Rogers also has an Enterprise Risk Management program that seeks to ensure there is consistency to the methods used in identifying, assessing, managing, monitoring and communicating risks throughout the company and that risk management efforts are aligned with the company's vision, mission, values, and strategic and business objectives. More info – 2012 Annual Report (p.63)
4.12	Externally developed social charters, principles or other initiatives to which the organization subscribes or endorses	●	Community Investment Supplier Code of Conduct
4.13	Significant memberships in associations and/or advocacy organizations	●	Rogers is involved in many associations and multi-stakeholder projects. Significant memberships and affiliations include: <ul style="list-style-type: none"> • Canadian Wireless Telecommunications Association • Canadian Marketing Association • Canadian Association of Broadcasters • Canadian Broadcasting Standards Council • Information Technology Association of Canada • Radio Advisory Board of Canada • Canadian Women in Communication • Canadian Chamber of Commerce • GSMA • Canadian Business for Social Responsibility • Imagine Canada • Carbon Disclosure Project
4.14	List of stakeholders engaged by organization	●	Stakeholder Engagement & Material Issues
4.15	Basis for identification and selection of stakeholders to engage	●	Stakeholder Engagement & Material Issues
4.16	Approaches to stakeholder engagement	●	Stakeholder Engagement & Material Issues
4.17	Key topics and concerns raised through stakeholder engagement and how the organization has responded	●	Stakeholder Engagement & Material Issues

MANAGEMENT APPROACH AND PERFORMANCE INDICATORS

ECONOMIC PERFORMANCE INDICATORS ("EC")

DMA	Management approach, goals and performance, policies and contextual information	●	Economic Contributions 2012 Annual Report (p.1-4)
Aspect: Economic Performance			
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings and payments to capital providers and governments	●	Financial Performance Economic Contributions Community Investment 2012 Annual Report (p.1-4)

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
EC2	Financial implications and other risks and opportunities due to climate change	●	Energy & Carbon Reduction
EC3	Coverage of the organization's defined benefit plan obligations	●	Effective for full-time employees after three months of continuous service. Total Rewards
EC4	Significant financial assistance received from government	N/A	Rogers does not receive significant financial assistance from governments.
Aspect: Market Presence			
EC5	Range of ratios of standard entry-level wage compared to local minimum wage at significant locations of operation	○	Not reported
EC6	Policy, practices and proportion of spending on locally-based suppliers	●	Based on our top 200 vendors, 94% of our 2012 spend was with Canadian companies or those with offices in Canada. As a telecommunications company, many of our major suppliers, including handset manufacturers, are headquartered outside of Canada. Going forward, we will explore the creation of a metric to measure the proportion of our Canadian suppliers that better reflects the nature of our industry and business.
EC7	Procedures for local hiring and proportion of senior management hired from the local community	○	Rogers does not have a formal policy or procedures for local hiring and does not track the proportion of senior management hired from the local community. We do strive to make our employee populations reflect the communities we serve. More than 99% of our employees are based in Canada.
Aspect: Indirect Economic Impacts			
EC8	Infrastructure investments and services provided primarily for public benefit through commercial, in-kind or pro bono engagement	●	Investing in Youth Education Canadian Media Production Achieving Digital Inclusion
EC9	Understanding and describing significant indirect economic impacts	●	Economic Contributions Community Investment
ENVIRONMENTAL PERFORMANCE INDICATORS ("EN")			
DMA	Management approach, goals and performance, policies and contextual information	●	Environmental Responsibility
Aspect: Materials			
EN1	Materials used by weight or volume	●	Paper Reduction & Sourcing Waste Management, Recycling & Spills
EN2	Percentage of materials that are recycled input materials	●	Paper Reduction & Sourcing
Aspect: Energy			
EN3	Direct energy consumption	●	Energy & Carbon Reduction
EN4	Indirect energy consumption	●	Energy & Carbon Reduction
EN5	Energy saved due to conservation and efficiency improvements	●	Energy & Carbon Reduction
EN6	Initiatives to provide energy-efficient or renewable energy based products and services	●	Energy & Carbon Reduction Environmental Engagement
EN7	Initiatives to reduce indirect energy consumption	●	Energy & Carbon Reduction
Aspect: Water			
EN8	Total water withdrawal by source	●	Rogers used 339,969,838 litres of water at its office locations in 2012. Water is mainly used in our office buildings for everyday employee needs (e.g., kitchens, washrooms). However, we have programs and initiatives in place to reduce water usage, such as aerators and low flush toilets. Water conservation is one of the key principles of Rogers' Environmental Design Framework used in building design and operating standards.

