



Supplemental Financial Information

Third Quarter 2017

TSX: RCI | NYSE: RCI

 **ROGERS**TM

Rogers Communications Inc.
Consolidated Financial Results
(unaudited)

	2017				2016					2015	
(In millions of dollars, except per share amounts)	Year-to-date	Q3'17	Q2'17	Q1'17	Annual	Q4'16	Q3'16	Q2'16	Q1'16	Annual	Q4'15
Revenue											
Wireless	6,154	2,138	2,048	1,968	7,916	2,058	2,037	1,931	1,890	7,651	1,981
Cable	2,595	870	870	855	3,449	858	865	870	856	3,465	855
Business Solutions	288	97	96	95	384	96	95	97	96	377	95
Media	1,627	516	637	474	2,146	550	533	615	448	2,079	560
Corporate items and intercompany eliminations	(153)	(40)	(59)	(54)	(193)	(52)	(38)	(58)	(45)	(158)	(39)
Revenue	10,511	3,581	3,592	3,338	13,702	3,510	3,492	3,455	3,245	13,414	3,452
Total service revenue ¹	10,130	3,450	3,466	3,214	13,027	3,306	3,328	3,308	3,085	12,649	3,214
Adjusted operating profit (loss)											
Wireless	2,701	964	924	813	3,285	792	884	846	763	3,239	754
Cable	1,260	440	428	392	1,674	435	431	415	393	1,658	426
Business Solutions	96	33	32	31	123	30	31	31	31	116	30
Media	100	65	63	(28)	169	49	79	90	(49)	172	56
Corporate items and intercompany eliminations	(118)	(39)	(37)	(42)	(159)	(47)	(40)	(35)	(37)	(153)	(40)
Adjusted operating profit ²	4,039	1,463	1,410	1,166	5,092	1,259	1,385	1,347	1,101	5,032	1,226
Deduct (add):											
Stock-based compensation	47	15	19	13	61	16	18	15	12	55	16
Depreciation and amortization	1,611	531	535	545	2,276	555	575	572	574	2,277	580
Impairment of assets and related onerous contract charges	—	—	—	—	484	484	—	—	—	—	—
Gain on disposition of property, plant and equipment	(49)	—	(49)	—	—	—	—	—	—	—	—
Restructuring, acquisition and other	121	59	34	28	160	34	55	27	44	111	23
Finance costs	562	183	189	190	761	188	188	189	196	774	192
Other (income) expense	(22)	20	(31)	(11)	191	(4)	220	9	(34)	(4)	4
Net income (loss) before income tax expense (recovery)	1,769	655	713	401	1,159	(14)	329	535	309	1,819	411
Income tax expense (recovery)	477	188	182	107	324	(5)	109	141	79	477	112
Net income (loss)	1,292	467	531	294	835	(9)	220	394	230	1,342	299
Earnings (loss) per share:											
Basic	\$2.51	\$0.91	\$1.03	\$0.57	\$1.62	(\$0.02)	\$0.43	\$0.77	\$0.45	\$2.61	\$0.58
Diluted	\$2.50	\$0.91	\$1.03	\$0.57	\$1.62	(\$0.04)	\$0.43	\$0.76	\$0.44	\$2.60	\$0.58
Net income (loss)	1,292	467	531	294	835	(9)	220	394	230	1,342	299
Add (deduct):											
Stock-based compensation	47	15	19	13	61	16	18	15	12	55	16
Restructuring, acquisition and other	121	59	34	28	160	34	55	27	44	111	23
Gain on acquisition of Mobilicity	—	—	—	—	—	—	—	—	—	(74)	—
Loss on non-controlling interest purchase obligation	—	—	—	—	—	—	—	—	—	72	—
Loss on repayment of long-term debt	—	—	—	—	—	—	—	—	—	7	—
(Recovery) loss on wind down of shomi	(20)	—	(20)	—	140	—	140	—	—	—	—
Net loss (gain) on divestitures pertaining to investments	—	—	—	—	11	—	50	—	(39)	—	—
Impairment of assets and related onerous contract charges	—	—	—	—	484	484	—	—	—	—	—
Gain on disposition of property, plant and equipment	(49)	—	(49)	—	—	—	—	—	—	—	—
Income tax impact of above items	(25)	(18)	(1)	(6)	(213)	(143)	(56)	(9)	(5)	(40)	(7)
Income tax adjustment, legislative tax change	—	—	—	—	3	—	—	—	3	6	—
Adjusted net income ²	1,366	523	514	329	1,481	382	427	427	245	1,479	331
Adjusted earnings per share ² :											
Basic	\$2.65	\$1.02	\$1.00	\$0.64	\$2.88	\$0.74	\$0.83	\$0.83	\$0.48	\$2.87	\$0.64
Diluted	\$2.64	\$1.01	\$1.00	\$0.64	\$2.86	\$0.74	\$0.83	\$0.83	\$0.47	\$2.86	\$0.64

¹ See "Key Performance Indicators".

