



BCE Q2 2025 Results conference call
Thursday, August 7th 2025, at 8:00 a.m

Corporate Participants

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Conference Call Participants

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CAUTION REGARDING FORWARD-LOOKING STATEMENTS

Certain statements made by BCE's President and Chief Executive Officer and Executive Vice President and Chief Financial Officer during BCE's Q2 2025 Results Conference Call, as reflected in this transcript, are forward-looking statements. These statements include, without limitation, statements relating to: BCE's 2025 guidance (including revenue, adjusted EBITDA, capital intensity, adjusted EPS, free cash flow and annualized common share dividend); BCE's strategic plan and capital allocation strategy; BCE's objective to drive sustainable free cash flow growth and create near- and long-term value for its shareholders; the modernization of BCE's core enterprise services and its expected effect on BCE's future growth and internal rate of return; the acquisition of Northwest Fiber Holdco, LLC (doing business as Zply Fiber (Zply Fiber)), certain potential benefits expected to result from this acquisition including Zply Fiber's impact on BCE's free cash flow, Zply Fiber's target number of fibre locations in its copper footprint to be reached by the end of 2028, Zply Fiber's expected level of adjusted EBITDA growth in 2025, Zply Fiber's expected future fibre subscriber growth, and the U.S. fibre market growth platform expected to be provided by Zply Fiber; the formation of Network FiberCo, a long-term strategic partnership with Public Sector Pension Investment Board (PSP Investments) to accelerate the development of fibre infrastructure through Zply Fiber in the United States, the expected timing and completion thereof, certain potential benefits expected to result from the formation of the strategic partnership, such as the potential total number of fibre locations to be reached in the U.S. over the long term, the expected effect of the strategic partnership on the level of capital investment required from BCE and Zply Fiber, BCE's free cash flow during the network build phase, BCE's capital intensity ratio beyond 2025, as well as following Zply Fiber's buildout of its target number of fibre locations in its copper footprint by the end of 2028; the launch of Bell AI Fabric intended to create Canada's largest AI compute capacity project, certain potential benefits expected to result from this launch including the expected future level of revenue and adjusted EBITDA stream to result from this initiative and the expected level of investment required to achieve them, BCE's ambition for Bell AI Fabric to become the backbone of Canada's artificial intelligence (AI) ecosystem, and the future deployment of AI data centres; Bell Media's expected positive revenue and adjusted EBITDA generation for 2025 and their impact on BCE's level of free cash flow; BCE's anticipated reductions in capital expenditures in 2025; the expected level of average revenue per user movement to be seen within the next three to five quarters; BCE's net debt leverage ratio expected to be reached by the end of 2025; the proposed disposition of BCE's home security and monitored alarm assets to a.p.i. ALARM Inc., the expected timing and completion thereof, the expected amount of proceeds to result from this proposed disposition, as well as the intended use by BCE of the proceeds from this proposed disposition; BCE's fibre network penetration plans; BCE's business outlook, objectives, plans and strategic priorities, and other statements that are not historical facts. Forward-looking statements are typically identified by the words "assumption", "goal", "guidance", "objective", "outlook", "project", "strategy", "target", "commitment" and other similar expressions or future or conditional verbs such as "aim", "anticipate", "believe", "could", "expect", "intend", "may", "plan", "seek", "should", "strive" and "will". All such forward-looking

statements are made pursuant to the 'safe harbour' provisions of applicable Canadian securities laws and of the United States *Private Securities Litigation Reform Act of 1995*.

Forward-looking statements, by their very nature, are subject to inherent risks and uncertainties and are based on several assumptions, both general and specific, which give rise to the possibility that actual results or events could differ materially from our expectations expressed in or implied by such forward-looking statements and that our business outlook, objectives, plans and strategic priorities may not be achieved. These statements are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. The forward-looking statements contained in this transcript describe our expectations as of August 7, 2025 and, accordingly, are subject to change after such date. Except as may be required by applicable securities laws, we do not undertake any obligation to update or revise any forward-looking statements contained in this transcript, whether as a result of new information, future events or otherwise. We regularly consider potential acquisitions, dispositions, mergers, business combinations, investments, monetizations, joint ventures and other transactions, some of which may be significant. Except as otherwise indicated by us, forward-looking statements do not reflect the potential impact of any such transactions or of special items that may be announced or that may occur after August 7, 2025. The financial impact of these transactions and special items can be complex and depends on the facts particular to each of them. We therefore cannot describe the expected impact in a meaningful way or in the same way we present known risks affecting our business. Forward-looking statements were made during BCE's Q2 2025 Results Conference Call for the purpose of assisting investors and others in understanding certain key elements of our expected financial results, as well as our objectives, strategic priorities and business outlook, and in obtaining a better understanding of our anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes. The forward-looking statements made during BCE's Q2 2025 Results Conference Call for periods beyond 2025 assume, unless otherwise indicated, that the economic, market, operational and financial assumptions as well as the material risk factors described in this transcript will remain substantially unchanged during such periods.

