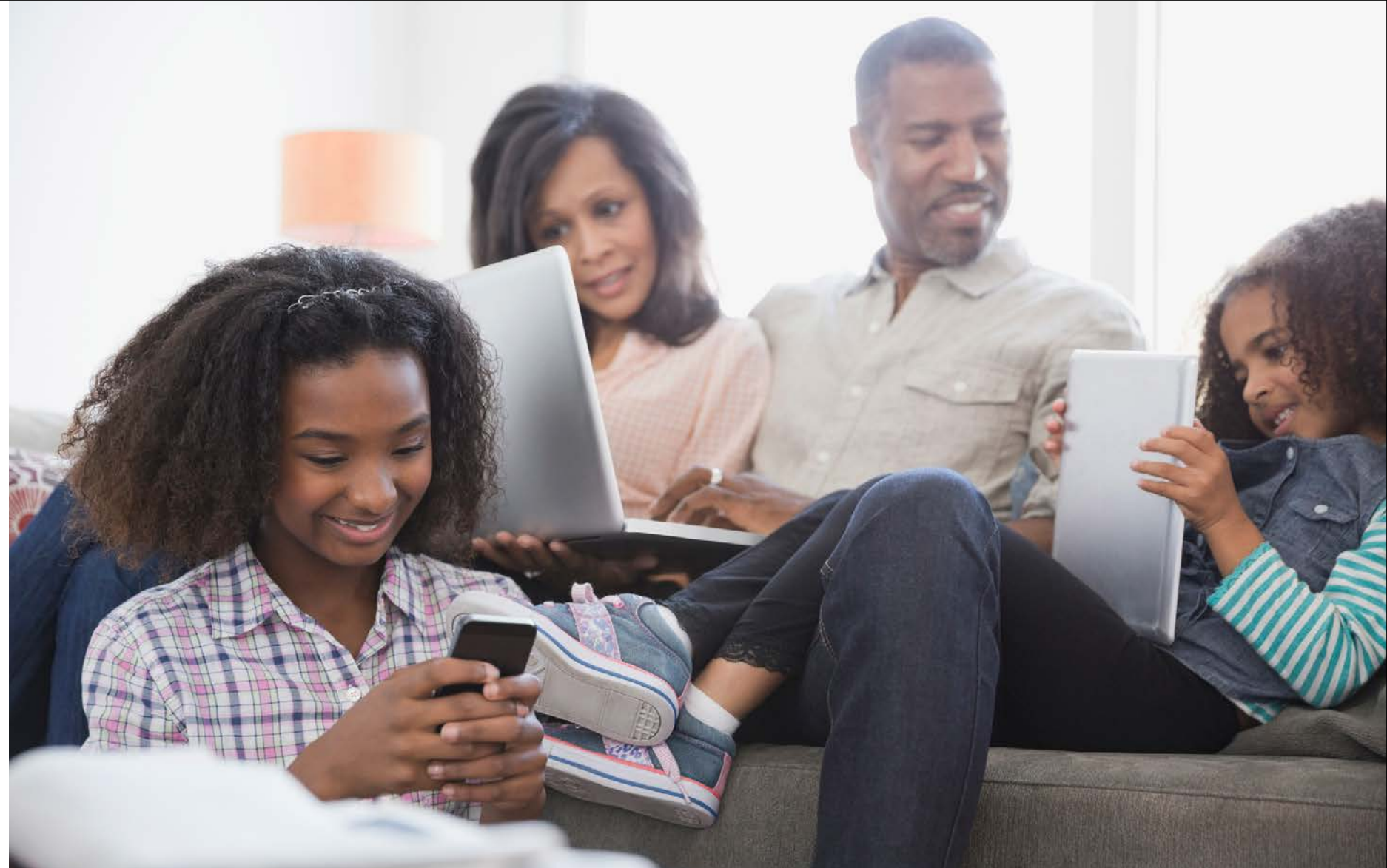




This is an  
extract from our  
[2018 Corporate  
Responsibility Report](#)



## Our customers

GRI 102-2, 203-1

Succeeding in a highly dynamic and competitive market demands that we provide the best possible experiences for customers. That's why Bell seeks to deliver exciting and innovative products and services, including the best in broadband, wireless, digital content and business solutions.



