

Supplemental Financial Information

Third Quarter 2026

TSX: RCI | **NYSE: RCI**

Rogers Communications Inc.
Consolidated Financial Results
(unaudited)

(In millions of dollars, except per share amounts)	2026 Q3'26	Q2'26	Q1'26	2025 Annual	Q4'25	Q3'25	Q2'25	Q1'25
Revenue								
Wireless	**2,688**	2,540	2,591	10,715	2,970	2,661	2,540	2,544
Cable	**1,987**	1,984	1,948	7,868	1,984	1,981	1,968	1,935
Media	**821**	1,155	988	3,288	1,236	753	757	542
Corporate items and intercompany eliminations	**(53)**	(64)	(45)	(159)	(18)	(47)	(49)	(45)
Revenue	**5,443**	5,615	5,482	21,712	6,172	5,348	5,216	4,976
Total service revenue [1]	**4,780**	5,055	4,912	19,104	5,250	4,739	4,668	4,447
Adjusted EBITDA								
Wireless	**1,383**	1,313	1,323	5,364	1,374	1,374	1,305	1,311
Cable	**1,164**	1,158	1,122	4,585	1,177	1,153	1,147	1,108
Media	**84**	69	—	241	221	75	8	(63)
Corporate items and intercompany eliminations	**(96)**	(98)	(81)	(370)	(83)	(87)	(98)	(102)
Adjusted EBITDA [2]	**2,535**	2,442	2,364	9,820	2,689	2,515	2,362	2,254
Deduct (add):								
Depreciation and amortization	**1,202**	1,194	1,221	4,802	1,222	1,230	1,184	1,166
Restructuring, acquisition and other	**104**	211	49	439	23	51	238	127
Finance costs	**623**	565	443	2,043	584	252	628	579
Other (income) expense	**(22)**	1,019	(4)	(5,021)	(16)	(4,998)	(9)	2
Gain on disposition of assets	**(67)**	(30)	—	(69)	(69)	—	—	—
Net income (loss) before income tax expense	**695**	(517)	655	7,626	945	5,980	321	380
Income tax expense	**200**	148	173	720	235	212	173	100
Net income (loss) [3]	**495**	(665)	482	6,906	710	5,768	148	280
Net income (loss) attributable to RCI shareholders	**482**	(726)	438	6,894	743	5,714	157	280
Earnings (loss) per share attributable to RCI shareholders: [3]								
Basic	**$0.89**	($1.34)	$0.81	$12.77	$1.38	$10.58	$0.29	$0.52
Diluted	**$0.88**	($1.37)	$0.80	$12.74	$1.37	$10.54	$0.29	$0.50
Net income (loss)	**495**	(665)	482	6,906	710	5,768	148	280
Add (deduct):								
Restructuring, acquisition and other	**104**	211	49	439	23	51	238	127
Change in fair value of subsidiary equity derivative instruments	**38**	(16)	(105)	(9)	32	(134)	93	—
Depreciation and amortization on fair value increment of Shaw Transaction-related assets	**173**	172	181	829	178	210	212	229
Gain on repayment of long-term debt	**—**	—	—	(151)	—	(151)	—	—
Gain on revaluation of investment in MLSE	**—**	—	—	(4,976)	—	(4,976)	—	—
Loss on revaluation of MLSE put liability	**—**	1,034	—	—	—	—	—	—
Gain on disposition of assets	**(67)**	(30)	—	(69)	(69)	—	—	—
Income tax impact of above items	**(42)**	(73)	(57)	(249)	(55)	(42)	(59)	(93)
Adjusted net income [2]	**701**	633	550	2,720	819	726	632	543
Adjusted net income attributable to RCI shareholders [2]	**704**	640	550	2,721	818	740	620	543
Adjusted earnings per share attributable to RCI shareholders: [2]								
Basic	**$1.30**	$1.19	$1.02	$5.04	$1.51	$1.37	$1.15	$1.01
Diluted	**$1.29**	$1.15	$1.01	$5.02	$1.51	$1.37	$1.14	$0.99

[1] See “Key Performance Indicators”.

[2] Adjusted EBITDA is a total of segments measure. Adjusted basic and adjusted diluted earnings per share attributable to RCI shareholders are non-GAAP ratios. Adjusted net income and adjusted net income attributable to RCI shareholders (a component of adjusted basic and adjusted diluted earnings per share attributable to RCI shareholders) are non-GAAP financial measures. These are not standardized financial measures under IFRS and might not be comparable to similar financial measures disclosed by other companies. See "Non-GAAP and Other Financial Measures" in our Q3 2026 MD&A for more information about these measures.

