



# Annual General Meeting 2020 **BCE**

# Safe harbour notice

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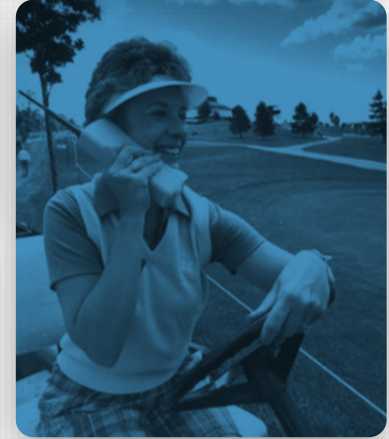
Certain statements made in this presentation are forward-looking statements. These forward-looking statements include, but are not limited to, statements relating to BCE's annualized common share dividend, BCE's business outlook, objectives, plans and strategic priorities, and other statements that are not historical facts. A statement we make is forward-looking when it uses what we know and expect today to make a statement about the future. Forward-looking statements are typically identified by the words assumption, goal, guidance, objective, outlook, project, strategy, target and other similar expressions or future or conditional verbs such as aim, anticipate, believe, could, expect, intend, may, plan, seek, should, strive and will. All such forward-looking statements are made pursuant to the 'safe harbour' provisions of applicable Canadian securities laws and of the United States Private Securities Litigation Reform Act of 1995.

Forward-looking statements, by their very nature, are subject to inherent risks and uncertainties and are based on several assumptions, both general and specific, which give rise to the possibility that actual results or events could differ materially from our expectations expressed in or implied by such forward-looking statements. These statements are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. For a description of such assumptions and risks, please consult BCE's 2020 First Quarter MD&A dated May 6, 2020, filed with the Canadian provincial securities regulatory authorities (available at [sedar.com](http://sedar.com)) and with the U.S. Securities and Exchange Commission (available at [sec.gov](http://sec.gov)), and which is also available on BCE's website at [BCE.ca](http://BCE.ca).

The forward-looking statements contained in this presentation describe our expectations at May 7, 2020 and, accordingly, are subject to change after such date. Except as may be required by applicable securities laws, we do not undertake any obligation to update or revise any forward-looking statements contained in this presentation, whether as a result of new information, future events or otherwise.

