

## About our business

**BCE is Canada's largest communications company, providing the most comprehensive and innovative suite of communication services to residential and business customers in Canada.**

Operating under the Bell and Bell Aliant brands, the Company's services include Bell Home phone local and long distance services, Bell Mobility, Virgin Mobile and Solo Mobile wireless, high-speed Bell Internet, Bell TV direct-to-home satellite and VDSL television, IP-broadband services and information and communications technology (ICT) services. BCE shares are listed in Canada and the United States. For corporate information on BCE, please visit [www.bce.ca](http://www.bce.ca).

Our operations are organized into three segments: Bell Wireline, Bell Wireless, and Bell Aliant.

## Q2'09 financial and operational highlights

BCE financial highlights (\$ millions, except per share amounts)	Q2 09	Q2 08	y/y
Revenue	4,302	4,394	(2.1%)
EBITDA*	1,792	1,744	2.8%
Operating income	825	886	(6.9%)
Adjusted earnings per share <sup>(1)</sup>	0.58	0.53	9.4%
Free cash flow <sup>(2)</sup>	520	652	(20.2%)
Capital expenditures	800	710	(12.7%)
Capital intensity	18.6%	16.2%	(2.4 pts)

Bell <sup>(3)</sup> subscribers (in thousands)	Q2 09	Q2 08	y/y
Wireless <sup>(4)</sup>	6,572	6,332	3.8%
High-speed Internet	2,062	2,013	2.4%
Video	1,884	1,831	2.9%
Local telephone	7,200	7,608	(5.4%)

## Our strategy

Our goal is to be recognized by customers as Canada's leading communications company. Our primary business objective is to maximize subscribers, revenues, operating profit, free cash flow and return on invested capital by further enhancing our position as one of Canada's foremost providers of comprehensive and innovative communications services to residential and business customers.

Our strategy to deliver a better customer experience at every level is enabled by our five strategic imperatives:

1. Improve Customer Service
2. Accelerate Wireless
3. Leverage Wireline Momentum
4. Invest in Broadband Network and Services
5. Achieve a Competitive Cost Structure

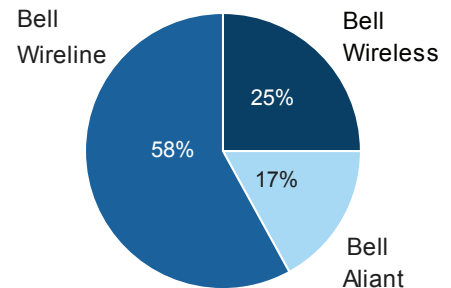
### Footnotes

- (1) EPS before restructuring & other items, net losses (gains) on investments.  
 (2) Free cash flow before dividends.  
 (3) Excluding Bell Aliant  
 (4) Wireless subscribers and net activations include 100% of Virgin Mobile's subscribers.

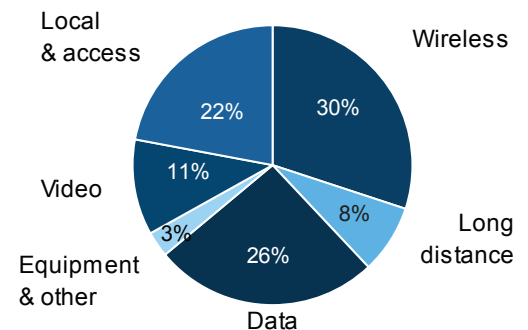
### \* Non-GAAP Financial Measures

EBITDA (earnings before interest, taxes, depreciation and amortization), free cash flow and adjusted EPS before net gains (losses) on investments, restructuring and other items and costs incurred to form Bell Aliant do not have any standardized meaning prescribed by Canadian generally accepted accounting principles (GAAP). Please refer to BCE Inc.'s 2009 Second Quarter Supplementary Financial Information for more details.

## Q2'09 BCE revenue profile



## Q2'09 Bell revenue profile



## Why invest in BCE?

- Unmatched asset base and broad suite of utility-like product offerings provides for consistent and recurring free cash flows
- Market leader in voice, data, high-speed Internet and direct-to-home satellite television, and second in wireless
- Clear dividend growth model with a target dividend payout ratio of 65% - 75% of Adjusted EPS<sup>(1)</sup>
- Dividend increased by 5% to \$1.62 per year (2nd increase in 2009)
- One of the top dividend yield stocks in Canada with a ~6.5% dividend yield
- Strong credit profile with a net debt to trailing 12 month EBITDA ratio of 1.85x
- One of the most widely held stocks in Canada, with listings on the TSX and NYSE

## Share information (as at Aug. 5, 2009)

- Dividend: \$1.62 per year or \$0.405 per quarter
- Dividend yield: 6.6%
- 767.2M common shares outstanding
- Market capitalization: \$18.9B

