

Supporting arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts and culture, working with a variety of partners to enrich the communities we serve through the encouragement of creative expression. These initiatives range from a full roster of activities and festivals around the country to utility boxes being transformed into art.

Showcasing arts and culture in Québec

As a proud partner of dozens of cultural events in Québec, Bell used its platforms to promote a range of festivals, even during the COVID-19 crisis. Bell powered virtual events and created a series of capsules for Noovo featuring festivals throughout Québec with which Bell is associated. La semaine des 7 festivals allowed Québécois to experience the FestiVoix de Trois-Rivières, Le Festif! de Baie St-Paul, La Fête du Lac des Nations, The Abitibi-Témiscamingue Festival of Humour and The Gatineau Festival of Humour from their homes. La semaine des 4 Julie, one of Noovo's flagship programs, broadcast these clips, ensuring maximum visibility for the cultural events that make Québec so vibrant.



Celebrating National Indigenous Peoples Day in Canada's North

In Yukon, Northwestel has a long-standing partnership with the Kwanlin Dün Cultural Centre to celebrate the rich, diverse cultures and heritage of the North's Indigenous peoples. For National Indigenous Peoples Day in 2020, the annual Northwestel Solstice Feast shifted to an innovative 'drive by' format. Northwestel team members safely handed out more than 1,800 pieces of locally made bannock bread to community members who attended the event in their vehicles.



Transforming Bell boxes into works of art

Bell has an ongoing campaign to beautify the Greater Toronto Area by transforming utility boxes in its communities. The Bell Box Murals Project is an innovative collaboration between community arts organizations, local artists, residents associations and local governments. The project discourages graffiti with original works of art, enriching the streetscape of neighbourhoods, and provides opportunities for artists in the community to express their talent. More than 400 Bell utility boxes across Toronto have been painted since 2009.



Bell Media supports cultural events

Community is a cornerstone of Bell Media's business. Our local properties highlight the rich cultural events within the communities where we live and work, while our national programming ties Canadian communities together.

Tangible benefits funding

As part of our acquisition of Astral Media Inc., we have committed to pay \$263 million in tangible benefits to develop French and English language TV, radio and film content, support emerging Canadian musical talent and enable new media training and consumer participation initiatives in the Canadian broadcasting industry. In 2020, our tangible benefits funding went to organizations such as:

ADISQ

L'ADISQ is an award ceremony organized by the Association québécoise de l'industrie du disque, du spectacle et de la vidéo created in 1979 to highlight the excellence of Québec artists working in the music industry. Bell Media is a major partner of the event, offering visibility at the Gala de l'Industrie, by giving on-air mentions, as well as doing on-air promotions and organizing contests. Bell Media sponsors an emerging artist through a grant, La Bourse Découverte.

Festival du cinema international en Abitibi-Témiscamingue

A true celebration of cinema in all its forms in Québec, the festival presents more than 150 productions from some 30 countries. Canal D is a Media Partner of the event and presents a premiere of an original documentary.

imagineNATIVE Film & Media Arts Festival

Based in Toronto, this festival is the world's largest presenter of Indigenous screen content. Bell Media is pleased to partner with imagineNATIVE through the benefits portfolio to help them promote and celebrate Indigenous art and create a greater understanding of Indigenous Peoples, cultures and artistic expressions.

Rencontres internationales du documentaire de Montréal (RIDM)

The Rencontres internationales du documentaire de Montréal (RIDM) is one of the most important documentary film festivals in North America. Each year, the RIDM presents more than 150 Canadian and international documentaries and offers, with the RIDM Forum, a documentary market unique in Québec. Canal D is a main sponsor of the event, promoting original documentaries and providing media coverage, as well as presenting the premiere of an original documentary.

Wapikoni

Wapikoni is a non-profit organization based in Montréal that hosts educational workshops and film screenings to raise awareness and educate the wider public about Indigenous cultures, issues and rights. To support two producers in their future projects, Bell Media provides two cameras as prizes for their achievements.

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