

## 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, Bell Mobility, Virgin Mobile and Solo Mobile wireless, high-speed Bell Internet, Bell TV digital television, IP-broadband 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). For Bell product and service information, please visit [www.bell.ca](http://www.bell.ca).

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

## Financial and operational highlights

BCE financial highlights (\$ millions, except per share amounts)	Q2 10	Q2 09	y/y
Revenue	4,438	4,297	3.3%
EBITDA*	1,828	1,791	2.1%
Operating income	1,005	824	22.0%
Adjusted earnings per share <sup>(1)</sup>	0.77	0.58	32.8%
Free cash flow <sup>(2)</sup>	566	520	8.8%
Capital expenditures	663	800	17.1%
Capital intensity	14.9%	18.6%	3.7 pts

Bell <sup>(3)</sup> subscribers	Q2 10	Q2 09	y/y
Wireless <sup>(4)</sup>	6,987,386	6,572,532	6.3%
High-speed Internet	2,063,559	2,062,812	0.0%
Video	1,978,541	1,883,532	5.0%
Local telephone	6,632,046	7,071,612	(6.2%)

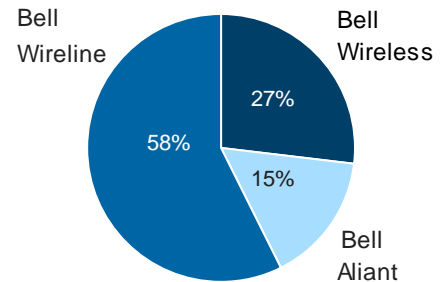
## Our strategy

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.

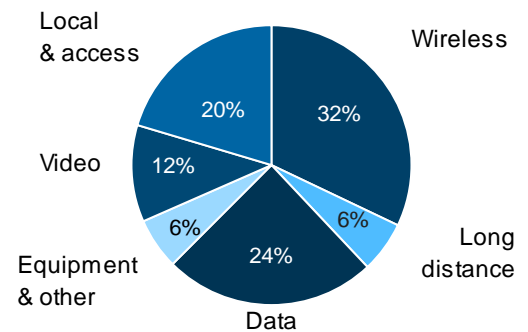
Our strategy to deliver a better customer experience at every level is enabled by our five strategic imperatives:

1. Improve customer service
2. Accelerate wireless
3. Leverage wireline momentum
4. Invest in broadband network and services
5. Achieve a competitive cost structure

## Q2'10 BCE revenue profile



## Q2'10 Bell revenue profile



## Why invest in BCE?

- Unmatched asset base and broad suite of utility-like product offerings
- 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>
- 25% increase in common share dividend since the fourth quarter of 2008
- One of the top dividend yield stocks in Canada with an attractive dividend yield
- Strong credit profile with a net debt to trailing 12 month EBITDA ratio of 1.81x
- One of the most widely held stocks in Canada, with listings on the TSX and NYSE

## Share information (as at August 4, 2010)

- Dividend: \$1.83 per year or \$0.4575 per quarter
- Dividend yield: 5.8%
- 759.1M common shares outstanding
- Market capitalization: \$24.0B

### Footnotes

- (1) EPS before restructuring and other and net losses (gains) on investments.
- (2) Free cash flow before common share 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 of intangible assets), free cash flow and adjusted earnings per share do not have any standardized meaning prescribed by Canadian generally accepted accounting principles (GAAP). Please refer to BCE Inc.'s Q2 2010 MD&A dated August 4, 2010 for more details.

## Our business segments

Bell Wireline (\$ millions)	Q2 10	Q2 09	y/y
Revenue	2,632	2,575	2.2%
EBITDA*	1,041	982	6.0%
Operating income	501	290	72.8%
Capital expenditures	455	455	0.0%

- Largest local exchange carrier in Canada
- Largest Internet service provider in Canada with 2.1 million customers
- Largest digital television provider in Canada with 2.0 million subscribers

Bell Wireless (\$ millions)	Q2 10	Q2 09	y/y
Revenue	1,210	1,104	9.6%
EBITDA*	457	468	(2.4%)
Operating income	319	338	(5.6%)
Capital expenditures	83	224	62.9%

- Second largest wireless operator in Canada with 7.0 million subscribers
- Full range of wireless services through portfolio of targeted brands including Bell Mobility, Virgin Mobile Canada, and Solo Mobile

Bell Aliant (\$ millions)	Q2 10	Q2 09	y/y
Revenue	753	785	(4.1%)
EBITDA*	330	341	(3.2%)
Operating income	185	196	(5.6%)
Capital expenditures	125	121	(3.3%)

- One of the largest regional telecommunication service providers in North America
- Third largest incumbent local exchange carrier in Canada

### 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 annual MD&A, as updated in BCE Inc.'s Q1 2010 MD&A dated May 5, 2010 and Q2 2010 MD&A dated August 4, 2010, and BCE Inc.'s earnings news release dated August 5, 2010, which is available at [www.bce.ca](http://www.bce.ca)

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## The year ahead

### Financial outlook

	Feb 4	August 5
<b>Bell<sup>(1)</sup></b>	<b>2010 Guidance</b>	<b>2010 Guidance</b>
Revenue growth	1% - 2%	2% - 3%
EBITDA growth*	2% - 4%	No change
Capital intensity	≤ 16%	No change
<b>BCE</b>		
Adjusted earnings per share* <sup>(1)</sup>	\$2.65 - \$2.75	\$2.75 - \$2.80
Free cash flow before common dividends* (\$ millions)	~\$2,000 - \$2,200	High end of range

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

### Earnings release calendar

Q1 2010	May 6, 2010
Q2 2010	August 5, 2010
Q3 2010	November 4, 2010
Q4 2010	February 10, 2011

### Dividend schedule

Record	Payment
March 15, 2010	April 15, 2010
June 15, 2010	July 15, 2010
September 15, 2010	October 15, 2010
December 15, 2010	January 15, 2011

## Analyst Coverage

BoA Merrill Lynch	Glen Campbell
BMO Capital Markets	Peter Rhamey
Canaccord Genuity	Dvai Ghose
CIBC World Markets	Robert Bek
Credit Suisse	Colin Moore
Davenport & Co.	F. Drake Johnstone
Desjardins Securities	Maher Yaghi
Goldman Sachs	Jason Armstrong
GMP Securities	Peter MacDonald
MacDougall MacDougall & MacTier	Troy Crandall
Macquarie Research	Glenn Jamieson
Morgan Stanley	Simon Flannery
National Bank Financial	Greg MacDonald
Northland Capital	Rob Goff
RBC Capital Markets	Jonathan Allen
Raymond James	Ric Prentiss
Scotia Capital	Jeffrey Fan
TD Newcrest	Vince Valentini
UBS	Phillip Huang

## Where can you get more information?

### Investor Relations

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