This is an extract from our [2018 Corporate Responsibility Report](#)

## Delivering service excellence

Focused on deploying advanced technologies to raise the bar on service excellence, differentiate ourselves from competitors and strengthen customer loyalty, Bell launched a range of customer service enhancements in 2018. These enhancements provide customers with more self-serve capabilities, make transactions simpler and easier to conduct, improve call centre performance and ensure customers have more control over appointments with field technicians. The imperative guiding these initiatives is the same: **Improve customer service.**

By introducing new customer service tools and continuing to invest in our leading broadband connections and the latest wireless, TV, content and business services innovations, Bell continues to attract a growing number of customers. At the end of 2018, Bell had more than 22 million total subscriber connections across our full range of services, including 9.6 million wireless subscribers, 3.9 million high-speed Internet subscribers and well over 2.8 million television subscribers.

SASB

For information on the environmental benefits of using Bell's technologies, please see Environmental benefits of Bell's products and services in the complete version of our Corporate responsibility report.

**Bell has more than 22 million total subscriber connections**

## Building the best broadband network technology

SDG 9.5

Bell operates the largest fibre network in Canada, spanning more than 270,000 kilometres. With capital expenditures of almost \$4 billion in 2018, Bell invests more than any competitor in Canada's communications infrastructure and new network builds, delivering unmatched broadband speeds to more consumers and businesses in more communities than ever. By the end of 2018, our all-fibre network build was approximately 50% complete, offering direct fibre connectivity – and Canada's fastest Internet speed tier – to 4.6 million homes and businesses in Atlantic Canada, Québec, Ontario and Manitoba. Surpassing 1 million all-fibre locations in the City of Toronto in 2018, we also started deploying direct fibre to 1.3 million households and commercial locations in the Greater Toronto Area (GTA/905 region surrounding Toronto), and continued our major deployment in Greater Montréal.





This is an  
extract from our  
[2018 Corporate  
Responsibility Report](#)

The ongoing expansion of our all-fibre network in Manitoba, a direct result of our \$1 billion investment plan for the province, also picked up speed in 2018 and all-fibre connections are now available in the communities of Brandon, Niverville, Oakbank, Steinbach, Winkler, and within Winnipeg.

## Bell's investments in broadband and innovation do more than deliver the best possible communications services – they also help us improve how we provide service to our customers

In 2018, Bell also became the first Internet service provider in Canada to offer access speeds of 1.5 Gigabits per second (Gbps), another significant development in the evolution of broadband.

Along with successful and ongoing all-fibre deployments, Bell also continued to lead the way in wireless, becoming the first wireless carrier in Canada to achieve 1 Gbps mobile speeds and continuing to invest in expanding the reach of our wireless networks. By year-end, our LTE and LTE Advanced networks reached 99% and 91% of all Canadians, respectively. Focusing on investments that strengthen our overall infrastructure, we continued to connect the majority of our cell towers to the fibre backhaul network and deploy small cell technology, improving network quality and reliability, increasing spectrum efficiency and setting the stage for future deployments of fifth generation (5G) mobile technology.

In addition to major urban centres, Bell is also deploying better broadband to smaller towns and rural locations. In 2018, we began a challenging network build that will benefit 25 communities across the northern territory of Nunavut. In June of 2018, Northwestel and the Governments of Canada and Yukon announced a project to build a fibre network from Dawson City to Inuvik. Once completed, the new fibre line will better connect Yukon and the Northwest Territories, improving reliability and providing a stronger network for every connected community. We also deployed our innovative Wireless Home Internet fixed wireless service using 3.5 GHz spectrum and 5G-capable technology to deliver major broadband improvements for consumers and businesses in 28 Ontario and Québec rural communities, with plans to reach 200,000 households in 138 rural communities by the end of 2019. We also continue to work with network partners and all levels of government on additional projects to improve rural and remote infrastructure and deliver broadband to underserved or unserved areas.



This is an extract from our [2018 Corporate Responsibility Report](#)

## Customer service keeps getting better

In recent years, Bell has invested more than \$850 million to provide better training and tools for our call centre representatives and field technicians as well as improve online customer self-serve options. These options include MyBell.ca and the MyBell app, which enable customers to manage their services, add or switch features and efficiently resolve issues. In 2018, customers used the MyBell mobile app and MyBell.ca online tool to visit our self-serve sites 104 million times and conduct 13.4 million transactions.