Material Assumptions

A number of economic, market, operational and financial assumptions were made by BCE in preparing its forward-looking statements contained in this transcript, including, but not limited to the following:

Canadian Economic Assumptions

Our forward-looking statements are based on certain assumptions concerning the Canadian economy. Given ongoing uncertainty around U.S. trade policy, the economic outlook

remains clouded. While the risk of a severe and escalating global trade conflict has diminished and there is some clarity around what tariffs will look like, how U.S. trade policy will unfold remains highly uncertain. It is still too early to confidently project the effects of tariffs on economic growth and inflation. We have assumed current trade policies remain in place. In particular, we have assumed:

- Slowing economic growth, given the Bank of Canada's most recent estimated growth in Canadian gross domestic product of 1.3% in 2025 under the current tariff scenario, representing a decrease from the earlier estimate of 1.8%
- Slower population growth because of government policies designed to slow immigration
- Slowdown in consumer spending reflecting ongoing trade policy uncertainty
- Slowing business investment, particularly by businesses in sectors most reliant on U.S. markets
- Stable consumer price index (CPI) inflation
- Ongoing labour market softness
- Interest rates expected to remain at or near current levels
- Canadian dollar expected to remain near current levels. Further movements may be impacted by the degree of strength of the U.S. dollar, interest rates and changes in commodity prices

U.S. Economic Assumptions

Following our acquisition of Zipy Fiber, our forward-looking statements are now based on certain assumptions concerning the U.S. economy. In particular, we have assumed:

- Stable consumer spending, but emerging concerns about upward pricing pressure stemming from evolving trade policies
- Slowing business investment due to trade policy uncertainty
- Stable CPI inflation
- Slower population growth than recent historical trends

Canadian Market Assumptions

Our forward-looking statements also reflect various Canadian market assumptions. In particular, we have made the following assumptions:

- A higher level of wireline and wireless competition in consumer, business and wholesale markets
- Higher, but slowing, wireless industry penetration
- A shrinking data and voice connectivity market as business customers migrate to lower-priced telecommunications solutions or alternative over-the-top (OTT) competitors
- The Canadian traditional television (TV) and radio advertising markets are expected to be impacted by audience declines as the advertising market growth continues to shift towards digital
- Declines in broadcasting distribution undertaking (BDU) subscribers driven by increasing competition from the continued rollout of subscription video on demand (SVOD) streaming services together with further scaling of OTT aggregators

U.S. Market Assumptions

Following our acquisition of Ziplly Fiber, our forward-looking statements now reflect various U.S. market assumptions for our products and services. In particular, we have made the following assumptions:

- A higher level of wireline pricing competition in consumer, business and wholesale markets
- Increased demand for colocation and datacenter connectivity services
- A shrinking traditional voice services market as customers migrate to wireless or Voice over Internet Protocol (VoIP) offerings

Assumptions Applicable to our Bell CTS Segment (Excluding Ziplly Fiber)

Our forward-looking statements are also based on the following internal operational assumptions with respect to our Bell CTS segment (excluding Ziplly Fiber):

- Stable or slight decrease in our market share of national operators' wireless mobile phone net additions as we manage increased competitive intensity and promotional activity across all regions and market segments
- Ongoing expansion and deployment of Fifth Generation (5G) and 5G+ wireless networks, offering competitive coverage and quality
- Continued diversification of our distribution strategy with a focus on expanding direct-to-consumer (DTC) and online transactions
- Slightly declining mobile phone blended average revenue per user (ARPU) due to competitive pricing pressure
- Continuing business customer adoption of advanced 5G, 5G+ and Internet of Things (IoT) solutions
- Continued scaling of technology services from recent acquisitions made in the enterprise market through leveraging our sales channels with the acquired businesses' technical expertise
- Improving wireless handset device availability in addition to stable device pricing and margins
- Moderating deployment of direct fibre to incremental homes and businesses within our wireline footprint
- Continued growth in retail Internet subscribers
- Increasing wireless and Internet-based technological substitution
- Continued focus on the consumer household and bundled service offers for mobility, Internet and content services
- Continued large business customer migration to Internet protocol (IP)-based systems
- Ongoing competitive repricing pressures in our business and wholesale markets
- Traditional high-margin product categories challenged by large global cloud and OTT providers of business voice and data solutions expanding into Canada with on-demand services, which, in many cases, are also sold as a service by Bell Business Markets (BBM) to ensure continuity of customer relationships and adjacent revenue growth opportunities
- Increasing customer adoption of OTT services resulting in downsizing of TV packages and fewer consumers purchasing BDU subscriptions services
- Realization of cost savings related to operating efficiencies enabled by our direct fibre footprint, changes in consumer behaviour and product innovation, digital and AI adoption, product and service enhancements, expanding self-serve capabilities, new call centre and digital investments, other improvements to the customer service experience, management