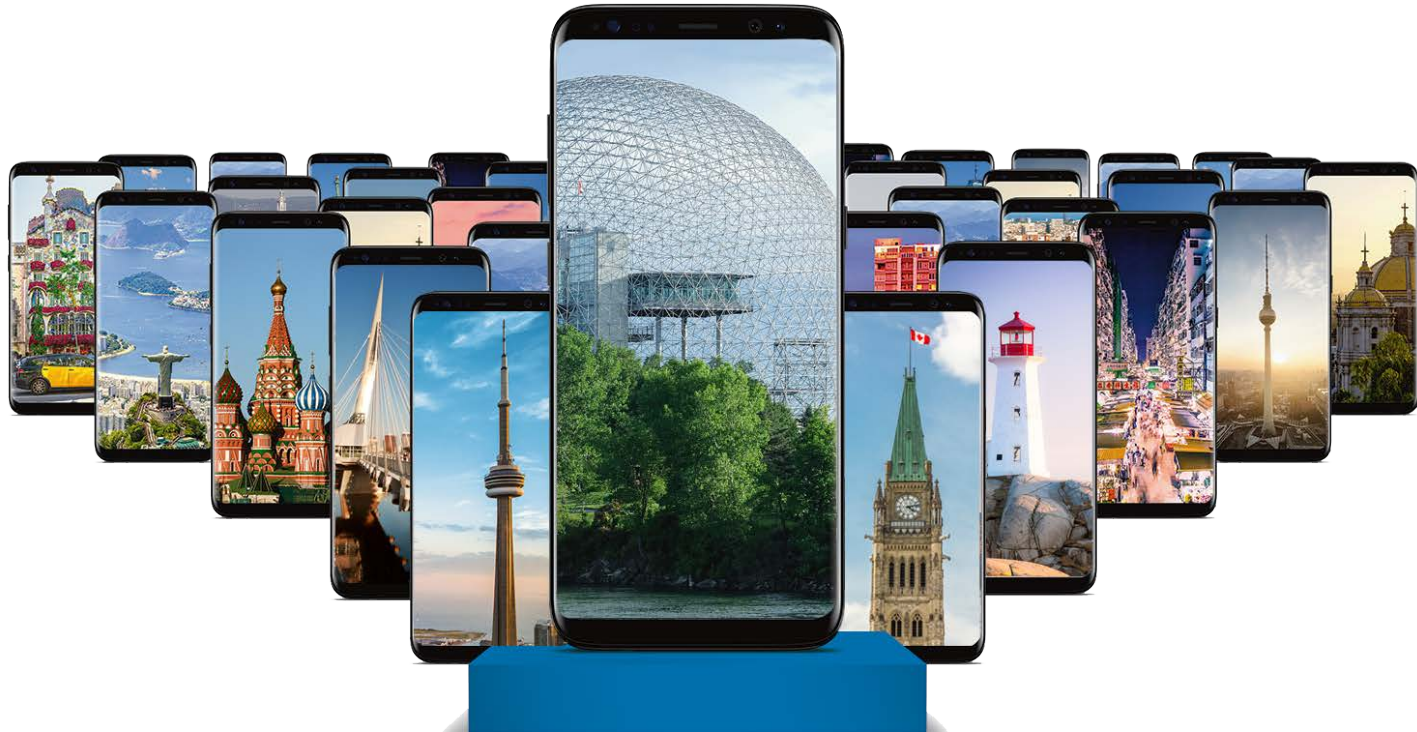
# Bell

Connecting  
Canadians  
since 1880



# Our Goal

Advancing how Canadians connect with each other and the world



# COVID-19

## Keeping Canadians connected...

Home Internet  
volumes

**+60%**

Wireless Home  
Internet

**+40%**

Peak voice  
calling

**+200%**

Voice call  
duration

**+60%**

Conference  
calling

**+250%**

Network  
availability

**99.99+%**

**Building on Bell's legacy of being there for Canadians  
whenever they need us**

The Bell logo, consisting of the word "Bell" in a blue, sans-serif font.

**COVID-19**

**... and  
informed**

Live TV  
viewing  
**+25%**

On Demand  
television  
**+40%**

Free previews  
of family,  
entertainment  
and lifestyle TV

Fibe TV  
news services  
**+80%**

Crave  
viewing  
**+75%**

Free news  
access including  
CP24 and CTV  
News Network

**Canadians are turning to Bell platforms for news  
and entertainment now more than ever**

**Bell**

# COVID-19

## Protecting customers and our team

- Most employees working remotely
- Retail closed except some for critical support
- Stringent sanitation and safety procedures
  - Team equipped with necessary PPE
  - Pre-screening customer appointments
  - Innovative video-based self-installation program

**Health and safety of public, customers and team a top priority**



# COVID-19

## Supporting our customers and our communities

### Customers

- Internet overage and roaming charges waived
- Free Bell TV programming previews, free Crave trial
- Suspended new price increases, offered flexible payment options
- Accelerated rural Wireless Home Internet rollout

### Communities

- \$5 million increase in Bell Let's Talk funding – including urgent support for youth, families, emergency response
- Free phones and airtime for hospitals, social services
- Donation of 1.5M masks to frontline workers throughout Canada



