



2013 CORPORATE RESPONSIBILITY REPORT

# Destination sustainability



### *Forward-looking information*

This document contains forward-looking information related to our future financial condition and results of operations, and anticipated future events and circumstances, including in particular, but not limited to, statements regarding our goals for 2014, in particular the expansion of fibre-to-the-home to pass approximately 1 million homes and businesses by the end of the year, and expectations of performance. Forward-looking information is provided to assist the reader with understanding our expectations, plans and priorities for fiscal 2014 or other future periods. Readers are cautioned that such information may not be appropriate for other purposes. This information is based on our estimates, beliefs and assumptions regarding the markets in which we operate and is current to October 24, 2014. In some cases, forward-looking information may be identified by words such as “anticipate”, “believe”, “could”, “expect”, “plan”, “seek”, “may”, “intend”, “will”, “forecast” and similar expressions.

This information is subject to important risks and uncertainties, which are difficult to predict, and assumptions which may prove to be inaccurate. Some of these risk factors are largely beyond our control. Should any risk factor affect us in an unexpected manner, or should assumptions underlying the forward-looking information prove incorrect, the actual results or events may differ materially from the results or events predicted. For information on assumptions used to develop forward-looking information and risk factors that could cause actual results to differ materially from forward-looking information, see the “2014 outlook and assumptions” and “Risks that could affect our business and results” sections of our 2013 annual MD&A and the “Risks that could affect our business and results” section of Bell Aliant Inc.’s 2013 annual MD&A, which are available at [www.bellaliant.ca](http://www.bellaliant.ca) and [www.sedar.com](http://www.sedar.com).

Unless otherwise indicated, forward-looking information does not take into account the effect that transactions, or non-recurring or other special items, announced or occurring after this information is provided may have on our business. All of the forward-looking information reflected in this document and the documents referred to within it are qualified by these cautionary statements. There can be no assurance that the results or developments anticipated by us will be realized or, even if substantially realized, that they will have the expected consequences for us.

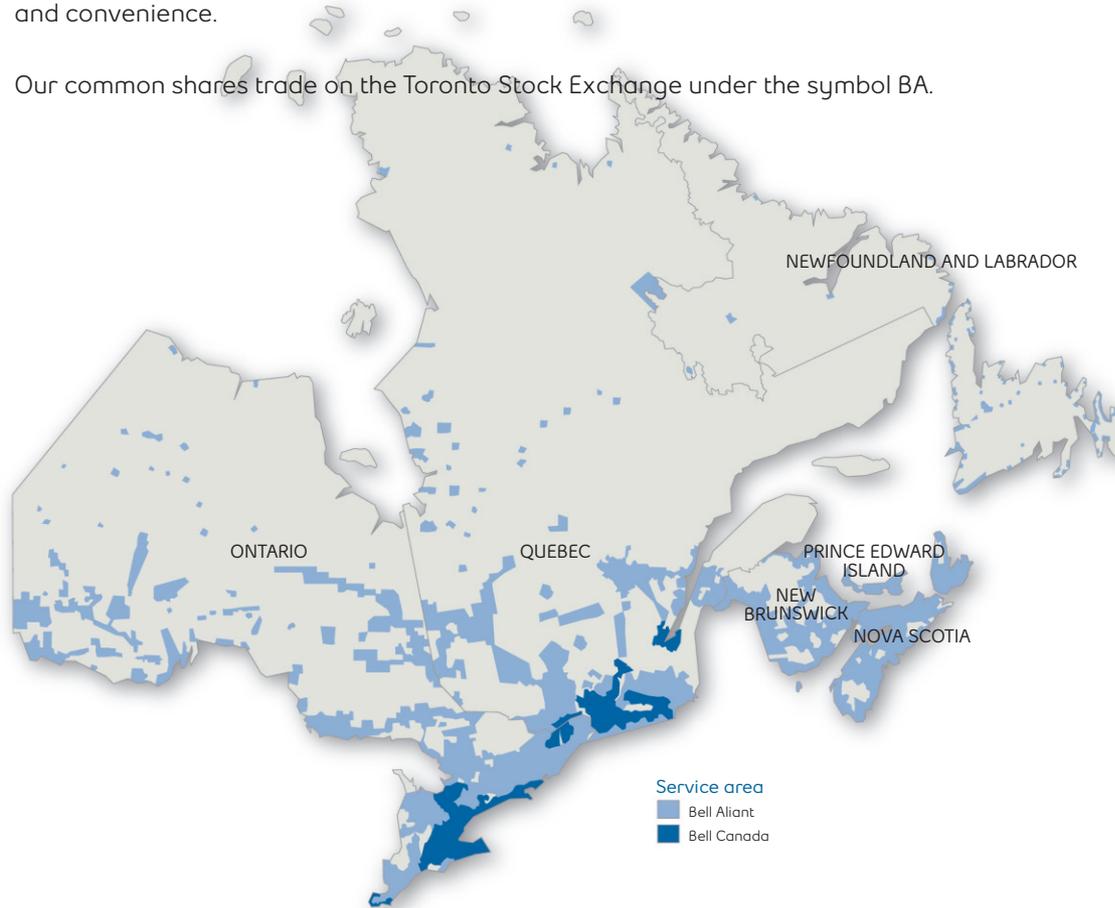
Except as may be required by Canadian securities laws, we disclaim any intention and assume no obligation to update or revise any forward-looking information, even if new information becomes available, as a result of future events or for any other reason. Readers should not place undue reliance on any forward-looking information.

<b>Overview</b>	<b>3</b>
About Bell Aliant	3
2013 performance at a glance	4
Our strategies	5
Letter from our CEO	6
2013 highlights	7
Environment council	8
Key results and goals	9
<b>Customers</b>	<b>12</b>
Enhanced access to broadband	12
Solid, reliable customer service and experience	14
Protecting customers	16
Environmentally responsible solutions	17
<b>Workplace</b>	<b>18</b>
Promoting a safe and healthy workplace	18
Fostering diversity and respect	20
Student employment	21
Awards and accolades	21
<b>Community</b>	<b>22</b>
Building corporate leadership in mental health	22
Supporting the unique needs of our local communities	23
Employee volunteer profiles	25
Sponsorships	26
<i>Community One</i> <sup>TM</sup>	27
<b>Environment</b>	<b>28</b>
Reducing our carbon footprint and energy use	28
Managing resources responsibly	29
Newfoundland and Labrador take-back program	30
Meeting and exceeding legislative standards	31
Eco box program	31
<b>Economy</b>	<b>33</b>
Generating solid financial results	33
Creating economic value	34
Investing in the future	34
Bell Aliant quick facts	35
<b>Report profile</b>	<b>36</b>

# ABOUT BELL ALIANT

We are one of North America's largest regional communications providers and the first company in Canada to cover an entire city with fibre-to-the-home (FTTH) technology with our FibreOP™ services. Through our operating entities, we serve customers in six Canadian provinces with innovative information, communications and technology services including voice, TV, Internet, data, video, wireless, home security and value-added business solutions. Our employees deliver the highest quality customer service, choice, and convenience.

Our common shares trade on the Toronto Stock Exchange under the symbol BA.



## Our brands

**BellAliant**

**Bell**

**CABLEVISION**  
A DIVISION OF BELL ALIANT

**DMTS**  
A DIVISION OF BELL ALIANT

**KMTS**  
A DIVISION OF BELL ALIANT

**NorthernTel**  
A DIVISION OF BELL ALIANT

**Télébec**  
A DIVISION OF BELL ALIANT

# 2013 PERFORMANCE AT A GLANCE

## Customers

**150,000**

ADDITIONAL HOMES AND BUSINESSES PASSED WITH OUR FTTH NETWORK

**13.7%**

MORE BUSINESSES REACHED BY NEXT GENERATION NETWORK

**99.999%**

NETWORK AVAILABILITY FOR FIBREOP

**107,000**

NEW PAPERLESS BILLING CUSTOMERS

## Workplace

**6,300**

EMPLOYEES IN SIX PROVINCES

**30%**

REDUCTION IN LENGTH OF TIME EMPLOYEES WERE OFF WORK AFTER A WCB CLAIM

**300**

STUDENT EMPLOYMENT OPPORTUNITIES

**42%**

WOMEN IN MANAGEMENT POSITIONS

## Community

**\$1.5 million**

INVESTED IN LOCAL COMMUNITY PROGRAMS

**100,000**

HOURS VOLUNTEERED BY OUR EMPLOYEES AND RETIREES

**10,000**

BACKPACKS FOR KIDS FILLED AND DISTRIBUTED

**5,000**

BOOKS DONATED TO LITERACY PROGRAMS

## Environment

**6.83 million**

KILOWATT HOURS OF ELECTRICITY SAVED

**33**

REPORTABLE ENVIRONMENTAL INCIDENTS

**3%**

INCREASE IN GREENHOUSE GAS EMISSIONS

**215,000**

TV & INTERNET DEVICES REPAIRED OR REFURBISHED

## Economy

**\$2,759 million**

OPERATING REVENUES

**\$433 million**

DIVIDENDS DECLARED BY BELL ALIANT INC.

