



# Rogers

## Q3 2016 Results

17 | 10 | 16

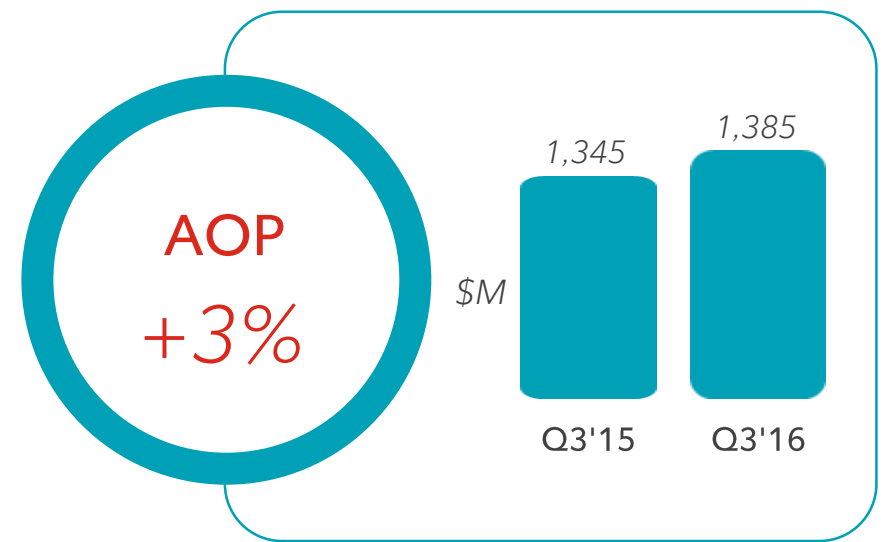
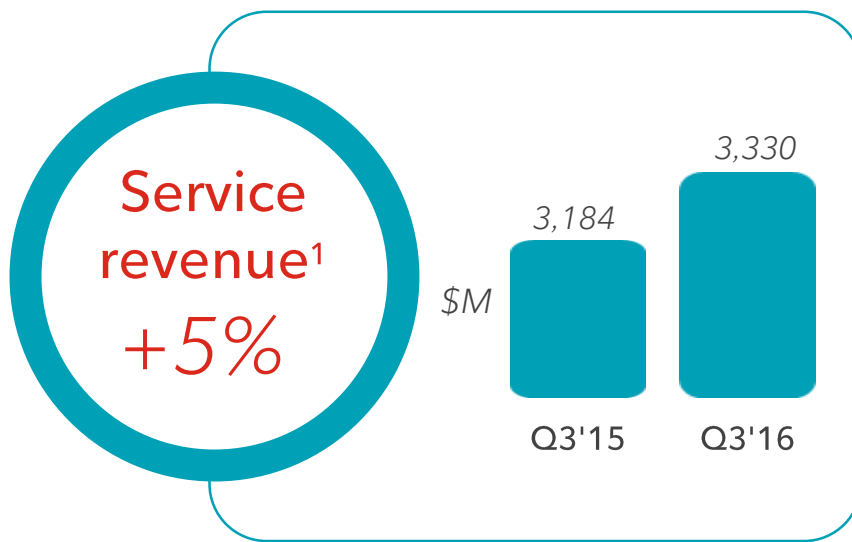
# Cautionary note

*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' 2015 MD&A, as filed with securities regulators at [sedar.com](http://sedar.com) and [sec.gov](http://sec.gov), and also available at [rogers.com/investors](http://rogers.com/investors). 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.*

*In addition, this presentation includes non-GAAP measures, including adjusted operating profit, adjusted net income, adjusted EPS, adjusted net debt/adjusted operating profit, adjusted net debt and free cash flow. Descriptions of these measures and why they are used can be found in the disclosure documents referenced above.*

# Accelerated operating momentum

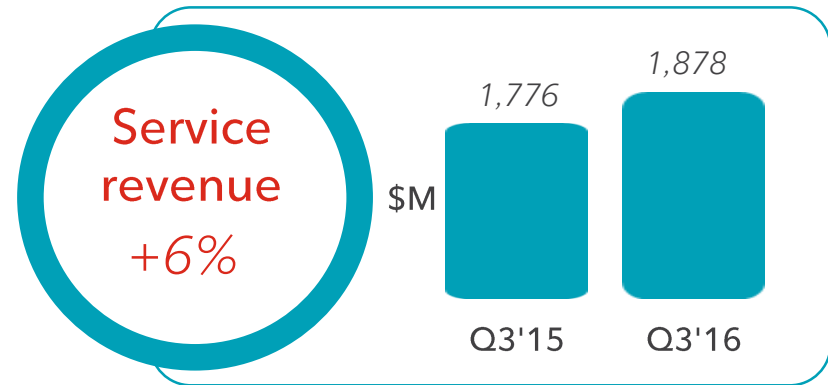
- Continued strong momentum in revenue and subscriber performance
- Adjusted operating profit (AOP) growth improved the last two quarters