**Bell team stepping up to support Canadians nationwide**





# Our 6 Strategic Imperatives



**Build  
the best  
networks**



**Drive  
growth with  
innovative  
services**



**Deliver  
the most  
compelling  
content**



**Champion  
customer  
experience**

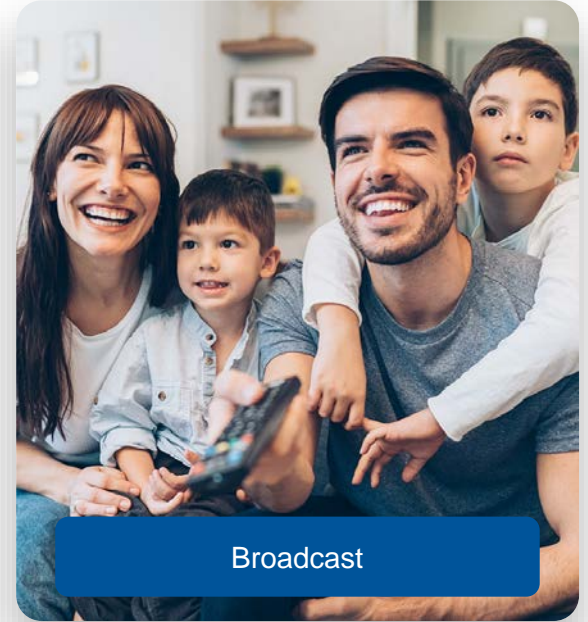
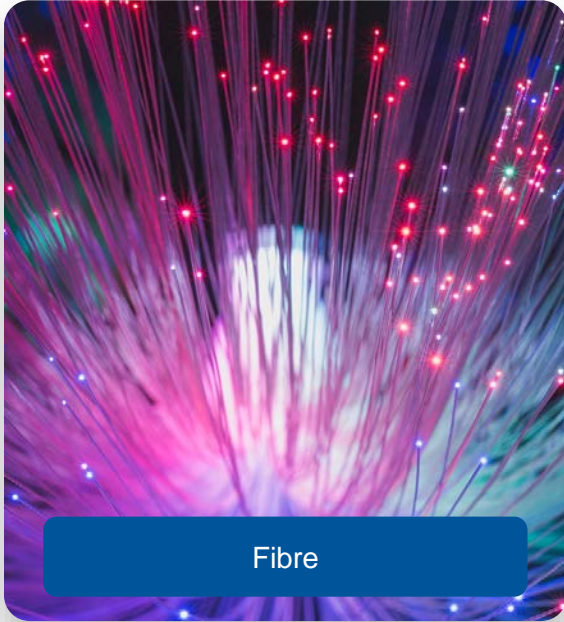


**Operate  
with agility  
and cost  
efficiency**



**Engage  
and invest  
in our people**

# 1. Build the best networks

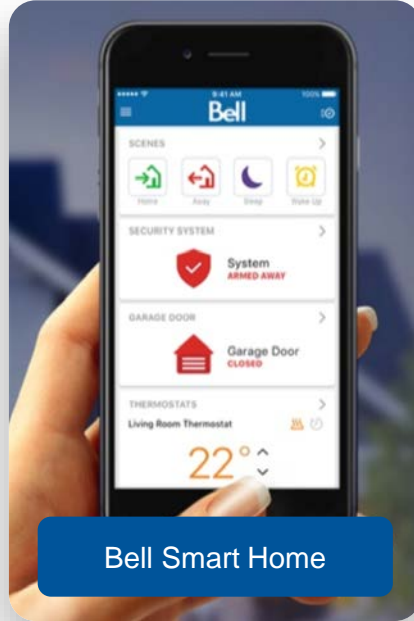


**Network leadership remains core to Bell's business**

## 2. Drive growth with innovative services



Best Home Internet



Bell Smart Home



Ready for 5G



Business Markets

Leveraging network strength with exclusive products and services



### 3. Deliver the most compelling content



Leading TV and radio brands



Strategic content partnerships



**Crave**<sup>MC</sup>

QUE C'EST BON  
EN FRANÇAIS



+



+



ABONNEZ-VOUS [CRAVE.CA](http://CRAVE.CA)

Top video platform

The content consumers want...