**\$505 million**

EMPLOYEE SALARIES AND BENEFITS

**\$160 million**

NET CORPORATE INCOME AND OPERATING TAXES PAID



# OUR STRATEGIES

*“In 2013, we headed into the fifth year of the strategic plan we set out to guide Bell Aliant’s business growth and direction. Year after year, we’ve been committed to those success drivers, making smart business moves, investing strategically, putting our customers front and centre, and trusting our people to over-deliver. We have laser-focus on delivering each and every time. That’s our culture, and a big part of our success.”*

*Karen Sheriff  
President and chief executive officer*

- Grow broadband
- Improve the customer experience
- Retain our customers
- Reset our cost structure
- Engage employees

## CORPORATE RESPONSIBILITY – DESTINATION SUSTAINABILITY

For Bell Aliant, having a clear strategy and clear goals has been essential to our success. So is having a clear destination. For the past five years, we have been executing a solid plan built on five core strategies that are all designed to get us back to growth and achieve positive results for our company, our customers, and our communities.

In many ways, our destination is sustainability – on every front. This means achieving results the right way and ensuring we are always looking to the future. Not only do we care about the result, we care about how we get there and all of the smaller steps along the way. But what does “Destination Sustainability” really mean?

- *For customers* – it means we are committed to delivering innovative solutions to make their lives easier and improve their business. Our customers guide all of our decisions, and we are always working to anticipate their future needs. We’re committed to delivering the best experience and products available while maintaining our commitments to the environment, our employees, and our communities.
- *For employees in our workplace* – it means creating a safe, secure, respectful environment where our employees thrive and feel valued. It’s about building a high performance culture where our team over-delivers and achieves meaningful results.
- *For our communities* – it means doing our part to build and strengthen the places we live and work. It’s about forming partnerships and tackling important issues such as mental health and the other socio-economic challenges in our communities.



- *For the environment* – it means taking responsibility for our environmental impacts locally, and in the larger world. That commitment has many dimensions. It means meeting or exceeding environmental protection regulations, using resources responsibly, and being good stewards of air, land, and water.
- *For the economy* – it means making the right choices to keep us on a course to financial growth. We will continue to be builders and important contributors to the economic success of our communities. That's true today and for tomorrow.

Our corporate responsibility report isn't just a list of our commitments and accomplishments; it's also a roadmap for how we continually strive to improve. That's what it takes to reach any destination.

Thank you to our employees and partners who have been an important part of our success. We've accomplished a lot together in the last year, and that's a strong foundation for success.



Karen Sheriff,  
President and chief executive officer

## 2013 HIGHLIGHTS

Our actions and results for 2013 include:

- Passing an additional 150,000 homes and businesses with our FTTH network – bringing our total premises passed to 806,000 at the end of the year;
- Completing a three-year program to build a 2,040 kilometre fibre-optic network in a remote area of Northwestern Ontario, connecting more than 20 First Nations communities to critical technology infrastructure;
- Maintaining 99.999 per cent FibreOP network availability, resulting in extremely reliable service;
- Adding more than 107,000 customers onto our paperless billing system, increasing the total to more than 415,000 customers who no longer receive a paper bill;
- Diverting more than 787 tonnes of materials from landfill and repairing or refurbishing over 215,000 pieces of equipment and hardware for re-use;
- Saving 6.83 million kilowatt hours of electricity by implementing energy efficiency projects;
- Offering regular work terms for almost 300 students across our territory;
- Partnering with Bell Canada for a record-breaking Bell Let's Talk Day, together raising more than \$4.8 million for mental health;
- Volunteering more than 100,000 hours by employees and retirees, with \$1,000,000 raised for community programs and initiatives;
- Hitting a new high, filling more than 10,000 backpacks for elementary students in our communities through our Backpacks for Kids program, bringing the total to 38,000 since the program first started; and
- Achieving all of our key financial performance metrics as provided in our 2013 financial guidance, allowing us to continue to be a strong economic presence in our communities.

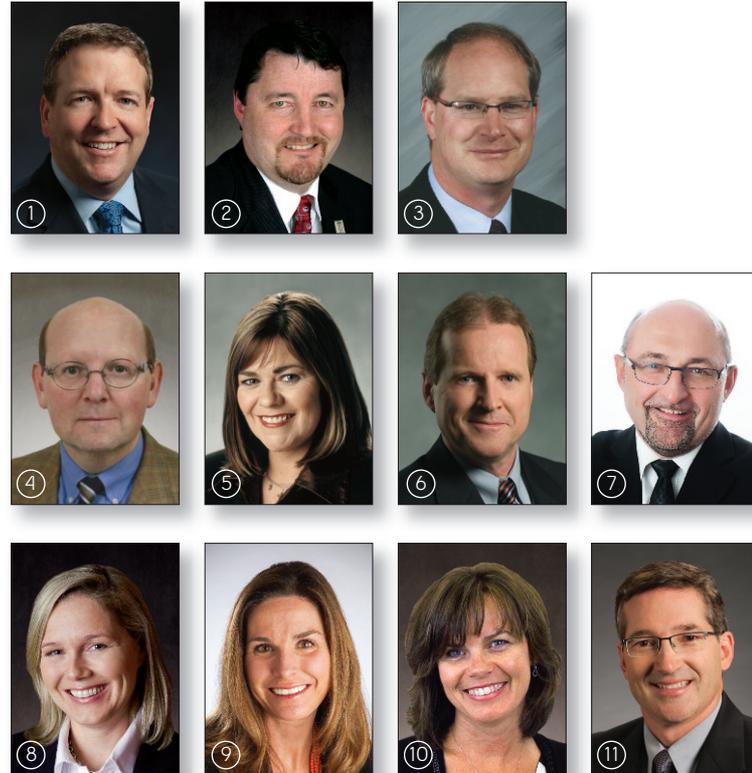
# ENVIRONMENT COUNCIL

Our environment council is made up of senior leaders representing a broad range of services, from procurement and fleet, to information technology and corporate affairs. Council members manage our corporate responsibility program, based on changing social and environmental issues and opportunities. They champion and support corporate responsibility initiatives throughout the company. The council meets quarterly and provides updates twice a year to the audit committee of our board of directors. During the calendar year 2013, the members of our environment council were:

1. Executive sponsor: Glen LeBlanc, chief financial officer
2. Chairperson: Peter Dilworth, vice-president, finance and chief procurement officer
3. Administrator: Marcus Goodick, senior manager, environment & sustainability

Council members:

4. Dr. Matthew Burnstein, chief medical officer
5. Kelly Duplisea, vice-president, business markets
6. Alan Fenerty, vice-president, regional services
7. Sheldon MacDonald, vice-president, network strategy and engineering
8. Lisa Merrithew, vice-president, corporate affairs
9. Jennifer Palov, vice-president, human resources and legal
10. Cathy Sawler, vice-president, risk, controls, and financial governance
11. Ivan Toner, vice-president, IT and services engineering



# KEY RESULTS AND GOALS

Key issues	2013 goals	2013 results	Performance	2014 goals
<b>Customers</b>				
FibreOP service access	Expand our FTTH network to pass 800,000 homes and businesses by the end of 2013.	Passed approximately 806,000 homes and businesses by the end of the year.	✓	Expand our FTTH network to pass approximately 1 million homes and businesses by the end of 2014.
Customer experience	Maintain overall customer service year-over-year.	Significantly improved customer service and experience on a year-over-year basis.	✓	Maintain or improve customer service and experience.
<b>Workplace</b>				
Health and wellness	Increase training on mental health for leaders and provide greater support for a psychologically healthy workplace.	Mental health and suicide awareness training was offered to leaders.	✓	Increase training on mental health for leaders and provide greater support for a psychologically healthy workplace.
Safety	Reduce personal incidents to 1.98 per 100 employees.	Reviewed existing and developed new safety practices, and increased safety reminders and tips, helping to reduce our annual safety incidents to 1.72 per 100 employees.	✓	Provide safety programs and increase communications to improve workplace safety and reduce personal incidents.
Diversity	Further enhance a respectful and inclusive work environment by strengthening corporate messages that promote diversity.	Created a more inclusive hiring process, reviewed recruitment strategies and communicated dates of multicultural significance.	✓	Further enhance a respectful and inclusive work environment.

