

Q2 2019 Results

July 23, 2019



Cautionary note

The following materials are for presentation purposes only. They accompany the discussions held during Rogers Communications Inc.'s (Rogers) investor conference call on July 23, 2019. These materials should be read in conjunction with the disclosure documents referenced below.

Certain statements made in this presentation, including, but not limited to, statements relating to expected future events, financial and operating results, guidance, objectives, plans, strategic priorities and other statements that are not historical facts, are forward-looking. By their nature, forward-looking statements require Rogers' management to make assumptions and predictions and are subject to inherent risks and uncertainties, thus there is risk that the forward-looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause actual future results and events to differ materially from that expressed in the forward-looking statements. Accordingly, our comments are subject to the disclaimer and qualified by the assumptions and risk factors referred to in Rogers' 2018 Annual Report and Rogers' Second Quarter 2019 MD&A (which was issued on July 23, 2019), as filed with securities regulators at sedar.com and sec.gov, and also available at investors.rogers.com. The forward-looking statements made in this presentation and discussion describe our expectations as of today and, accordingly, are subject to change going forward. Except as required by law, Rogers disclaims any intention or obligation to update or revise forward-looking statements.

This presentation includes non-GAAP measures, including adjusted EBITDA, adjusted EBITDA margin, adjusted net income, adjusted diluted EPS, adjusted net debt, debt leverage ratio (adjusted net debt / 12-months trailing adjusted EBITDA), and free cash flow. Descriptions of these measures and why they are used can be found in the disclosure documents referenced above. Effective January 1, 2019, we adopted the new accounting standard, IFRS 16, *Leases* (IFRS 16), that is discussed in "Critical Accounting Policies and Estimates" in Rogers' Second Quarter 2019 MD&A. The adoption of IFRS 16 had a significant effect on our reported results. Due to our selected transition method, we have not restated our prior year comparatives.

This presentation discusses certain key performance indicators used by Rogers, including total service revenue (total revenue excluding equipment revenue in Wireless and Cable), subscriber counts, subscriber churn, blended ARPU, and blended ABPU. Descriptions of these indicators can be found in the disclosure documents referenced above.



Focus on Wireless fundamentals

+2%

Blended ARPU

(\$)



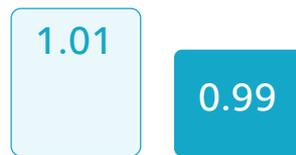
Q2'18

Q2'19

-2 bps

Postpaid churn

(%)



Q2'18

Q2'19

77k

Postpaid net adds

(000s)



Q2'18

Q2'19



Driving growth in Cable through Internet

+3%

Adj. EBITDA

22k

Internet net adds

+130 bps

Internet penetration¹

(\$M)



Q2'18

Q2'19

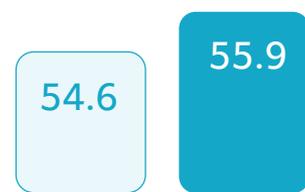
(000s)



Q2'18

Q2'19

(%)



Q2'18

Q2'19

1. Internet penetration calculated as Internet subscribers divided by homes passed



Returning capital to shareholders

Q2'19

\$50 million

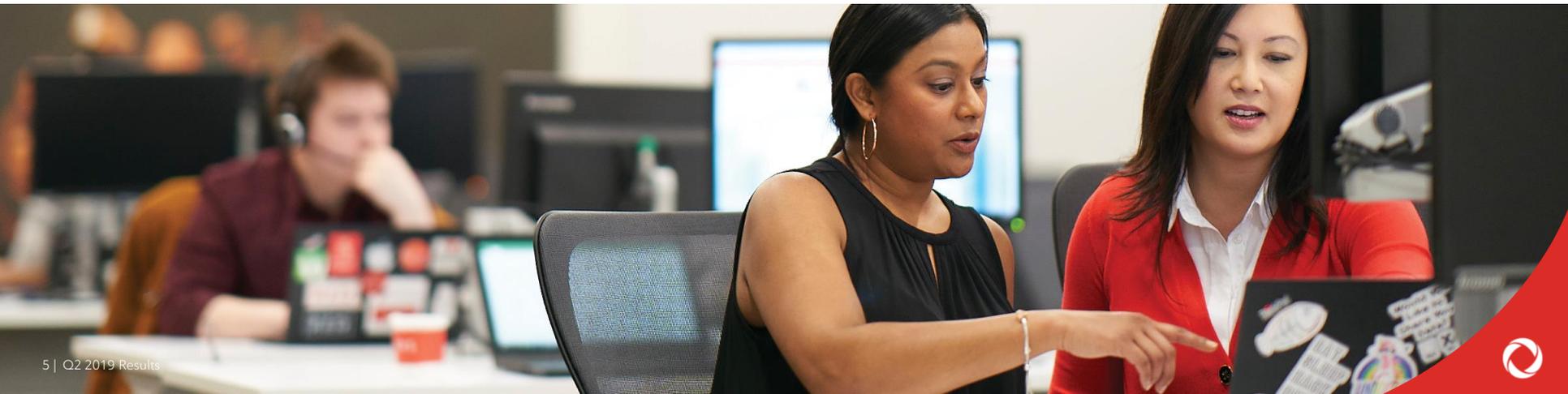
share buyback

\$257 million

dividends paid

Over \$1 billion

cash expected to be returned
to shareholders in 2019



Introducing



ROGERS Infinite.