² 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.

Rogers Communications Inc.
Additional Information
(unaudited)

(In millions of dollars, except capital intensity and per share amounts)	2017 Year-to-date	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15
Additions to property, plant and equipment											
Wireless	537	219	158	160	702	153	161	207	181	866	235
Cable	793	316	249	228	1,085	284	255	300	246	1,030	308
Business Solutions	91	31	31	29	146	37	33	38	38	187	65
Media	44	18	13	13	62	19	12	13	18	60	28
Corporate	204	74	74	56	357	111	88	89	69	297	137
Total additions to property, plant and equipment	1,669	658	525	486	2,352	604	549	647	552	2,440	773
Proceeds from disposition of property, plant and equipment	(74)	—	(74)	—	—	—	—	—	—	—	—
Total additions to property, plant and equipment, net	1,595	658	451	486	2,352	604	549	647	552	2,440	773
Capital intensity ¹											
Wireless	9.3%	10.9%	8.2%	8.7%	9.7%	8.2%	8.6%	11.6%	10.4%	12.5%	13.5%
Cable	30.6%	36.3%	28.6%	26.7%	31.5%	33.1%	29.5%	34.5%	28.7%	29.7%	36.0%
Business Solutions	31.6%	32.0%	32.3%	30.5%	38.0%	38.5%	34.7%	39.2%	39.6%	49.6%	68.4%
Media	2.7%	3.5%	2.0%	2.7%	2.9%	3.5%	2.3%	2.1%	4.0%	2.9%	5.0%
Consolidated	15.2%	18.4%	12.6%	14.6%	17.2%	17.2%	15.7%	18.7%	17.0%	18.2%	22.4%
Adjusted operating profit ²	4,039	1,463	1,410	1,166	5,092	1,259	1,385	1,347	1,101	5,032	1,226
Deduct (add):											
Additions to property, plant and equipment, net	1,595	658	451	486	2,352	604	549	647	552	2,440	773
Interest on borrowings, net of capitalized interest	543	180	181	182	740	182	179	187	192	732	185
Cash income taxes paid (received)	399	87	152	160	295	81	59	18	137	184	(6)
Free cash flow ²	1,502	538	626	338	1,705	392	598	495	220	1,676	274
Dividends declared	741	247	247	247	988	247	247	247	247	988	247
Dividends per share	\$1.44	\$0.48	\$0.48	\$0.48	\$1.92	\$0.48	\$0.48	\$0.48	\$0.48	\$1.92	\$0.48

¹ See "Key Performance Indicators".

² 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)

(In millions of dollars)	2017 Year-to-date	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15
Cash provided by operating activities	2,796	1,377	823	596	3,957	1,053	1,185	1,121	598	3,747	950
Add (deduct):											
Additions to property, plant and equipment, net	(1,595)	(658)	(451)	(486)	(2,352)	(604)	(549)	(647)	(552)	(2,440)	(773)
Interest on borrowings, net of capitalized interest	(543)	(180)	(181)	(182)	(740)	(182)	(179)	(187)	(192)	(732)	(185)
Restructuring, acquisition and other	121	59	34	28	160	34	55	27	44	111	23
Interest paid	610	239	133	238	756	124	240	154	238	771	133
Change in non-cash operating working capital items	139	(266)	227	178	(14)	18	(117)	(35)	120	302	187
Other adjustments	(26)	(33)	41	(34)	(62)	(51)	(37)	62	(36)	(83)	(61)
Free cash flow ¹	1,502	538	626	338	1,705	392	598	495	220	1,676	274

