

# Supplemental Financial Information

Second Quarter 2016

TSX: RCI NYSE: RCI



## Rogers Communications Inc. Consolidated Financial Results (unaudited)

	2016			2015				
(In millions of dollars, except per share amounts)	Total	Q2'16	Q1'16	Total	Q4'15	Q3'15	Q2'15	Q1'15
Revenue								
Wireless	3,821	1,931	1,890	7,651	1,981	1,973	1,903	1,794
Cable	1,726	870	856	3,465	855	871	869	870
Business Solutions	193	97	96	377	95	94	94	94
Media	1,063	615	448	2,079	560	473	582	464
Corporate items and intercompany eliminations	(103)	(58)	(45)	(158)	(39)	(27)	(45)	(47)
Revenue	6,700	3,455	3,245	13,414	3,452	3,384	3,403	3,175
Adjusted operating profit (loss)								
Wireless	1.609	846	763	3,239	754	879	841	765
Cable	808	415	393	1,658	426	416	414	703 402
				116				
Business Solutions	62	31	31		30	31	27	28
Media	41	90	(49)	172	56	58	90	(32)
Corporate items and intercompany eliminations	(72)	(35)	(37)	(153)	(40)	(39)	(35)	(39)
Adjusted operating profit <sup>1</sup>	2,448	1,347	1,101	5,032	1,226	1,345	1,337	1,124
Deduct (add):	0.7	45	40		40	40	4.4	40
Stock-based compensation	27	15	12	55	16	13	14	12
Depreciation and amortization	1,146	572	574	2,277	580	576	562	559
Restructuring, acquisition and other	71	27	44	111	23	37	42	9
Finance costs	385	189	196	774	192	190	182	210
Other (income) expense	(25)	9	(34)	(32)	4	(59)	26	(3)
Net income before income taxes	844	535	309	1,847	411	588	511	337
Income taxes	202	141	61	466	112	124	148	82
Net income	642	394	248	1,381	299	464	363	255
Earnings per share:								
Basic	\$ 1.25	\$ 0.77	\$ 0.48	\$ 2.68	\$ 0.58	\$ 0.90	\$ 0.70	\$ 0.50
Diluted	\$ 1.24	\$ 0.76	\$ 0.48	\$ 2.67	\$ 0.58	\$ 0.90	\$ 0.70	\$ 0.48
Net income	642	394	248	1,381	299	464	363	255
Add (deduct):				.,				
Stock-based compensation	27	15	12	55	16	13	14	12
Restructuring, acquisition and other	71	27	44	111	23	37	42	9
Gain on acquisition of Mobilicity	, .	_,		(102)		(102)		-
Loss on non-controlling interest purchase obligation	_	_	_	72	_	72	_	_
Loss on repayment of long-term debt	_		_	7		-	_	7
Gain on sale of investment	(39)	_	(39)	,	_	_	_	,
Income tax impact of above items	(14)	(0)		(40)	(7)	(12)	(13)	- (0)
·	3	(9)	(5) 3	(40)	(7)	(12)	6	(8)
Income tax adjustment, legislative tax change Adjusted net income 1		- 407			- 004	- 470		
Adjusted fiet income	690	427	263	1,490	331	472	412	275
Adjusted earnings per share <sup>1</sup> :								
Basic	\$ 1.34	\$ 0.83	\$ 0.51	\$ 2.89	\$ 0.64	\$ 0.92	\$ 0.80	\$ 0.53
Diluted	\$ 1.33	\$ 0.83	\$ 0.51	\$ 2.88	\$ 0.64	\$ 0.91	\$ 0.80	\$ 0.53

<sup>&</sup>lt;sup>1</sup> Adjusted operating profit, adjusted net income, and adjusted basic and diluted earnings per share are non-GAAP measures and should not be considered substitutes or alternatives for GAAP measures. These are not defined terms under IFRS and do not have standard meanings, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about these measures, including how we calculate them.