# KEY RESULTS AND GOALS

Key issues	2013 goals	2013 results	Performance	2014 goals
<b>Community</b>				
Community investment	Establish meaningful mental health partnerships that demonstrate improvements to care and access in our communities.	Provided more support for mental health programs and organization through the establishment of 53 new mental health partnerships.	✓	Establish new meaningful mental health partnerships that demonstrate improvements to care and access in our communities.
Volunteering	Leverage corporate community programs as an employee engagement tool and involve more employees in key corporate programs.	Employees and retirees volunteered more than 100,000 hours of their time and raised more than \$1 million for our communities.	✓	Increase engagement of employees and retirees in our corporate community programs.
Sponsorship program	Continue sponsorship of events that allow us to showcase our products and services and build brand awareness, creating a positive and memorable experience.	Supported more than 300 community events.	✓	Continue to create positive and memorable experiences through the sponsorship of community events and in turn build brand awareness by showcasing our products and services.

# KEY RESULTS AND GOALS

Key issues	2013 goals	2013 results	Performance	2014 goals
<b>Environment</b>				
Climate change	Reduce greenhouse gas (GHG) emissions to 50 per cent below 2007 levels by the end of 2020.	Less than halfway through our 13-year GHG reduction plan, we have achieved 49 per cent of our 2020 goal.	✓	Continue to implement initiatives and programs to reduce our GHG emissions to 50 per cent below 2007 levels by the end of 2020.
Electricity	Achieve electricity savings of 2 per cent or 5.5 – 6.0 million kilowatt hours.	Saved 6.83 million kilowatt hours of electricity.	✓	Save 2.5 to 3.0 million kilowatt hours of electricity (approximately 1 per cent).
Environmental incidents	Sustain a high standard of equipment maintenance and replacement to minimize the occurrence of environmental incidents.	The number of environmental incidents increased slightly but the approximate volume of spills decreased slightly.	✓	Sustain a high standard of equipment maintenance and replacement to minimize the occurrence of environmental incidents.
Recycling	Continue to expand the recovery, reuse, and recycling of assets in a responsible manner.	The reuse program for Internet and FibreOP customer equipment resulted in the return of more than 215,000 devices, and we recovered more than 787 tonnes of end-of-life materials from our operations.	✓	Continue to expand the recovery, reuse, and recycling of assets in a responsible manner.
<b>Economy</b>				
Financial	Achieve financial and operational targets and continue to focus on our five strategies.	Operating results met our expectations and the financial guidance that we provided in February 2013.	✓	Continue to focus on our five strategic objectives to achieve financial and operational targets.



## Customers

Our customers keep us moving forward. Our mission is to deliver new solutions that make people's lives easier and anticipate future demands.

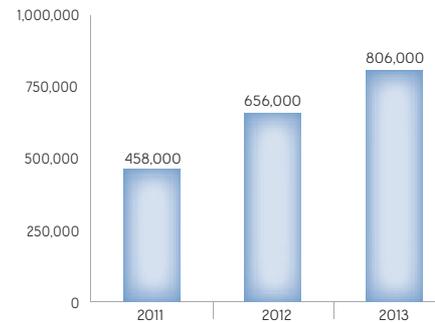
Being an innovative company is all about improving the way we do business, and finding new ways to be smarter, better, and faster. We continue to innovate by building on our past successes, improving customer care, and staying on the cutting edge of products and services.

### ENHANCED ACCESS TO BROADBAND

Expanding our broadband network is a key priority for us. Our fibre-to-the-home (FTTH) network is the cornerstone to our expansion strategy, but we also continue to invest in economically feasible expansion of our digital subscriber line (DSL) network, and we continue to grow our Next Generation Network (NGN) for our business customers. FibreOP is our signature product, and it offers our customers innovative features to help them get the most from their FTTH network access. 2013 was another solid year for FibreOP and for growing broadband:

- We set a target to make FibreOP service available to a total of 800,000 homes and businesses in our territory in 2013. We exceeded that goal, extending our FTTH network to an additional 150,000 homes in the year, for a total of 806,000 premises passed.

FTTH network  
(premises passed)



*In 2013, we passed an additional 150,000 homes and businesses with our FTTH network, bringing our total premises passed to approximately 806,000. We now pass more than 70 per cent of our competitive footprint in Atlantic Canada with FTTH technology.*

#### 2014 goal

*Expand our FTTH network to pass approximately 1 million homes and businesses by end of 2014*

- We expanded our FibreOP service to 19 new Atlantic Canadian communities and six new communities in our Central region.
- As part of the Rural Broadband Initiative in Newfoundland and Labrador, we completed key builds of our core fibre network, including a major upgrade to our transport backbone network between Sept-Îles, Labrador City, and Happy Valley-Goose Bay. This included the completion of two new fibre routes totalling more than 500 kilometres. The project brings additional capacity and improved service to communities in Newfoundland and Labrador, as well as Quebec.
- We completed a three-year program to build a massive 2,040 kilometre fibre-optic network in remote regions of Northwestern Ontario. This network will service more than 20 First Nations communities, providing them with the tools to explore opportunities such as e-learning, e-health, and e-commerce.
- We launched FibreOP Static IP Service for Business, offering advanced Internet and networking options to harness the power of FibreOP technology. Business customers can now use their own servers to host websites or email, and connect to their offices through a virtual private network – and all at faster speeds than before, with 24/7 technical support.
- We expanded our NGN by 13.7 per cent over 2012, passing 83 per cent of businesses in Atlantic Canada, Quebec, and Ontario. NGN data services are more reliable, scalable, and provide an improved cost structure over existing technologies.



*Our build of a 2,040 kilometre fibre optic network in Northwestern Ontario involved difficult geography and environmentally sensitive terrain. We used innovative methods to address these challenges, including using amphibious vehicles and deploying fibre by helicopter.*

## SOLID, RELIABLE CUSTOMER SERVICE AND EXPERIENCE

Providing a top-notch customer experience is about excellent customer service, dependable networks, innovative products and services, and going above and beyond when our customers need our help. We continued to do that in 2013:

