



**Bell**

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**Scotia Capital**  
Telecom & Tech Conference

November 16, 2010

**George Cope**  
President & Chief Executive Officer

# Safe harbour notice

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Certain statements made in this presentation including, but not limited to, statements relating to our 2010 financial guidance (including revenue, EBITDA, adjusted earnings per share, free cash flow and capital intensity), our dividend policy, the proposed acquisition of CTVglobemedia, BCE's intention to complete its 2010 NCIB program by the end of 2010, the expected level of cash on hand at the end of 2010, our IPTV, FTTN and FTTB deployment plans, and our strategic objectives and priorities, including our capital markets strategy for 2010, and other statements that are not historical facts, are forward-looking statements. Several assumptions were made by BCE in preparing these forward-looking statements and there are risks that actual results will differ materially from those contemplated by our forward-looking statements. As a result, we cannot guarantee that any forward-looking statement will materialize and you are cautioned not to place undue reliance on these forward-looking statements. For additional information on such assumptions and risks, please consult BCE's 2009 Annual MD&A dated March 11, 2010, as updated in BCE's 2010 First Quarter MD&A dated May 5, 2010, BCE's 2010 Second Quarter MD&A dated August 4, 2010, BCE's 2010 Third Quarter MD&A dated November 3, 2010 and BCE's press releases dated November 4, 2010 and September 10, 2010 announcing its financial results for the third quarter of 2010 and the proposed acquisition by BCE of the remaining 85% stake in CTVglobemedia that it does not already own, respectively, all filed with the Canadian securities commissions and with the SEC and which are also available on BCE's website.

Forward-looking statements made in this presentation represent BCE's expectations as of November 16, 2010, and, accordingly, are subject to change after such date. Except as may be required by Canadian securities laws, we do not undertake any obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.



# Keeping a sharp focus on key drivers of value

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## Our Goal

To be recognized by customers as Canada's leading communications company

## 5 Strategic Imperatives

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

# Acquisitions accelerate 5 Strategic Imperatives



700+ stores across Canada



Leading value + youth brand



Strengthens IT and eHealth services



Québec's largest data hosting centre



Preferred access to Canadiens content



Canada's #1 media company



CTV acquisition expected to close in Q2'11



# Industry structure today

**Bell**

QUEBECOR

**ROGERS™**

**SHAW)**

**TELUS®**

Video content is part of an integrated business



Video content is now viewed on **3+** screens



Launched IPTV and DTH



Launched on Sept.9



Launching

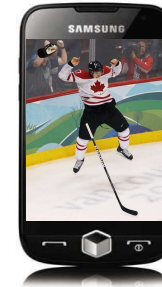


Acquisition substantially strengthens our competitive position and manages rising content costs

# Delivering on all ~~3~~<sup>4</sup>... screens

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## Bell TV Anytime, Anywhere



More than 15 million Bell screens by 2015

1. Accelerate wireless

## Bell Wireless has accelerated

- ✓ Fastest, largest, global
- ✓ Best choice in devices
- ✓ The most distribution points
- ✓ #1 telecom brand
- ✓ Rapid growth in data usage