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## Rogers Communications Inc. Additional Information (unaudited)

(In millions of dollars, except capital intensity and per share amounts)	2016 Total	Q2'16	Q1'16	2015 Total	Q4'15	Q3'15	Q2'15	Q1'15
(III IIIIIIIIIIIII oi dollars, except capital litterisity and per share amounts)	I Otal	Q2 10	<u>Q110</u>	TOLAI	Q4 13	Q3 13	Q2 13	QTIS
Additions to property, plant and equipment								
Wireless	388	207	181	866	235	195	256	180
Cable	546	300	246	1,030	308	244	254	224
Business Solutions	76	38	38	187	65	41	48	33
Media	31	13	18	60	28	12	11	9
Corporate	158	89	69	297	137	79	52	29
Total additions to property, plant and equipment	1,199	647	552	2,440	773	571	621	475
Capital intensity <sup>1</sup>								
Wireless	11.0%	11.6%	10.4%	12.5%	13.5%	11.0%	15.0%	10.8%
Cable	31.6%	34.5%	28.7%	29.7%	36.0%	28.0%	29.2%	25.7%
Business Solutions	39.4%	39.2%	39.6%	49.6%	68.4%	43.6%	51.1%	35.1%
Media	2.9%	2.1%	4.0%	2.9%	5.0%	2.5%	1.9%	1.9%
Consolidated	17.9%	18.7%	17.0%	18.2%	22.4%	16.9%	18.2%	15.0%
Adjusted operating profit <sup>2</sup>	2,448	1,347	1,101	5,032	1,226	1,345	1,337	1,124
Deduct (add):								
Additions to property, plant and equipment	1,199	647	552	2,440	773	571	621	475
Interest on borrowings, net of capitalized interest	379	187	192	732	185	180	179	188
Cash income taxes paid (received)	155	18	137	184	(6)	(66)	61	195
Free cash flow <sup>2</sup>	715	495	220	1,676	274	660	476	266
Dividends declared	494	247	247	988	247	247	247	247
Dividends per share	\$ 0.96	\$ 0.48	\$ 0.48	\$ 1.92	\$ 0.48	\$ 0.48	\$ 0.48	\$ 0.48

<sup>&</sup>lt;sup>1</sup> See "Key Performance Indicators".

Adjusted operating profit and free cash flow are non-GAAP measures and should not be considered substitutes or alternatives for GAAP measures. These are not defined terms under IFRS and do not have standard meanings, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about these measures, including how we calculate them.

## Rogers Communications Inc. Free Cash Flow (unaudited)

	2016			2015				
(In millions of dollars)	Total	Q2'16	Q1'16	Total	Q4'15	Q3'15	Q2'15	Q1'15
Cash provided by operating activities	1,719	1,121	598	3,747	950	1,456	1,114	227
Add (deduct):	(1,199)	(647)	(552)	(2,440)	(773)	(571)	(621)	(475)
Additions to property, plant and equipment Interest on borrowings, net of capitalized interest	(379)	(187)	(192)	(732)	(185)	(180)	(179)	(188)
Restructuring, acquisition and other	71	27	44	111	23	37	42	9
Interest paid	392	154	238	771	133	234	141	263
Change in non-cash working capital	85	(35)	120	302	187	(279)	44	350
Other adjustments	26	62	(36)	(83)	(61)	(37)	(65)	80
Free cash flow <sup>1</sup>	715	495	220	1,676	274	660	476	266

<sup>&</sup>lt;sup>1</sup> Free cash flow is a non-GAAP measure and should not be considered as a substitute or alternative for GAAP measures. It is not a defined term under IFRS and does not have a standard meaning, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about this measure, including how we calculate it.

# Rogers Communications Inc. Adjusted Net Debt (unaudited)

(In millions of dollars, except ratios)	2016 Q2'16	Q1'16	2015 Q4'15	Q3'15	Q2'15	Q1'15
Current portion of long-term debt	750	1,250	1,000	1,000	1,000	-
Long-term debt	15,239	15,188	15,870	15,487	14,889	15,490
Deferred transaction costs and discounts	106	107	111	102	106	106
	16,095	16,545	16,981	16,589	15,995	15,596
Add (deduct):						
Net debt derivative assets	(1,651)	(1,503)	(2,028)	(1,779)	(1,115)	(1,441)
Credit risk adjustment related to net debt derivatives	(73)	(94)	(152)	(129)	(60)	(63)
Short-term borrowings	1,050	1,005	800	859	1,017	1,035
Bank advances (cash and cash equivalents)	143	72	(11)	11	(7)	27
Adjusted net debt <sup>1</sup>	15,564	16,025	15,590	15,551	15,830	15,154
Divided by: trailing 12-month adjusted operating profit	5,019	5,009	5,032	5,039	5,006	4,982
Adjusted net debt / adjusted operating profit 1	3.1	3.2	3.1	3.1	3.2	3.0