[3] Includes a $40 million reduction to the gain on revaluation of our investment in MLSE in the third quarter of 2025 as a result of finalization adjustments to the preliminary purchase price allocation for the MLSE Transaction.

Rogers Communications Inc.
Additional Information
(unaudited)

(In millions of dollars, except capital intensity and per share amounts)	2026 Q3'26	Q2'26	Q1'26	2025 Annual	Q4'25	Q3'25	Q2'25	Q1'25
Capital expenditures								
Wireless	**171**	188	279	1,471	332	367	365	407
Cable	**315**	367	408	1,803	476	477	404	446
Media	**46**	43	76	206	70	75	26	35
Corporate	**(8)**	97	45	227	56	45	36	90
Capital expenditures [1]	**524**	695	808	3,707	934	964	831	978
Capital intensity [2]								
Wireless	**6.4%**	7.4%	10.8%	13.7%	11.2%	13.8%	14.4%	16.0%
Cable	**15.9%**	18.5%	20.9%	22.9%	24.0%	24.1%	20.5%	23.0%
Media	**5.6%**	3.7%	7.7%	6.3%	5.7%	10.0%	3.4%	6.5%
Consolidated	**9.6%**	12.4%	14.7%	17.1%	15.1%	18.0%	15.9%	19.7%
Adjusted EBITDA	**2,535**	2,442	2,364	9,820	2,689	2,515	2,362	2,254
Deduct (add):								
Capital expenditures	**524**	695	808	3,707	934	964	831	978
Interest on borrowings, net and capitalized interest	**489**	494	476	1,924	468	474	480	502
Cash income taxes [3]	**48**	166	200	700	152	234	126	188
Distributions paid by subsidiaries to non-controlling interests	**119**	117	116	133	119	14	—	—
Net cash proceeds on subsidiary equity deriviatives [4]	**(15)**	(12)	(12)	—	—	—	—	—
Free cash flow [2]	**1,370**	982	776	3,356	1,016	829	925	586
Dividends declared [5]	**270**	270	270	1,079	270	270	270	269
Dividends per share	**$0.50**	$0.50	$0.50	$2.00	$0.50	$0.50	$0.50	$0.50

[1] Includes additions to property, plant and equipment net of proceeds on disposition and accrued government grants, but does not include expenditures for spectrum licences, additions to right-of-use assets, or assets acquired through business combinations.

[2] Capital intensity is a supplementary financial measure. Free cash flow is a capital management measure. See "Non-GAAP and Other Financial Measures" in our Q3 2026 MD&A for more information about these measures.

[3] Cash income taxes are net of refunds received.

[4] Reflects the impact of the subsidiary equity deriviatives, which we entered into to economically hedge the distributions to non-controlling interests.

[5] Under the terms of our dividend reinvestment plan, a portion of the dividends declared in Q1 2025 have been settled through the issuance of RCI Class B Non-Voting Shares.

Rogers Communications Inc.
Free Cash Flow
(unaudited)

(In millions of dollars)	2026 Q3'26	Q2'26	Q1'26	2025 Annual	Q4'25	Q3'25	Q2'25	Q1'25
Cash provided by operating activities	**1,658**	1,517	1,495	6,059	1,652	1,515	1,596	1,296
Add (deduct):								
Capital expenditures	**(524)**	(695)	(808)	(3,707)	(934)	(964)	(831)	(978)
Interest on borrowings, net and capitalized interest	**(489)**	(494)	(476)	(1,924)	(468)	(474)	(480)	(502)
Interest paid, net	**592**	456	552	2,070	537	543	395	595
Restructuring, acquisition and other	**104**	211	49	439	23	51	238	127
Program rights amortization	**(14)**	(33)	(53)	(86)	(21)	(15)	(31)	(19)
Change in net operating assets and liabilities	**194**	160	159	592	348	133	28	83
Distributions paid by subsidiaries to non-controlling interests	**(119)**	(117)	(116)	(133)	(119)	(14)	—	—
Net cash proceeds on subsidiary equity derivatives	**15**	12	12	—	—	—	—	—
Post-employment benefit contributions, net of expense	**(18)**	(18)	(16)	(75)	(20)	(19)	(19)	(17)
Cash flows relating to other operating activities	**(29)**	(16)	(21)	128	18	75	38	(3)
Other investment (income) losses	**—**	(1)	(1)	(7)	—	(2)	(9)	4
Free cash flow	**1,370**	982	776	3,356	1,016	829	925	586