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
EN9	Water sources significantly affected by withdrawal of water	○	Not material
EN10	Water recycled and reused	○	Not material
Aspect: Biodiversity			
EN11	Land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	○	Not reported
EN12	Significant impacts of activities, products, and services on biodiversity-rich areas	○	Not reported
EN13	Habitats protected or restored	○	Not reported
EN14	Strategies, current actions and future plans for managing impacts on biodiversity	○	Not reported
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations	○	Not reported
Aspect: Emissions, Effluents, and Waste			
EN16	Direct and indirect greenhouse gas emissions by weight	●	Energy & Carbon Reduction
EN17	Other relevant indirect greenhouse gas emissions by weight	●	Energy & Carbon Reduction
EN18	Initiatives to reduce greenhouse gas emissions	●	Energy & Carbon Reduction
EN19	Emissions of ozone-depleting substances by weight	●	Rogers tracks all halocarbon gases, and the total weight released in 2012 was 2.21 tonnes.
EN20	NOx, SOx and other significant air emissions by type and weight	○	Not reported
EN21	Total water discharge by quality and destination	○	Not material – see explanation for EN8.
EN22	Total weight of waste by type and disposal method	●	Waste Management, Recycling & Spills
EN23	Number of significant spills	●	Waste Management, Recycling & Spills
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous, and percentage of transported waste shipped internationally	○	Not deemed material to our business, as Rogers does not transport, import, export or treat a significant amount of hazardous waste. We have procedures in place to manage the hazardous waste that stems from our building operations, such as cleaning solvents and fluorescent light bulbs. However, the volumes are relatively small relative to our solid waste materials, and as such, systems are not in place to measure our company-wide figures.
EN25	Identity, size, protected status and biodiversity value	○	Not reported
Aspect: Products and Services			
EN26	Initiatives to mitigate environmental impacts of products and services	●	Energy & Carbon Reduction Paper Reduction & Sourcing Waste Management, Recycling & Spills Product Responsibility Environmental Engagement
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	◐	We do not collect this data for all Rogers products. However, we do have programs in place to reclaim cell phones and report these numbers in the Product Responsibility section of this report.
Aspect: Compliance			
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	●	There were no environmental fines in 2012.

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
Aspect: Transport			
EN29	Significant environmental impacts of transporting products and other goods and materials	●	Energy & Carbon Reduction
Aspect: Overall			
EN30	Total environmental protection expenditures and investments	○	Not reported
SOCIAL PERFORMANCE INDICATORS (“LA”)			
Labour Practices and Decent Work			
DMA	Management approach, goals and performance, policies and contextual information	●	Employee Experience
Aspect: Employment			
LA1	Workforce by employment type and region	●	Talent Management
LA2	Employee turnover	●	Talent Management
LA3	Benefits provided to full-time employees	●	All benefits are effective immediately for full-time employees and after three months of continuous service for part-time employees. Total Rewards
Aspect: Labour/Management Relations			
LA4	Percentage of employees covered by collective bargaining agreements	●	7% of our employees are covered by collective bargaining agreements.
LA5	Minimum notice period(s) regarding operational changes including whether it is specified in collective agreements	●	7% of our employees are covered by collective bargaining agreements with various unions from the cable and media sectors. Our collective bargaining agreements provide reasonable notice regarding operational changes, ranging from 30 to 90 days depending on the agreement.
Aspect: Occupational Health and Safety			
LA6	Workforce represented in formal joint management-worker health and safety committees	●	Health, Safety & Wellness
LA7	Rates of injury, occupational diseases, lost days, and absenteeism and number of work-related fatalities	○	Zero fatalities. Other data not available as we continue to build a centralized online system for health and safety data collection and performance management, which will be launched in 2013.
LA8	Programs to assist workforce members, their families or community members regarding serious diseases	●	Health, Safety & Wellness Total Rewards Programs include: <ul style="list-style-type: none"> Employee and Family Assistance Program (EFAP) bWell website, accessible at home and at work, offers numerous health resources. Voluntary Health Risk Assessment (HRA) campaign for Rogers employees. We hold regular national health and wellness initiatives, including an online fitness challenge and complimentary flu shot clinics. In 2012, 1,393 employees competed in the online fitness challenge and 1,832 employees received flu vaccinations in their workplace. Employees at our downtown Toronto head office, York Mills office and Rogers Park in Brampton can use dedicated fitness facilities and take exercise classes. Our Toronto head office and Brampton Park location also have on-site health centres that employ Medical Doctors, Nurses, Chiropractors, Physiotherapists and Registered Massage Therapists. Healthy Workplace Policy articulating Rogers’ commitment to employee well-being.

