



Today
put a little
into somebody's
day

BCE Inc. 2015 Corporate Responsibility Report Highlights

Integrating Corporate Responsibility at Bell

Building on our proud legacy of service to Canadians since 1880, Bell is one of the nation's largest employers, the builder of its modern broadband infrastructure and a responsible contributor to our communities across every province and territory.

In our latest Corporate Responsibility Report, we explain the technology, service, governance, environmental, people and community investment initiatives that have made our company a responsibility leader in Canada and indeed the world.

Bell delivers value for all our stakeholders – customers, shareholders, team members and society – with a strategy of transformational investment in world-class networks and service innovation, executed with a focus on efficiency, long-term sustainability, and the highest standards of corporate governance and ethical business conduct.

Since 2006, Bell has been a signatory of the United Nations Global Compact, a set of universal principles that address issues involving human rights, labour, the environment and anti-corruption. Through its membership in such forward-thinking groups, which are composed of leaders of the global business community, Bell participates in the development and sharing of innovative thinking that produces practical action and tangible results. Here are some of the groups in which we are involved:



Our approach to corporate responsibility begins with an unwavering commitment to governance discipline. Our solid governance structure and rigorous practice enable us to actively balance economic growth, social responsibility and environmental performance to ensure our ongoing success as a company and our continued ability to contribute to the Canadian economy. Please email us at responsibility@bell.ca and tell us what you think of this report and corporate responsibility at Bell. If you would like more details about our corporate responsibility and environmental activities, please visit our website at bce.ca/responsibility.

BCE at a glance

82% of employees are proud to work for Bell	Broadband fibre and wireless networks – including Gigabit Fibe and 4G LTE wireless – earn #1 ranking in Canada	Bell became #1 TV provider in Canada with 2.7 million subscribers	Bell Let's Talk commitment at \$79.9 million; extended 5 years with new objective of at least \$100 million
82%	No. 1	2.7M	\$79.9M
By cutting electricity use, fuel consumption and travel, Bell has avoided release of 54 kilotonnes of CO ₂ equivalent since 2008	87% increase in dividend per common share since the 4th quarter of 2008	Invested \$3.6 billion to deploy broadband networks, creating 4,500 jobs within Bell and our suppliers	Bell named one of Canada's Top Employers and, and for the 4th year in a row, one of Montréal's Top employers by Mediacorp Canada
54 kt	87%	\$3.6B	
450,000 people have received help through programs funded by Bell Let's Talk	Supported Canadian content with \$1 billion in investments		
450,000	\$1B		

AMBASSADORS OF BELL LET'S TALK DAY



From left to right: Michael Landsberg, Mary Walsh, Marie-Soleil Dion, Michel Mpambara, Clara Hughes, Étienne Boulay, Serena Ryder, Howie Mandel and Stefie Shock.

Team members

Bell's goal is to be recognized by customers as Canada's leading communications company.

Top 100: Bell is recognized as a Top 100 Employer in Canada.

To achieve it, we rely on the efforts, engagement and expertise of our employees. We focus on attracting, developing and retaining the best talent, as well as creating a positive employee experience that drives effectiveness and high performance in our evolving business environment. Through workplace wellness initiatives—including innovative mental health programs—and by celebrating diversity in the workplace, we reinforce our commitment to create an inclusive atmosphere for all team members.

- Named one of Canada's Top 100 employers in 2015 and, for the 4th straight year, one of Montréal's Top Employers
- In 2015, increased training spending per employee by 8%
- 86% of employees agree Bell supports a diverse workforce
- Significantly increased our participation in university campus recruiting initiatives, being recognized for having the best campus recruiting program in the country by Talent Egg
- Named a top employer by the Military Employment Transition program for efforts to integrate veterans and reservists into our workforce.

BCE named a top employer by the Military Employment Transition program



Customers

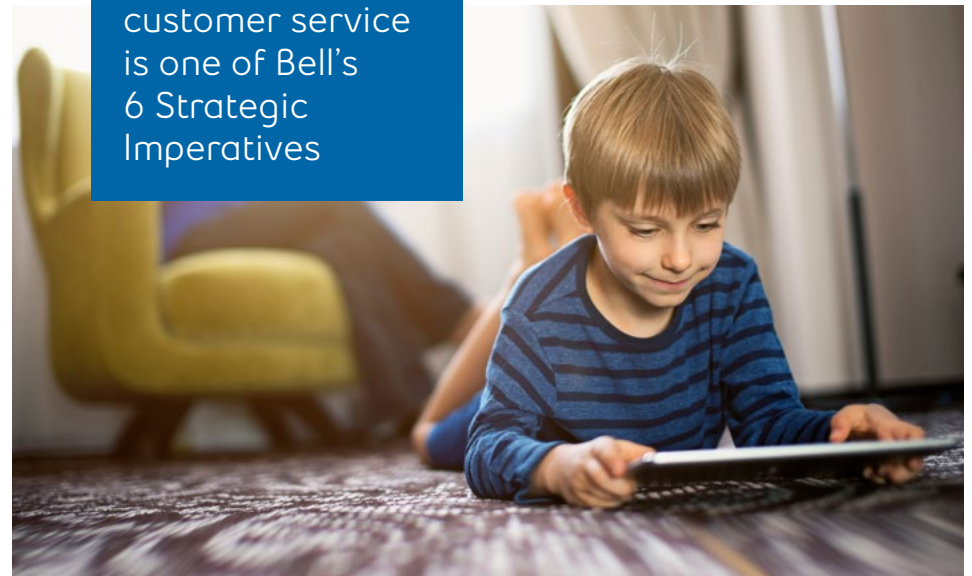
Serving Canadians is an important part of our history and integral to our identity as a company. It is also a critical priority for our ongoing marketplace success today and our growth into tomorrow. Accordingly, improving customer service is one of Bell's 6 Strategic Imperatives.