**HSPA+**  
MOBILE BROADBAND TODAY



**Bell**

**THE SOURCE**



**Bell** today  
just got  
better

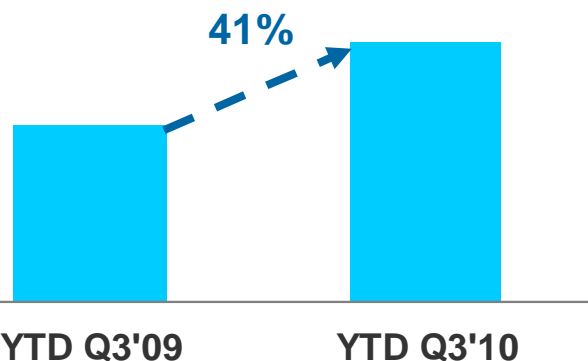


**Bell**

# Continued strong wireless operating momentum

## Wireless data revenue growth

y/y increase



Metrics*	YTD Q3'10	Y/Y
Postpaid gross additions	933k	23.4%
<b>Total gross additions</b>	<b>1,447k</b>	<b>13.9%</b>
Postpaid net additions	343k	<b>55.5%</b>
<b>Total net additions</b>	<b>292k</b>	<b>39.2%</b>
Postpaid ARPU	\$63.50	0.9%
<b>Blended ARPU</b>	<b>\$51.93</b>	<b>2.2%</b>
Postpaid churn rate	1.3%	--
<b>Blended churn rate</b>	<b>1.9%</b>	<b>(0.1 pts)</b>
<b>COA</b>	<b>\$377</b>	<b>(10.9%)</b>

\* Metrics reflect Virgin's results at 100%

- Record postpaid net adds in Q3'10
- Three consecutive quarters of ARPU growth
- Wireless data growth of 41% YTD
- COA consistent with higher y/y postpaid and smartphone mix