## Our business segments

Bell Wireline (\$ millions)	Q2 09	Q2 08	y/y
Revenue	2,575	2,627	(2.0%)
EBITDA*	982	966	1.7%
Operating income	290	370	(21.6%)
Capital expenditures	455	479	5.0%

- Largest local exchange carrier in Canada
- Largest Internet service provider in Canada with over 2.0 million customers
- Largest digital television provider in Canada with over 1.8 million subscribers

Bell Wireless (\$ millions)	Q2 09	Q2 08	y/y
Revenue	1,104	1,120	(1.4%)
EBITDA*	468	442	5.9%
Operating income	338	316	7.0%
Capital expenditures	224	104	(115.4%)

- Second largest wireless operator in Canada with over 6.5 million subscribers
- Full range of wireless services through portfolio of targeted brands including Bell Mobility, Solo Mobile, and Virgin Mobile Canada

Bell Aliant (\$ millions)	Q2 09	Q2 08	y/y
Revenue	790	835	(5.4%)
EBITDA*	342	336	1.8%
Operating income	197	200	(1.5%)
Capital expenditures	121	127	4.7%

- One of the largest regional telecommunication service providers in North America
- Third largest incumbent local exchange carrier in Canada
- Strong, predictable cash flows

### Caution about forward-looking statements

Certain statements made in this Fact Sheet, including, but not limited to, the statements appearing under "Financial Outlook", are forward-looking statements and are subject to important risks, uncertainties and assumptions. The results or events predicted in these forward-looking statements may differ materially from actual results or events. For a description of assumptions underlying forward-looking statements made in this Fact Sheet and risks that could cause actual results or events to differ materially from current expectations, please refer to BCE Inc.'s 2009 Safe-Harbour Notice Concerning Forward-Looking Statements, dated August 6, 2009, which is available at [www.bce.ca](http://www.bce.ca)

### \* Non-GAAP Financial Measures

EBITDA (earnings before interest, taxes, depreciation and amortization), free cash flow and adjusted EPS before net gains (losses) on investments, restructuring and other items and costs incurred to form Bell Aliant do not have any standardized meaning prescribed by Canadian generally accepted accounting principles (GAAP). Please refer to BCE Inc.'s 2009 Second Quarter Supplementary Financial Information for more details.

## The year ahead

### Financial outlook

	February 11	August 6
<b>Bell<sup>(1)</sup></b>	<b>2009 Guidance</b>	<b>2009 Guidance</b>
Revenue	Stable	1% - 2%
EBITDA (incl pension expense)*	Stable	1% - 2%
Capital intensity	15% - 16%	No change
<b>BCE</b>		
Adjusted earnings per share* <sup>(1)</sup> growth	> 5%	7% - 11% (\$2.40 - \$2.50)
Free cash flow before common dividends* (\$ millions)	1,750 - 1,900	No change
Annualized common dividend	\$1.54	\$1.62
Dividend payout ratio	65% - 75%	No change

<sup>(1)</sup> Excluding Bell Aliant

### Earnings release calendar

Q1 2009	May 7, 2009
Q2 2009	August 6, 2009
Q3 2009	November 12, 2009

### Dividend schedule

Record	Payment
March 16, 2009	April 15, 2009
June 15, 2009	July 15, 2009
September 15, 2009	October 15, 2009
December 15, 2009	January 15, 2010

## Analyst Coverage

BMO Capital Markets	Peter Rhamey
Canaccord Capital	David Lambert
CIBC World Markets	Robert Bek
Davenport & Co.	F. Drake Johnstone
Desjardins Securities	Joseph Mackay
Genuity Capital Markets	Dvai Ghose
Goldman Sachs	Scott Malat
GMP Securities	Peter MacDonald
Haywood Securities	Rob Goff
MacDougall MacDougall & MacTier	Troy Crandall
Macquarie Research	Glenn Jamieson
Merrill Lynch	Glen Campbell
Morgan Stanley	Simon Flannery
National Bank Financial	Greg MacDonald
RBC Capital Markets	Jonathan Allen
Scotia Capital	Jeffrey Fan
TD Newcrest	Vince Valentini
Thomas Weisel Partners	James D. Breen
UBS	Phillip Huang



## Where can you get more information?

### Investor Relations

1 Carrefour Alexander-Graham-Bell Building A, 6th Floor  
Verdun, Québec H3E 3B3  
Tel: 1 800 339-6353  
Fax: (514) 786-3970  
E-mail: [investor.relations@bce.ca](mailto:investor.relations@bce.ca)  
Internet: [www.bce.ca](http://www.bce.ca)

### Transfer Agent

Computershare Trust Company of Canada  
100 University Avenue, 9th Floor  
Toronto, Ontario M5J 2Y1  
Tel: 1 800 561-0934 or (514) 982-7555  
Fax: 1 888 453-0330 or (416) 263-9394  
E-mail: [bce@computershare.com](mailto:bce@computershare.com)