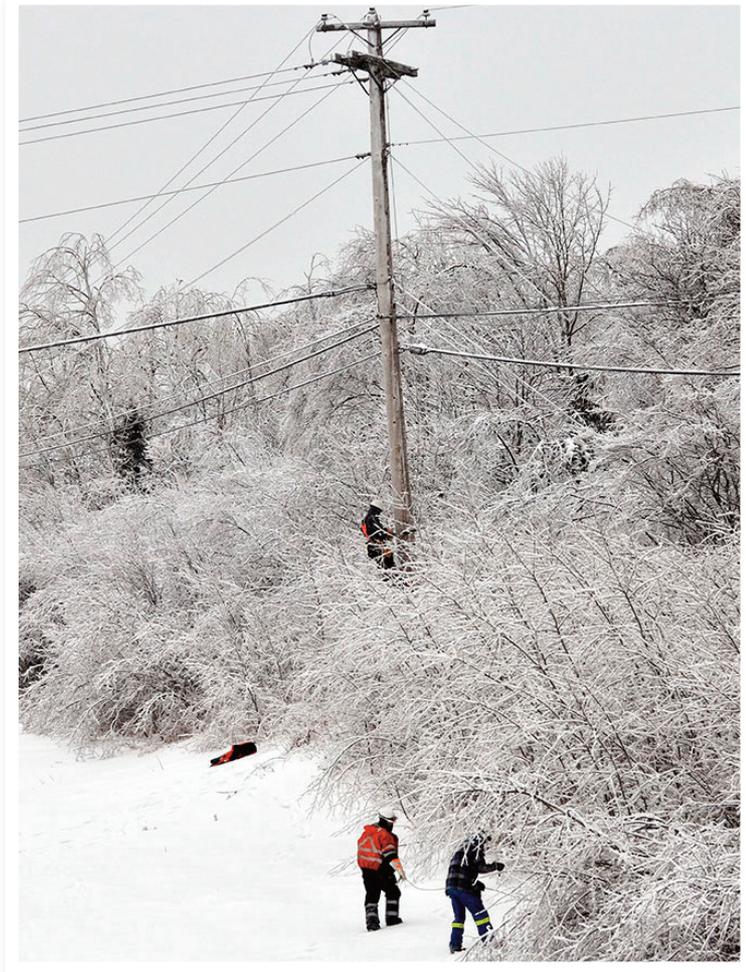
- We boosted speeds for all new and existing FibreOP Internet customers. It was our third free boost in 18 months, making video games, movies, TV shows, and apps downloadable in mere seconds. We continue to meet consumer demand for more bandwidth and we've maintained our speed superiority in all of our FibreOP markets. Simply put, FibreOP allows us to offer the fastest Internet speeds in our markets.
- Business customers also got a speed boost – the Business FibreOP 50/30 Mbps service gives our business customers a higher speed bundle helping improve their efficiency by enabling them to send large multimedia email attachments, upload files to websites, transfer data, and submit online forms in seconds.
- We introduced Wireless TV, which gives customers the flexibility to move their TVs from room to room. Using our reliable FTTH network, wireless TV sends HD-quality signals to TV receivers throughout the home. The result is less wiring and faster installations.
- We brought the “smart home” to life with a new service – *NextGen Home Security™*, a digital Internet-based service offering security and automation capabilities including remote management via a web portal and mobile devices, appliance controls, and secure video monitoring.
- We launched Unified Communications (UC), an IP-based service that allows large business customers to seamlessly connect desktop and mobile devices, and access their office telephone and features from anywhere.



*Bell Aliant is committed to providing solid, reliable service and going above and beyond for our customers.*

- We boosted our TV channel lineup with the launch of 34 new HD channels, bringing the total HD channel offering to 137 – and counting.

- For Business TV, we launched the Galaxie Music package which features 40 commercial-free and professionally-programmed music channels.
- For visually impaired customers, we offered approximately 200 descriptive video (DV) channels on FibreOP TV – that’s double the number we offered in 2012. DV provides an audio description of the program including setting, costume, action, and on-screen text. We perform routine reviews of our existing channels to determine whether a DV feed is available, and ensure DV is available on each new channel we add.
- We enhanced the bellaliant.net website to give customers a cleaner and simpler website experience for online applications such as My Account and make it easier to find information on products and services. We’ve delivered faster response time as well as enhancing the most frequently visited areas, including bundles and FibreOP TV, to improve compatibility across multiple devices.
- Our FibreOP network experienced only about 11 seconds of outage per month per customer, or, 99.999 per cent network availability – which means fewer interruptions and less downtime for our customers.
- Despite challenging weather conditions and an aggressive FibreOP rollout schedule, we exceeded our Customer Service Index (CSI) target for 2013. Our CSI target measures superior customer experience by focusing on our three service fundamentals: making it easy for customers to do business with us; meeting our commitments; and doing things right the first time.
- In 2013, we made significant improvement year over year in our customer experience results and will continue our focus on improving the customer experience in 2014.



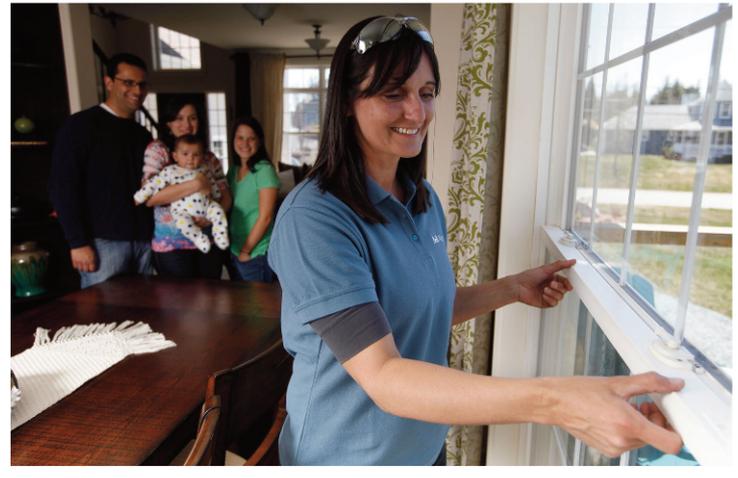
*Our dedicated employees battled record snowfalls, strong winds, and a massive ice storm during the 2013 holiday season – helping to ensure the reliable service our customers expect.*

## PROTECTING CUSTOMERS

We respect the privacy of our customers and are committed to protecting customer information and data. The Bell Aliant Privacy Policy and the Code of Fair Information Practices spell out our commitment, and the rights of customers regarding personal information. They also comply with the Personal Information Protection and Electronic Documents Act.

In 2013, we continued our longstanding commitment to safeguarding customer privacy. We place strict controls on the protection and use of personal information within our systems and websites and periodically validate and test these controls. We also ensure that our employees are trained to respect customer privacy at all times. In addition to the Bell Aliant Privacy Policy, we also uphold all applicable legislation and regulations.

Protecting our customers against online threats is increasing in importance. We maintain the integrity and reliability of our networks by following prescribed policies, standards, and procedures. We also continue to strive for a safer Internet for children and families through *cybersafe*™, Bell Aliant's website offering free Internet safety tips and tutorials to help parents and children to protect themselves from online risks, such as identification theft and cyberbullying. We also continued to support *Cybertip.ca*™ and Project Cleanfeed, programs which help protect children from online exploitation.



*Our NextGen Home Security service offers customers the convenience of automation and remote management capabilities via a web portal and mobile devices.*

### *2014 goal*

*Maintain or improve customer service and experience.*

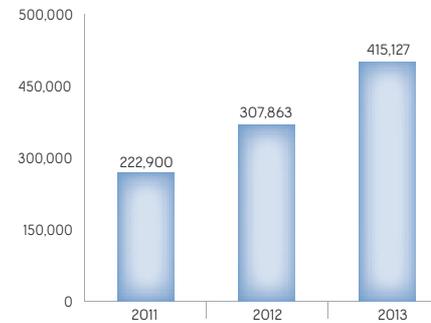
## ENVIRONMENTALLY RESPONSIBLE SOLUTIONS

We believe that environmental protection is an integral part of doing business, and we continued to demonstrate this in 2013 through new processes and new initiatives:

- In New Brunswick, we improved our cable-locate service, which permits our contracted third-party agents to view the placement of our buried infrastructure on an electronic map. This allows us to accurately respond to “call before you dig” cable-locate requests, dispatching a truck to the site only when absolutely necessary. In 2013, this resulted in a 35 per cent reduction in truck dispatches for cable-locate requests in New Brunswick. In 2014, we will further develop this program and expand it to the remaining Atlantic Provinces.
- We launched a full-scale communications strategy to publicize our improved paperless billing program, which helped customers to understand the full value of paperless billing. Not only does paperless billing avoid unnecessary paperuse, it also provides customers with convenient self-serve functions available from the home or office.

- Our successful paperless billing communications strategy contributed to a significant increase in self-serve transactions – a highly efficient and environmentally responsible way of doing business.

Paperless billing



*In 2013, we launched a full-scale communications strategy to help our customers fully understand the value of paperless billing. As a result, the number of customers choosing paperless billing in 2013 increased almost 35 per cent over 2012.*



## Workplace

Our goal is a safe, secure workplace where employees feel valued and inspired to achieve their best. We have a strong, talented workforce and we continue to make great progress in building a high-performance culture where our teams deliver solid results.

### PROMOTING A SAFE AND HEALTHY WORKPLACE

Protecting our people and creating a culture of health and safety is paramount. For us, ensuring employee safety means promoting best practices and adhering to our commitment to continually improve on many fronts. In 2013:

- We launched new People Protection Policies – Preventing Violence in the Workplace and Respectful Workplace and Anti-Harassment – designed to provide guidance on what behaviour constitutes harassment, and to identify the process by which employees and leaders can address harassment and disrespectful conduct. The policies were reviewed by managers with their team members across all of our operating territories.
- We implemented mental health training for leaders and provided greater support for a psychologically healthy workplace. Mental health awareness training was offered to 400 leaders, including 200 who received training on suicide awareness.