¹ 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)	2017			2016				2015
	Q3'17	Q2'17	Q1'17	Q4'16	Q3'16	Q2'16	Q1'16	Q4'15
Current portion of long-term debt	1,747	—	500	750	750	750	1,250	1,000
Long-term debt	12,655	14,927	15,434	15,330	15,177	15,239	15,188	15,870
Deferred transaction costs and discounts	110	114	117	117	103	106	107	111
	14,512	15,041	16,051	16,197	16,030	16,095	16,545	16,981
Add (deduct):								
Net debt derivative assets	(1,196)	(1,378)	(1,555)	(1,683)	(1,753)	(1,651)	(1,503)	(2,028)
Credit risk adjustment related to net debt derivative assets	(22)	(31)	(41)	(57)	(76)	(73)	(94)	(152)
Short-term borrowings	1,738	1,988	1,136	800	1,050	1,050	1,005	800
Bank advances	35	74	49	71	11	143	72	(11)
Adjusted net debt ¹	15,067	15,694	15,640	15,328	15,262	15,564	16,025	15,590
Divided by: trailing 12-month adjusted operating profit	5,298	5,220	5,157	5,092	5,059	5,019	5,009	5,032
Debt leverage ratio ¹	2.8	3.0	3.0	3.0	3.0	3.1	3.2	3.1

¹ Adjusted net debt and debt leverage ratio 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)	2017			2016				2015
	Q3'17	Q2'17	Q1'17	Q4'16	Q3'16	Q2'16	Q1'16	Q4'15
ASSETS								
Current assets:								
Cash and cash equivalents	—	—	—	—	—	—	—	11
Accounts receivable	1,816	1,884	1,739	1,949	1,889	1,811	1,792	1,792
Inventories	235	290	296	315	270	239	320	318
Other current assets	240	292	325	215	338	373	429	303
Current portion of derivative instruments	423	101	118	91	113	92	116	198
Total current assets	2,714	2,567	2,478	2,570	2,610	2,515	2,657	2,622
Property, plant and equipment	10,821	10,678	10,704	10,749	11,096	11,097	10,999	10,997
Intangible assets	7,270	7,290	7,111	7,130	7,151	7,173	7,206	7,243
Investments	2,569	2,385	2,243	2,174	2,185	2,346	2,381	2,271
Derivative instruments	988	1,484	1,605	1,708	1,767	1,681	1,536	1,992
Other long-term assets	91	92	94	98	112	136	124	150
Deferred tax assets	6	7	7	8	10	8	9	9
Goodwill	3,905	3,905	3,905	3,905	3,905	3,905	3,905	3,905
Total assets	28,364	28,408	28,147	28,342	28,836	28,861	28,817	29,189
LIABILITIES AND SHAREHOLDERS' EQUITY								
Current liabilities:								
Bank advances	35	74	49	71	11	143	72	—
Short-term borrowings	1,738	1,988	1,136	800	1,050	1,050	1,005	800
Accounts payable and accrued liabilities	2,589	2,364	2,345	2,783	2,668	2,584	2,479	2,708
Income tax payable	95	105	134	186	213	234	118	96
Current portion of provisions	4	60	101	134	146	27	27	10
Unearned revenue	274	361	446	367	355	371	441	388
Current portion of long-term debt	1,747	—	500	750	750	750	1,250	1,000
Current portion of derivative instruments	84	107	26	22	94	90	65	15
Total current liabilities	6,566	5,059	4,737	5,113	5,287	5,249	5,457	5,017
Provisions	33	33	33	33	29	30	31	50
Long-term debt	12,655	14,927	15,434	15,330	15,177	15,239	15,188	15,870
Derivative instruments	160	153	154	118	219	226	195	95
Other long-term liabilities	540	490	541	562	429	383	445	455
Deferred tax liabilities	2,120	1,976	1,906	1,917	2,001	1,936	1,923	2,066
Total liabilities	22,074	22,638	22,805	23,073	23,142	23,063	23,239	23,553
Shareholders' equity	6,290	5,770	5,342	5,269	5,694	5,798	5,578	5,636
Total liabilities and shareholders' equity	28,364	28,408	28,147	28,342	28,836	28,861	28,817	29,189