workforce reductions including attrition and retirements, and lower contracted rates from our suppliers

- No adverse material financial, operational or competitive consequences of changes in or implementation of regulations affecting our communication and technology services business

Assumptions Applicable to Zipy Fiber

Following our acquisition of Zipy Fiber, our forward-looking statements are also based on the following internal operational assumptions with respect to Zipy Fiber:

- Continued growth in retail Internet customers with continued deployment of direct fibre to incremental homes and businesses within our footprint
- Increasing retail Internet ARPU through continued migration of customers to higher speed tiers and rate increases
- Ongoing competitive repricing pressures in our business and wholesale markets
- Realization of cost savings related to operational efficiencies enabled by our direct fibre footprint, digital and AI adoption, expanding self service capabilities, and other improvements to the customer service experience

Assumptions Applicable to our Bell Media Segment

Our forward-looking statements are also based on the following internal operational assumptions with respect to our Bell Media segment:

- Overall digital revenue expected to reflect scaling of Connected TV, DTC advertising and subscriber growth, as well as digital growth in our out-of-home (OOH) business contributing towards the advancement of our digital-first media strategy
- Leveraging of first-party data to improve targeting, advertisement delivery including personalized viewing experience and attribution
- Continued escalation of media content costs to secure quality content
- Continued scaling of Crave, TSN, TSN+ and RDS through expanded distribution, optimized content offering and user experience improvements
- Continued support in original French content with a focus on digital platforms such as Crave, Noovo.ca and iHeartRadio Canada, to better serve our French-language customers through a personalized digital experience
- Ability to successfully acquire and produce highly-rated programming and differentiated content
- Building and maintaining strategic supply arrangements for content across all screens and platforms
- No adverse material financial, operational or competitive consequences of changes in or implementation of regulations affecting our media business

Financial Assumptions Concerning BCE¹

Our forward-looking statements are also based on the following internal financial assumptions with respect to BCE for 2025:

- An estimated post-employment benefit plans service cost of approximately \$205 million
- An estimated net return on post-employment benefit plans of approximately \$100 million
- Depreciation and amortization expense of approximately \$5,200 million to \$5,250 million
- Interest expense of approximately \$1,800 million to \$1,850 million
- Interest paid of approximately \$1,875 million to \$1,925 million
- An average effective tax rate of approximately 17%
- Non-controlling interest of approximately \$60 million
- Contributions to post-employment benefit plans of approximately \$40 million
- Payments under other post-employment benefit plans of approximately \$60 million
- Income taxes paid (net of refunds) of approximately \$700 million to \$800 million
- Weighted average number of BCE common shares outstanding of approximately 930 million
- An annualized common share dividend of \$1.75 per share

Assumptions underlying expected continuing contribution holiday in 2025 in the majority of our pension plans

We have made the following principal assumptions underlying the expected continuing contribution holiday in 2025 in the majority of our pension plans:

- At the relevant time, our defined benefit (DB) pension plans will remain in funded positions with going concern surpluses and maintain solvency ratios that exceed the minimum legal requirements for a contribution holiday to be taken for applicable DB and defined contribution (DC) components
- No significant declines in our DB pension plans' financial position due to declines in investment returns or interest rates
- No material experience losses from other events such as through litigation or changes in laws, regulations or actuarial standards

The foregoing assumptions, although considered reasonable by BCE on August 7, 2025, may prove to be inaccurate. Accordingly, our actual results could differ materially from our expectations as set forth in this transcript.