<sup>&</sup>lt;sup>1</sup> Adjusted net debt and adjusted net debt / adjusted operating profit are non-GAAP measures and should not be considered substitutes or alternatives for GAAP measures. These are not defined terms under IFRS and do not have standard meanings, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about these measures, including how we calculate them.

# Rogers Communications Inc. Consolidated Statements of Financial Position (unaudited)

(In millions of dollars)	2016 Q2'16	Q1'16	2015 Q4'15	Q3'15	Q2'15	Q1'15
ASSETS						
Current assets:						
Cash and cash equivalents	-	-	11	-	7	-
Accounts receivable	1,811	1,792	1,792	1,648	1,562	1,440
Inventories	239	320	318	269	283	380
Other current assets	373	429	303	240	265	328
Current portion of derivative instruments	92	116	198	178	118	149
Total current assets	2,515	2,657	2,622	2,335	2,235	2,297
Property, plant and equipment	11,097	10,999	10,997	10,758	10,709	10,610
Intangible assets	7,173	7,206	7,243	7,274	6,843	6,537
Investments	2,346	2,381	2,271	2,274	2,395	1,866
Derivative instruments	1,681	1,536	1,992	1,742	1,106	1,430
Other long-term assets	136	124	150	211	207	357
Deferred tax assets	8	9	9	9	9	9
Goodwill	3,891	3,891	3,891	3,887	3,882	3,883
Total assets	28,847	28,803	29,175	28,490	27,386	26,989
Current liabilities: Bank advances	143	72		11		27
Short-term borrowings	1,050	1,005	800	859	1,017	1,035
Accounts payable and accrued liabilities	2,584	2,479	2,708	2,337	2,153	1.000
Income tax payable	2,364	2,479 118	2,706 96			
Current portion of provisions	27	27				2,141
			10	86 12	54	2,141
LIDEAUDEO FEVENDE	371		10 388	12	54 4	2,141 - 7
Unearned revenue Current portion of long-term debt	371 750	441	388	12 410	54 4 426	2,141
Current portion of long-term debt	750	441 1,250	388 1,000	12 410 1,000	54 4 426 1,000	2,141 - 7 495
		441	388	12 410	54 4 426	2,141 - 7
Current portion of long-term debt Current portion of derivative instruments	750 90	441 1,250 65	388 1,000 15	12 410 1,000 52	54 4 426 1,000 47	2,141 - 7 495 - 75
Current portion of long-term debt Current portion of derivative instruments Total current liabilities Provisions	750 90 5,249 30	441 1,250 65 5,457	388 1,000 15 5,017	12 410 1,000 52 4,767	54 4 426 1,000 47 4,701	2,141 - 7 495 - 75 3,780
Current portion of long-term debt Current portion of derivative instruments Total current liabilities	750 90 5,249	441 1,250 65 5,457	388 1,000 15 5,017	12 410 1,000 52 4,767	54 4 426 1,000 47 4,701	2,141 - 7 495 - 75 3,780
Current portion of long-term debt Current portion of derivative instruments Total current liabilities  Provisions Long-term debt	750 90 5,249 30 15,239	441 1,250 65 5,457 31 15,188 195 445	388 1,000 15 5,017 50 15,870	12 410 1,000 52 4,767 51 15,487	54 4 426 1,000 47 4,701 52 14,889	2,141 7 495 - 75 3,780 52 15,490
Current portion of long-term debt Current portion of derivative instruments  Total current liabilities  Provisions Long-term debt Derivative instruments	750 90 5,249 30 15,239 226	441 1,250 65 5,457 31 15,188 195 445	388 1,000 15 5,017 50 15,870 95	12 410 1,000 52 4,767 51 15,487 76	54 4 426 1,000 47 4,701 52 14,889 35	2,141 7 495 - 75 3,780 52 15,490 100
Current portion of long-term debt Current portion of derivative instruments  Total current liabilities  Provisions Long-term debt Derivative instruments Other long-term liabilities	750 90 5,249 30 15,239 226 383	441 1,250 65 5,457 31 15,188 195	388 1,000 15 5,017 50 15,870 95 455	12 410 1,000 52 4,767 51 15,487 76 530	54 4 426 1,000 47 4,701 52 14,889 35 497	2,141 7 495 - 75 3,780 52 15,490 100 360
Current portion of long-term debt Current portion of derivative instruments  Total current liabilities  Provisions Long-term debt Derivative instruments Other long-term liabilities Deferred tax liabilities	750 90 5,249 30 15,239 226 383 1,795	441 1,250 65 5,457 31 15,188 195 445 1,782	388 1,000 15 5,017 50 15,870 95 455 1,943	12 410 1,000 52 4,767 51 15,487 76 530 1,831	54 4 426 1,000 47 4,701 52 14,889 35 497 1,744	2,141 7 495 - 75 3,780 52 15,490 100 360 1,766