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

(In millions of dollars)	2017 Year-to-date	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15
Cash provided by (used in):											
Operating activities:											
Net income (loss) for the period	1,292	467	531	294	835	(9)	220	394	230	1,342	299
Adjustments to reconcile net income to cash provided by operating activities:											
Depreciation and amortization	1,611	531	535	545	2,276	555	575	572	574	2,277	580
Program rights amortization	49	13	16	20	71	17	15	18	21	87	21
Finance costs	562	183	189	190	761	188	188	189	196	774	192
Income tax expense (recovery)	477	188	182	107	324	(5)	109	141	79	477	112
Stock-based compensation	47	15	19	13	61	16	18	15	12	55	16
Post-employment benefits contributions, net of expense	(24)	35	(65)	6	(3)	28	30	(71)	10	(16)	31
Net loss (gain) on divestitures pertaining to investments	—	—	—	—	11	—	50	—	(39)	—	—
Gain on disposition of property, plant and equipment	(49)	—	(49)	—	—	—	—	—	—	—	—
(Recovery) loss on wind down of shomi	(20)	—	(20)	—	140	—	140	—	—	—	—
Impairment of assets and related onerous contract charges	—	—	—	—	484	484	—	—	—	—	—
Gain on acquisition of Mobility	—	—	—	—	—	—	—	—	—	(74)	—
Other	(1)	5	(3)	(3)	34	2	22	—	10	82	13
	3,944	1,437	1,335	1,172	4,994	1,276	1,367	1,258	1,093	5,004	1,264
Change in non-cash operating working capital items	(139)	266	(227)	(178)	14	(18)	117	35	(120)	(302)	(187)
	3,805	1,703	1,108	994	5,008	1,258	1,484	1,293	973	4,702	1,077
Income taxes (paid) received	(399)	(87)	(152)	(160)	(295)	(81)	(59)	(18)	(137)	(184)	6
Interest paid	(610)	(239)	(133)	(238)	(756)	(124)	(240)	(154)	(238)	(771)	(133)
Cash provided by operating activities	2,796	1,377	823	596	3,957	1,053	1,185	1,121	598	3,747	950
Investing activities:											
Additions to property, plant and equipment, net	(1,595)	(658)	(451)	(486)	(2,352)	(604)	(549)	(647)	(552)	(2,440)	(773)
Additions to program rights	(38)	(5)	(19)	(14)	(46)	(3)	(19)	(14)	(10)	(64)	(27)
Changes in non-cash working capital related to property, plant and equipment and intangible assets	8	96	(7)	(81)	(103)	44	(42)	32	(137)	(116)	167
Acquisitions and strategic transactions, net of cash acquired	(184)	—	(184)	—	—	—	—	—	—	(1,077)	(5)
Other	(81)	(29)	(26)	(26)	45	49	(11)	47	(40)	(70)	(32)
Cash used in investing activities	(1,890)	(596)	(687)	(607)	(2,456)	(514)	(621)	(582)	(739)	(3,767)	(670)
Financing activities:											
Net proceeds received (repayments) on short-term borrowings	1,021	(204)	889	336	—	(250)	—	45	205	(42)	(59)
Net (repayment) issuance of long-term debt	(1,031)	(183)	(795)	(53)	(538)	(57)	(215)	(385)	119	754	82
Net (payments) proceeds on settlement of debt derivatives and forward contracts	(119)	(108)	(8)	(3)	(45)	(28)	25	(23)	(19)	129	(25)
Transaction costs incurred	—	—	—	—	(17)	(17)	—	—	—	(9)	(9)
Dividends paid	(741)	(247)	(247)	(247)	(988)	(247)	(247)	(247)	(247)	(977)	(247)
Other	—	—	—	—	5	—	5	—	—	—	—
Cash (used in) provided by financing activities	(870)	(742)	(161)	33	(1,583)	(599)	(432)	(610)	58	(145)	(258)
Change in cash and cash equivalents	36	39	(25)	22	(82)	(60)	132	(71)	(83)	(165)	22
(Bank advances) cash and cash equivalents, beginning of period	(71)	(74)	(49)	(71)	11	(11)	(143)	(72)	11	176	(11)
(Bank advances) cash and cash equivalents, end of period	(35)	(35)	(74)	(49)	(71)	(71)	(11)	(143)	(72)	11	11

Rogers Communications Inc.
Wireless
(unaudited)