Material Risks

Important risk factors that could cause our assumptions and estimates to be inaccurate and actual results or events to differ materially from those expressed in, or implied by, our forward-looking statements, including our 2025 guidance, are listed below. The realization of our forward-looking statements, including our ability to meet our 2025 guidance targets, essentially depends on our business performance, which, in turn, is subject to many risks. Accordingly, readers are cautioned that any of the following risks could have a material adverse effect on our forward-looking statements. These risks include, but are not limited to: the negative effect of adverse economic conditions, including from trade tariffs and other

protective government measures, including the imposition of U.S. tariffs on imports from Canada and retaliatory tariffs by the Canadian government on goods coming from the U.S., recessions, inflation, reductions in immigration levels, high housing support costs relative to income, and financial and capital market volatility, and the resulting negative impact on customer spending and the demand for our products and services, higher costs and supply chain disruptions; the negative effect of adverse conditions associated with geopolitical events; the intensity of competitive activity and the failure to effectively respond to evolving competitive dynamics; the level of technological substitution and the presence of alternative service providers contributing to disruptions and disintermediation in each of our business segments; changing customer behaviour and the expansion of cloud-based, OTT and other alternative solutions; advertising market pressures from economic conditions, fragmentation and non-traditional/global digital services; rising content costs and challenges in our ability to acquire or develop key content; high Canadian Internet and smartphone penetration; regulatory initiatives, proceedings and decisions, government consultations and government positions that negatively affect us and influence our business including, without limitation, concerning mandatory access to networks, spectrum auctions, the imposition of consumer-related codes of conduct, approval of acquisitions, broadcast and spectrum licensing, foreign ownership requirements, privacy and cybersecurity obligations and control of copyright piracy; the inability to implement enhanced compliance frameworks and to comply with legal and regulatory obligations; unfavourable resolution of legal proceedings; the failure to evolve and transform our networks, systems and operations using next-generation technologies while lowering our cost structure, including the failure to meet customer expectations of product and service experience; the inability to drive a positive customer experience; the inability to protect our physical and non-physical assets from events such as information security attacks, unauthorized access or entry, fire and natural disasters; the failure to implement an effective security and data governance framework; the risk that we may need to incur significant capital expenditures to provide additional capacity and reduce network congestion; service interruptions or outages due to network failures or slowdowns; events affecting the functionality of, and our ability to protect, test, maintain, replace and upgrade, our networks, information technology (IT) systems, equipment and other facilities; the failure by other telecommunications carriers on which we rely to provide services to complete planned and sufficient testing, maintenance, replacement or upgrade of their networks, equipment and other facilities, which could disrupt our operations including through network or other infrastructure failures; the complexity of our operations and IT systems and the failure to implement, maintain or manage highly effective processes and IT systems; in-orbit and other operational risks to which the satellites used to provide our satellite TV services are subject; the failure to attract, develop and retain a talented team capable of furthering our strategic imperatives and operational transformation; the potential deterioration in employee morale and engagement resulting from staff reductions, cost reductions or reorganizations and the de-prioritization of transformation initiatives due to staff reductions, cost reductions or reorganizations; the failure to adequately manage health and safety concerns; labour disruptions and shortages; the inability to access adequate sources of capital and generate sufficient cash flows from operating activities to meet our cash requirements, fund capital expenditures and provide for planned growth; uncertainty as to whether our dividend payout policy will be maintained or