## Rogers Communications Inc. Consolidated Statements of Cash Flows (unaudited)

(unaudited)								
(In millions of dollars)	2016 Total	Q2'16	Q1'16	2015 Total	Q4'15	Q3'15	Q2'15	Q1'15
Cash provided by (used in):								
Operating activities:								
Net income for the period	642	394	248	1,381	299	464	363	255
Adjustments to reconcile net income to								
cash provided by operating activities:								
Depreciation and amortization	1,146	572	574	2,277	580	576	562	559
Program rights amortization	39	18	21	87	21	23	21	22
Finance costs	385	189	196	774	192	190	182	210
Income taxes	202	141	61	466	112	124	148	82
Stock-based compensation	27	15	12	55	16	13	14	12
Post-employment benefits contributions, net of expense	(61)	(71)	10	(16)	31	24	24	(95)
Gain on sale of investment	(39)	`-	(39)	` -	-	-	-	`-
Gain on acquisition of Mobilicity	-	-	-	(102)	-	(102)	-	-
Other	10	-	10	82	13	33	46	(10)
	2,351	1,258	1,093	5,004	1,264	1,345	1,360	1,035
Change in non-cash operating working capital items	(85)	35	(120)	(302)	(187)	279	(44)	(350)
	2,266	1,293	973	4,702	1,077	1,624	1,316	685
Income taxes (paid) received	(155)	(18)	(137)	(184)	6	66	(61)	(195)
Interest paid "	(392)	(154)	(238)	(771)	(133)	(234)	(141)	(263)
Cash provided by operating activities	1,719	1,121	598	3,747	950	1,456	1,114	227
Investing activities:								
Additions to property, plant and equipment	(1,199)	(647)	(552)	(2,440)	(773)	(571)	(621)	(475)
Additions to program rights <sup>1</sup>	(24)	(14)	(10)	(64)	(27)	(19)	(6)	(12)
Changes in non-cash working capital related to	(24)	(14)	(10)	(04)	(21)	(10)	(0)	(12)
property, plant and equipment and intangible assets <sup>1</sup>	(105)	32	(137)	(116)	167	(145)	(46)	(92)
Acquisitions and strategic transactions, net of cash acquired	(105)	32	(137)	(1,077)	(5)	(471)	(601)	(92)
Other	7	- 47	(40)	(70)	(32)	(471)	(22)	(12)
Cash used in investing activities	(1.321)	(582)	(739)	(3,767)	(670)	(1,210)	(1,296)	(591)
Cash used in investing activities	(1,021)	(302)	(133)	(3,707)	(070)	(1,210)	(1,290)	(551)
Financing activities:								
Proceeds received on short-term borrowings	295	45	250	294	22	26	38	208
Repayment of short-term borrowings	(45)	-	(45)	(336)	(81)	(184)	(56)	(15)
Issuance of long-term debt	2,052	1,364	688	7,338	2,522	1,366	1,792	1,658
Repayment of long-term debt	(2,318)	(1,749)	(569)	(6,584)	(2,440)	(1,225)	(1,310)	(1,609)
Proceeds on settlement of debt derivatives and forward contracts	3,757	3,302	455	1,059	-	-	-	1,059
Payments on settlement of debt derivatives, forward contracts,								
and bond forwards	(3,799)	(3,325)	(474)	(930)	(25)	-	-	(905)
Transaction costs incurred	-	-	-	(9)	(9)	-	-	-
Dividends paid	(494)	(247)	(247)	(977)	(247)	(247)	(248)	(235)
Cash (used in) provided by financing activities	(552)	(610)	58	(145)	(258)	(264)	216	161
Change in cash and cash equivalents	(154)	(71)	(83)	(165)	22	(18)	34	(203)
Cash and cash equivalents (bank advances), beginning of period	` 11 <sup>′</sup>	(72)	`11 <sup>′</sup>	176	(11)	` 7 <sup>'</sup>	(27)	176
(Bank advances) cash and cash equivalents, end of period	(143)	(143)	(72)	11	11	(11)	7	(27)