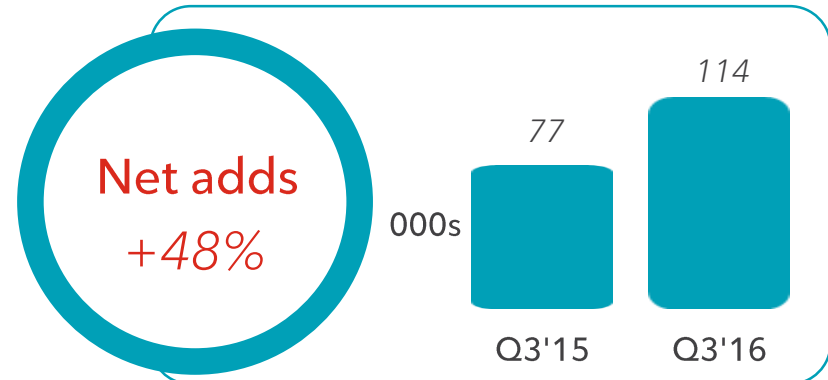
<sup>1</sup> Total revenue excluding Wireless, Cable and Business Solutions equipment revenue, including corporate items and intercompany eliminations

# Continued strong momentum in Wireless

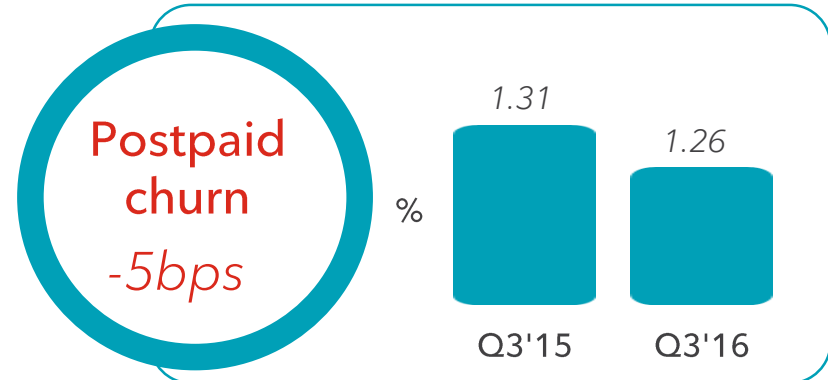
- Strongest Wireless service revenue growth since 2010