achieved, or that the dividend on common shares will be maintained or dividends on any of BCE's outstanding shares will be declared by BCE's board of directors (the Board); the failure to reduce costs and adequately assess investment priorities, as well as unexpected increases in costs; the inability to manage various credit, liquidity and market risks; the failure to evolve practices to effectively monitor and control fraudulent activities; new or higher taxes due to new tax laws or changes thereto or in the interpretation thereof, and the inability to predict the outcome of government audits; the impact on our financial statements and estimates from a number of factors; pension obligation volatility and increased contributions to post-employment benefit plans; the expected timing and completion of the proposed disposition of Northwestel Inc. (Northwestel) are subject to closing conditions, termination rights and other risks and uncertainties, including, without limitation, the purchaser securing financing and the completion of confirmatory due diligence, which may affect its completion, terms or timing and, as such, there can be no assurance that the proposed disposition will occur, or that it will occur on the terms and conditions, or at the time, currently contemplated, or that the potential benefits expected to result from the proposed disposition will be realized; the expected timing and completion of the transaction relating to the formation of Network FiberCo, a long-term strategic partnership to accelerate the development of fibre infrastructure through Ziplly Fiber in underserved markets in the U.S., are subject to customary closing conditions and other risks and uncertainties, which may affect its completion, terms or timing and, as such, there can be no assurance that the transaction relating to the formation of Network FiberCo will occur, or that it will occur on the terms and conditions, or at the time, currently contemplated, or that the potential benefits expected to result therefrom will be realized; reputational risks and the inability to meaningfully integrate environmental, social and governance (ESG) considerations into our business strategy, operations and governance; the adverse impact of various internal and external factors on our ability to achieve our ESG targets including, without limitation, those related to greenhouse gas (GHG) reduction and supplier engagement; the failure to take appropriate actions to adapt to current and emerging environmental impacts, including climate change; the failure to develop and implement sufficient corporate governance practices; the inability to adequately manage social issues; health risks, including pandemics, epidemics and other health concerns, such as radio frequency emissions from wireless communications devices and equipment; our dependence on third-party suppliers, outsourcers and consultants to provide an uninterrupted supply of the products and services we need; the failure of our vendor selection, governance and oversight processes, including our management of supplier risk in the areas of security, data governance and responsible procurement; the quality of our products and services and the extent to which they may be subject to defects or fail to comply with applicable government regulations and standards; the failure to successfully expand Ziplly Fiber's fibre network and optimize its existing copper network; the inability of Ziplly Fiber's current and future initiatives or programs to generate the level of returns, or to occur on the timeline, we anticipate; the intensity of competitive activity in Ziplly Fiber's services market in the U.S., and the failure to effectively respond to fragmented and rapidly evolving competitive dynamics; the failure to successfully integrate Ziplly Fiber as a subsidiary of BCE, and to generate the anticipated benefits from the acquisition of Ziplly Fiber; the failure to accurately anticipate fluctuations in the exchange rate between the Canadian dollar and U.S. dollar and our inability to successfully implement currency hedging strategies; Ziplly Fiber is subject to

significant regulation in the U.S. which may reduce the amount of subsidies or revenues it receives, increase its compliance burdens or constrain its ability to compete; the failure to comply with the non-U.S. ownership rules and our regulatory obligations imposed by the Federal Communications Commission; changes to tax legislation in the U.S., Canada, or other relevant jurisdictions, or to its interpretation or enforcement, may affect Ziplly Fiber's income tax position, as well as our effective tax rate and the after-tax returns we derive from Ziplly Fiber's U.S. operations.

We caution that the foregoing list of risk factors is not exhaustive and other factors could also adversely affect our results. We encourage investors to also read BCE's 2024 Annual MD&A dated March 6, 2025 and BCE's 2025 First and Second Quarter MD&As dated May 7, 2025 and August 6, 2025, respectively, and BCE's news release dated August 7, 2025 announcing its financial results for the second quarter of 2025 for additional information with respect to certain of these and other assumptions and risks, filed by BCE with the Canadian provincial securities regulatory authorities (available at [sedarplus.ca](https://www.sedarplus.ca)) and with the U.S. Securities and Exchange Commission (available at [SEC.gov](https://www.sec.gov)). These documents are also available at [BCE.ca](https://www.bce.ca).

¹ The financial assumptions concerning BCE have been updated to reflect the acquisition of Ziplly Fiber.

Operator: Good morning, ladies and gentlemen. Welcome to the BCE Q2 2025 Results conference call. I would now like to turn the meeting over to Kris Somers. Please go ahead, Mr. Somers.

Kris Somers – Senior Vice President - IR: Thank you, Matthew. Good morning, everyone, and thank you for joining our call. With me here today are Mirko Bibic, BCE's President and CEO, and our CFO, Curtis Millen. You can find all our Q2 disclosure documents on the investor relations page of the BCE.ca website, which we posted earlier this morning. Now, before we begin, I'd like to draw your attention to our Safe Harbour statement on slide 2, reminding you that today's slide presentation and remarks made during the call will include forward-looking information and therefore are subject to risks and uncertainties. Results could differ materially. We disclaim any obligation to update forward looking-statements except as required by law. Please refer to our publicly filed documents for more details on assumptions and risks. With that out of the way, I'll turn the call over to Mirko.

Mirko Bibic – President and CEO: Thanks, Kris, and good morning, everyone. So, earlier this year, as you know, I shared the strategic plan and capital allocation strategy that will guide Bell in driving sustainable free cash flow growth and shareholder value in the near and long term. And I'm pleased to report that in Q2, the Bell team made meaningful progress towards our objectives. Bell's unique and differentiated assets continue to work together to diversify our revenue streams and to drive overall performance. We remain deeply committed to executing our plan and it's delivering results.

I'd now like to provide an update on our progress against each of our four focused strategic priorities, which are putting the customer first, delivering the best fibre and wireless networks, leading an enterprise with AI-powered solutions, and building a digital media and content powerhouse. Moreover, we'll continue to modernize and simplify how we do business and how we operate.