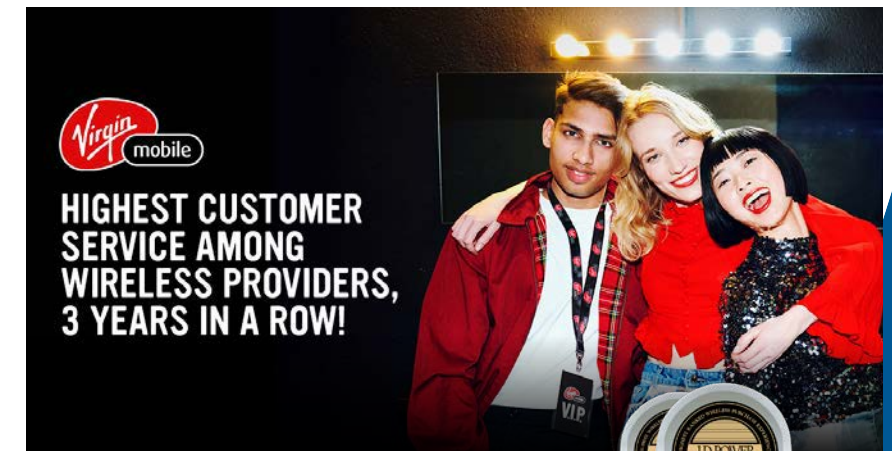
GRI 404-2

We also made it easier for customers to manage additional elements of their Bell Internet and TV services using the MyBell app, from ordering content on demand to managing their TV channel and programming packages. As a direct result of these and other enhancements, the Web Marketing Association named the MyBell app Best Telecommunications Mobile Application of the Year for 2018.

Our popular Manage Your Appointment web service for visits by our Field Services technicians also continued to improve. Launched in 2016 to provide customers with information about upcoming service visits, such as the expected arrival time for a technician, we began introducing upgrades to the service in 2018 that enable customers to reschedule appointments online and provide technicians with information about their location, such as entry codes or parking instructions. Customers will also be able to provide feedback by rating their experience. The total amount of customer requests served using the application since 2016 is of more than 5,800,000, for both installations and repairs.

Bell also further developed a self-serve tool for business customers in 2018, introducing a customizable dashboard available from the Bell Business Portal that improves convenience and speed for service orders and appointments, move requests and billing inquiries.

Bell has invested more than \$850 million to provide better training and tools for our call centre representatives and field technicians



Virgin Mobile Canada ranked #1 in overall customer care satisfaction in the J.D. Power 2018 Canada Wireless Customer Care Study. Cited for its outstanding service, including store, phone and online support options, Virgin Mobile Canada took the top honours for the third consecutive year.







This is an extract from our [2018 Corporate Responsibility Report](#)

## Improving industry standards

The Canadian Radio-television and Telecommunications Commission (CRTC) conducted a public proceeding in 2018 to examine retail sales practices for the Canadian telecom industry. Bell actively participated in the proceeding and proposed that several new industry service standards be adopted to help ensure Canadian communications companies deliver exceptional customer service. Importantly, the CRTC’s report endorsed some of these recommendations as best practices that the industry should adopt moving forward.

Prioritizing investment in customer service and advanced online tools is improving results as measured by the federal Commissioner for Complaints for Telecom-Television Services ([CCTS](#)). In fact, the latest CCTS mid-year report, covering the August 1, 2018 to January 31, 2019 period, shows that despite having the most customers of all service providers Bell’s proportion of overall complaints from customers continues to decline year after year and more than any other service provider.

GRI 417-2





This is an extract from our [2018 Corporate Responsibility Report](#)

# We bring next-generation products and services to market

Bell is at the forefront of innovation, investing more in research and development than any other Canadian communications company and working with multiple technology partners on the introduction of new and advanced products and services.

## IoT and mobile innovation SDG 17.7, 17.8, 17.17

In addition to continued development of new capabilities for the MyBell app, Bell delivered a host of other innovative firsts for customers in 2018 related to Internet of Things (IoT) technologies, including Smart City, connected car, home automation and advanced business services. SDG 9.5

Among our Smart City initiatives, we partnered with Echologics on delivering a wireless water monitoring solution for Medicine Hat, Alberta. We also entered into partnerships with the Ontario municipalities of Kingston, Markham, Orillia and St. Catharines as well as with Whitehorse, Yukon, and St. John's, Newfoundland and Labrador. Through these partnerships we provide important operational efficiencies and help municipalities enhance the services they provide local residents, businesses and visitors.