Rogers Infinite™

First national carrier to
introduce unlimited data plans



Focus on unleashing data demand
for future 5G applications



Increased wireless accessibility by
introducing Edge Financing





Leading investments in 5G

Deploying radio equipment for 600 MHz spectrum across Canada

.....

Launched a 5G innovation lab with Communtech in Waterloo

.....

5G trials in Ottawa, Toronto and Vancouver



Winning formula

World-class Internet service

- Download speeds of up to 1 gigabit per second available across entire cable footprint
- Success-based investment future-proofed with DOCSIS technology

Ignite TV

- Significantly improved churn, likelihood to recommend and average revenue per account
- Expanded service to Newfoundland

Ignite TV advantages



Netflix + YouTube integration



Voice command



Cloud PVR



Integrated sports app





Customer first

Power of simplicity driving call center efficiencies



Strong increase in digital adoption and online sales volume



Servicing customers where and when they want





Financial performance



Q2 Wireless results

+3%

Service revenue

(\$M)



Q2'18

Q2'19

+10%

Adjusted EBITDA

(\$M)



Q2'18

Q2'19

+380 bps

Adj. EBITDA margin

(%)



Q2'18

Q2'19

+2%

Blended ARPU

(\$)



Q2'18

Q2'19

- Strong service revenue and adjusted EBITDA growth delivered in the second quarter
- Quality subscriber leading to +2% blended ARPU growth - focus on balancing Wireless economics and base management



Q2 Cable results

+1%

Revenue

+3%

Adjusted EBITDA

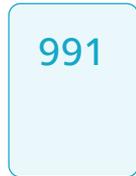
+130 bps

Adj. EBITDA margin

+7%

Internet revenue

(\$M)



Q2'18



Q2'19

(\$M)



Q2'18



Q2'19

(%)



Q2'18



Q2'19

(\$M)



Q2'18



Q2'19

- Internet continues to be the growth driver and remains an anchor for our Cable business
- Adjusted EBITDA margin expanded by 130 basis points due to continued focus on efficiencies and product mix shift



Q2 Media results

-3%

Revenue

+20%

Adjusted EBITDA

(\$M)

608

Q2'18

591

Q2'19

(\$M)

60

Q2'18

72

Q2'19

- Media revenue impacted by sale of publishing business and lower Blue Jays revenue
- Strong adjusted EBITDA growth driven by lower publishing costs and baseball salaries



Q2 consolidated results

	Q2'19	%Chg
In millions of dollars, except percentages and per share amounts		
Total service revenue	3,345	1
Adjusted EBITDA	1,635	9
Adjusted EBITDA margin	43.3%	3.3 pts
Net income	591	10
Adjusted net income	597	8
Adjusted diluted EPS	\$1.16	8
Capital expenditures	742	13
Capital intensity	19.6%	2.1 pts
Free cash flow	609	2

Strong adjusted EBITDA growth driven by successful cost management and efficiencies

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Continue to invest in 4.5G and ready our wireless network for 5G

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Cable capex intensity improved due to lower customer premise equipment investments. Cable infrastructure continuously upgraded

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Repurchased shares worth \$50 million in Q2. Over \$1 billion expected to be returned through dividends and share repurchases in 2019



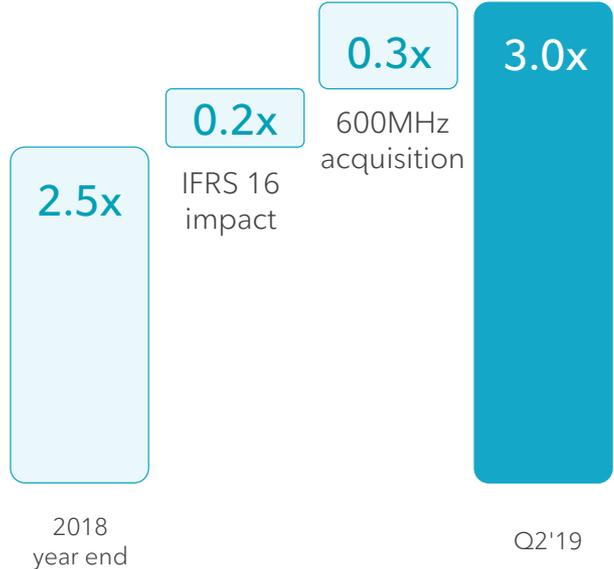
Financial flexibility

3.0x

Debt Leverage Ratio

- Cash provided by operating activities of \$1.1 billion in the second quarter of 2019
- Investment-grade balance sheet remains healthy with total available liquidity of \$2.6 billion

- Acquisition of 600 MHz spectrum impacted debt leverage ratio by 0.3x
- IFRS 16 implementation impacted debt leverage ratio by 0.2x



Q2 2019 Results

Q&A