Turning to slide 4. For 145 years, our purpose has been rooted in connection. We connect Canadians with each other. We empower our enterprise clients to connect

with their customers. Through consistent long-term investments in core infrastructure, we've enabled Canadians to connect to the latest global technology innovations. Our objective is to put our customers at the heart of every interaction with us. We know their time is valuable, and that's why we're prioritizing self-serve tools to help customers get the support they need whenever they need it. And I'm delighted to share some of our initiatives and the tangible results we've seen so far.

So, let's turn to slide 5. Our self-install program started in Ontario and Quebec in 2020, enabling customers to install their Bell services on their own schedule. It's been a resounding success. Since 2022, more than 1 million self-installs have been performed, and over 90% of new residential customers are opting to do their own installation. It's more convenient for our customers and generates significant cost savings. Our customers can use our AI-powered virtual repair diagnostics tool to detect and resolve a wide range of technical issues without a support call or a technician visit, and since 2022, 1.2 million calls have been eliminated as a result. And our AI-powered virtual assistant has been rolled out nationally for online chat support with much more natural conversations with our customers, again saves time for our customers and improves productivity for Bell.

Customer First, initiatives like these materially improve customer satisfaction. They lead to improved churn, higher customer lifetime value and better financial performance. The next key priority area for us is to deliver the best fibre and wireless networks. Last Friday, we were delighted to announce the completion of our acquisition of Ziplly Fiber, the leading fibre Internet provider in the U.S. Pacific Northwest, and we did this several months ahead of schedule. I want to thank the Bell and Ziplly teams for their dedication and their perseverance in making this happen.

We're pleased to welcome Ziplly Fiber colleagues to the BCE family, and we look forward to working together to accelerate and to expand their fibre build, reaching more communities and delivering the connectivity and service the Ziplly Fiber customers deserve. This acquisition expands Bell's fibre footprint by 1.4 million locations and it cements our position as the third largest fibre Internet provider in North

America. This marks a key milestone in our fibre growth strategy and diversifies our fibre revenues in an unregulated geography.

By combining Bell's deep fibre expertise with Ziplify Fiber's experience management team, we're creating a powerful platform for material long-term growth, scale, and geographic diversification that positions us to unlock significant value for our shareholders. Our strategic partnership with PSP Investments will support Ziplify's fibre infrastructure in underserved markets in the U.S. and will do that in a financially disciplined way. The plan is to reach a total of 8 million fibre passings in the U.S.

Ziplify has been outperforming our expectations with the team driving very strong customer acquisition and penetration on its fibre network. These metrics will get even better as we go forward, as we capture the incremental synergies and growth opportunity from the PSP partnership. Curtis will share some of our expectations for Ziplify's 2025 financial and operational performance when he speaks next.

In Canada, this quarter we delivered 27,000 new FTTH customers, a strong result amidst the slowdown in our Canadian fibre build and pricing reflective of the significant value we deliver to customers. This contributed to Internet revenue growth of 3%. We continue to capture the majority of new growth in the areas where we have fibre. Fibre is a superior service offering, and it resonates with customers. Fibre continues to drive higher multi-product penetration, contributing to an 8% increase in households subscribing to mobility and Internet service bundles where we have fibre.

In wireless, our relative performance has improved meaningfully. We added 94,479 new net mobile phone subscribers in Q2. This demonstrates our execution upside on gross activations and customer retention. Notably, Postpaid churn improved 12 basis points to 1.06% marking the first quarter of year-over-year improvement in nearly three years. It's a clear highlight in the quarter, and it's a direct result of customer service improvements, increased product intensity, and effective real-time retention offers.

We added 44,547 new net postpaid wireless subscribers this quarter, and all were on our main Bell brand. This is consistent with our operating strategy to focus on better quality, profitable and margin accretive subscriber acquisitions. Prepaid Net adds were relatively steady versus last year at 49,932 as our strategy to better address the value and newcomer market with our Lucky Mobile brand continues to hunt. Q2 marked a third straight quarter of year-over-year ARPU improvement with a decline of 0.7%.

Our result this quarter reflected sustained competitive pricing pressure and lower roaming, due in part to decreased travel to the U.S. These factors were partly offset by non-recurring revenues from the G7 summit. We've regained operating momentum in wireless with a focus on best networks, customer experience, product intensity and churn reduction. We expect to continue to capture our fair share of subscriber additions and to strengthen our financial performance going forward.