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
LA9	Health and safety topics covered in formal agreements with trade unions	●	Some collective agreements identify health and safety topics, and others do not.
Aspect: Training and Education			
LA10	Training per year per employee	●	Talent Management
LA11	Programs for skills management and lifelong learning	●	<p>Talent Management In addition to what is listed in the Talent Management section of this report, we also offer programs such as:</p> <ul style="list-style-type: none"> My E-Learning is our online training hub where employees can access 6,500 on-demand courses, focused on the Rogers core competencies of customer focus, teamwork, communication, accountability and innovation. Harvard ManageMentor (HMM) is a best-in-class on-demand development tool that is available to all of our people managers, offering a robust resource for essential management skills. HMM sources the best advice from leading minds in business and helps our leaders develop technical skills as well as people management expertise. Walk a Mile in My Shoes is a unique program that allows employees to work within different roles across the company to experience the customer from a different perspective. Employees may choose from 62 positions.
LA12	Percentage of employees receiving regular performance and career development reviews	●	<p>Talent Management 100%. For certain groups in the company, we administer a mid-year annual review process, in addition to the year-end performance review for all employees. Information from our performance review system flows into our online base and bonus tool to help determine appropriate pay increases and bonus levels for individual employees.</p>
Aspect: Diversity and Equal Opportunity			
LA13	Composition of governance bodies and breakdown of employees by indicators of diversity	●	Governance bodies: 2012 Annual Report Employees: Diversity & Inclusion
LA14	Ratio of basic salary of men to women	○	Not reported
HUMAN RIGHTS INDICATORS ("HR")			
DMA	Management approach, goals and performance, policies and contextual information	●	Diversity & Inclusion
HR1	Significant investment agreements that include human rights clauses or that have undergone human rights screening	N/A	We do not have significant investment agreements in countries without labour laws that protect human rights. We do address supplier human rights screening through our Supplier Code of Conduct.
HR2	Human rights screening of significant suppliers and contractors	●	Ethical Procurement
HR3	Employee training on human rights policies and procedures	●	Diversity & Inclusion Business Ethics & Integrity
Aspect: Non-Discrimination			
HR4	Incidents of discrimination and actions taken	●	There were no incidents in 2012.
Aspect: Freedom of Association and Collective Bargaining			
HR5	Operations in which the right to exercise freedom of association and collective bargaining may be at significant risk	●	None. All of Rogers' operations are located exclusively in countries that protect freedom of association by law.
Aspect: Child Labour			
HR6	Operations having significant risk for incidents of child labour	●	None.

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
Aspect: Forced and Compulsory Labour			
HR7	Operations having significant risk for incidents of forced or compulsory labour	●	None.
Aspect: Security Practices			
HR8	Security personnel trained on human rights policies or procedures	●	Business Ethics & Integrity
Aspect: Indigenous Rights			
HR9	Incidents of violations involving rights of indigenous people	●	There were no violations in 2012.
SOCIETY INDICATORS ("SO")			
DMA	Management approach, goals and performance, policies and contextual information	●	CSR at Rogers Community Investment
Aspect: Community			
SO1	Programs and practices that assess and manage the impacts of operations on communities	●	Product Responsibility Mobile Communications & Health
Aspect: Corruption			
SO2	Business units analyzed for risks related to corruption	●	Business Ethics & Integrity
SO3	Employees trained on anti-corruption policies and procedures	●	Business Ethics & Integrity
SO4	Actions taken in response to incidents of corruption	●	Business Ethics & Integrity
Aspect: Public Policy			
SO5	Participation in public policy development and lobbying	●	Public Policy & Advocacy 2012 Annual Report
SO6	Total value of contributions to political parties, politicians and related institutions	○	Rogers supports the democratic process and contributes to provincial political parties and municipal campaigns where legally permitted. Our formal enterprise wide policy on political contributions allows for employees to make political contributions from their personal time and funds in the exercise of responsible citizenship. Contributions of any kind to political organizations, made on behalf of the company, must be approved, in advance, by the VP of Government Relations.
Aspect: Anti-competitive Behaviour			
SO7	Legal actions for anti-competitive behaviour, anti-trust and monopoly practices	●	There were no incidents in 2012. For information on current litigation, please see our 2012 Annual Report, pages 65-66.
Aspect: Compliance			
SO8	Significant fines and non-monetary sanctions for non-compliance with laws and regulations	●	There were no fines in 2012.
PRODUCT RESPONSIBILITY INDICATORS ("PR")			
DMA	Management approach, goals and performance, policies and contextual information	●	Customer Experience
Aspect: Customer Health and Safety			
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement	●	Product Responsibility
PR2	Incidents of non-compliance with health and safety regulations and voluntary codes	●	There were no incidents in 2012.
Aspect: Product and Service Labeling			
PR3	Product and service information required by procedures	●	Enhancing Customer Transparency
PR4	Incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling	●	There were no incidents in 2012.