For industry customers, we teamed with Icicle Technologies on a remote tracking and monitoring solution that enhances food manufacturing safety, we developed a fuel tank monitoring solution with IoT partner Otodata for Superior Propane, and we also worked with other technology innovators such as BeWhere and Trak-iT on the first fleet management and asset tracking solution delivered exclusively over our Bell LTE-M network. SDG 17

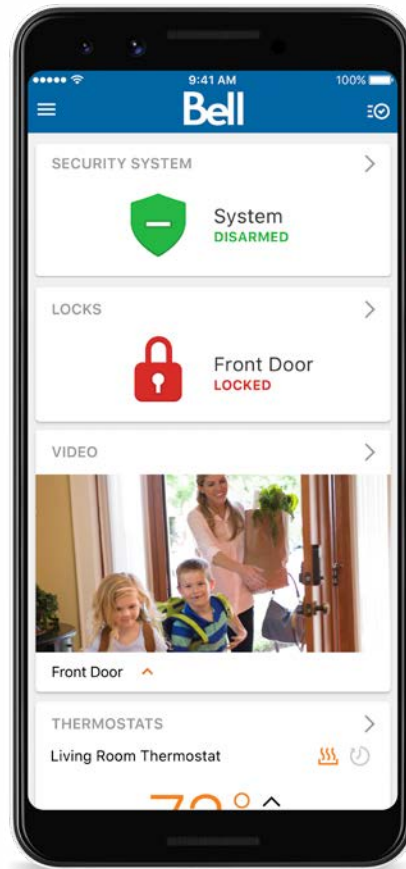
With our Connected Car Built In service, Bell became the first Canadian wireless service provider to enable built-in Wi-Fi hot spots in supported Ford and Lincoln vehicles, enabling customers to share data across smartphone plans and connect up to 10 devices at a time while on the go. Customers with vehicles from Ford and many other manufacturers can also benefit from Bell's Connected Car Plug-In connectivity and access vehicle diagnostic services, receive performance alerts, monitor driving activity and use in-car Wi-Fi for up to 5 devices.



Furthering our leadership in connected car technology, Bell was the first Canadian wireless provider to launch built-in Wi-Fi hotspots in supported Ford and Lincoln vehicles.



This is an extract from our [2018 Corporate Responsibility Report](#)



## Connected homes

In 2018, Bell continued to make broadband even better for many of our residential and small business customers with the initial roll out of our 1.5 Gigabit Internet service, the fastest Internet tier in Canada.

We officially launched our Whole Home Wi-Fi solution, the first that automatically adjusts to household usage patterns to ensure all devices being used at a given time in the home achieve maximum speeds. We also launched our Bell Smart Home brand in 2018, providing a range of home automation and monitoring services and, building on the acquisition of AlarmForce, continued expanding our connected home services to include new security solutions.

## Leading-edge Fibe TV

We further enhanced our leading-edge Fibe TV app, introducing the new Download & Go feature. We also became the first TV provider to offer live 4K TV programming in Manitoba. And at a time when the range of choices and global competition for viewers is increasing, we continued to enhance our Alt TV streaming service by making it available across other viewing platforms, including Amazon, Apple and Google.

To further enable next-generation TV services we also reached an agreement with Ericsson to enhance Fibe TV using the new MediaFirst platform. MediaFirst enables customers to better access services across multiple screens and provides more seamless viewing experiences for both Fibe TV and Alt TV customers.

## Retail services and new mobile devices

Over and above ongoing investments that increase access to our advanced broadband and wireless networks and services and strengthen our online customer service capabilities, Bell continuously strives to ensure that our services are readily available to customers by enhancing our distribution channels. Today, Bell’s services are available at approximately 1,700 retail locations across the country, including Bell-branded stores, The Source, Virgin Mobile and Lucky Mobile stores and kiosks, and through Wirelesswave, Tbooth wireless and Wireless etc. locations.

