



## **NOTICE OF DIVIDEND RATE**

BCE Inc. will, on August 1, 2016, continue to have Cumulative Redeemable First Preferred Shares, Series A1 (“Series A1 Preferred Shares”) outstanding if, following the end of the conversion period on July 22, 2016, BCE Inc. determines that at least 2 million Series A1 Preferred Shares would remain outstanding. In such a case, as of August 1, 2016, the Series A1 Preferred Shares will pay, on a quarterly basis, as and when declared by the Board of Directors of BCE Inc., a fixed cash dividend for the following five years that will be based on an annual fixed dividend rate equal to 2.75%.