92% of customers highly satisfied with Bell technicians.

We invest in our advanced networks, team member training and the latest broadband technology to deliver a better customer experience at every level, rivalling the best telecommunications companies around the globe.

- Offered 2-hour appointment windows to 600,000 new Fibe TV customers in 2015
- Improved online self-serve options made it easier for customers to complete 160 million transactions on their own, saving them time and increasing the company's cost-effectiveness by reducing calls to our call centres
- With the acquisition of a 50% interest in Glentel Inc., we added to our position as the country's largest wireless retailer, with more than 2,500 outlets across the country
- Launched CraveTV, Canada's best video-streaming service to any consumer with an Internet connection, became the exclusive operator of HBO Canada, expanded The Movie Network nationally, and brought the SHOWTIME catalogue and iHeartRadio to Canada
- Nielsen Consumer Insights found that Bell Fibe TV and FibreOP TV are the 2 TV services most recommended by customers
- Virgin Mobile Canada was awarded Highest Ranked Purchase Experience among Wireless Providers by J.D. Power.

Improving customer service is one of Bell's 6 Strategic Imperatives



Community

Bell invests in the broader Canadian communities we serve through the national Bell Let's Talk mental health initiative as well as through a wide range of community projects and the volunteer engagement of our team members. These initiatives not only strengthen the communities involved, they also increase employee engagement because they reflect the deeply held values of team members.

Bell extended its commitment to mental health by another 5 years and to at least \$100 million.

Bell contributed \$19.4 million in community investments in 2015. In addition to the support provided through Bell Let's Talk, Bell supports a wide range of community initiatives, including programs for children & youth and arts & culture.

Bell Let's Talk is helping Canada move mental health forward based on 4 action pillars: anti-stigma, care and access, new research and workplace leadership. Through the program, we are making a tangible difference for Canadians in a variety of ways, including:

Anti-Stigma

- 81% of Canadians say they are more aware of mental health issues than 5 years ago, 70% believe attitudes have improved and 57% believe stigma has been reduced
- The change is more striking among young people aged 18-24: 87% are more aware of mental health issues than 5 years ago, 79% think attitudes are better and 65% believe stigma has been reduced.

Access to care

- Bell Let's Talk has funded more than 600 partner organizations
- 450,000 people have received mental health support through a Bell Let's Talk-funded program, 240,000 of them children and youth
- 730,000 people have been helped through crisis lines
- 6,000 volunteers have received mental health training
- 1,000 Canadian military families have received mental health support.

Research

- Bell Let's Talk funded the world's first and only mental health and anti-stigma research chair at Queen's University. We also contributed \$2 million to Canada's only brain bank, expanding at the Douglas-Bell Canada Brain Bank, and we invested in Canada's next generation top talent through a \$1 million research training fund in partnership with Brain Canada.

Workplace health

- As a leading employer, Bell has set an example as a funder and an early adopter of the voluntary National Standard for Psychological Health and Safety in the Workplace. We have also developed best practices for workplace health, including an enhanced return-to-work program, easy access to information, resources for team members and the creation of a culture of support
- More than 8,000 leaders at Bell have received mental health training
- Thanks to these and other initiatives, we have experienced a 19% reduction in short-term disability claims for mental health-related issues since 2010.

Environment

We make every effort to be environmentally responsible when deploying and maintaining networks, building our offices, and consuming energy and other resources. For more than 20 years, Bell has implemented and maintained numerous programs to reduce the environmental impact of our operations. Bell has achieved ISO 14001 certification for our environmental management system, the first Canadian telecommunications company to be so certified. We also receive many commendations every year for our environmental performance.

Bell was first Canadian telecom to be ISO 14001-certified.

- At least 52% of electricity we consumed in 2015 was from renewable sources
- In 2015, we saved 29.47 GWh or 3,500 tonnes of CO₂ equivalent of electricity in our buildings, data centres and networks even as our company grew
- We generated 450,000 kWh of renewable energy from solar and wind power sources, saving 110,000 litres of diesel fuel consumption
- By cutting electricity use, fuel consumption and travel, Bell avoided release of 54 kilotonnes of CO₂ equivalent since 2008
- Bell collected almost 925,000 modems and more than 1 million TV receivers in 2015.



Bell collected more than 1 million TV receivers in 2015

Economy and society

For 136 years, Bell has been connecting Canadians with each other and with the information they need to enrich their lives and pursue their aspirations. We are – and we are committed to remaining – one of the country's leading contributors to the strength of the economy as a whole, propelling growth through billions of dollars of direct investment in new technologies, and making new ideas, new networks, and new and better communications services and capabilities a reality for growing numbers of Canadians.

BCE is one of the most widely held stocks in Canada.

- Bell made capital investments of over \$3.6 billion in 2015. That is more than any other Canadian communications company
- We invested \$546 million in research and development in 2015, more than any other communications company. Our roll-out of new fibre networks in Toronto, Québec City and Halifax is expected to directly create more than 4,500 jobs within Bell and our suppliers. Toronto's deployment alone could spin out an additional 19,000 jobs
- We continue to upgrade our services in Canada's North. For example, about 90% of the northern population now has access to Bell's 4G wireless service
- Through Bell Media and Bell TV operations, we also invested about \$1 billion in Canadian content in 2015
- In addition, we purchased \$8 billion of goods and services in 2015 and our payroll injected another \$4.2 billion into the economy in wages and benefits
- Our financial and operational success also creates wealth for our thousands of shareholders who have enjoyed 12 dividend increases since the fourth quarter of 2008 – which is overall growth of 87% – plus growth in total shareholder return of 208% in that period.



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