In 2018, we also increased availability of our low-cost Lucky Mobile wireless service to customers in all 10 provinces across the country. SDG 5.8

Bell also made 38 new mobile devices available for our customers to choose from in 2018. Additionally, when new iPhones were launched we were the first carrier in Canada—and one of only 11 around the world—to offer Apple’s Dual SIM capability, providing customers with the convenience of having two phone numbers on a single device.



This is an extract from our [2018 Corporate Responsibility Report](#)

## Delivering popular content

Customer preferences and choices are changing rapidly in media. While CTV remained Canada’s most-watched television network in 2018, to compete effectively in today’s digital environment demands that content providers also evolve. In Bell’s case, this means developing new and innovative platforms to deliver the great content that Canadians are seeking.

In 2018, Bell launched an all-new Crave streaming service for the first time, making new HBO content available to all Canadians with access to the Internet. And as a result of combining HBO Canada, Showtime, Starz and other premium content into a single service and making it available from all major Canadian TV providers, approximately 2.3 million Canadians were subscribing to Crave by the end of 2018.

Adding to the successful roll out of our live TV streaming service Alt TV, Bell Media made even more ad-supported, on-demand content available on CTV.ca and the CTV app (CTV Throwback and CTV Movies), TSN Direct and RDS Direct for sports fans, and Snackable TV for quality, short form entertainment choices.

To further develop and make premier content available to Canadians, we entered into new partnerships to re-launch our business news specialty channel as BNN Bloomberg, create content with Sony Pictures Television and other international partners, and share both new and existing content with Lionsgate (Starz) and VICE. Bell Media joined forces with Groupe CH, ICM Partners and Howie Mandel to acquire Montréal-based Just For Laughs and also secured a majority interest in world-class production facility Pinewood Toronto Studios. GRI 102-10

Bell Media Studios supported 25 English-language in-house and independent productions in 2018 as well as 97 original projects with Québec producers, resulting in many award-winning made-in-Canada hits, including *Letterkenny*, *Cardinal* and *Wynonna Earp*.



## Bell continues to develop new and innovative platforms to deliver great content

Bell Media remained Canada’s top radio broadcaster in 2018, reaching on average 16.6 million listeners per week across the country. We also continued to enhance the iHeart Canada app, offering online access to over 1,000 live radio stations and thousands of podcasts.

For more information on Canadian content investment, please see Supporting a made-in-Canada media industry in the complete version of our Corporate responsibility report.





This is an extract from our [2018 Corporate Responsibility Report](#)

# Canadian businesses run on Bell

Bell is the top choice for many leading Canadian businesses, governments and public institutions seeking superior broadband technology, world-class data products and leading-edge service solutions.

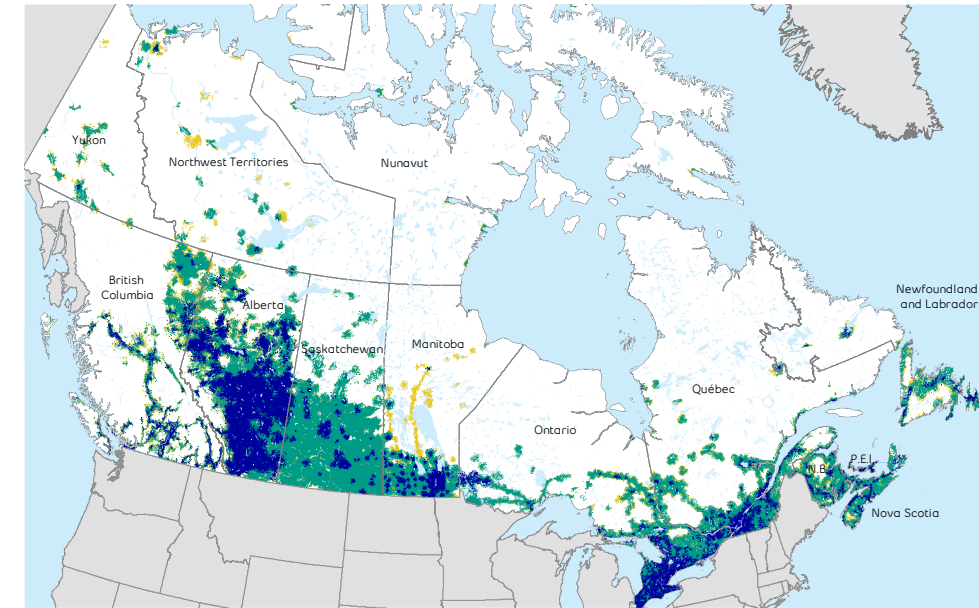
With Canada's largest network of 28 state-of-the-art data centres, Bell is Canada's leader in offering the most advanced hosting and cloud computing facilities. And with our leading broadband networks, more Canadian businesses than ever have access to services that offer better reliability, faster speeds and secure connections.