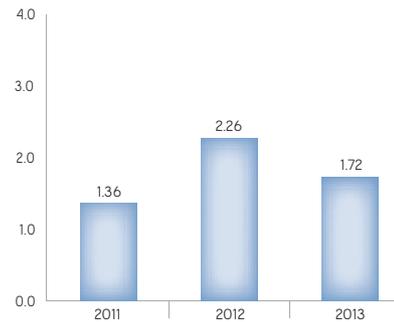
*In 2013, we increased safety reminders to employees and continued to review and enhance safety practices, helping us to reduce personal safety incidents by 24 per cent from 2012..*

- We increased safety reminders and tips to employees.
- We implemented a comprehensive approach to place employees with prolonged functional limitations in appropriate and productive roles.
- We continually checked our safety practices, a core component of our workplace safety strategy. For example, in 2013, we began the development of a testing process that ensures individuals we've hired for physically demanding tasks are able to safely perform these activities.
- We implemented early referrals to rehabilitation services and more effective use of transitional work duties. These actions reduced by 30 per cent the amount of time employees were off the job following a Workers' Compensation Board claim.

The health and safety initiatives we implemented in 2013 helped to:

- Maintain our short-term disability costs as a percentage of payroll well below the industry average of 1.5 per cent (Towers Watson 2011).
- Reduce personal safety incidents by 24 per cent from 2012.
- Maintain our gross absence rate (3.6 per cent in Atlantic and 3.5 per cent in Quebec and Ontario) well below the national average of 4.4 per cent (Statistics Canada, rate for companies with more than 500 employees).

Employee safety  
(incidents per 100 employees)



*Safety initiatives implemented in 2013 helped reduce our number of safety incidents to 1.72 per 100 employees from 2.26 in 2012.*

#### **2014 goal**

*Provide safety programs and increase communications to improve workplace safety and reduce personal incidents*

## FOSTERING DIVERSITY AND RESPECT

We are committed to fostering an inclusive work environment where increased cultural awareness leads to respectful and inclusive behaviour. Right across the organization, diversity was a priority in 2013:

- We created a more inclusive hiring selection process by improving our interview guide.
- We strengthened relationships with community partners and introduced new tools – such as the Equitek recruitment site – to encourage more applicants from groups Canada’s Employment Equity Act designates as high priority. We also began using the Partners in Inclusion – Diversity Sourcing Insignia to identify our organization’s inclusive hiring practices to candidates.
- Through internal communications, the team promoted selected dates and events of multicultural significance and featured employees who embody the vision we have of an inclusive and diverse employee pool.



*Our dedicated Diversity Committee, which is made up of employees from a variety of backgrounds and job functions, led our efforts to foster an inclusive work environment where increased cultural awareness leads to respectful and inclusive behaviour.*

Workforce composition (as a percentage)			
	2013	2012	2011
Women	36	37	39
Men	64	63	61
Aboriginal peoples	2.1	1.6	1.6
People with disabilities	2.5	2.4	2.4
Visible minorities	2.1	2.0	1.8

## STUDENT EMPLOYMENT

Young people are the key to rejuvenating our workplace and sustaining it well into the future. In 2013, we undertook a number of initiatives to attract young talent:

- We offered regular student work terms for almost 300 students in Atlantic Canada, Quebec, and Ontario;
- We partnered with several universities and colleges offering formal student employment programs, including co-op programs. We attracted students from a range of backgrounds including engineering, finance, marketing, technology, business, human resources, and public relations.
- We continued our Chartered Accountant Training Office (CATO) program, which provided participants with exposure to a variety of areas that include: external reporting and accounting standards, internal audit, corporate strategy and planning, internal reporting and consolidation, corporate controls, enterprise risk management, taxation, treasury, and financial analysis.



*CATO program participants (l to r) James Boudreau, Mark McGarrigle, and Tiffany Andres got experience working in a range of specialized areas while working for Bell Aliant.*

## AWARDS AND ACCOLADES

Bell Aliant was recognized in the following award categories as part of Canada's Top 100 Employers program:

- Atlantic Canada's Top Employers (2012, 2013)
- Best Employer for New Canadians (2013)
- Canada's Top Employer for Young People (2012, 2013)
- Nova Scotia's Top Employers (2012, 2013)



Bell Aliant also received several other business and leadership recognitions:

- Canada's Top 50 Brands – *Globe and Mail*
- Atlantic Canada's Top 101 Companies (ranked #3) – *Progress Magazine*
- Atlantic Canada's Top 101 Companies – Top 10 in three categories: Most Balanced; Excellence in Governance and Excellence in Internal Perspectives
- Global Telecom Business (GTB) Innovation Awards – Business Unified Communications
- Top 50 CEO Awards – *Atlantic Business Magazine*
- Top 25 Women of Influence Award





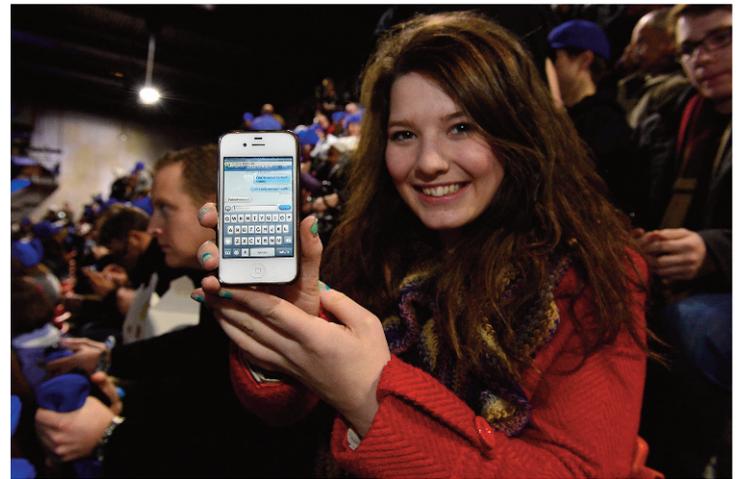
## Community

Since 2011, we have been transforming the Bell Aliant community program to increase employee engagement, establish new partnerships, and provide opportunities for our customers to participate in our programs. In 2013, we invested \$1.5 million in mental health partnerships and local community programs. That's in addition to Bell Let's Talk Day, the significant funds raised by our employees for important causes, and our sponsorships of key festivals and events.

### BUILDING CORPORATE LEADERSHIP IN MENTAL HEALTH

We continue to strengthen our support of mental health programs that increase access to care in our communities. We partner with Bell Canada for Bell Let's Talk Day, our biggest mental health event, when millions of Canadians tweet, text, call and share the Bell Let's Talk message on *Facebook*™. In 2013, more than \$4.8 million was raised for mental health programs across the country. Through innovative local community engagement, we've helped reduce the stigma surrounding mental illness:

- To kick off Bell Let's Talk Day in Bell Aliant markets, more than 1,000 employees, family members and community partners helped us achieve a new *Guinness World Records*™ title for the Most People Sending a Text Message Simultaneously.
- We placed extra emphasis on promoting Bell Let's Talk Day Community Fund partnerships in Atlantic Canada, resulting in a 66 per cent increase in applications, and the establishment of 53 new mental health partnerships in 2013.



*Millions of Canadians tweeted, texted, called, and shared the Bell Let's Talk message "Let's Talk Mental Health," helping to raise more than \$4.8 million for mental health programs across the country.*

- We supported child and adolescent mental health programs in hospitals, including funding for North Bay Regional Health Centre and Timmins and District Hospital in Ontario.
- We continued a long-term partnership with Union of Ontario Indians 7<sup>th</sup> Generation Charity providing direct benefit to First Nation mental health needs.
- We supported our strong partnership with l'École Nationale d'Apprentissage par la Marionnette located in Chicoutimi which promotes mental health recovery through puppet art and helps fight stigmatization through shows put on by participants.
- In New Brunswick, we partnered with Dots NB, which implemented a mental health component into the curriculum that was taught in schools across the province, focused on topics such as stigma, disorders, symptoms and accessing help.