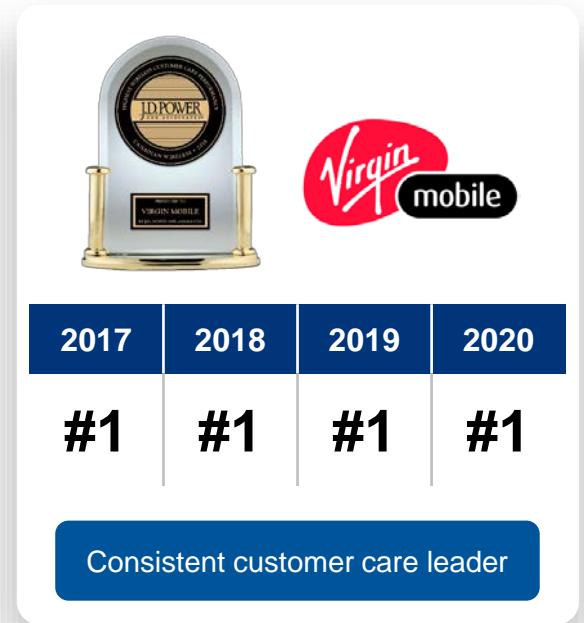
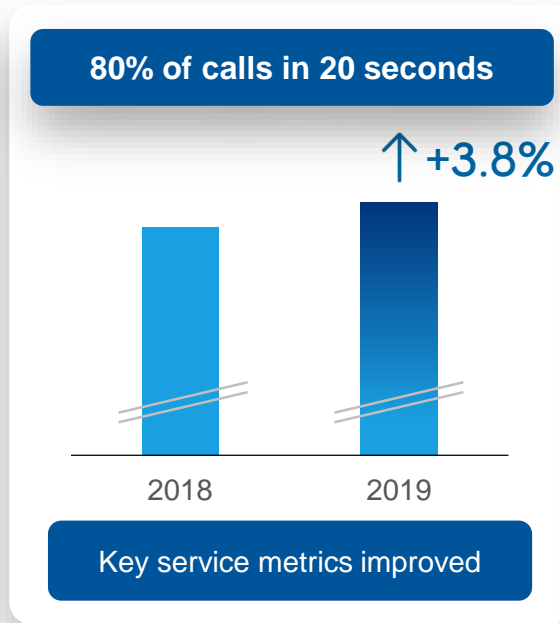
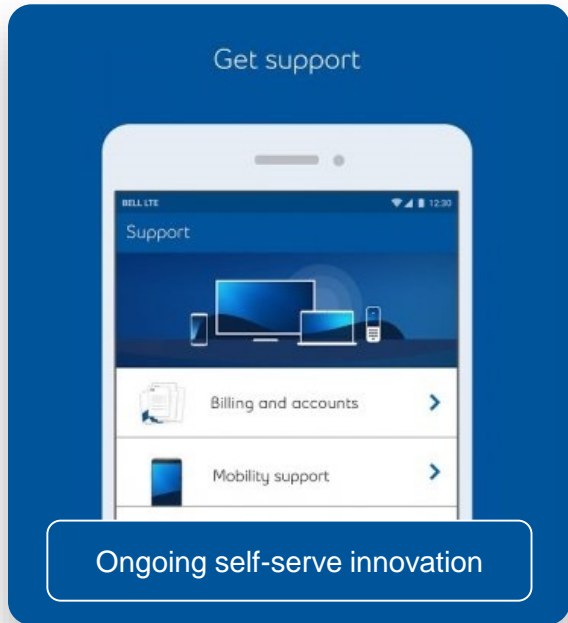




... on any screen they choose

**Bell**

## 4. Champion customer experience



Making it easier to do business with Bell



## 5. Operate with agility and cost efficiency

### Agility transformation

```
graph TD; A[Agility transformation] --> B[Online functionality]; A --> C[Self-operating networks]; A --> D[On Demand services]; A --> E[Enhanced automation]; A --> F[Ongoing digitalization];
```