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
PR5	Practices related to customer satisfaction, including results of surveys	●	Our practices are discussed in Customer Service. Rogers does not disclose customer experience metrics because they are competitively sensitive.
Aspect: Marketing Communications			
PR6	Programs for adherence to laws, standards and voluntary codes related to marketing communications	●	Enhancing Customer Transparency
PR7	Incidents of non-compliance with regulations and voluntary codes concerning marketing communications	●	There were no incidents in 2012.
Aspect: Customer Privacy			
PR8	Substantiated complaints regarding breaches of customer privacy	●	Product Responsibility
Aspect: Compliance			
PR9	Significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	●	There were no incidents in 2012.

TELECOMMUNICATIONS SECTOR SUPPLEMENT INDICATORS

CATEGORY: INTERNAL OPERATIONS ("IO")

Investment			
IO1	Capital investment in telecommunication network infrastructure	●	Network Coverage & Reliability Economic Development
IO2	Net costs for service providers under the Universal Service Obligation when extending service to geographic locations and low-income groups, which are not profitable	○	Not reported
Health and Safety			
IO3	Practices to ensure health and safety of field personnel	●	Health, Safety & Wellness Environmental Management System
IO4	Compliance with International Commission on Non-Ionising Radiation Protection (ICNIRP) standards on exposure to radiofrequency emissions from handsets	●	Yes. Rogers is in compliance with ICNIRP standards on exposure to radiofrequency emissions from both handsets and base stations. We meet related Industry Canada and Health Canada regulations, including Safety Code 6, Canada's code for maximum levels of radio frequency emissions. Safety Code 6 is based on the standards set out by ICNIRP and the Institute of Electrical and Electronics Engineers (IEEE) Mobile Communications & Health
IO5	Compliance with ICNIRP standards on exposure to radiofrequency emissions from base stations	●	See response for IO4.
IO6	Policies and practices with respect to Specific Absorption Rates	●	Specific Absorption Rate (SAR) is a measure of the rate at which Radiofrequency (RF) emissions are absorbed by the body. SAR values can vary depending on the wireless device and are determined by the manufacturer. Health Canada has established maximum limits for RF exposure in its Safety Code 6 standards. Industry Canada is the body responsible for enforcing these standards. All wireless devices and antennas in Canada are required to operate below these maximum limits set out in Safety Code 6, which have been created with substantial built-in safety margins.
Infrastructure			
IO7	Policies and practices on the siting of masts and transmission sites, including stakeholder consultation, site sharing and initiatives to reduce visual impacts	●	Mobile Communications & Health

GRI	GRI INDICATOR DESCRIPTION	REPORTED	LOCATION OR EXPLANATION
IO8	Number and percentage of stand-alone sites, shared sites, and sites on existing structures	○	Not reported
CATEGORY: PROVIDING ACCESS ("PA")			
Access to Telecommunication Products and Services: Bridging the Digital Divide			
PA1	Policies and practices to enable the deployment of telecommunications infrastructure and access to telecommunication products and services in remote and low population density areas	●	Achieving Digital Inclusion
PA2	Policies and practices to overcome barriers for access and use of telecommunication products and services	●	Product Responsibility Achieving Digital Inclusion Rogers Website – Accessibility Services
PA3	Policies and practices to ensure availability and reliability of telecommunication products and services	●	Network Coverage and Reliability
PA4	Level of availability of telecommunication products and services in areas where the organization operates	●	Network Coverage and Reliability
PA5	Telecommunication products and services provided to and used by low- and no-income sectors of the population	●	Product Responsibility
PA6	Programs to provide and maintain telecommunication products and services in emergency situations and for disaster relief	●	Network Coverage and Reliability
Access to Content			
PA7	Policies and practices to manage human rights issues relating to access and use of telecommunication products and services	●	Achieving Digital Inclusion Product Responsibility
Customer Relations			
PA8	Policies and practices to publicly communicate on electromagnetic field (EMF) research related issues	●	Mobile Communications & Health
PA9	Total amount invested in programs and activities in EMF	○	Not reported
PA10	Initiatives to ensure clarity of charges and tariffs	●	Enhancing Customer Transparency
PA11	Initiatives to inform customers about product features and applications that will promote responsible, efficient, cost effective and environmentally preferable use	●	Product Responsibility
CATEGORY: TECHNOLOGY APPLICATIONS ("TA")			
Resource Efficiency			
TA1	Examples of the resource efficiency of telecommunication products and services delivered	●	Energy & Carbon Reduction
TA2	Examples of telecommunication products, services and applications that have the potential to replace physical objectives (e.g., videoconferencing)	●	Product Responsibility
TA3	Measures of transport and/or resource changes of customer use of the telecommunication products and services listed above	●	Product Responsibility
TA4	Estimates of the rebound effect (indirect consequences) of customer use of the products and services listed above, and lessons learned for future development	○	Not reported
TA5	Practices relating to intellectual property rights and open source technologies	○	Not reported