**Accelerated postpaid subscriber acquisition with improving ARPU**

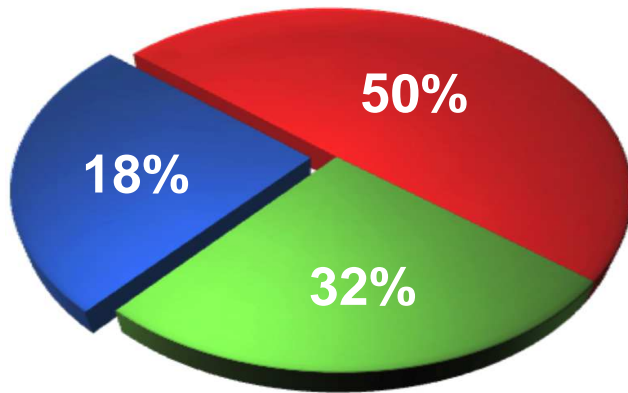




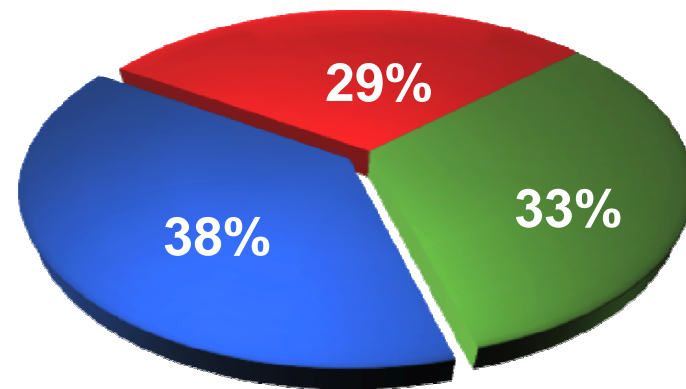
# Significant market share gain

## Postpaid net adds market share (incumbents)

2007



YTD Q3 2010



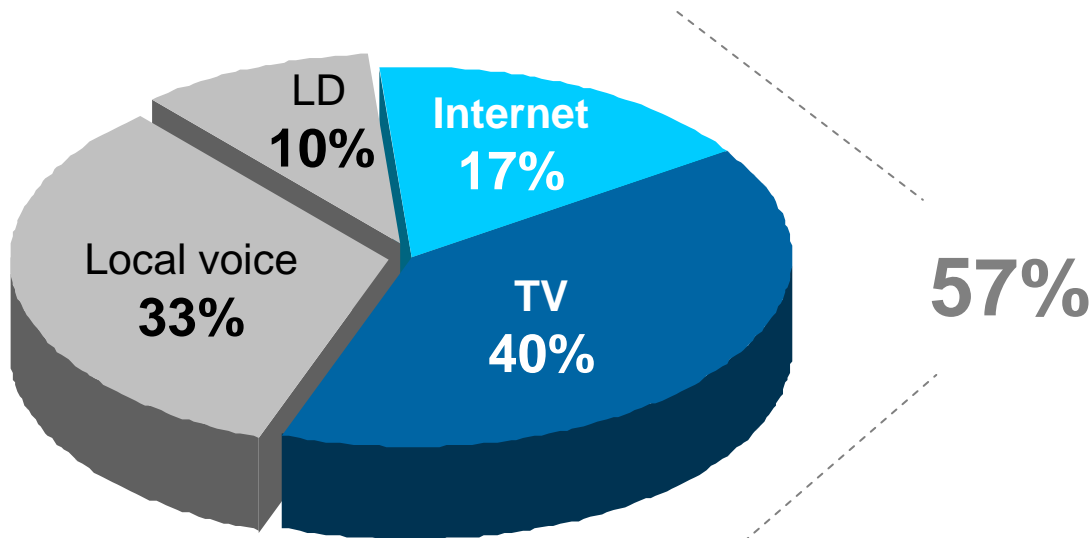
■ Bell ■ TELUS ■ ROGERS

Bell's best Q3 performance in 25 years



# Our consumer business has evolved...

## Consumer Wireline revenue mix (YTD Q3'10)



Canada's largest Internet provider



Bell TV HD leadership



3D is ON

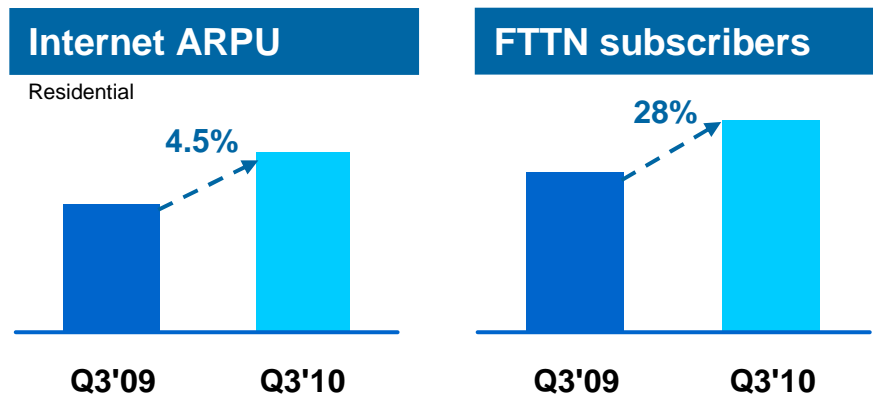
TV and Internet are driving growth



2. Leverage wireline momentum / 3. Invest in broadband networks and services

## Bell is Canada's largest Internet provider

- FTTN driving broadband growth
- Higher Residential Internet ARPU driven by usage



### Broadband network strategy

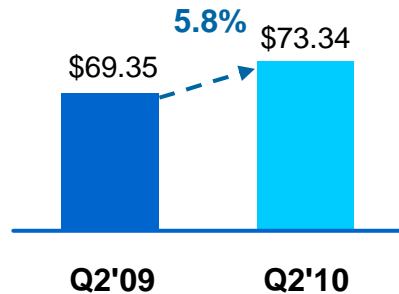
- Fibre to the neighbourhood (FTTN)
- Fibre to the building (FTTB)
- Fibre to the home (FTTH)
- WiFi hotspots

Leading broadband technology enhancing our competitive position

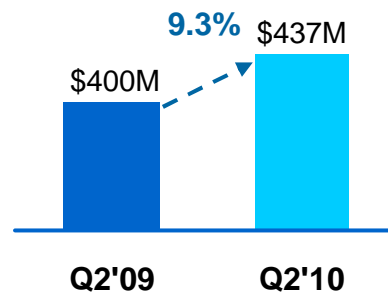


## Bell TV continues to deliver strong performance

### Retail ARPU



### Video revenues



- Strong financial performance
- Maintaining industry leadership
  - HD leader with more than 100 channels
  - Best selection of set-top boxes
  - Innovative Remote PVR
  - Launch of Video On Demand
- Bell Fibe TV launched on Sept. 13
  - Currently available in select Toronto and Montréal neighbourhoods
  - Favourable customer reaction
  - 500k homes IPTV-enabled in 2010