Turning to slide six now. It's great to discuss the enterprise growth strategy that we've been thoughtfully building out over the past couple of years. Our Strategy, basically in summary, our strategy is based on reinventing our core services and our core service delivery and leading the country in AI-powered technology solutions. So, I'll start first with the reinvention of our core services and service delivery.

Everybody knows we're the largest provider of core connectivity and communication services to enterprises in Canada. We're modernizing what we're doing by developing unified communication as a service and network as a service, and we're leveraging our partnerships with Zoom, ServiceNow and Salesforce, among others. We expect this modernization to move core enterprise services towards positive growth.

Importantly, and we've talked about this several times, we've also brought in our suite of offerings in ways that are adjacent, unregulated and complementary to our core services with AI-powered technology solutions. These offerings are driving strong growth, and we expect that momentum to continue. One key element of that is to lead in cybersecurity. Bell already had a robust security business, and this was enhanced

with our acquisition of Stratagem last year. The combination of Stratagem's fully automated cloud-based AI-powered security operations centre and the Bell Network platform is a unique and compelling offering for our customers.

Another key element is Ateko, which we launched in May with a focused specialization in five major platforms used globally, ServiceNow, Salesforce, AWS, Azure, and Google Cloud. Ateko is also focused, as we've talked about before, on four industry verticals where we have deep customer relationships, and those are financial institutions, utilities, public sector and TMT.

And the final key component of the BBM growth strategy is Bell AI Fabric. And it's about being the, you know, the backbone of Canada's AI ecosystem. And Bell AI Fabric is essentially comprised of four layers. There's the hardware infrastructure layer, which includes Canada's largest sovereign AI data centres on the largest fibre network. There's a software infrastructure layer which includes LLMs customized for Bell to offer unique capabilities for the Canadian market. There's advisory, tech and professional services led by Ateko, and the application layer of consumer and business AI applications.

I'll share more on Bell's significant opportunity in AI service offerings in a few minutes, but you put all those together, we've got a unique set of interrelated assets and expertise that cannot be replicated in Canada. And the common glue to all this is the highly trusted Bell brand, our superior networks and our deep, long-standing enterprise relationships. The strategy is highly differentiated, and it's delivering results right now, as you can see. This is in stark contrast to North American peers who've seen significantly higher rates of decline for their enterprise businesses.

I'll move over to slide 7, still more on BBM, Bell Business Markets. It delivered a record quarter of revenue growth driven by net positive contributions from all four growth vectors I just talked about. Core connectivity and communication services, which represents the largest portion of BBM revenues. Those stabilized in Q2 and showed modest growth.

As expected, Ateko and our cybersecurity business are growing rapidly, and so is AI Fabric. And as I mentioned, Bell has always connected Canadians to technology at scale. It's a core skill. The next generation of large-scale technology infrastructure is sovereign AI Compute. It will deeply transform Canada the way the telephone and the Internet did. We're uniquely placed to build and to manage this infrastructure in Canada for Canada.

As I mentioned, our ambition is to become the backbone of Canada's AI economy just as we've been the foundation of the country's communications infrastructure for the past 145 years. Bell AI Fabric will deliver high-performance, sovereign and environmentally responsible AI-computing services to Canadian businesses, researchers, and public institutions. I just want to emphasize this is not a standard colocation business. Bell AI Fabric is going to encompass purpose-built AI data centres with a cluster of high-impact AI services attached to them. They'll feature cutting-edge enterprise-grade AI technology enabling faster, more efficient processing tailored for large language models and AI workloads. Since announcing our first AI fabric facility in Kamloops in June in partnership with Groq, we've seen strong interest from potential partners looking to work with us.

You saw that recently when we announced a partnership with Cohere, a global leader in large language models, who will join us to provide full-stack sovereign AI solutions for government and enterprise customers across Canada, accelerating adoption and driving innovation in our Canadian economy. We're going to enable the creation of truly end-to-end sovereign AI-bundled solutions. AI Fabric, again, represents a meaningful future, Unregulated revenue and adjusted EBITDA stream, a new free cash flow vertical for Bell's enterprise business. Demand for Canadian AI data centres is projected to grow at an annual rate exceeding 20%. This growth is distinct from the surging demand for compute inferencing, large language models and other AI driven solutions, which also continues to accelerate across industries.

So, given our strategic advantages, we're well positioned to capture a significant share of the AI opportunity. We have national fibre connectivity, owned or leased land

in key locations, access to a significant amount of low cost power and cooling and deep customer relationships, and we can provide the full stack of services that a customer would need. We have the scale and the right to win in this business. Again, It's real and delivering results right now at manageable investments at manageable investment levels fully reflected in our leverage and capital intensity targets.