- Highest postpaid net adds since 2010

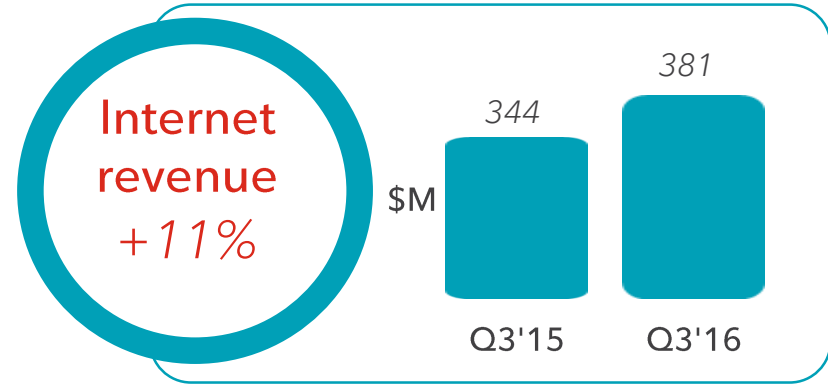


- Lowest Q3 churn since 2013

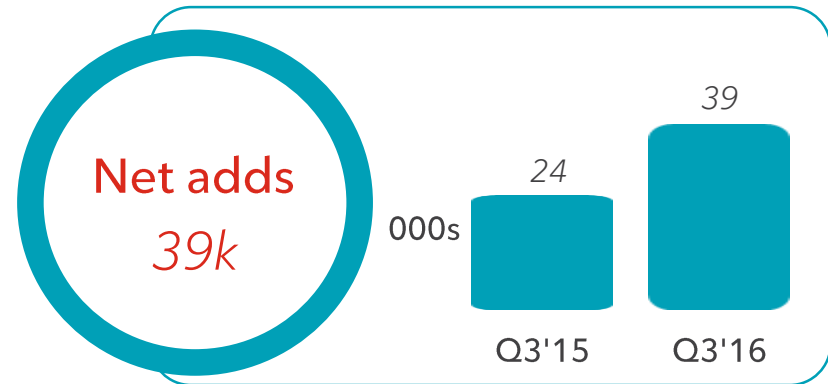


# Meeting the 'Need for Speed'

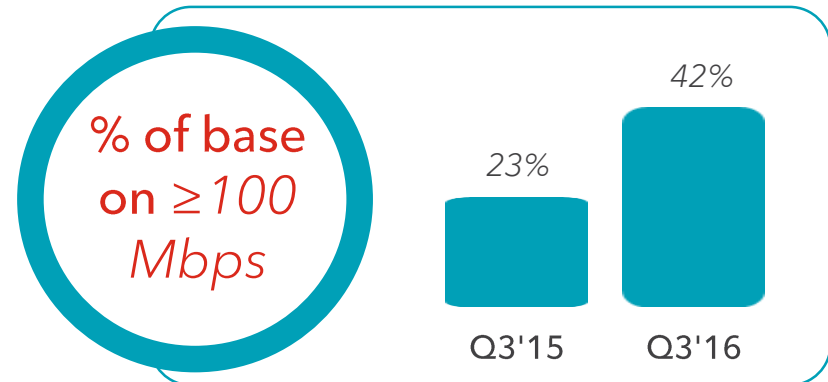
- Continued double digit Internet revenue growth



- Best Internet net adds since 2011



- 42% of Internet base on speeds  $\geq 100$  Mbps
- Ignite Gigabit Internet now covers over 3.5M homes



# Improving customer experience through self-serve

Focused on self-serve tools

facebook



Number of Rogers brand self-serve transactions



+65%



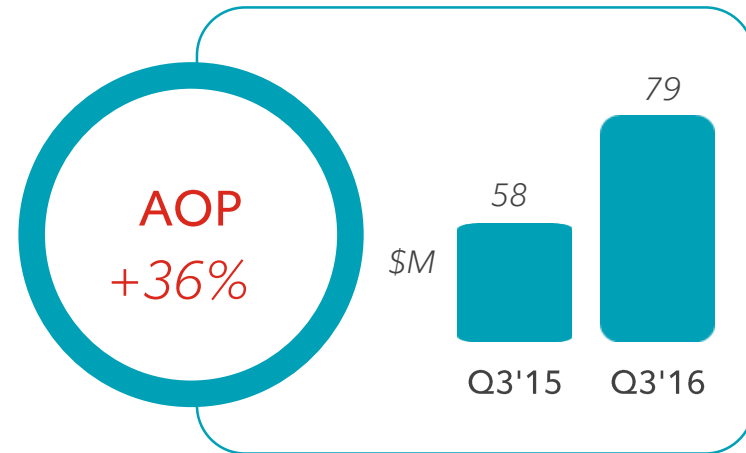
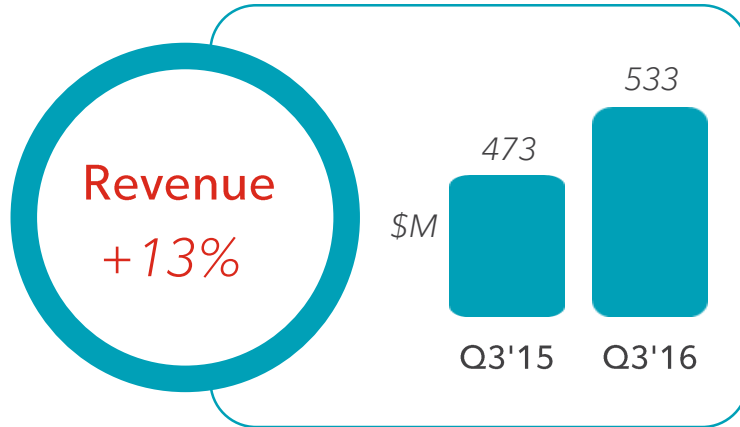
Managing wireless data usage



MyRogers app now offers family data control

- Focused on being a leader in flexible self-service offerings
- MyRogers app now allows families to self-manage data usage
- First to launch Facebook Messenger customer care
- First global partner offering Twitter business support