Online  
functionality

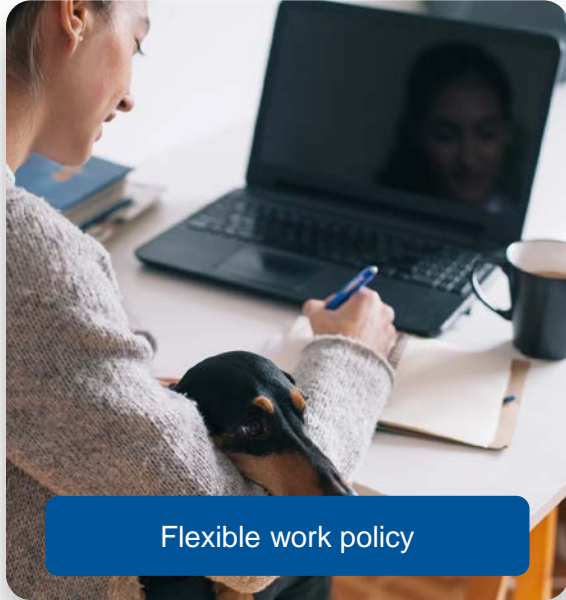
Self-operating  
networks

On Demand  
services

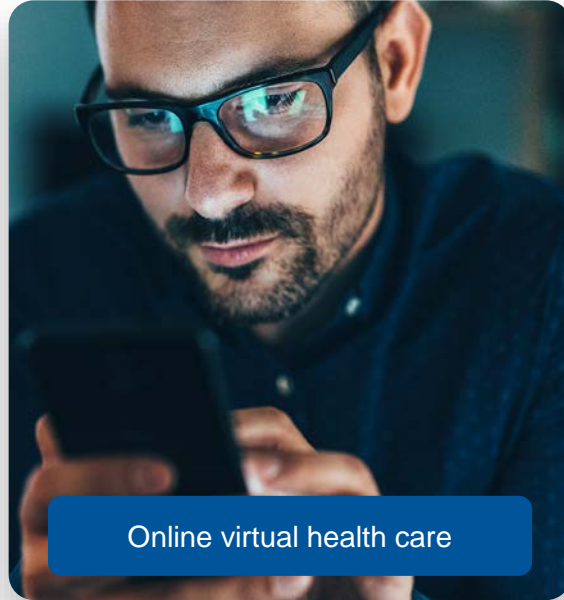
Enhanced  
automation

Ongoing  
digitalization

## 6. Engage and invest in our people



Flexible work policy



Online virtual health care



Mental health leadership

**Our motivated and well-equipped team continues to be  
a key competitive advantage for Bell**





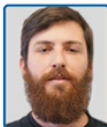
Rachna  
Client care



Vanja  
Associate



Charmaine  
Customer Care



Luc  
Technician



Jay  
Field Operations



Troy  
Technician



Karla  
Information Security



Kyle  
Senior Advisor



# Thank you team Bell for keeping Canada connected.



Rhiz  
Project Manager



Rovin  
Client care



James  
Sales Consultant



Felicia  
Store Manager



Phaedra



Zaffer  
Coordinator

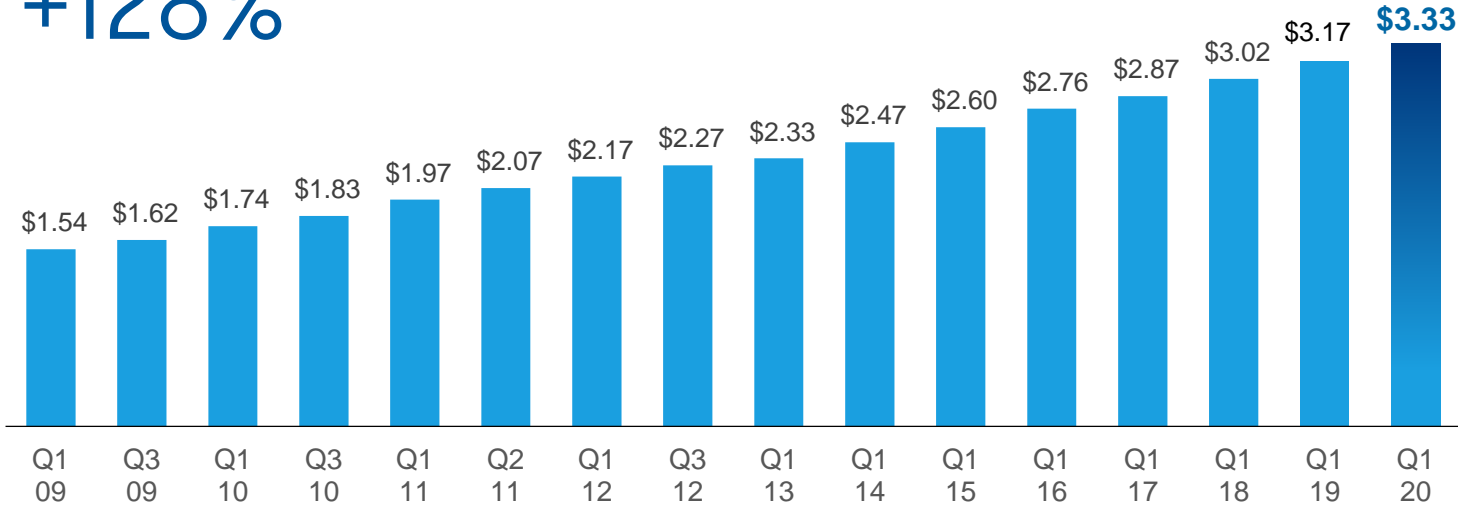


# Delivering for shareholders



# A policy of sustainable dividend growth

Annualized Dividend per Share:  