Rogers Communications Inc.
Adjusted Net Debt
(unaudited)

(In millions of dollars, except ratios)	2026 Q3'26	Q2'26	Q1'26	2025 Q4'25	Q3'25	Q2'25	Q1'25
Current portion of long-term debt	**4,362**	4,855	4,805	1,186	1,599	955	2,256
Long-term debt	**37,470**	35,191	34,742	35,872	36,723	39,897	42,196
Deferred transaction costs and discounts	**746**	758	790	795	826	983	966
	42,578	40,804	40,337	37,853	39,148	41,835	45,418
Add (deduct):							
Adjustment of US dollar-denominated debt to hedged rate	**(2,183)**	(2,122)	(1,690)	(1,394)	(1,753)	(1,464)	(2,744)
Subordinated notes adjustment [1]	**(4,698)**	(4,680)	(4,630)	(3,456)	(3,484)	(3,444)	(3,549)
Short-term borrowings	**1,322**	2,237	2,053	4,000	3,613	1,600	2,102
Deferred government grant liability [2]	**77**	78	79	79	80	76	56
Current portion of lease liabilities	**827**	728	697	690	612	611	603
Lease liabilities	**2,657**	2,687	2,506	2,428	2,415	2,342	2,195
Cash and cash equivalents	**(3,152)**	(1,726)	(1,386)	(1,344)	(1,512)	(6,963)	(2,680)
Adjusted net debt [3]	**37,428**	38,006	37,966	38,856	39,119	34,593	41,401
Divided by: trailing 12-month adjusted EBITDA [4]	**10,030**	10,010	9,930	9,820	9,664	9,694	9,657
Debt leverage ratio [3]	**3.7**	3.8	3.8	4.0	4.0	3.6	4.3

[1] For the purposes of calculating adjusted net debt and debt leverage ratio, we believe adjusting 50% of the value of our subordinated notes, excluding our $2.0 billion subordinated notes due 2081 which we intend to redeem in December 2026, is appropriate as this methodology factors in certain circumstances with respect to priority for payment and this approach is commonly used to evaluate debt leverage by rating agencies.

[2] For the purposes of calculating adjusted net debt and debt leverage ratio, we have added the deferred government grant liability relating to our Canada Infrastructure Bank facility to reflect the inclusion of the cash drawings.

[3] Adjusted net debt and debt leverage ratio are capital management measures. See "Non-GAAP and Other Financial Measures" in our Q3 2026 MD&A for more information about these measures.

[4] In the third and fourth quarters of 2025 and the first quarter of 2026, trailing 12-month adjusted EBITDA reflects the combined results of Rogers including MLSE for the applicable period since the MLSE Transaction closed in July 2025 and standalone Rogers results prior to July 2025.

Rogers Communications Inc.
Consolidated Statements of Financial Position
(unaudited)