<sup>1</sup> We have made an immaterial reclassification of \$74 million from additions to program rights to changes in non-cash working capital related to property, plant and equipment and intangible assets for the third quarter of 2015. The reclassification had no net impact on cash used in investing activities.

# Rogers Communications Inc. Wireless

(unaudited)

(unautreu)	2016			2015		0045		
(In millions of dollars, except margins)	Total	Q2'16	Q1'16	Total	Q4'15	Q3'15 <sup>1</sup>	Q2'15	Q1'15
Revenue								
Service revenue	3,522	1,788	1,734	6,902	1,747	1,776	1,707	1,672
Equipment revenue	299	143	156	749	234	197	196	122
Revenue	3,821	1,931	1,890	7,651	1,981	1,973	1,903	1,794
Operating expenses								
Cost of equipment	894	434	460	1,845	569	460	423	393
Other operating expenses	1,318	651	667	2,567	658	634	639	636
Operating expenses	2,212	1,085	1,127	4,412	1,227	1,094	1,062	1,029
Adjusted operating profit	1,609	846	763	3,239	754	879	841	765
Adjusted operating profit margin as a % of network revenue	45.7%	47.3%	44.0%	46.9%	43.2%	49.5%	49.3%	45.8%
Additions to property, plant and equipment	388	207	181	866	235	195	256	180
Wireless Subscriber Results <sup>2</sup> (In thousands, except churn, postpaid ARPA, and blended ARPU)  Postpaid Gross additions Net additions (losses)  Total postpaid subscribers <sup>3</sup> Churn (monthly) ARPA (monthly)	653 79 8,350 1.16% \$ 114.13	349 65 8,350 1.14% \$ 116.06	304 14 8,285 1.17% \$ 112.23	1,354 106 8,271 1.27% \$ 110.74	365 31 8,271 1.35% \$ 112.07	399 77 8,240 1.31% \$ 113.34	313 24 8,163 1.19% \$ 110.14	277 (26) 8,139 1.24% \$ 107.47
Prepaid Constant distant	254	404	157	677	170	240	454	400
Gross additions Net additions (losses)	351 6	194 25	(19)	75	179 27	218 77	154 8	126 (37)
Total prepaid subscribers <sup>3,4</sup>	1,612	1,612	1,587	1,606	1,606	1,579		1,340
Churn (monthly)	3.61%	3.57%	3.65%	3.45%	3.17%	1,579 3.08%	1,348 3.63%	,
	3.01%	3.3770	3.03%	J.45%	3.1770	3.00%	3.03%	2 000/
Blended ARPU (monthly)	\$ 59.35	\$ 60.18	\$ 58.54	\$ 59.71	\$ 59.16	\$ 61.02	\$ 60.01	3.99% \$ 58.75

<sup>&</sup>lt;sup>1</sup> The operating results of Mobilicity are included in the Wireless results of operations from the date of acquisition on July 2, 2015.