**+128%**

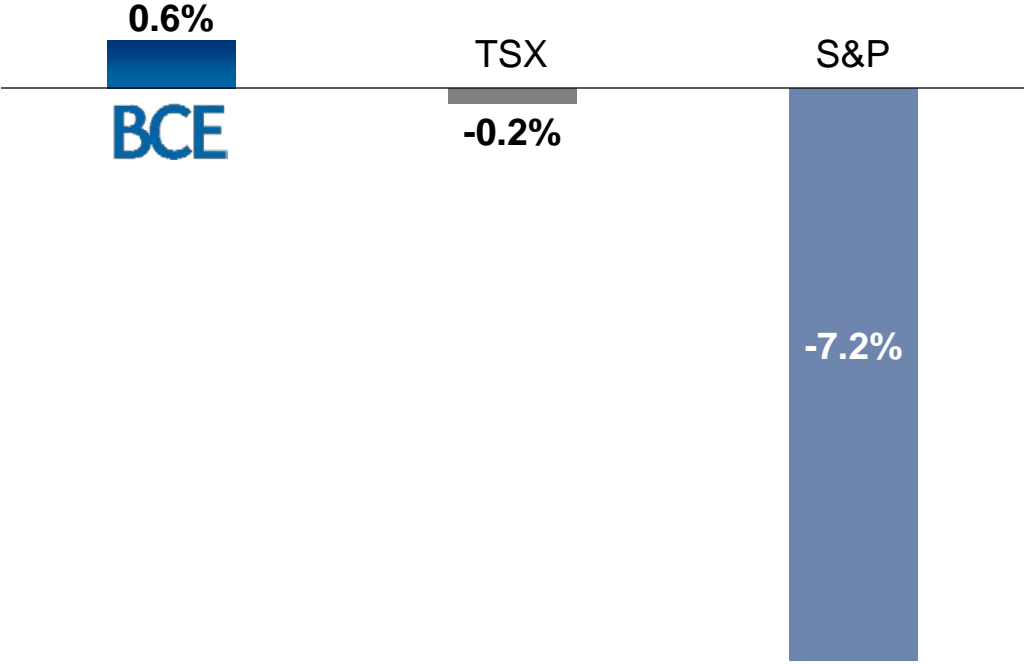


**12 consecutive years of 5% or better growth in BCE dividend**



# Comparative shareholder return

One year



# Bell

For 140 years,  
#TeamBell has  
been there for  
Canadians



**Telephone Service and Spanish "Flu"**

In common with the general community, the operating staff has been affected by the present epidemic of colds and influenza, and has been seriously depleted in consequence.

At the same time, the volume of telephone calls has greatly increased. So many people are ill at home that the telephone has been used continuously, and the load of extra calls on our depleted operating force has been very heavy.

Please keep this extraordinary situation in mind and **use your telephone only when absolutely necessary.** You will thus be helping to keep the service intact to meet the urgent needs of the community in the present emergency.

- THE BELL TELEPHONE COMPANY OF CANADA



**Bell**