*2014 goal*

*Establish new meaningful mental health partnerships that demonstrate improvements to care and access in our communities.*

## SUPPORTING THE UNIQUE NEEDS OF OUR LOCAL COMMUNITIES

Our employees and retirees, including the Bell Aliant Pioneers, are devoted volunteers in communities where they live and work. Year after year, they redefine what it means to make a difference. In 2013, our enthusiastic employees and retirees continued the tradition, volunteering more than 100,000 hours, fundraising \$1,000,000 for community programs and participating in numerous community initiatives:

- Employees and retirees championed *Walk for Kids Help Phone™* at the Walk so Kids Can Talk event.
- In Sudbury and Timmins, employees united to present the Survivors Tent at their respective Canadian Cancer Society 24-hour Relay for Life events, the largest shows of volunteer support by employees in those communities.



*Students at Belleisle Elementary School in New Brunswick display books donated by Bell Aliant Pioneers.*

- Many of our employees donated monthly from their pay to enable *United Way*™ to continue its important work serving the communities where they live.
- The cornerstone of our local community initiatives is the Backpacks for Kids program. In 2013, employees and retirees worked tirelessly to exceed the target set for the number of children they hoped to reach before back-to-school. Together, they filled and distributed more than 10,000 backpacks to ease the burden for struggling families and to help kids start the school year feeling confident and ready to learn. Since 2003, this program has provided nearly 38,000 backpacks full of school supplies for elementary school children in need.
- Employees partnered with CTV to support the Christmas Daddies Telethon, a Maritime tradition, to raise funds for less fortunate children during the holidays, which celebrated its 50<sup>th</sup> anniversary in 2013.
- Employees organized blood drives with more than 350 blood donors in Bécancour and Val-d'Or, Quebec.
- Employees played elves and spent time with isolated community members – as part of Operation Golden Smile in Cornwall, Ontario – at local rest homes for residents who would otherwise have spent their Holiday season alone. In 2013, they brought gifts and joy to their newly adopted senior family members.



*The Multicultural Association of Fredericton, New Brunswick, is one of our many partners who distributed backpacks filled with school supplies in 2013.*



*Lyne Caron and Sylvie Lemoine, two employees based in Val-d'Or, Quebec, filling backpacks with school supplies.*

## EMPLOYEE VOLUNTEER PROFILES

In addition to our formal community programs, our employees have a long tradition of getting involved in their communities in a wide variety of ways. Here are just a few examples.



### BERNICE ARSENAULT

Bernice, a building maintenance technician based in Halifax, has a long history of volunteering. She has contributed countless hours to Christmas Daddies, Backpacks for Kids and the Walk so Kids can Talk for Kids Help Phone. She also is a director of the Africville Genealogy Society. In 2013, Bernice received The Diamond Jubilee Century of Service Challenge Award from the Nova Scotia Division of The Duke of Edinburgh's Award in Canada. The Canada Post stamp shown above celebrates Bernice's connection to Africville. She is among the children on the stamp, in the back row, third from the left.



### LIEUTENANT CHRISTINA EBBETT

Christina is part of Bell Aliant's taxation team in Saint John, NB. She has been involved with and committed to the Canadian Cadet Organization for 12 years. Christina's contributions and leadership of the cadet program has affected hundreds of young cadets and CIC Officers. In recognition of her tremendous work with youth, Christina was presented with the Queen Elizabeth II Diamond Jubilee Medal, a prestigious award honouring significant contributions and achievements by Canadians.



### STEVE BIRD

Steve is Bell Aliant's vice-president of finance. He received the Queen Elizabeth II Diamond Jubilee Medal in recognition of his outstanding work as Chair of the Chefs for UNICEF program. In his eight years volunteering with UNICEF, Steve's dedication to the cause and outstanding leadership, helped to raise significant funds to improve the lives of children around the world.

## SPONSORSHIPS

Having a recognizable presence at community events is an important way to meet customers and community members. It's not only the branded flags and booths that tell our story; it's showcasing the experience we have to offer by connecting live and having real conversations with people that puts a face to our brand. We are committed to supporting important events and activities in the communities we serve. Not only does it help us connect with our customers, it's an important part of helping create vibrant, sustainable communities. Sponsorships have direct and spin-off benefits for the communities, bringing investment, business and visitors as well as a little bit of fun.

Below are a few of our major sponsorships in 2013:

- Harvest Jazz & Blues Festival (NB)
- Natal Day (NS)
- Royal St. John's Regatta (NL)
- Cinéfest (ON)
- Five Ontario Hockey League (OHL) teams (ON)
- Big Red Music Festival (PE)
- Cavendish Beach Music Festival (PE)
- Salmon Festival (NL)
- Le Massif (QC)
- Le Festival international Rythmes du Monde (QC)
- Osisko en Lumière3 (QC)



*Fireworks of the Osisko en Lumière festival light up the sky in Rouyn-Noranda, Quebec.*



*Bell Aliant onsite at the 2013 Cavendish Beach Music Festival in PEI. The set up included a live FibreOP demo and staff on site signing up new customers throughout the festival.*

## COMMUNITY ONE\*

*Community One* is Bell Aliant's community TV channel, offering local hosts and producers a platform on which to develop and showcase Atlantic Canadian content.

*Community One* accomplished the following in 2013:

- We aired 16 original programs – increased from nine in 2012 – and we debuted on FibreOP TV in HD, which is a key milestone for our company. Hosts and independent producers from across four provinces now have a platform to bring to life programming with a regional and hyper-local flavour and offer our customers a unique window on the talent, news, and innovation coming out of Atlantic Canada.
- We expanded our offering to make all our programming available on-demand, giving viewers the flexibility to enjoy it on their own schedule.
- Embracing the popularity of webcasting, and using *Community One's* capabilities, we delivered live webcasts of more than 50 community events, generating more than 800,000 viewers on TV and our online *Community One* website.

- We fostered a community for conversation about local stories and events by interacting via social media, our main communications channel for delivering relevant *Community One* news and show information. Our social channels connect viewers and fans with hosts and producers, which often leads organically to productive conversations about events and news relevant to them.

\* *Community One* is available in Atlantic Canada.



*Community One* on FibreOP TV boosted to 16 its lineup of original programs that celebrate the rich and diverse culture found in Atlantic Canada.



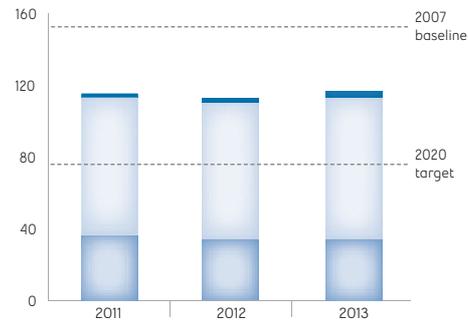
# Environment

Our commitment to protect the environment is based on a strong belief that we all have a responsibility to safeguard the world we live in. Our employees play an important role in helping us meet this commitment. They do so by following strict operating practices to avoid environmental mishaps and implementing innovative programs to reduce our environmental footprint.

## REDUCING OUR CARBON FOOTPRINT AND ENERGY USE

We have committed to reduce our company's greenhouse gas (GHG) emissions to 50 per cent below 2007 levels by the end of 2020. In 2013, we saw a 3 per cent increase in our carbon emissions over 2012. This resulted primarily from an increase in the distance driven by our fleet to continue the expansion of our FTTH network into more rural areas, and steady growth in our data centre business. Although we experienced a small increase in 2013, we anticipate that future initiatives, including the movement of services to our fibre optic network as we retire our legacy infrastructure, will decrease carbon emissions in subsequent years. We also expect additional Scope 2 carbon emission reductions as provincial electrical utilities transition to less carbon-intensive renewable energy sources before our 2020 deadline. Overall we are less than halfway through our 13-year GHG reduction plan and have achieved 49 per cent of our 2020 goal.

Greenhouse gas emissions<sup>1</sup>  
(kilotonnes of CO<sub>2</sub> equivalent)



- Scope 1: Direct emissions from fuel used for fleet, generators, and buildings, and releases from cooling systems
- Scope 2: Indirect emissions from electricity used for buildings and network equipment
- Scope 3: Indirect emissions from employee travel

*Although our GHG emissions increased by 3 per cent in 2013, we are still on track to achieve our 2020 goal, having reached 49 per cent of our goal with 46 per cent of the time gone by.*

<sup>1</sup> 2011, 2007 baseline, and 2020 target figures have been restated to reflect newly published emission factors and improved reporting of our fleet and buildings energy consumption data.