GLOSSARY OF TERMS

3G (Third Generation Wireless)

3G is the third generation of mobile phone standards and technology. It is based on standards from the International Telecommunication Union and the Third Generation Partnership Project (3GPP). A key aim of 3G standards was to enable mobile broadband data speeds above 384 Kbps. 3G networks enable network operators to offer users a wider range of more advanced services while achieving greater network capacity through improved spectral efficiency. Advanced services include video and multimedia messaging, and broadband wireless data, all in a mobile environment. 3G technologies include Wideband-CDMA (W-CDMA), cdma2000 and TD/SCDMA.

4G (Fourth Generation Wireless)

The latest generation of wireless technology (also known as LTE). 4G technology offers increased voice, video and multimedia capabilities, a higher network capacity, improved spectral efficiency and high-speed data rates over current 3G standards.

Active employees

Includes full-time, part-time and temporary employees. Excludes all employees on leave and all independent and agency contractors.

Bps (Bits per Second)

A measurement of data transmission speed used for measuring the amount of data transferred in a second between two telecommunications points or within network devices. Kbps (kilobits per second) is thousands of bits per second; Mbps (megabits per second) is millions; Gbps (gigabits per second) is billions; and Tbps (terabits per second) is trillions.

Business Code of Conduct training participation rate

The percentage of active employees and independent and agency contractors as of September 30, 2012 who have read and completed Rogers' annual business code of conduct training. The calculation excludes any employees who are terminated or go on-leave and any employees who are newly hired or return from leave after the program was launched on June 4, 2012.

Canadian Radio-television and Telecommunications Commission (CRTC)

The federal regulator for radio and television broadcasters, and cable-TV and telecommunications companies in Canada.

Canadian Wireless Telecommunications Association (CWTA)

The authority on wireless issues, developments and trends in Canada. CWTA represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite carriers as well as companies that develop and produce products and services for the industry.

Capital expenditures (CAPEX)

Investments made to upgrade or acquire physical assets, including technology, networks and infrastructure.

Carbon Disclosure Project (CDP)

An international, not-for-profit organization that provides a system for companies and cities to measure, disclose, manage and share vital environmental information. CDP works with market forces, including institutional investors, to motivate companies to disclose their impacts on the environment and natural resources and take action to reduce them.

Churn

The term used to describe the disconnect rate of customers to a telecommunications service. Usually expressed as a percentage and calculated as the number of subscriber units disconnecting in a one month period divided by the opening number of units on the network. It is a measure of customer turnover and is often at least partially reflective of service quality and competitive intensity.

Cell phones collected and processed for reuse or recycling

Total number of cell phones collected and processed for reuse or recycling during the reporting period. Phones are collected and processed on behalf of Rogers by two third-party service providers.

Complaints to Rogers Ombudsman

The number of concerns and complaints from customers that have been submitted to and received by Rogers Office of the Ombudsman during the reporting period.

Community investment - cash:

Includes cash donations made to registered charities or non-profit organizations during the reporting period. Excludes in-kind donations, sponsorships and fundraising dollars.

Community investment – in-kind:

Includes contributions of products, goods and services to registered charities and non-profit organizations during the reporting period. The majority of our in-kind contributions are from free advertising air time provided to charities and non-profit organizations in the form of Public Service Announcements or events coverage on our radio stations, television stations and in our publications. In-kind community investments have been measured as the cost Rogers incurs to provide the products, goods, or services.

Conflict minerals

Minerals from the Democratic Republic of Congo and other conflict zones, where various militias control and profit from precious natural resources while abusing human rights in the process. Rogers has taken steps to ensure that no such minerals have been used by our suppliers to manufacture cell phones and other electronic products that we offer.

