Q3 2019 Results
October 23, 2019
Cautionary note

The following materials are for presentation purposes only. They accompany the discussions held during Rogers Communications Inc.’s (Rogers) investor conference call on October 23, 2019. These materials should be read in conjunction with the disclosure documents referenced below.

Certain statements made in this presentation, including, but not limited to, statements relating to expected future events, financial and operating results, guidance, objectives, plans, strategic priorities and other statements that are not historical facts, are forward-looking. By their nature, forward-looking statements require Rogers’ management to make assumptions and predictions and are subject to inherent risks and uncertainties, thus there is risk that the forward-looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause actual future results and events to differ materially from that expressed in the forward-looking statements. Accordingly, our comments are subject to the disclaimer and qualified by the assumptions and risk factors referred to in Rogers’ 2018 Annual Report and Rogers’ Third Quarter 2019 MD&A (which was issued on October 23, 2019), as filed with securities regulators at sedar.com and sec.gov, and also available at investors.rogers.com. The forward-looking statements made in this presentation and discussion describe our expectations as of today and, accordingly, are subject to change going forward. Except as required by law, Rogers disclaims any intention or obligation to update or revise forward-looking statements.

This presentation includes non-GAAP measures, including adjusted EBITDA, adjusted EBITDA margin, adjusted net income, adjusted diluted EPS, adjusted net debt, debt leverage ratio (adjusted net debt / 12-months trailing adjusted EBITDA), and free cash flow. Descriptions of these measures and why they are used can be found in the disclosure documents referenced above. Effective January 1, 2019, we adopted the new accounting standard, IFRS 16, Leases (IFRS 16), that is discussed in "Critical Accounting Policies and Estimates" in Rogers’ Third Quarter 2019 MD&A. The adoption of IFRS 16 had a significant effect on our reported results. Due to our selected transition method, we have not restated our prior year comparatives.

This presentation discusses certain key performance indicators used by Rogers, including total service revenue (total revenue excluding equipment revenue in Wireless and Cable), subscriber counts, subscriber churn, blended ARPU, and blended ABPU. Descriptions of these indicators can be found in the disclosure documents referenced above.

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The shift to Rogers Infinite™ unlimited data plans

1 million subscribers now on Rogers Infinite

3x the rate of adoption of "no more overage" plans than expected

Positioned for the future with growing data usage
Continued Internet growth

Strong residential and small business Internet results

1 Gbps capability across entire Cable footprint driving increase in market penetration

Consistent investments in our core networks while maintaining a strong balance sheet
First principles of Rogers Infinite plans

1 / Accelerate Data Growth:

60% of customers upgrading to Rogers Infinite plans

Average data usage up over 50% for Rogers Infinite customers

2 / Drive the “Simplicity Dividend”:  

Likelihood to recommend up approximately 30%

50% reduction in top customer call drivers

30% increase in online hardware upgrades

3 / Improve the economics of acquisition and retention:

Device financing vs. device subsidies: significant cost structure shift

Major cost savings expected once system transition is complete
Building on customer first

Introduced Data Overage Protection for Fido customers.

Maintaining solid service level, with fewer calls.

Announced Pro On-the-Go™ service to bring the store to your door.

Awarded "Best in Test" for overall wireless customer experience nationally by P3.
Financial performance
Q3 Wireless results

0%  
Total revenue  

+4%  
Adjusted EBITDA  

+190 bps  
Adj. EBITDA margin  

-2%  
Blended ARPU  

($M)  

Q3'18  Q3'19  

2,331  2,324  

1,099  1,138  

47.1  49.0  

57.21  56.01  

Q3'18  Q3'19  

Q3'18  Q3'19  

Q3'18  Q3'19  

Postpaid net adds of 103k
## Q3 Cable results

**Revenue**

<table>
<thead>
<tr>
<th></th>
<th>Q3’18</th>
<th>Q3’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3’19</td>
<td>$994</td>
<td>$983</td>
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</table>