In 2013, the following initiatives allowed us to make headway on achieving our aggressive carbon target:

- We undertook electrical efficiency projects that resulted in energy savings of 6.83 million kilowatt hours and \$724,000, 2 per cent of our yearly consumption. These projects included efficient consolidation of services onto fewer devices, and the optimization of cooling processes in data infrastructure rooms.
- We continued the modernization of our vehicle fleet, replacing decade-old trucks with new more fuel efficient models. Also, for 36 per cent of our 2013 fleet renewals, we downsized the vehicle, replacing full-sized pick-up trucks with mini-vans.
- We reduced the leased space our offices occupy by 2.6 per cent from 2012.

Fleet fuel efficiency			
	2013	2012	2011
Number of vehicles	2,519	2,618	2,365
Fuel consumption (millions of litres)	11.9	11.5	10.5
Distance traveled (millions of kilometres)	57.1	56.7	55.1
Fuel efficiency (litres/100 kilometres)	20.9	20.3	19.0

We achieved slightly lower fuel efficiency in 2013 compared with 2012. One factor influencing this was the expansion of our FibreOP network into more suburban and rural areas in 2013. This meant many of our vehicles drove further than in previous years.

Since 2010, we have publicly disclosed our carbon emissions through CDP, an international not-for-profit that provides a global system to share environmental information. In 2012, we had our emissions assured by Ernst and Young, starting a biennial cycle of having our scope 1 and scope 2 emissions assured in accordance with the Greenhouse Gas Protocol methodology.

## MANAGING RESOURCES RESPONSIBLY

Our commitment to use resources responsibly means we invest in quality electronic devices that can be repaired and reused. Our reuse program for Internet and FibreOP equipment that is provided to our customers helps ensure that these assets, even at the end of their service life, stay out of landfills. In 2013, this program resulted in the return of more than 215,000 TV and Internet devices.

Repaired or refurbished customer equipment			
	2013	2012	2011
DSL modem	75,426	130,000	51,211
Set-top box	60,369	60,736	38,764
Personal video recorder	26,940	27,300	4,914
FibreOP modem	24,981	15,652	—
FibreOP ONT <sup>1</sup>	12,206	11,700	—
FibreOP UPS <sup>2</sup>	15,281	6,760	—

<sup>1</sup> ONT: Optical Network Terminal

<sup>2</sup> UPS: Uninterruptable Power Supply

In addition to equipment returned by our customers, we continued to recover and recycle materials from our internal operations. In particular, we focus on recovering materials with components that are hazardous or precious. End-of-life materials from our network operations, work centres, and offices, including copper cables, electronics, and batteries are recovered and sold for reuse or recycled following defined procedures. Quantities fluctuate year to year depending on replacement schedules, capital improvement projects, implementation of new products, and clean-up activities. In 2013 we recovered more than 787 tonnes of end-of-life materials as follows:

Materials recycled or sold for reuse (in tonnes)			
	2013	2012	2011
Electronics	70.9	79.1	50.1
Batteries	337.1	369.5	208.9
Scrap wire	379.5	159.9	71.8

**2014 goal**

*Continue to expand the recovery, reuse, and recycling of assets in a responsible manner.*



**NEWFOUNDLAND AND LABRADOR TAKE-BACK PROGRAM**

We have been voluntarily operating product take-back programs for many years. Starting with phones and expanding over time to include modems, set-top boxes (STB), personal video recorder (PVR), and FibreOP equipment, our programs are designed to maximize the life of working assets through our repair and refurbishment processes and to responsibly recycle any unusable devices and materials. When the government of Newfoundland and Labrador introduced regulations in 2012 requiring industry to manage their end-of-life electronic products, we submitted our stewardship plan for official approval. This approval for the management of PVRs and STBs was granted in May 2013 and our official program started the end of September. A new requirement in the approval was for us to also collect our competitors' end-of-life devices. In the first three month of operation we reached a combined recovery rate of just under 80 per cent. Of those products recovered, 92.9 per cent of PVRs and 94.6 per cent of STBs were able to be repaired or refurbished for reuse.

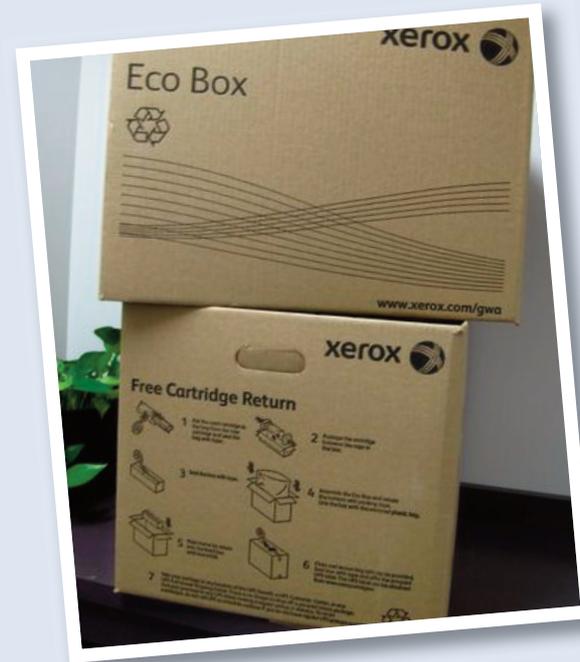
## MEETING AND EXCEEDING LEGISLATIVE STANDARDS

We are committed to meeting or exceeding environmental regulations and industry standards. Our efforts to minimize potential risks to the environment from our operations included the following in 2013:

- We updated our standard operating procedure (SOP) for environmental spill prevention and response. The updated SOP is a mandatory training requirement for all Regional Services field workers.
- We conducted a comprehensive review of petroleum storage tank regulations and worked with our operations team to verify and improve our registration, inspection, and maintenance practices.
- We updated our manhole pumping practices and communicated changes to all relevant staff.
- We employed an improved process to investigate the root causes of hydraulic oil spills, allowing us to address potential risks with better precision.

### 2014 goal

*Continue to implement initiatives and programs to reduce our GHG emissions to 50 per cent below 2007 levels by the end of 2020.*



## ECO BOX PROGRAM

In 2013, we implemented the Xerox Eco Box program for recovering and recycling print device cartridges and accessories. The program uses a large box that can hold up to 30 used supplies, including toner and laser cartridges from all brands, along with waste toner, fusers, drums, and other components. This comprehensive one-stop recovery program simplifies the collection process for our employees and ensures responsible end-of-life-management of all items collected.

We sustain a high standard of equipment maintenance and replacement to minimize the occurrence of environmental incidents. Fuel storage tanks, air conditioning units, generators, and other equipment, along with all fleet vehicles, undergo regular maintenance and inspections to keep them in good working condition, preventing breakdowns that could result in service interruptions or spills and releases to the environment.

When spills or releases do occur, our environmental incident management process requires that all incidents, regardless of size, impact, or location, be reported by staff and contractors to a 24/7 incident management centre. This allows us to effectively manage any cleanup if required, and to capture relevant incident details so that we can act to correct the root cause of problems.

In 2013, environmental incidents reported increased to 86 from 58. We attribute this year over year increase to three main factors:

- The activities of third parties resulted in an increase of six spills in 2013, from zero reported in 2012;
- The greater cooling load put on our air conditioning units from a warmer than average summer in Ontario and Quebec contributed to 38 cooling leaks in 2013 versus 23 in 2012 – an increase of 15; and
- Greater employee awareness around the need to report spills and releases of all types regardless of the size.

Overall, the size of the spills decreased, with a slight drop in total estimated spill volume to 193 litres from 200 litres. Releases of refrigerants from our air conditioning units in 2013 increased in total weight to 831 kg from 332 kg.