Described Video Service (DVS)

A service for people with visual impairments. DVS is a description of a television program's main visual elements, such as settings, costumes or body language.

Diversity metrics

Diversity metrics include women, visible minorities, Aboriginal employees and employees with disabilities represented as a percentage of the workforce for all employees and those in senior management positions. All active, federally regulated employees are included in the metric.

The metric is reported as of December 31, 2012.

Employee engagement score

A point-in-time score of employee engagement levels at the time the R10 Employee Survey is administered. The survey is conducted in-house using a web-based program ("R10 survey") and records responses to 10 questions focusing on leadership, accountability and employee engagement. The employee engagement score includes all active and on-leave employees, excluding independent and agency contractors as well as those employees on-leave for two years or longer.

Energy use

Energy use is measured in gigajoules (GJ) and refers to direct and indirect energy consumption. Direct energy consumption includes gasoline and other fuels consumed by Rogers' owned or leased vehicles and properties. Indirect energy consumption includes electricity used by Rogers' properties. Rogers' properties include owned or leased office buildings, transmission sites, power supply stations, retail spaces and the Rogers Centre.

Environmental Management System (EMS)

A set of processes and practices to reduce environmental impacts, mitigate environmental risks and improve operating efficiency.

Global System for Mobile (GSM)

GSM is a TDMA-based technology and a member of the so-called "second generation" (2G) family of mobile protocols. GSM is deployed widely across North America, Europe and around the world, especially at the 850, 900, 1800 and 1900 MHz frequency bands. When delivered in the 1800/1900 MHz frequency band, GSM is sometimes referred to as PCS (Personal Communications Services).

Greenhouse Gas (GHG) Protocol

The most widely used international accounting tool for government and business leaders to understand, quantify and manage greenhouse gas emissions. The GHG Protocol was jointly convened in 1998 by the World Business Council for Sustainable Development (WBCSD) and the World Resources Institute (WRI).

HSPA+ (High Speed Packet Access)

An IP-based packet-data enhancement to WCDMA technology that provides high-speed broadband packet data services over 3G networks.

Leadership in Energy and Environmental Design (LEED)

A voluntary, internationally recognized program that provides a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

LTE (Long-Term Evolution)

A fourth generation cellular wireless technology (also known as 4G). Compared to HSPA/UMTS, LTE improves spectral efficiency, lowers costs, improves services and, most importantly, allows for higher data rates. LTE technology is being deployed and is designed to deliver at speeds up to 150Mbps with further increases over time.

M2M (machine-to-machine)

A technology that connects people, devices, networks and everyday objects while communicating and interpreting data that can be acted upon in a timely manner. The underlying technology that enables solutions at the enterprise level and enables a growing number of connected solutions in the consumer world.

Material issues

Issues that (a) are significant to stakeholders and substantively influence their decisions and assessments of Rogers, and (b) reflect our significant social, environmental and economic impacts.

Paper consumption

Paper consumption is measured in metric tonnes and includes all paper used in publishing, marketing and communications, internal office and billing activities.

Percentage of complaints resolved by Rogers Office of the Ombudsman within 60 days

The percentage of complaints received by the Ombudsman Office during the reporting period resolved within 60 days. This metric includes all complaints that were handled by the Ombudsman Office from receipt to resolution and excludes any complaints redirected to the Office of the President. Days to resolution is defined from when the Ombudsman Office receives written consent from the customer to access their files to when the problem is confirmed as resolved by the Ombudsman Office via letter to the customer.

Postpaid

A conventional method of payment for wireless service where a subscriber pays a fixed monthly fee for a significant portion of services and the usage is billed in arrears, subsequent to consuming the services. Usually arranged on a term contract basis.

Prepaid

A method of payment for wireless service that allows a subscriber to prepay for a set amount of airtime in advance of actual usage. Generally, a subscriber's prepaid account is debited at the time of usage so that actual usage cannot exceed the prepaid amount until an additional prepayment is made.

R10 Employment Survey

Rogers' voluntary employee engagement survey is conducted in-house twice a year in April and October. The online survey is available to all active and on-leave employees, excluding independent and agency contractors as well as those employees on-leave for two years or longer.

R10 Employee Survey participation rate

Calculated as the number of Rogers' employees who complete the R10 Employee Survey divided by the total number of active employees and employees on-leave for less than two years at the time the survey was performed.

Radiofrequency fields (also known as Electromagnetic Fields)

Radiofrequency (RF) energy or fields are part of everyday life and produced by sources such as radio and television broadcasting, mobile radiocommunication transmitting facilities, cell phones and radar.