We continue to enhance our Bell Cloud Connect services, providing flexible cloud computing and storage solutions from Bell and partners including Microsoft, IBM and – new in 2018 – Amazon Web Services.

We also launched the new Bell Virtual Network Services (VNS) platform in 2018, the first of its kind in Canada, to provide more efficient software-driven networks as an alternative to hardware-based networks. Bell VNS enables large businesses and organizations to access a range of secure cloud-based network functions on demand.

Our advanced fibre and wireless networks are also critical to the emergence of innovative IoT technologies. In 2018, Bell added to the support available for business and Smart City IoT applications by introducing Canada's first managed IoT security service for detecting and responding to evolving cyber threats.

Coverage map - Canada



- LTE Advanced (LTE-A)
- LTE
- HSPA+
- ▨ Future LTE

Coverage area as of March 26th, 2019. Actual coverage may vary and is available with compatible devices. Check [www.bell.ca/coverage](http://www.bell.ca/coverage) for future network expansions.

Speed may vary due to topography, environmental conditions, device type and other factors.  
\*Theoretical peak download speeds may vary

HSPA speeds of up to 1.5 Mbps in the following communities in the North: Arviat, Baker Lake, Cambrgide Bay, Gameti, Iqaluit, Lutselk'e, Nahanni Butt, Paulatuk, Rankin Inlet, Sachs Harbour and Ulukhaktok.



This is an extract from our [2018 Corporate Responsibility Report](#)

## Customer privacy SASB

At Bell, we are committed to maintaining the privacy, accuracy and security of the personal information entrusted to us by our customers, an approach that we explicitly lay out in the [Bell Privacy Policy](#).

Our privacy policy clearly explains how and when we collect as well as use and disclose personal information, including how we share information within the Bell group of companies. We also explain what is and what is not considered as personal information.

Every year, all Bell team members must individually review and sign the Bell Code of Business Conduct to reinforce the importance of safeguarding customer information and using it only in step with our privacy policy.

Bell will not disclose a customer’s confidential information to government agencies unless specifically compelled to do so by a legal authority or in the case of an emergency where the life, health, or security of an individual is threatened.

More information on our privacy policy, including answers to frequently asked questions, is available on our website at [Privacy at Bell](#).



Each year, Bell team members individually review and sign the Bell Code of Business Conduct to reinforce the importance of safeguarding customer information.



This is an extract from our [2018 Corporate Responsibility Report](#)

## Customer security

GRI-418-1, SASB

In 2018, International Data Corporation (IDC) recognized Bell as a leader in security services for the third consecutive year<sup>1</sup> due to our range of advanced threat detection, mitigation and prevention services as well as our cloud security capabilities, broad range of professional services and large Canadian footprint.

IDC also reported on the growing importance of cybersecurity as business IoT and Smart City applications become more widely adopted.<sup>2</sup> Consistent with Bell's position as a leader in providing security services for Canadian businesses and organizations, in 2018 Bell Mobility launched Managed IoT Security service to provide an advanced layer of comprehensive security services that help keep our customers' IT infrastructure and systems safe and secure as they adopt IoT technologies.

As is the case for other advanced security services provided by Bell, our new Managed IoT Service is monitored by Bell's Security Operations Centre, a team of more than 400 accredited security professionals providing incident management, policy management and reporting on all security-related incidents 24/7.

Bell is also dedicated to protecting its networks, systems, applications, data centres, records, and the personal information they contain against all threats, including cyber attacks, unauthorized access or entry, damage from fire, natural and other events. Given that the vast majority of Canadian corporations use Bell services, we understand and make every effort to protect the competitiveness of Canadian business by seeking to maintain network security and stability. That entails continuous investment to upgrade performance so that the network can be available 99.99% of the time. We also deploy defensive layers and controls complimented by rigorous monitoring and regular security testing.