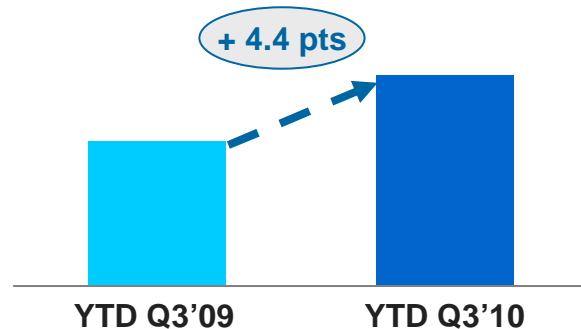


Industry-leading TV revenue growth



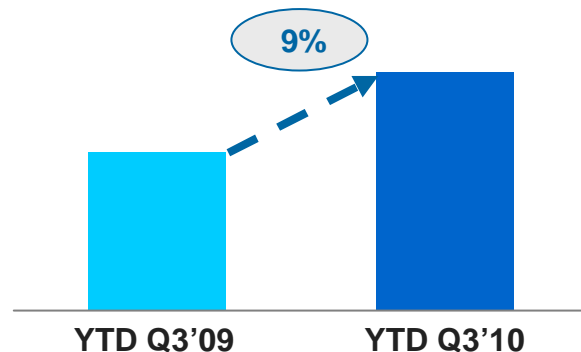
## Business Markets

### Business Markets EBITDA margin



### Business Markets cash flow

EBITDA - CAPEX

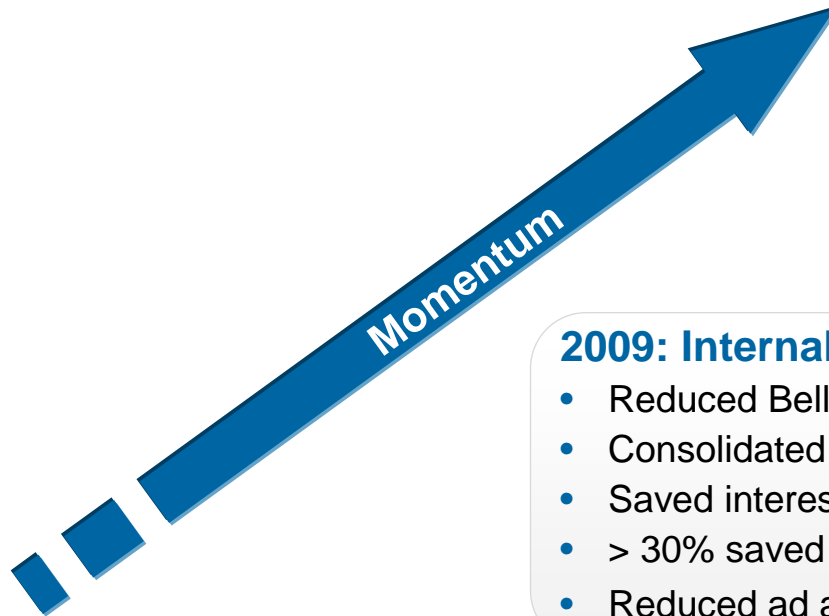


- Continuing focus on growing EBITDA margins and cash flow
- IP growth and cost savings helping to mitigate decline in connectivity
- Fewer business NAS losses y/y
- Successfully retaining large business customer contracts
- Enhanced ICT leadership with acquisitions of Hypertec and xwave

Managing through slow pace of economic recovery



## Maintaining strong focus on cost control in 2010



### 2010: External Focus

- Vendor and contract renegotiations
- HST & capital tax savings
- Working capital management

### 2009: Internal Focus

- Reduced Bell workforce by 12%
- Consolidated Bell locations
- Saved interest by refinancing debt
- > 30% saved on travel expenses
- Reduced ad agencies by more than 80%

### 2008: Restructuring

- Streamlined organizational structure
- 11 to 8 layers of management
- Closed unprofitable businesses
- New capital governance process