(In millions of dollars)	2026 Q3'26	Q2'26	Q1'26	2025 Q4'25	Q3'25	Q2'25	Q1'25
ASSETS							
Current assets:							
Cash and cash equivalents	**3,152**	1,726	1,386	1,344	1,512	6,963	2,680
Accounts receivable	**5,815**	5,728	5,658	6,105	5,590	5,386	5,176
Inventories	**544**	553	461	550	481	549	562
Current portion of contract assets	**158**	153	150	151	157	160	165
Other current assets	**1,286**	1,341	1,420	1,239	1,298	990	1,080
Current portion of derivative instruments	**500**	303	266	99	166	69	274
Assets held for sale	**—**	—	—	—	166	—	—
Total current assets	**11,455**	9,804	9,341	9,488	9,370	14,117	9,937
Property, plant and equipment	**26,087**	26,286	26,272	26,307	26,218	25,288	25,191
Intangible assets	**29,666**	28,771	28,901	28,898	29,035	17,581	17,725
Investments	**1,308**	1,292	1,304	1,291	1,216	593	596
Derivative instruments	**652**	960	879	746	825	697	1,095
Financing receivables	**1,080**	1,065	1,141	1,198	1,055	1,068	1,131
Other long-term assets	**2,170**	2,093	2,090	2,052	1,869	1,561	1,167
Goodwill	**20,032**	20,032	20,032	20,032	20,027	16,280	16,280
Total assets	**92,450**	90,303	89,960	90,012	89,615	77,185	73,122
LIABILITIES AND EQUITY							
Current liabilities:							
Short-term borrowings	**1,322**	2,237	2,053	4,000	3,613	1,600	2,102
Accounts payable and accrued liabilities	**4,679**	4,375	4,485	4,831	4,368	3,906	3,616
Income tax payable	**77**	—	—	—	—	12	18
Other current liabilities	**4,838**	4,838	3,765	3,831	3,751	476	500
Contract liabilities	**1,031**	952	1,078	1,114	1,105	737	871
Current portion of long-term debt	**4,362**	4,855	4,805	1,186	1,599	955	2,256
Current portion of lease liabilities	**827**	728	697	690	612	611	603
Liabilities associated with assets held for sale	**—**	—	—	—	49	—	—
Total current liabilities	**17,136**	17,985	16,883	15,652	15,097	8,297	9,966
Provisions	**54**	56	55	55	58	62	62
Long-term debt	**37,470**	35,191	34,742	35,872	36,723	39,897	42,196
Lease liabilities	**2,657**	2,687	2,506	2,428	2,415	2,342	2,195
Other long-term liabilities	**2,939**	2,063	1,962	2,225	2,243	2,513	1,805
Deferred tax liabilities	**9,476**	9,471	9,489	9,494	9,489	6,207	6,270
Total liabilities	**69,732**	67,453	65,637	65,726	66,025	59,318	62,494
Equity							
Equity attributable to RCI shareholders	**16,533**	16,559	17,975	17,751	16,903	11,220	10,628
Non-controlling interest	**6,185**	6,291	6,348	6,535	6,687	6,647	—
Equity	**22,718**	22,850	24,323	24,286	23,590	17,867	10,628
Total liabilities and equity	**92,450**	90,303	89,960	90,012	89,615	77,185	73,122

Rogers Communications Inc.
Consolidated Statements of Cash Flows
(unaudited)

(In millions of dollars)	2026 Q3'26	Q2'26	Q1'26	2025 Annual	Q4'25	Q3'25	Q2'25	Q1'25
Cash provided by (used in):								
Operating activities:								
Net income (loss) for the period	**495**	(665)	482	6,906	710	5,768	148	280
Adjustments to reconcile net income to cash provided by operating activities:								
Depreciation and amortization	**1,202**	1,194	1,221	4,802	1,222	1,230	1,184	1,166
Program rights amortization	**14**	33	53	86	21	15	31	19
Finance costs	**623**	565	443	2,043	584	252	628	579
Income tax expense	**200**	148	173	720	235	212	173	100
Post-employment benefits contributions, net of expense	**18**	18	16	75	20	19	19	17
Income from associates and joint ventures	**(22)**	(14)	(3)	(38)	(16)	(20)	—	(2)
Gain on revaluation of MLSE investment	**—**	—	—	(4,976)	—	(4,976)	—	—
Loss on revaluation of MLSE put liability	**—**	1,034	—	—	—	—	—	—
Gain on disposition of assets	**(67)**	(30)	—	(69)	(69)	—	—	—
Other	**29**	16	21	(128)	(18)	(75)	(38)	3
Cash provided by operating activities before changes in net operating assets and liabilities, income taxes paid, and interest paid	**2,492**	2,299	2,406	9,421	2,689	2,425	2,145	2,162
Change in net operating assets and liabilities	**(194)**	(160)	(159)	(592)	(348)	(133)	(28)	(83)
Income taxes paid	**(48)**	(166)	(200)	(700)	(152)	(234)	(126)	(188)
Interest paid	**(592)**	(456)	(552)	(2,070)	(537)	(543)	(395)	(595)
Cash provided by operating activities	**1,658**	1,517	1,495	6,059	1,652	1,515	1,596	1,296
Investing activities:								
Capital expenditures	**(524)**	(695)	(808)	(3,707)	(934)	(964)	(831)	(978)
Additions to program rights and other intangible assets	**(32)**	(43)	(98)	(105)	(36)	(21)	(24)	(24)
Changes in non-cash working capital related to investing activities	**116**	(83)	(112)	(78)	29	(51)	(68)	12
Acquisitions and other strategic transactions, net of cash acquired	**—**	—	(85)	(4,315)	184	(4,499)	—	—
Other	**9**	(6)	(3)	(7)	(12)	(3)	7	1
Cash used in investing activities	**(431)**	(827)	(1,106)	(8,212)	(769)	(5,538)	(916)	(989)
Financing activities:								
Net (repayment of) proceeds received from short-term borrowings	**(917)**	161	(1,952)	1,021	385	1,972	(483)	(853)
Net issuance (repayment) of long-term debt	**1,670**	—	2,169	(3,478)	(974)	(2,928)	(2,178)	2,602
Net proceeds (payments) on settlement of debt derivatives and subsidiary equity derivatives	**23**	20	6	114	74	(37)	(6)	83
Transaction costs incurred	**(26)**	(2)	(27)	(104)	(1)	(4)	(61)	(38)
Principal payments of lease liabilities	**(161)**	(141)	(156)	(559)	(145)	(147)	(134)	(133)
Dividends paid to RCI shareholders	**(270)**	(270)	(270)	(913)	(270)	(270)	(188)	(185)
Distributions paid by subsidiaries to non-controlling interests	**(119)**	(117)	(116)	(133)	(119)	(14)	—	—
Issuance of subsidiary shares to non-controlling interest	**—**	—	—	6,656	—	—	6,656	—
Other	**(1)**	(1)	(1)	(5)	(1)	—	(3)	(1)
Cash provided by (used in) financing activities	**199**	(350)	(347)	2,599	(1,051)	(1,428)	3,603	1,475
Change in cash and cash equivalents	**1,426**	340	42	446	(168)	(5,451)	4,283	1,782
Cash and cash equivalents, beginning of period	**1,726**	1,386	1,344	898	1,512	6,963	2,680	898
Cash and cash equivalents, end of period	**3,152**	1,726	1,386	1,344	1,344	1,512	6,963	2,680