As a representative for Canada in the not-for-profit, member-driven Information Security Forum, Bell helps lead the establishment and evolution of security and risk management practices. We also adhere to a number of international security standards and



frameworks, including the Information Security Forum Standard of Good Practice. Bell is also a founding member of the Canadian Cyber Threat Exchange ([CCTX.ca](#)), which aims to help public and private organizations collaborate and share cyber threat information across different industries and sectors in Canada.

Bell continues to work together with government, law enforcement agencies and the technology industry to combat the growth of hacking and other cyber crimes.

To learn more about how to protect your personal information, please visit Bell's security and fraud prevention resources on [Bell.ca](#).

<sup>1</sup> IDC MarketScope: Canadian Security Services 2018 Vendor Assessment; March 2018

<sup>2</sup> Footnote: State of IoT Adoption in Canada, 2018; September 2018.



This is an extract from our [2018 Corporate Responsibility Report](#)

# Accessibility for everyone

SDG 8.5

Bell believes the benefits of advanced communications technology should be easily accessible by everyone. An estimated 1 in 5 Canadians lives with a disability and through initiatives like our [Accessibility Services Centre](#), which offers adaptive products and services for customers with mobility, cognitive, hearing, vision and speech disabilities, Bell is helping to break down barriers that limit access.

Our Accessibility Services Centre website on Bell.ca meets the international benchmark [Web Content Accessibility Guidelines](#) AA rating, demonstrating our commitment to ensure customers with disabilities can access important information online. On the website we offer a Mobile Device Selector tool to help customers find devices with features such as screen magnification, TTY (teletypewriter) compatibility, external Braille support, and guided access mode. We also provide a dedicated team of agents, specially trained in the entire line of Bell products, services, and accessibility options. These agents are also trained to provide assistance for seniors, including those who may have dementia or require medical alert systems.

Bell offers numerous [accessible products and support services](#), including devices with screen readers and hearing aid compatibility, video conferencing, assisted messaging, and voice calling services, plus customized Mobility rate plans that reflect the particular needs of specific customers. Eligible customers can also qualify for 2 GB of additional wireless data at no extra charge.

The Mobile Accessibility app (available at no charge to Bell customers) integrates with the Android operating system to enable blind and low-vision customers to better navigate their devices. As of 2018, Bell offers accessibility phones that meet Wireless Public Alerting System requirements, enabling (for example) more widespread Amber alerts. We also offer T911 or text-to-911 service and support the new [Alert Ready](#) system being implemented across the country to inform Canadians of critical emergencies in their areas.



On our website, we offer a Mobile Device Selector tool to help customers find the devices suitable for their needs.

Bell also actively supports the introduction of Video Relay Service (VRS) in Canada, an initiative that will replace traditional TTY telephone calling for sign-language users. VRS enables users to connect by video link to a sign-language interpreter who can provide real-time interpretation of telephone conversations. Working with the CRTC and the [Canadian Association of the Deaf](#) (CAD), and as a member of a provisional Board of Directors for the central administrative body established by the [CRTC](#), Bell is committed to seeing VRS launch in Canada in a timely and efficient manner.





This is an extract from our [2018 Corporate Responsibility Report](#)

Through a partnership with the [Canadian Hearing Society](#), Bell stores also offer complementary sign language interpretation when requested by the customer and where resources permit.

Bell also sponsors numerous events that help focus attention on accessibility issues. In 2018, these included the White Cane Week Expo in Toronto to raise awareness of challenges faced by Canadians with vision loss as well as the AMI Canadian Vision Impaired Curling Championship in Ottawa. We also work with key organizations representing Canadians with accessibility needs, including the [Canadian National Institute for the Blind](#), the [Neil Squire Society](#), the [Canadian Hard of Hearing Association](#) and the [Canadian Paralympic Committee](#).

Bell is a global leader in the accessible mobile telecom space and supports a broader industry focus on accessibility issues within Canada. Through our membership in the [Canadian Wireless Telecommunications Association](#) (CWTA), Bell actively participates on the Wireless Accessibility Committee to further address issues impacting customers with accessibility challenges.

For more information on accessibility at Bell, please visit our [Accessibility service centre](#).