**Industry-leading wireline EBITDA growth enabled through rigorous focus on cost reduction**



5. Improve customer service

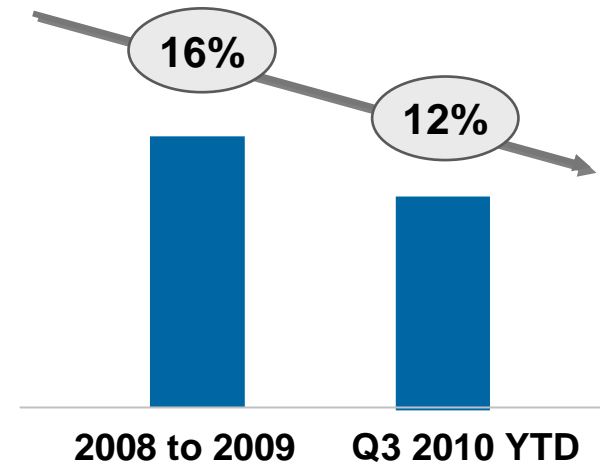
# Highest customer satisfaction in 5 years

- 95% completion rate on Same Day Next Day
- Single point of contact for household billing inquiries
- Customized support in stores



**8M fewer customer calls since 2008**

Agent calls handled – Bell Residential Services call centres



**Bell's in-home service is now second to none**



## Financial performance on track

	YTD Q3'10	Y/Y	February 4 Guidance	August 5 Guidance	FY2010 Expectation
Revenues	\$11,408M	3.4%	1%-2%	2%-3%	On track
EBITDA	\$4,446M	2.8%	2%-4%	No change	On track
Capital expenditures	\$1,603M	8.4%			
Capital Intensity	14.1%	1.8 pts	≤16%	No change	On track
Adjusted EPS <sup>1</sup>	\$2.24	12.6%	\$2.65-\$2.75	\$2.75-\$2.80	On track
Free Cash Flow <sup>2</sup>	\$1,923M	\$482M	~\$2B-\$2.2B	No change	On track

\* Revenue, EBITDA & capital intensity guidance for Bell excluding Bell Aliant

<sup>1</sup> EPS before restructuring and other and net gains (losses) on investments

<sup>2</sup> Before common share dividends and including Bell Aliant's cash distributions

**All 2010 financial guidance targets confirmed**





# Increasing total shareholder returns

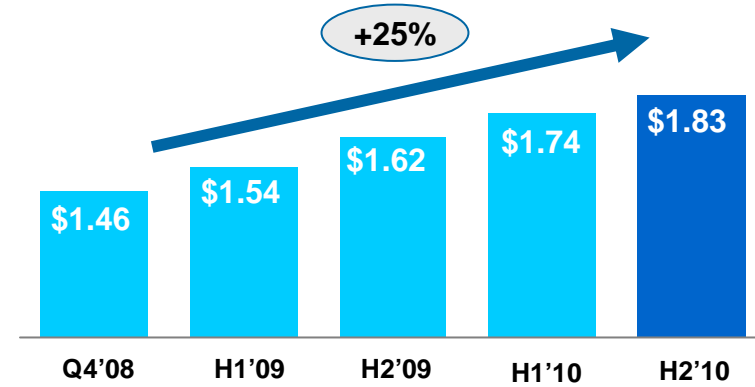
## Common share dividend

- 25% increase since Q4'08
- Two 5% dividend increases in 2010

## Share buybacks

- 2010 NCIB program for up to \$500M to be completed by year-end
- 53.7M shares repurchased and cancelled since December 2008 for ~\$1.4B

### Delivering on dividend growth model (Annualized common dividend per share)



	Shares purchased	Cost	Status	Avg. \$ per share
2009	40M	\$986M	Completed	\$24.65
2010*	13.7M	\$411M	82% completed	\$30.06

\* As of November 11, 2010

**Establishing strong track record  
as a dividend growth company**



**Bell** today  
just got  
better