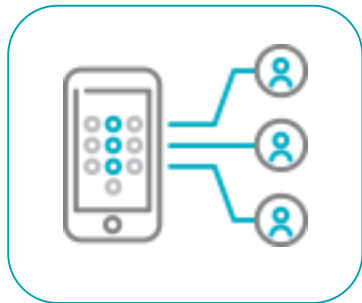
# Strong growth in Media driven by sports



- Sportsnet average viewership ~40% higher than nearest competitor
- Sportsnet.ca is Canada's fastest growing digital sports outlet
- Magazine content strategy shifting to digital

# Capturing share in the Enterprise market with leapfrog solutions

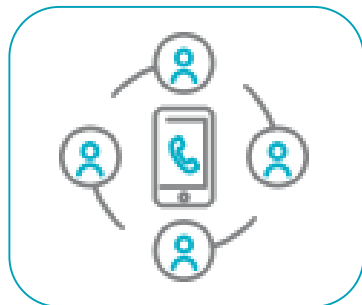
## Rogers Unison



Auto Attendant



Dual Persona



Hunt Group



Voicemail to Email



Simultaneous Ring

- Rogers Unison extended to medium & large businesses to address the business telephony market estimated at >\$2B



# Subscriber growth driving improved operating results

	Q3'16	Q3'15	Chg
Total Revenue	3,492	3,384	3%
Service Revenue <sup>1</sup>	3,330	3,184	5%
Wireless	1,878	1,776	6%
Cable	863	869	(1%)
Business Solutions	94	93	1%
Media	533	473	13%
Adjusted Operating Profit	1,385	1,345	3%
Wireless	884	879	1%
Cable	431	416	4%
Business Solutions	31	31	–
Media	79	58	36%
Net Income	220	464	(53%)
Adjusted Net Income	427	472	(10%)
Adjusted Basic EPS	\$0.83	\$0.92	(10%)

Strong revenue growth driven by Wireless and Media

AOP growth improved last two quarters

Net income impacted by Shomi wind-down

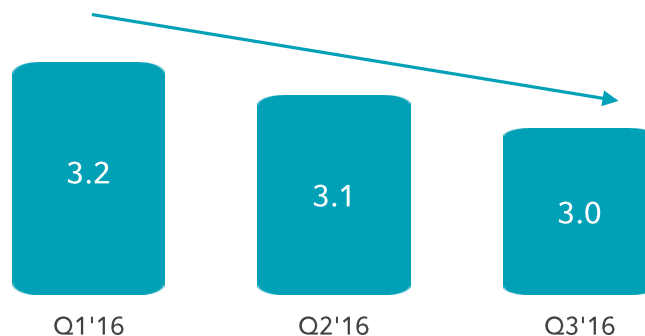
\$ millions, except per share amounts

<sup>1</sup> Total revenue excluding Wireless, Cable and Business Solutions equipment revenue, including corporate items and intercompany eliminations

# Financial flexibility

- Reduced key leverage ratio to 3.0 from 3.1 in Q2 2016
- Continue to target meaningful progress toward target ratio of 2.5 or below
- Strong operating cash flow of \$1,185M and free cash flow of \$598M
- \$2.5B in available liquidity
- Weighted average borrowing costs and maturity term of 4.59% and 10 years, respectively
- Strong investment grade ratings with stable outlooks

Key leverage ratio<sup>1</sup>  
continues to  
improve



<sup>1</sup>Adjusted Net Debt / 12 months trailing Adjusted Operating Profit

# Reaffirming 2016 outlook

	2015 Actuals	2016 Guidance
Total Revenue	\$13,414	Increase of 1% to 3%
Adjusted Operating Profit	\$5,032	Increase of 1% to 3%
Capital Expenditures	\$2,440	\$2,300 to \$2,400
Free Cash Flow	\$1,676	Increase of 1% to 3%

*\$ millions*

# Well positioned to deliver increasing returns

1 Delivering on our strategy to reaccelerate revenue and continue strong record of translating into attractive margins, profits, free cash flow and ROA

2 Growth centred on management **execution** of existing opportunities without the need for major acquisitions

3 Strong foundation in **vertically integrated asset mix** where Media is focused on sports to drive growth across the company

4 Robust networks enable leading performance **without** the need for **substantial upfront incremental investment** to maintain leadership

5 Declining capex profile to drive growth in free cash flow and enhance financial flexibility