Regulated community investment – cash:

Includes cash donations made during the reporting period that are tied to a regulatory decision or process, such as a condition of license for broadcasting entities. Excludes in-kind donations, sponsorships and fundraising dollars.

Regulated community investment – in-kind:

Includes contributions of products, goods and services during the reporting period that are tied to a regulatory decision or process, such as a condition of license for broadcasting entities. For this indicator, we have reported on the cost of operating our 39 Rogers TV community stations that operate where we provide cable service. These stations air local programming that promote the local community and associated charitable and non-profit organizations.

Safety Code 6

Health Canada's radiofrequency exposure guidelines, which provide recommended best practices for ensuring compliance with the maximum exposure levels for controlled and uncontrolled environments. Safety Code 6 was first developed in 1979 and has been updated several times with the most recent revision in 2009. The safety limits in the code are based on an ongoing review of published scientific studies as well as Health Canada's own research.

Scope 1 greenhouse gas emissions

Refers to direct greenhouse gas emissions from sources owned and/or controlled by Rogers. Total Scope 1 emissions are calculated in accordance with the ISO 14064-1 standard and include those resulting from energy combustion from owned or leased vehicles and properties (including office buildings, transmission sites, power supply stations, retail spaces and Rogers Centre). This definition of Scope 1 aligns with the greenhouse gas protocol and is reported for the period January 1 to December 31.

Scope 2 greenhouse gas emissions

Refers to indirect greenhouse gas emissions from the generation of electricity purchased by Rogers for use in the general course of business, typically by properties including office buildings, transmission sites, power supply stations, retail spaces and Rogers Centre. This definition of Scope 2 aligns with the greenhouse gas protocol and is reported for the period January 1 to December 31.

Scope 3 greenhouse gas emissions

Refers to greenhouse gas emissions from other indirect sources of energy used by Rogers such as business air and rail travel, vehicle rentals, hotels, employee commuting, Blue Jays travel and hotels, building waste and total paper usage. This definition of Scope 3 aligns with the greenhouse gas protocol and is reported for the period January 1 to December 31.

Significant spill

An accidental release of chemicals, oils and fuels that has a potentially negative impact on the environment and/or human health and is reportable by law to Environment Canada within 24 hours. This is a level 3 spill or release that is greater than 100 kilograms or 100 litres.

Supplier spend

Refers to the total amount spent by Rogers on goods and services during the reporting period from January 1 to December 31 on an accruals basis including depreciation and amortization of capital expenditures.

Total employees

Includes active employees, on-leave employees and independent and agency contractors.

Voluntary turnover rate

Refers to the number of employees who have voluntarily left the company as a percentage of the total average number of employees during the reporting period. The average number of employees includes all permanent full-time and part-time employees and all employees on short-term leave. Temporary employees and independent and agency contractors are excluded.

EXTERNAL ASSURANCE STATEMENT



INDEPENDENT LIMITED ASSURANCE REPORT TO ROGERS COMMUNICATIONS INC

We have been engaged by the management of Rogers Communications Inc (Rogers) to undertake a limited assurance engagement, in respect of the year ended December 31, 2012, on certain quantitative performance information disclosed in the 2012 Corporate Social Responsibility Report (the Report) as described below.

In addition, we have been engaged to check Rogers' self-declared Global Reporting Initiative (GRI) application level.

Selected Indicators

The scope of our limited assurance engagement, as agreed with management, comprises the following Selected Corporate Social Responsibility (CSR) Indicators and Selected Greenhouse Gas (GHG) Indicators (collectively, the 'Selected Indicators').

Selected CSR Indicators

- Employees trained on Rogers Business Conduct Policy (%)
- Economic value distributed (\$)
- Customer retention – wireless monthly churn rate (%)
- Complaints reported to Rogers Office of the Ombudsman (number)
- Complaints resolved by the Rogers Office of the Ombudsman in less than 60 days (%)
- Capital expenditures and cash income taxes (\$)
- Phones collected and processed for reuse and recycling (number)
- Employee engagement score (%)
- Employee participation rate in the biannual R10 employee survey (%)
- Voluntary turnover rate (%)
- Women employees and women employees in senior manager roles (%)
- Visible minority employees and visible minority employees in senior manager roles (%)
- Aboriginal employees and Aboriginal employees in senior manager roles (%)
- Persons with disabilities and persons with disabilities in senior manager roles (%)
- Scope 1 and 2 energy use (GJ)
- Paper usage (metric tonnes)
- Community investment (\$)

Selected GHG Indicators

- Scope 1 and 2 GHG emissions (tonnes CO2e)

The Selected Indicators, contained within the Report and denoted by the symbol †, have been determined by management on the basis of Rogers' assessment of the material issues contributing to Rogers' CSR and GHG performance and most relevant to their stakeholders.

