

Bell 2013 CORPORATE RESPONSIBILITY REPORT HIGHLIGHTS



We're the same company... just totally different

AT A GLANCE

Bell Let's Talk commitment to mental health increased to

\$67.5M

Made largest ever corporate contribution to Kids Help Phone

\$2.5M

\$3 billion invested to deploy broadband networks

\$3B

Reduced the time between Internet service ordering and install by

75%

On time for service appointments

98%

Canada's first telecom signatory to the United Nations Global Compact (UNGC)

1st

Only Canadian telecom to earn a top spot in the CDP 2013 Climate Disclosure Leadership Index

Total of 42 buildings certified BOMA BEST

42

Named one of Montréal's Top Employers for 2014 by Mediacorp

2nd year in a row

Twenty five secure, broadbandconnected hosting centres in key markets

25

More than 4,000 Wi-Fi locations, including our partners Indigo, McDonald's and Tim Hortons

4,000

Named one of Canada's Top 50 Most Responsible Companies in Maclean's – Sustainability 2013 Ranking

Top 50

Maintained ISO 14001 certification for Environmental Management System for

5th straight year

SUSTAINABILITY AT BELL

SUSTAINABILITY VISION

We believe that people, the economy, and our environment are inextricably linked; that by balancing economic, environmental and social objectives, we minimize risks, seize opportunities and realize significant collective gains that go far beyond financial and commercial growth. Bell helps people communicate, build skills and contribute to economic and social advances.

PRINCIPLES

Since 2006, Bell has been a signatory of the United Nations Global Compact, a set of universal principles that address issues involving human rights, labour, the environment and anti-corruption. Through its membership in forward-thinking groups composed of leaders of the global business community, Bell participates in the development and dissemination of innovative thinking that produces practical action and tangible results. Here are some of the groups in which we participate.



INVESTING IN COMMUNITIES

With innovations such as Clara's Big Ride, Bell continued to expand its work to engage Canadians in a conversation about improving mental health across the country through the award-winning Bell Let's Talk program. Focused on fighting stigma, supporting research, improving treatment and ensuring psychological health and safety in the workplace, Bell Let's Talk is the largest ever corporate commitment to mental health. Each year it reaches more Canadians, builds awareness and provides more funding, ultimately raising hope for millions of sufferers and those close to them.

2013 HIGHLIGHTS

- Bell contributed \$15.8M to community investment
- Through the Employee Giving Program, Bell team members and pensioners donated more than \$2.1M in charitable gifts in 2013. In addition, they logged more than 204,500 hours of volunteer time to support sport and charitable organizations
- We hosted the largest fundraising event in Québec, the Bal des lumières which raised more than \$1.1M for 3 Québec mental health organizations: the Mental Illness Foundation, the Fondation de l'Hôpital Louis-H. Lafontaine – Institut universitaire en santé mentale de Montréal, and the Douglas Mental Health University Institute Foundation

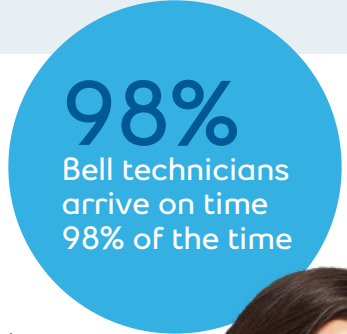


PROVIDING INNOVATIVE SOLUTIONS AND DELIVERING QUALITY SERVICES

In 2013, we introduced a world-class dispatching system that enables us to serve customers more efficiently by assigning work to technicians based on their location and their skill set. As a result, we live up to our Same Day Next Day commitment more than 91% of the time and technicians arrive on time more than 98% of the time, earning them a customer satisfaction rating above 92%.

2013 HIGHLIGHTS

- Launched 2 benefits for mobility customers, one that notifies them when their usage nears a pre-set limit and one that provides usage insurance
- Reduced the time between ordering Internet service and having it up and running from 8 days to 2
- Access to Canada's largest 4G LTE wireless network, making it available to more than 80% of the country's population
- Our quality scores were up nearly 40% at the end of 2013, while the number of customer issues that were escalated to the attention of an executive was down by the same percentage



Please email us at responsibility@bell.ca and tell us what you think of this report and corporate responsibility at Bell. If you'd like more details about our corporate responsibility and environment activities, please visit our website at bce.ca/responsibility.

A LEADING CONTRIBUTOR TO CANADA'S ECONOMY

For 133 years, BCE and Bell Canada have been connecting communities and supporting the economic productivity of the country. We recognize the important role that Bell plays in Canada's economic competitiveness and we are committed to continuing to deliver economic and social benefits to all Canadians.

2013 HIGHLIGHTS

- Announced the opening of 3 Canadian call centres in Orillia, Ontario and in Jonquière (Saguenay) and Rouyn-Noranda, Québec
- \$3 billion invested to deploy broadband networks
- Of the top 100 companies in Canada, 95 run their businesses using Bell products and services
- Bell directly sustains more than 49,000 high-value jobs within the company, which injects about \$3.7 billion into the economy in wages and benefits each year
- Bell buys goods and services from all sectors of the economy, about 87% of which goes to Canadian-based suppliers

\$3.7
billion
injected into
economy



Bell spends \$3B (BCE \$3.5B) annually in capital investment which is more than any other company in Canada, with the exception of major energy companies in Western Canada.

BEST PLACE TO WORK

Bell is committed to fostering an inclusive, equitable and accessible environment, where all employees and customers feel valued, respected and supported. We are dedicated to building a workforce that reflects the diversity of the communities in which we live and provide services, and where every team member has the opportunity to reach their full potential.

2013 HIGHLIGHTS

- The Women at Bell program supports the development of women leaders and promotes their visibility at Bell and in the business community
- 81% of team members say they are proud to work for Bell
- \$17.9 million invested in training
- Over the last 5 years, Bell has made voluntary contributions to the defined benefit pension plan totalling \$2.75 billion.
- Named one of Canada's Top 50 Most Responsible Companies in Maclean's-Sustainalytics 2013 Ranking
- For the second year in a row, Bell is proud to have been named one of Montréal's Top Employers for 2014 by Mediacorp

81%
of employees
are proud to
work for Bell



COMMITMENT TO ENVIRONMENTAL LEADERSHIP

For more than 20 years, Bell has operated numerous programs to reduce the environmental impact of our operations. To demonstrate this commitment we have certified our environmental management system ISO 14001, the only Canadian telecommunications company to do so.

2013 HIGHLIGHTS

- In 2013, we saved 40.36 GWh (40,360 MWh), or 4,760 tonnes of CO₂ equivalent of electricity in our buildings, data centres and networks
- GHG emissions were 275 kilotonnes of CO₂ equivalent
- 69.9% of company waste was diverted from landfill (15,241 metric tonnes)
- Recovered more than 1.42 million mobile phones and 116 tonnes of batteries and accessories since 2003
- 20,160 Bell employees work in buildings certified BOMA BEST or LEED, representing 57% of the Bell workforce located in office buildings, switching centres and work centres

1.42
million
mobile phones
recovered



AWARDS AND RECOGNITION

Bell is continuously recognized for its corporate responsibility best practices, from socially responsible investments to environmental management and philanthropy, from environmental and social responsibility to governance and workplace initiatives.

Here are some of the recognitions we received in 2013.