(In millions of dollars, except margins)	2017 Year-to-date	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15
Revenue											
Service revenue	5,785	2,011	1,925	1,849	7,258	1,858	1,878	1,788	1,734	6,902	1,747
Equipment revenue	369	127	123	119	658	200	159	143	156	749	234
Revenue	6,154	2,138	2,048	1,968	7,916	2,058	2,037	1,931	1,890	7,651	1,981
Operating expenses											
Cost of equipment	1,385	483	446	456	1,947	584	469	434	460	1,845	569
Other operating expenses	2,068	691	678	699	2,684	682	684	651	667	2,567	658
Operating expenses	3,453	1,174	1,124	1,155	4,631	1,266	1,153	1,085	1,127	4,412	1,227
Adjusted operating profit	2,701	964	924	813	3,285	792	884	846	763	3,239	754
Adjusted operating profit margin as a % of service revenue	46.7%	47.9%	48.0%	44.0%	45.3%	42.6%	47.1%	47.3%	44.0%	46.9%	43.2%
Additions to property, plant and equipment	537	219	158	160	702	153	161	207	181	866	235
Wireless Subscriber Results ¹											
(In thousands, except churn, postpaid ARPA, and blended ARPU)											
Postpaid											
Gross additions	1,143	434	366	343	1,521	436	432	349	304	1,354	365
Net additions	282	129	93	60	286	93	114	65	14	106	31
Total postpaid subscribers ²	8,839	8,839	8,710	8,617	8,557	8,557	8,464	8,350	8,285	8,271	8,271
Churn (monthly)	1.11%	1.16%	1.05%	1.10%	1.23%	1.35%	1.26%	1.14%	1.17%	1.27%	1.35%
ARPA (monthly)	\$124.13	\$128.54	\$124.31	\$119.61	\$117.37	\$119.90	\$121.39	\$116.06	\$112.23	\$110.74	\$112.07
Prepaid											
Gross additions	617	254	213	150	761	172	238	194	157	677	179
Net additions (losses)	69	97	14	(42)	111	38	67	25	(19)	75	27
Total prepaid subscribers ^{2,3}	1,786	1,786	1,689	1,675	1,717	1,717	1,679	1,612	1,587	1,606	1,606
Churn (monthly)	3.58%	3.04%	3.96%	3.74%	3.32%	2.62%	3.49%	3.57%	3.65%	3.45%	3.17%
Blended ARPU (monthly)	\$61.94	\$63.78	\$62.13	\$59.96	\$60.42	\$60.72	\$62.30	\$60.18	\$58.54	\$59.71	\$59.16

¹ Subscriber counts, subscriber churn, postpaid ARPA, and blended ARPU are key performance indicators. See "Key Performance Indicators".

² As at end of period.

³ 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 December 31, 2015.

Rogers Communications Inc.
Cable
(unaudited)

(In millions of dollars, except margins)	2017 Year-to-date	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15
Revenue											
Internet	1,193	404	402	387	1,495	378	381	376	360	1,343	348
Television	1,129	377	377	375	1,562	386	387	394	395	1,669	403
Phone	269	88	90	91	386	93	95	99	99	445	102
Service revenue	2,591	869	869	853	3,443	857	863	869	854	3,457	853
Equipment revenue	4	1	1	2	6	1	2	1	2	8	2
Revenue	2,595	870	870	855	3,449	858	865	870	856	3,465	855
Operating expenses											
Cost of equipment	2	1	—	1	3	1	—	1	1	4	2
Other operating expenses	1,333	429	442	462	1,772	422	434	454	462	1,803	427
Operating expenses	1,335	430	442	463	1,775	423	434	455	463	1,807	429
Adjusted operating profit	1,260	440	428	392	1,674	435	431	415	393	1,658	426
Adjusted operating profit margin	48.6%	50.6%	49.2%	45.8%	48.5%	50.7%	49.8%	47.7%	45.9%	47.8%	49.8%
Additions to property, plant and equipment	793	316	249	228	1,085	284	255	300	246	1,030	308
Subscriber Results ¹ (In thousands)											
Internet											
Net additions	68	27	11	30	97	30	39	12	16	37	16
Total Internet subscribers ²	2,213	2,213	2,186	2,175	2,145	2,145	2,115	2,076	2,064	2,048	2,048
Television											
Net losses	(67)	(18)	(25)	(24)	(76)	(13)	(14)	(23)	(26)	(128)	(24)
Total Television subscribers ²	1,753	1,753	1,771	1,796	1,820	1,820	1,833	1,847	1,870	1,896	1,896
Phone											
Net additions (losses)	5	1	2	2	4	4	5	5	(10)	(60)	(15)
Total Phone subscribers ²	1,099	1,099	1,098	1,096	1,094	1,094	1,090	1,085	1,080	1,090	1,090
Cable homes passed ²	4,288	4,288	4,269	4,255	4,241	4,241	4,227	4,173	4,153	4,153	4,153
Total service units ³											
Net additions (losses)	6	10	(12)	8	25	21	30	(6)	(20)	(151)	(23)
Total service units ²	5,065	5,065	5,055	5,067	5,059	5,059	5,038	5,008	5,014	5,034	5,034

¹ Subscriber counts are key performance indicators. See "Key Performance Indicators".