Rogers Communications Inc.
Wireless
(unaudited)

(In millions of dollars, except margins)	2026 Q3'26	Q2'26	Q1'26	2025 Annual	Q4'25	Q3'25	Q2'25	Q1'25
Revenue								
Service revenue from external customers	**1,996**	1,954	1,997	8,030	2,026	2,029	1,972	2,003
Service revenue from internal customers	**37**	36	34	112	32	30	27	23
Service revenue	**2,033**	1,990	2,031	8,142	2,058	2,059	1,999	2,026
Equipment revenue from external customers	**655**	550	560	2,573	912	602	541	518
Revenue	**2,688**	2,540	2,591	10,715	2,970	2,661	2,540	2,544
Operating costs								
Cost of equipment	**579**	503	541	2,469	864	569	528	508
Other operating costs	**726**	724	727	2,882	732	718	707	725
Operating costs	**1,305**	1,227	1,268	5,351	1,596	1,287	1,235	1,233
Adjusted EBITDA	**1,383**	1,313	1,323	5,364	1,374	1,374	1,305	1,311
Adjusted EBITDA margin [1]	**68.0%**	66.0%	65.1%	65.9%	66.8%	66.7%	65.3%	64.7%
Capital expenditures	**171**	188	279	1,471	332	367	365	407

[1] Calculated using service revenue.

Subscriber Results [1] (In thousands, except churn and mobile phone ARPU)								
Postpaid mobile phone								
Gross additions	**347**	333	429	1,591	507	385	362	337
Net additions	**6**	22	28	145	37	62	35	11
Total postpaid mobile phone subscribers [2]	**11,051**	11,045	11,023	10,995	10,995	10,961	10,910	10,779
Churn (monthly)	**1.03%**	0.94%	1.22%	1.11%	1.43%	0.99%	1.00%	1.01%
Prepaid mobile phone								
Gross additions	**186**	199	149	509	93	149	135	132
Net additions	**11**	18	5	100	2	49	26	23
Total prepaid mobile phone subscribers [2]	**1,234**	1,223	1,205	1,200	1,200	1,205	1,160	1,129
Churn (monthly)	**4.77%**	5.01%	4.02%	2.99%	2.57%	2.86%	3.23%	3.34%
Mobile phone ARPU (monthly) [3]	**$55.22**	$54.25	$55.60	$56.42	$56.43	$56.70	$55.45	$56.94

[1] Subscriber counts and subscriber churn are key performance indicators. See “Key Performance Indicators”.
[2] As at end of period.
[3] Mobile phone ARPU is a supplementary financial measure. See "Non-GAAP and Other Financial Measures" in our Q3 2026 MD&A for an explanation as to the composition of this measure.