<sup>&</sup>lt;sup>2</sup> Subscriber counts, subscriber churn, postpaid ARPA, and blended ARPU are key performance indicators. See "Key Performance Indicators".

<sup>3</sup> As at end of period.

<sup>4</sup> On July 2, 2015, we acquired approximately 154,000 Wireless prepaid subscribers as a result of our acquisition of Mobilicity, which are not included in net additions, but do appear in the ending total balance for September 30, 2015.

## Rogers Communications Inc. Cable (unaudited)

(In millions of dollars, except margins)	2016 Total	Q2'16	Q1'16	2015 Total	Q4'15	Q3'15	Q2'15	Q1'15
Revenue								
Internet	736	376	360	1,343	348	344	327	324
Television	789	394	395	1,669	403	415	425	426
Phone	198	99	99	445	102	110	115	118
Service revenue	1,723	869	854	3,457	853	869	867	868
Equipment revenue	3	1	2	8	2	2	2	2
Revenue	1,726	870	856	3,465	855	871	869	870
Operating expenses								
Cost of equipment	2	1	1	4	2	-	1	1
Other operating expenses	916	454	462	1,803	427	455	454	467
Operating expenses	918	455	463	1,807	429	455	455	468
Adjusted operating profit	808	415	393	1,658	426	416	414	402
Adjusted operating profit margin	46.8%	47.7%	45.9%	47.8%	49.8%	47.8%	47.6%	46.2%
Additions to property, plant and equipment	546	300	246	1,030	308	244	254	224
Subscriber Results <sup>1</sup> (In thousands) Internet								
Net additions (losses) Total Internet subscribers <sup>2</sup> Television Net losses Total Television subscribers <sup>2</sup> Phone Net (losses) additions Total Phone subscribers <sup>2</sup>	28 2,076 (49) 1,847 (5) 1,085	12 2,076 (23) 1,847 5 1,085	16 2,064 (26) 1,870 (10) 1,080	37 2,048 (128) 1,896 (60) 1,090	16 2,048 (24) 1,896 (15) 1,090	24 2,032 (31) 1,920 (14) 1,105	4 2,008 (32) 1,951 (11) 1,119	(7) 2,004 (41) 1,983 (20) 1,130
Total Internet subscribers <sup>2</sup> Television Net losses Total Television subscribers <sup>2</sup> Phone Net (losses) additions	2,076 (49) 1,847 (5)	2,076 (23) 1,847 5	2,064 (26) 1,870 (10)	2,048 (128) 1,896 (60)	2,048 (24) 1,896 (15)	2,032 (31) 1,920 (14)	2,008 (32) 1,951 (11)	2,004 (41) 1,983 (20)
Total Internet subscribers <sup>2</sup> Television Net losses Total Television subscribers <sup>2</sup> Phone Net (losses) additions Total Phone subscribers <sup>2</sup> Cable homes passed <sup>2</sup>	2,076 (49) 1,847 (5) 1,085	2,076 (23) 1,847 5 1,085	2,064 (26) 1,870 (10) 1,080	2,048 (128) 1,896 (60) 1,090	2,048 (24) 1,896 (15) 1,090	2,032 (31) 1,920 (14) 1,105	2,008 (32) 1,951 (11) 1,119	2,004 (41) 1,983 (20) 1,130

<sup>&</sup>lt;sup>1</sup> Subscriber counts are key performance indicators. See "Key Performance Indicators".

<sup>&</sup>lt;sup>2</sup> As at end of period.

<sup>&</sup>lt;sup>3</sup> Includes Internet, Television, and Phone subscribers.

# Rogers Communications Inc. Business Solutions (unaudited)

	2016			2015	0.4451			
(In millions of dollars, except margins)	Total	Q2'16	Q1'16	Total	Q4'15 <sup>1</sup>	Q3'15	Q2'15	Q1'15
Revenue								
Next generation	153	78	75	288	74	71	73	70
Legacy	37	17	20	85	20	22	20	23
Service revenue	190	95	95	373	94	93	93	93
Equipment revenue	3	2	1	4	1	1	1	1
Revenue	193	97	96	377	95	94	94	94
Operating expenses	131	66	65	261	65	63	67	66
Adjusted operating profit	62	31	31	116	30	31	27	28
Adjusted operating profit margin	32.1%	32.0%	32.3%	30.8%	31.6%	33.0%	28.7%	29.8%
Additions to property, plant and equipment	76	38	38	187	65	41	48	33

<sup>&</sup>lt;sup>1</sup> The operating results of Internetworking Atlantic Inc. are included in the Business Solutions results of operations from the date of acquisition on November 30, 2015.