² As at end of period.

³ Includes Internet, Television, and Phone subscribers.

Rogers Communications Inc.
Business Solutions
(unaudited)

(In millions of dollars, except margins)	2017 Year-to-date	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15
Revenue											
Next generation	238	81	79	78	307	77	77	78	75	288	74
Legacy	44	14	15	15	71	17	17	17	20	85	20
Service revenue	282	95	94	93	378	94	94	95	95	373	94
Equipment revenue	6	2	2	2	6	2	1	2	1	4	1
Revenue	288	97	96	95	384	96	95	97	96	377	95
Operating expenses	192	64	64	64	261	66	64	66	65	261	65
Adjusted operating profit	96	33	32	31	123	30	31	31	31	116	30
Adjusted operating profit margin	33.3%	34.0%	33.3%	32.6%	32.0%	31.3%	32.6%	32.0%	32.3%	30.8%	31.6%
Additions to property, plant and equipment	91	31	31	29	146	37	33	38	38	187	65

Rogers Communications Inc.
Media
(unaudited)

(In millions of dollars, except margins)	2017 Year-to-date	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15
Revenue	1,627	516	637	474	2,146	550	533	615	448	2,079	560
Operating expenses	1,527	451	574	502	1,977	501	454	525	497	1,907	504
Adjusted operating profit (loss)	100	65	63	(28)	169	49	79	90	(49)	172	56
Adjusted operating profit (loss) margin	6.1%	12.6%	9.9%	(5.9%)	7.9%	8.9%	14.8%	14.6%	(10.9%)	8.3%	10.0%
Additions to property, plant and equipment	44	18	13	13	62	19	12	13	18	60	28

Key Performance Indicators

We measure the success of our strategy using a number of key performance indicators that are defined and discussed in our 2016 Annual MD&A and our Q3 2017 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);
- Capital intensity; and
- Total service revenue.

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 calculate it	Most comparable IFRS financial measure
Adjusted operating profit Adjusted operating profit margin	<ul style="list-style-type: none"> 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. 	<p>Adjusted operating profit: Net income add (deduct) income tax expense (recovery); other expense (income); finance costs; restructuring, acquisition and other; loss (gain) on disposition of property, plant and equipment; depreciation and amortization; stock-based compensation; and impairment of assets and related onerous contract charges.</p> <p>Adjusted operating profit margin: Adjusted operating profit divided by revenue (service revenue for Wireless).</p>	Net income
Adjusted net income Adjusted basic and diluted earnings per share	<ul style="list-style-type: none"> 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. 	<p>Adjusted net income: Net income add (deduct) stock-based compensation; restructuring, acquisition and other; impairment of assets and related onerous contract charges; loss (gain) on sale or wind down of investments; loss (gain) on disposition of property, plant and equipment; (gain) on acquisitions; loss on non-controlling interest purchase obligations; loss on repayment of long-term debt; and income tax adjustments on these items, including adjustments as a result of legislative changes.</p> <p>Adjusted basic and diluted earnings per share: Adjusted net income divided by basic and diluted weighted average shares outstanding.</p>	Net income Basic and diluted earnings per share
Free cash flow	<ul style="list-style-type: none"> 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. We believe that some investors and analysts use free cash flow to value a business and its underlying assets. 	Adjusted operating profit deduct additions to property, plant and equipment net of proceeds on disposition; interest on borrowings net of capitalized interest; and cash income taxes.	Cash provided by operating activities
Adjusted net debt	<ul style="list-style-type: none"> To conduct valuation-related analysis and make decisions about capital structure. We believe this helps investors and analysts analyze our enterprise and equity value and assess our leverage. 	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 (debt leverage ratio)	<ul style="list-style-type: none"> To conduct valuation-related analysis and make decisions about capital structure. We believe this helps investors and analysts analyze our enterprise and equity value and assess our leverage. 	Adjusted net debt (defined above) divided by 12-month trailing adjusted operating profit (defined above).	Long-term debt divided by net income