There are no mandatory requirements for the preparation, publication or review of CSR performance metrics. As such, Rogers applies its own internal reporting guidelines and definitions of CSR reporting in preparing the Selected CSR Indicators which can be found in the Glossary of Terms on pages 81 to 83 of the Report.

The Selected GHG Indicators contained within the Report have been prepared by management in accordance with the World Resources Institute/World Business Council for Sustainable Development Greenhouse Gas Protocol (the GHG Protocol).

Management's responsibilities

Management is responsible for the preparation and presentation of the Report in accordance with Rogers' internal reporting guidelines and definitions for CSR reporting for the Selected CSR Indicators and in accordance with the GHG Protocol for the Selected GHG Indicators, current as at the date of our report. Management is also responsible for the identification of stakeholders and material issues, for determining Rogers' objectives in respect of sustainable development performance and reporting, and for establishing and maintaining appropriate performance management and internal control systems from which the reported performance information is derived.

Our responsibility

Our responsibility in relation to the Selected Indicators is to perform a limited assurance engagement and to express a conclusion based on the work performed. We conducted our engagement in accordance with International Standard on Assurance Engagements 3000 Assurance Engagements other than Audits or Reviews of Historical Financial Information (ISAE 3000), issued by the International Auditing and Assurance Standards Board and ISO 14064-Part 3 Specification with Guidance for the validation and verification of greenhouse gas assertions. ISAE 3000 and ISO 14064-3 require that we comply with applicable ethical requirements, including independence requirements.

We have not been engaged in respect of and our conclusion does not cover any periods prior to the year ended December 31, 2012.

Assurance approach

We planned and performed our work to obtain all the evidence, information and explanations we considered necessary in order to form our conclusions as set out above. A limited assurance engagement consists of making inquiries, primarily of persons responsible for the preparation of the Selected Indicators, and applying analytical and other evidence gathering procedures to the Selected Indicators, as appropriate. Our procedures included:

- Inquiries of management to gain an understanding of Rogers' processes for determining the material issues for Rogers' key stakeholder groups;
- Inquiries with relevant staff at the corporate and business unit level to understand the data collection and reporting processes for the Selected Indicators;
- Where relevant, performing walkthroughs to test the design of internal controls relating to data collection and reporting of the Selected Indicators;
- Comparing the reported data for the Selected Indicators to underlying data sources;
- Inquiries of management regarding key assumptions and where relevant, the re-performance of calculations; and,
- Reviewing the Selected Indicators presented in the Report to determine whether they are consistent with our overall knowledge of, and experience with, the CSR and GHG performance of Rogers.

The extent of evidence gathering procedures performed in a limited assurance engagement is less than that for a reasonable assurance engagement, and therefore a lower level of assurance is obtained.

Our assurance report is provided solely to Rogers in accordance with the terms of our engagement. Our work has been undertaken so that we might report to Rogers on those matters we have been engaged to report upon in this assurance report, and for no other purpose. We do not accept or assume responsibility to anyone other than Rogers for our work, for this assurance report, or for the conclusions we have reached.

Independence and competence

In conducting our engagement we have complied with the independence and other ethical requirements of the IFAC Code of Ethics for Professional Accountants and of ISO 14064-3.

The engagement was conducted by a multidisciplinary team which included professionals with suitable experience in both assurance and in the applicable subject matter including environmental, greenhouse gas, social, governance and financial aspects.

Our conclusions

Based on the procedures performed, as described above, nothing has come to our attention that causes us to believe that the Selected CSR Indicators for the year ended December 31, 2012 as identified above and disclosed in the 2012 Corporate Social Responsibility Report have not been prepared and presented, in all material respects, in accordance with Rogers' internal reporting guidelines and definitions for CSR reporting, or that the Selected GHG Indicators for the year ended December 31, 2012 as identified above and disclosed in the 2012 Corporate Social Responsibility Report have not been prepared and presented, in all material respects, in accordance with the World Resources Institute/World Business Council for Sustainable Development Greenhouse Gas Protocol as at the date of our report.

Based on the work performed, we concur with Rogers' self-declared B+ Global Reporting Initiative application level as disclosed in the 2012 Corporate Social Responsibility Report.

Chartered Professional Accountants, Licensed Public Accountants
June 28, 2013
Toronto, Canada

CONTACT US

We invite your feedback and questions about this report.
Please email us at csr@rci.rogers.com

Discover more about our corporate social responsibility:

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