## Rogers Communications Inc. Media (unaudited)

(In millions of dollars, except margins)	2016 Total	Q2'16	Q1'16	2015 Total	Q4'15	Q3'15	Q2'15	Q1'15
Revenue Operating expenses	1,063	615	448	2,079	560	473	582	464
	1,022	525	497	1,907	504	415	492	496
Adjusted operating profit (loss)	41	90	(49)	172	56	58	90	(32)
Adjusted operating profit (loss) margin Additions to property, plant and equipment	3.9%	14.6%	(10.9%)	8.3%	10.0%	12.3%	15.5%	(6.9%)
	31	13	18	60	28	12	11	9

# **Key Performance Indicators**

We measure the success of our strategy using a number of key performance indicators that are defined and discussed in our 2015 Annual MD&A and our Q1 2016 MD&A. We believe these key performance indicators allow us to appropriately measure our performance against our operating strategy as well as against the results of our peers and competitors. The following key performance indicators are not measurements in accordance with IFRS and should not be considered as an alternative to net income or any other measure of performance under IFRS. They include:

- Subscriber counts:
- Subscriber churn;
- Postpaid average revenue per account (ARPA);
- Blended average revenue per user (ARPU); and
- Capital intensity.

# **Non-GAAP Measures**

We use the following non-GAAP measures. These are reviewed regularly by management and our Board in assessing our performance and making decisions regarding the ongoing operations of our business and its ability to generate cash flows. Some or all of these measures may also be used by investors, lending institutions, and credit rating agencies as indicators of our operating performance, of our ability to incur and service debt, and as measurements to value companies in the telecommunications sector. These are not recognized measures under GAAP and do not have standard meanings under IFRS, so may not be reliable ways to compare us to other companies.

Non-GAAP measure	Why we use it	HOW WE CAICILIATE IT	Most comparable IFRS financial measure
Adjusted operating profit Adjusted operating profit margin	To evaluate the performance of our businesses, and when making decisions about the ongoing operations of the business and our ability to generate cash flows.  We believe that certain investors and analysts use adjusted operating profit to measure our ability to service debt and to meet other payment obligations.  We also use it as one component in determining short-term incentive compensation for all management employees.	Adjusted operating profit:	Net income
Adjusted net income  Adjusted basic and diluted earnings per share	<ul> <li>To assess the performance of our businesses before the effects of the noted items, because they affect the comparability of our financial results and could potentially distort the analysis of trends in business performance. Excluding these items does not imply that they are non- recurring.</li> </ul>	Net income	Net income  Basic and diluted earnings per share
Free cash flow	<ul> <li>To show how much cash we have available to repay debt and reinvest in our company, which is an important indicator of our financial strength and performance.</li> <li>We believe that some investors and analysts use free cash flow to value a business and its underlying assets.</li> </ul>		Cash provided by operating activities
Adjusted net debt	<ul> <li>To conduct valuation-related analysis and make decisions about capital structure.</li> <li>We believe this helps investors and analysts analyze our enterprise and equity value and assess our leverage.</li> </ul>	Total long-term debt add (deduct) current portion of long-term debt, deferred transaction costs and discounts, net debt derivative (assets) liabilities, credit risk adjustment related to net debt derivatives, bank advances (cash and cash equivalents), and short-term borrowings.	Long-term debt
Adjusted net debt / adjusted operating profit	<ul> <li>To conduct valuation-related analysis and make decisions about capital structure.</li> <li>We believe this helps investors and analysts analyze our enterprise and equity value and assess our leverage.</li> </ul>	Adjusted net debt (defined above) divided by 12-month trailing adjusted operating profit (defined above).	Long-term debt divided by net income