



**BCE**

NOTICE OF 2016 ANNUAL  
GENERAL SHAREHOLDER MEETING  
AND NOTICE OF AVAILABILITY  
OF PROXY MATERIALS

# You are receiving this notice as a BCE Inc. shareholder

## Notice-and-Access

This year, as permitted by Canadian securities regulators, BCE Inc. (BCE) is using “notice-and-access” to deliver the management proxy circular (circular) for its annual general shareholder meeting (meeting) to both registered and non-registered shareholders. This means that the circular is being posted online for you to access, rather than being mailed out. This notice includes information on how to access the circular online and how to request a paper copy. Notice-and-access gives shareholders more choice, substantially reduces our printing and mailing costs, and is environmentally friendly as it reduces paper and energy consumption.

You will find enclosed with this notice a form of proxy or a voting instruction form that you can use to vote your shares of BCE (see “Voting” below).

**It is very important that you read the circular carefully before voting your shares.**

## NOTICE OF MEETING

### WHEN

Thursday, April 28, 2016, 9:30 a.m. (Eastern time)

### WHERE

Palais des congrès  
1001, Place Jean-Paul-Riopelle  
Montréal, Québec

### WEBCAST

A live webcast of the meeting will be available on our website at [BCE.ca](http://BCE.ca)

## Where You Can Access the Circular

On the CST Trust Company (CST) website:  
[www.meetingdocuments.com/cst/bce](http://www.meetingdocuments.com/cst/bce)

On our website:  
[BCE.ca](http://BCE.ca)

On SEDAR:  
[sedar.com](http://sedar.com)

On EDGAR:  
[sec.gov](http://sec.gov)

## What the Meeting is About

*For more details, please see:*

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|----------|--|---|
| <b>1</b> | receiving the financial statements for the year ended December 31, 2015, including the auditors' reports | <i>section 3.1 of the circular and our 2015 annual report</i>             |
| <b>2</b> | electing 14 directors who will serve until the end of the next annual shareholder meeting                | <i>sections 3.2 and 4 of the circular</i>                                 |
| <b>3</b> | appointing the auditors who will serve until the end of the next annual shareholder meeting              | <i>section 3.3 of the circular</i>  |
| <b>4</b> | considering an advisory resolution on executive compensation   | <i>section 3.4 and the Executive Compensation section of the circular</i> |
| <b>5</b> | considering two shareholder proposals  | <i>section 3.5 and schedule A of the circular</i>                         |

The meeting may also consider other business that properly comes before it.

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## Voting

Please note that you cannot vote by returning this notice.

You may vote your shares on the Internet, by phone, fax or mail.



ON THE  
INTERNET



BY  
PHONE



BY  
FAX



BY  
MAIL

Please refer to the instructions on your separate proxy or voting instruction form on how to vote using these methods.

You may also vote in person by following the instructions in the section of the circular entitled “How to Vote”.

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### REGISTERED SHAREHOLDERS

CST must receive your proxy form or you must have voted by Internet or telephone before 4:45 p.m. (Eastern time) on Wednesday, April 27, 2016.

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### NON-REGISTERED SHAREHOLDERS

Your intermediary must receive your voting instructions with sufficient time for your vote to be processed before 4:45 p.m. (Eastern time) on Wednesday, April 27, 2016. If you vote by Internet or telephone, you must do so prior to 4:45 p.m. (Eastern time) on Wednesday, April 27, 2016. Alternatively, you may be a non-registered shareholder who will receive from your intermediary a proxy form that has been pre-authorized by your intermediary indicating the number of shares to be voted, which is to be completed, dated, signed and returned to CST by mail or fax before 4:45 p.m. (Eastern time) on Wednesday, April 27, 2016.

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## How to Request a Paper Copy of the Circular

Upon request, BCE will provide a paper copy of the circular to any shareholder, free of charge, for a period of one year from the date the circular is filed on SEDAR. Here is how you can request a paper copy:

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### BEFORE THE MEETING

At [www.meetingdocuments.com/cst/bce](http://www.meetingdocuments.com/cst/bce), or call 1-888-433-6443 (toll free in Canada and the United States) or 416-682-3860 (other countries).

Please note that you will not receive another form of proxy or voting instruction form; please retain your current one to vote your shares.

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### AFTER THE MEETING

Call 1-800-339-6353.

If your request is made before April 28, 2016 (the date of the meeting), the circular will be sent to you within three business days of receipt of your request. If the request is made on or after April 28, 2016, the circular will be sent to you within ten calendar days of receiving your request.

To ensure receipt of the paper copy in advance of the voting deadline and meeting date, we estimate that your request must be received no later than 4:45 p.m. (Eastern time) on Wednesday, April 13, 2016 (this factors the three business day period for processing requests as well as typical mailing times).

If you have any questions regarding this notice, notice-and-access or the meeting, please call 1-888-433-6443 (toll free in Canada and the United States) or 416-682-3860 (other countries).