Rogers Communications Inc.
Cable
(unaudited)

(In millions of dollars, except margins)	2026 Q3'26	Q2'26	Q1'26	2025 Annual	Q4'25	Q3'25	Q2'25	Q1'25
Revenue								
Service revenue from external customers	**1,961**	1,952	1,922	7,765	1,957	1,957	1,944	1,907
Service revenue from internal customers	**18**	22	16	68	17	17	17	17
Service revenue	**1,979**	1,974	1,938	7,833	1,974	1,974	1,961	1,924
Equipment revenue from external customers	**8**	10	10	35	10	7	7	11
Revenue	**1,987**	1,984	1,948	7,868	1,984	1,981	1,968	1,935
Operating costs	**823**	826	826	3,283	807	828	821	827
Adjusted EBITDA	**1,164**	1,158	1,122	4,585	1,177	1,153	1,147	1,108
Adjusted EBITDA margin	**58.6%**	58.4%	57.6%	58.3%	59.3%	58.2%	58.3%	57.3%
Capital expenditures	**315**	367	408	1,803	476	477	404	446
Subscriber Results [1]								
(In thousands, except ARPA and penetration)								
Homes passed [2]	**10,683**	10,624	10,570	10,514	10,514	10,438	10,354	10,270
Customer relationships								
Net (losses) additions	**(2)**	9	(3)	51	11	20	16	4
Total customer relationships [2]	**4,860**	4,862	4,853	4,856	4,856	4,845	4,825	4,687
ARPA (monthly) [3]	**$135.72**	$135.49	$133.16	$136.30	$135.66	$136.05	$135.74	$136.97
Penetration [2]	**45.5%**	45.8%	45.9%	46.2%	46.2%	46.4%	46.6%	45.6%
Retail Internet								
Net additions	**10**	17	7	100	22	29	26	23
Total retail Internet subscribers [2]	**4,531**	4,521	4,504	4,497	4,497	4,475	4,446	4,296
Video								
Net losses	**(35)**	(22)	(32)	(114)	(21)	(36)	(25)	(32)
Total Video subscribers [2]	**2,414**	2,449	2,471	2,503	2,503	2,524	2,560	2,585
Home Monitoring								
Net additions	**5**	1	4	20	5	7	3	5
Total Home Monitoring subscribers [2]	**163**	158	157	153	153	148	141	138
Home Phone								
Net losses	**(26)**	(26)	(30)	(118)	(32)	(31)	(29)	(26)
Total Home Phone subscribers [2]	**1,307**	1,333	1,359	1,389	1,389	1,421	1,452	1,481

[1] Subscriber results are key performance indicators. See “Key Performance Indicators”.
[2] As at end of period.
[3] ARPA is a supplementary financial measure. See "Non-GAAP and Other Financial Measures" in our Q3 2026 MD&A for an explanation as to the composition of this measure.

Rogers Communications Inc.
Media
(unaudited)

(In millions of dollars, except margins)	2026 Q3'26	Q2'26	Q1'26	2025 Annual	Q4'25	Q3'25	Q2'25	Q1'25
Revenue from external customers	**750**	1,075	916	2,997	1,177	678	679	463
Revenue from internal customers	**71**	80	72	291	59	75	78	79
Revenue	**821**	1,155	988	3,288	1,236	753	757	542
Operating costs	**737**	1,086	988	3,047	1,015	678	750	604
Adjusted EBITDA	**84**	69	—	241	221	75	8	(63)
Adjusted EBITDA margin	**10.2%**	6.0%	—%	7.3%	17.9%	10.0%	1.1%	(11.6%)
Capital expenditures	**46**	43	76	206	70	75	26	35

Key Performance Indicators

We measure the success of our strategy using a number of key performance indicators that are defined and discussed in our 2025 Annual MD&A and our Q3 2026 MD&A. We believe these key performance indicators allow us to appropriately measure our performance against our operating strategy and against the results of our peers and competitors. The following key performance indicators, some of which are non-GAAP or other financial measures (see "Non-GAAP and Other Financial Measures" in our Q3 2026 MD&A), are not measurements in accordance with IFRS. They include:

- subscriber counts;
  - Wireless;
  - Cable; and
  - homes passed (Cable);
- Wireless subscriber churn (churn);
- Wireless mobile phone average revenue per user (ARPU);
- Cable average revenue per account (ARPA);
- Cable customer relationships;
- Cable market penetration (penetration);
- capital intensity; and
- total service revenue.