



NOTICE OF DIVIDEND RATE

BCE Inc. will, on February 1, 2015, continue to have Cumulative Redeemable First Preferred Shares, Series AF ("Series AF Preferred Shares") outstanding if, following the end of the conversion period on January 19, 2015, BCE Inc. determines that at least one million Series AF Preferred Shares would remain outstanding. In such a case, as of February 1, 2015, the Series AF Preferred Shares will pay, on a quarterly basis, as and when declared by the Board of Directors of BCE Inc., a fixed cash dividend for the following five years that will be based on a fixed rate equal to the product of: (a) the average of the yields to maturity compounded semi-annually, determined on January 12, 2015 by two investment dealers selected by BCE Inc., that would be carried by non-callable Government of Canada bonds with a 5-year maturity (the "Government of Canada Yield"), multiplied by (b) a percentage rate determined by BCE Inc. (the "Selected Percentage Rate") for such period. The "Selected Percentage Rate" determined by BCE Inc. for such period is 259.4%. The "Government of Canada Yield" is 1.199% . **Accordingly, the annual dividend rate applicable to the Series AF Preferred Shares for the period of five years beginning on February 1, 2015 will be 3.110%.**