## Environmental incidents

	2013	2012	2011
Spills & releases – reportable	33	13	23
Spills & releases – not reportable	43	41	29
Other <sup>1</sup>	10	4	10
<b>Total environmental incidents</b>	<b>86</b>	<b>58</b>	<b>62</b>
Approximate spill volume (litres) <sup>2,3</sup>	193	200	149
Approximate release weight (kilograms) <sup>2,4</sup>	831	332	569

- <sup>1</sup> Other includes notices of infraction, public complaints and spills by third parties.  
<sup>2</sup> Spill and release amounts reflect best estimates based on investigation results.  
<sup>3</sup> Volume in litres includes petroleum hydrocarbons, battery acid, glycol, and other.  
<sup>4</sup> Includes refrigerants (chlorofluorocarbons and hydrochlorofluorocarbons)

### 2014 goal

*Sustain a high standard of equipment maintenance and replacement to minimize the occurrence of environmental incidents.*



# Economy

Staying competitive and always looking ahead are important components of good corporate citizenship. Our strong economic performance ensures we are sustainable and able to invest in and deliver new and innovative solutions to our customers and communities.

## GENERATING SOLID FINANCIAL RESULTS

Even in the face of intense competition, we've generated solid financial results year after year, all while investing in our future. We remain focused on our goal of returning our company to growth. The following are financial highlights from 2013:

- We had our strongest year-over-year operating revenue performance since 2008. Our increased operating revenue from growth services, including data, wireless, and other revenues nearly offset the declines in local and long distance revenues.
- We experienced higher operating expenses largely due to higher TV content and support costs associated with our growing FibreOP customer base, and higher marketing and sales costs related to our response to aggressive competitive activity. Savings from ongoing productivity initiatives and operating efficiencies offset a large portion of these increases.
- We delivered strong free cash flow, which allowed us to make an \$80 million advance payment of income taxes that would otherwise have been paid in early 2014.

### Financial information (millions of dollars, except per share amounts)

	2013	2012	% change <sup>1</sup>
Operating revenues	2,759	2,762	(0.1)
Adjusted EBITDA <sup>2</sup>	1,284	1,307	(1.7)
Capital expenditures	570	592	(3.8)
Free cash flow <sup>2,3</sup>	464	447	3.7
Adjusted earnings per share of Bell Aliant Inc.	1.63	1.68	(3.0)

<sup>1</sup> Percentage changes for results from operations, expressed in dollars, are based on numbers rounded to the nearest hundred thousand.

<sup>2</sup> Adjusted EBITDA, free cash flow and adjusted earnings per share of Bell Aliant Inc. are non-IFRS financial measures. For more details refer to the "Non-IFRS financial measures" section in the Bell Aliant Regional Communications Inc. management's discussion and analysis for the year ended December 31, 2013.

<sup>3</sup> Free cash flow includes an \$80 million advance payment of income tax in 2013 that was otherwise payable in early 2014, and a \$100 million lump sum contribution to defined benefit pension plans in 2012. Excluding these payments, free cash flow would have been \$544 million in 2013 compared to \$547 million in 2012.

## CREATING ECONOMIC VALUE

We have a history for being a strong economic presence in our communities. Through salaries, pensions, taxes, the purchase of goods and services, and dividends paid to our shareholders, we make a significant contribution to the economy of the communities we serve.

Economic activity (millions of dollars)		
	2013	2012
Salaries and benefits	505	515
Post employment benefit plan contributions	65	166 <sup>1</sup>
Common dividends declared by Bell Aliant Inc.	433	433
Net corporate income and operating taxes paid	160 <sup>2</sup>	72 <sup>3</sup>
Government assistance	23	39

<sup>1</sup> Includes a \$100 million lump sum contribution.

<sup>2</sup> Includes an \$80 million advance payment of income taxes.

<sup>3</sup> Restated to reflect additional corporate income taxes paid in 2012.

## INVESTING IN THE FUTURE

We continue to invest in the future for our customers and our communities. We expanded our network wherever economically feasible, to meet the increasing demand for our products and services. In 2013, we made a number of significant advancements:

- We extended our FTTH network to pass a further 150,000 homes and businesses, bringing our total premises passed to approximately 806,000 at the end of 2013.
- We added approximately 71,800 FibreOP Internet customers and 61,200 FibreOP TV customers in 2013.
- In 2013, we completed a three-year program to build an extensive fibre network to more than 20 First Nations communities in remote regions of Northwestern Ontario. Building this 2,040 kilometre fibre network required new technology and innovative methods of construction – and its completion opens up the potential to deliver new opportunities in e-learning, e-health and e-commerce.
- We also continued to add new DSL sites to our core network in Eastern Ontario, and we made strategic investments in our larger DSL network, increasing bandwidth and enhancing value-added services.
- We expanded our NGN by 13.7 per cent, passing 83 per cent of business customers in Atlantic Canada, Quebec, and Ontario.
- We launched wireless TV in Atlantic Canada. Now, for the first time ever, customers' TV signals can be delivered wirelessly all over the home.

- We successfully entered the home security market with the launch of Bell Aliant *Next Gen Home Security*, a security system customers can control from anywhere with their mobile devices.
- We introduced Unified Communications and FibreOP Static IP Service for Business.
- We boosted our FibreOP Internet speeds for both our residential and business customers.



#### **2014 goal**

*Continue to focus on our five strategic objectives to achieve financial and operational targets.*

## BELL ALIANT QUICK FACTS

- Third largest incumbent local exchange carrier in Canada
- Annual revenues of \$2.8 billion
- Services: Voice, TV, Internet, Data, Video, Wireless, home security, value-added business solutions
- Service area: Newfoundland and Labrador, Nova Scotia, Prince Edward Island, New Brunswick, Quebec, Ontario
- Serving 5.3 million Canadians
- 2.5 million customer connections
- More than 806,000 home and businesses passed with FTTH
- First company in Canada to cover an entire city with FTTH technology
- Second largest FTTH provider in North America

## REPORT PROFILE

### Format

To support our environmental efforts, our corporate responsibility report is available in PDF format only. It is designed for easy reading on a standard computer screen. A single-page highlights document is also available in PDF format.

### Scope

The activities discussed cover the period from January 1, 2013, to December 31, 2013. Unless otherwise stated, data is valid as of December 31, 2013.

This report contains only Bell Aliant data, unless specified otherwise, and generally covers our information, communications, and technology services including voice, data, Internet, video, and value-added business solutions.

Bell Canada also has a corporate responsibility report, which is available at [bce.ca/responsibility](http://bce.ca/responsibility).

### Content

This report focuses mainly on the corporate responsibility issues that are of greatest importance to our stakeholders and have a major influence on our business success. To encourage readership, we have made every effort to produce an engaging document.

### Data collection and validation

Subject matter experts (SMEs) within our company provided the information in our corporate responsibility report. SMEs were asked to supply and verify data, as well as to document their sources of information and how results were obtained. Our Environmental Affairs group coordinated the collection and validation of data.

As indicated in the text, we differentiate between exact figures and approximations or estimates in our reporting. All data provided is in international units.

### Contacts

Telephone: 1 888 925-4268

Email: [environment@bellaliant.ca](mailto:environment@bellaliant.ca)

### Additional information

Visit [bellaliant.ca](http://bellaliant.ca) for:

- Highlights of this report
- Financial performance
- General sustainability information
- Past reports

### Trade-marks:

*Community One is a trade-mark of Bell Aliant Regional Communications, Limited Partnership. cybersafe is a trade-mark of Bell Aliant Regional Communications, Limited Partnership. Cybertip.ca is a registered trade-mark of Canadian Centre for Child Protection Inc. Facebook is a registered trade-mark of Facebook, Inc. FibreOP is a registered trade-mark of Bell Aliant Regional Communications, Limited Partnership. Guinness World Records is a registered trade-mark of Guinness World Records Limited. NextGen Home Security is a trade-mark of Bell Aliant Regional Communications, Limited Partnership. United Way is a registered trade-mark of United Way of Canada. Walk for Kids Help Phone is a registered trade-mark of Kids Help Phone.*



OUR BUSINESS IS ABOUT THE PEOPLE WE SERVE,  
THE PLACES WE WORK, THE COMMUNITIES  
WE LIVE IN, AND THE LEGACY WE LEAVE.

**Bell**Aliant

To reduce our impact on the environment, the full version of our corporate responsibility report is available in PDF format only. If you have questions or comments, please e-mail us at [environment@bellaliant.ca](mailto:environment@bellaliant.ca).

*Cette publication est également disponible en français. © 2014 Bell Aliant. All Rights Reserved.*