**Adjusted EBITDA**

<table>
<thead>
<tr>
<th></th>
<th>Q3’18</th>
<th>Q3’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3’18</td>
<td>$490</td>
<td>$499</td>
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</table>

**Adj. EBITDA margin**

<table>
<thead>
<tr>
<th></th>
<th>Q3’18</th>
<th>Q3’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3’18</td>
<td>49.8</td>
<td>50.2</td>
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</table>

**Internet revenue**

<table>
<thead>
<tr>
<th></th>
<th>Q3’18</th>
<th>Q3’19</th>
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</thead>
<tbody>
<tr>
<td>Q3’18</td>
<td>$534</td>
<td>$570</td>
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</table>

**Internet net adds of 41k**
Q3 Media results

Revenue

-1%

Q3’18: $488M
Q3’19: $483M

Adjusted EBITDA

+78%

Q3’18: $73M
Q3’19: $130M
## Q3 consolidated results

<table>
<thead>
<tr>
<th></th>
<th>Q3’19</th>
<th>%Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total service revenue</td>
<td>3,233</td>
<td>(1)</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>1,712</td>
<td>6</td>
</tr>
<tr>
<td>Adjusted EBITDA margin</td>
<td>45.6%</td>
<td>2.6 pts</td>
</tr>
<tr>
<td>Net income</td>
<td>593</td>
<td>-</td>
</tr>
<tr>
<td>Adjusted net income</td>
<td>622</td>
<td>-</td>
</tr>
<tr>
<td>Adjusted diluted EPS</td>
<td>$1.19</td>
<td>(2)</td>
</tr>
<tr>
<td>Capital expenditures</td>
<td>657</td>
<td>(6)</td>
</tr>
<tr>
<td>Capital intensity</td>
<td>17.5%</td>
<td>(1.1 pts)</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>767</td>
<td>22</td>
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</table>

In millions of dollars, except percentages and per share amounts

Service revenue results reflect accelerated adoption of Rogers Infinite plans.

Healthy FCF growth driven by successful cost management and capital efficiencies.

Capital intensity improvement driven by lower Cable capex due to reduced customer premise equipment purchases.
Returning capital to shareholders

Q3’19
$93 million share buyback
$256 million dividends paid

YTD
$1.1 billion cash returned to shareholders in first nine months of 2019

+43% up $317 million
Financial flexibility

**2.8x**  
Debt Leverage Ratio

- Cash provided by operating activities of $1.3 billion in the third quarter of 2019
- Acquisition of 600 MHz spectrum impacted debt leverage ratio by 0.3x
- IFRS 16 implementation impacted debt leverage ratio by 0.2x
- EBITDA growth and increase in value of debt derivatives in Q3 improved debt leverage ratio by 0.2x
- Investment-grade balance sheet remains healthy with total net available liquidity of $2.8 billion
- Q3 EBITDA growth + increased value of debt derivatives
- 600 MHz acquisition
- IFRS 16 impact
- 2018 year-end
- Q3’19

IFRS 16 impact

-0.2x

+0.3x

+0.2x

2.5x

2.8x
Guidance update

<table>
<thead>
<tr>
<th>2019 Guidance</th>
<th>Initial</th>
<th>Revised</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>3% to 5% increase</td>
<td>Decrease of 1% to increase of 1%</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>7% to 9% increase</td>
<td>3% to 5% increase</td>
</tr>
<tr>
<td>Capital Expenditures</td>
<td>$2,850M to $3,050M</td>
<td>$2,750M to $2,850M</td>
</tr>
<tr>
<td>Free Cash Flow</td>
<td>Increase of $200M to $300M</td>
<td>Increase of $100M to $200M</td>
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Revised guidance reflects faster-than-expected adoption of our new Rogers Infinite unlimited data plans driving lower overage revenue, as well as lower Wireless equipment revenue.

For further information, please see the “Financial Guidance” section of our Third Quarter 2019 MD&A