Now turning to media, digital was up 9% over last year and now makes up 43% of total media revenues. Driving this performance was Crave, which grew direct streaming subscribers by 72% over last year as well as continued growth in products such as Connected TV, Crave with Ads, and fast channels. Investments to sustain the strategic shift are continuing with a major expansion of Crave to offer CTV and Noovo entertainment content, news, select sports and a larger kids collection. We've got new streaming bundle offers that include Disney+, Crave, and TSN for the Canadian market, and integration of the Bell marketing platform into the trade desk, providing advertisers with seamless access to Bell's premium first party data and custom audience building capabilities.

Bell Media has delivered a strong first half and it's because of our digital pivot and our focus on flagship franchises. And it's paying off after five years of dedicated effort and investment. While we expect Bell Media to generate positive revenue and adjusted EBITDA for the full year, segment results may be somewhat uneven due to industry dynamics and near-term macroeconomic headwinds that may impact advertiser demand in the second half of this year. That said, our goal remains unchanged, for Bell Media to consistently deliver annual revenue and adjusted EBITDA growth while contributing meaningful free cash flow to BCE.

Slide 8 provides a summary of the Q2 metrics I've already covered. So, before I turn it over to Curtis, I should say that obviously we're disappointed with the decision of the federal government last night to decline to alter the CRTC's decision to expand mandatory wholesale access. At this stage, we'd urge the government and the CRTC to ensure that network builders are fully compensated for the significant build costs and investment risk they take in building. And I also want to emphasize that the Bell

team remains sharply focused on executing our strategic plan and delivering value for customers and shareholders.

We're building Made in Canada Tech Services Champions with Ateko and Bell Cyber. We're building the backbone of the AI ecosystem with Bell AI Fabric. We continue to invest significantly in Canadian content as Canada's digital media and content leader. These are the types of major investments BCE continues to make in Canada to connect Canadians with each other, with their customers and with technology.

We will generate growth through our customer-first initiatives, our renewed momentum in wireless, our momentum in enterprise, and now significant growth in the unregulated U.S. fibre market. And therefore, I'm pleased to announce that BCE will host an Investor Day on October 14th in Toronto, where we'll showcase how the elements of our strategy come together in a highly differentiated way to create long term shareholder value. And we'll share additional details shortly with all of you. And as we look to the future, I want to reiterate our unwavering focus on disciplined execution, financial resilience, and value creation. And I want to thank the Bell team for their hard work and for delivering results for our customers and our shareholders. And with that over to you Curtis.

Curtis Millen – Executive Vice President and CFO: Thank you, Mirko, and good morning, everyone. I'll begin on slide 10 with BCE's consolidated financial results. In the second quarter, we returned to total positive revenue growth, delivering a solid 1.3% increase. This is the direct result of our successful fibre strategy, our ability to attract and retain premium wireless subscribers and drive greater cross-sell penetration of mobility and Internet households, continued digital media growth and our momentum in enterprise as our AI-powered technology solutions are driving rapid growth.

Adjusted EBITDA was down 0.9% due to higher costs of goods sold associated with significant growth in product revenue. Net earnings and statutory EPS were up over last year due to lower asset impairment charges as well as a non-cash loss

recorded in Q2 of 24. On BCE's share of an obligation to repurchase the minority interest in a joint venture equity investment at fair value. Adjusted EPS was down 19.2% reflecting some non-cash mark-to-market losses on FX hedges and options, higher interest expense, and lower year-over-year tax adjustments. Consistent with our plan to reduce capital spending by approximately \$500 million in 2025, Capex was down \$215 million in Q2, bringing year-to-date Capex savings of \$488 million. We have also delivered a solid 5% increase in free cash flow in the second quarter.

Turning to Bell CTS on Slide 11. Financial performance of Bell Business Markets was a clear highlight this quarter. After putting the building blocks in place over the past few years, momentum is building. With strong demand for a unique and differentiated suite of enterprise services, the BBM team drove significant year-over-year growth in revenues in the second quarter and although already pointed out by Mirko, it bears repeating that all four elements of Bell Business Markets contributed to this result. This includes modest growth in core connectivity and communication services which represents the largest portion of BBM revenues, rapid growth in both the Ateko managed services and our cybersecurity business, and the introduction of Bell AI Fabric with our first facility launched in June. Under this AI Data centre agreement, we recognize revenue and adjusted EBITDA upon delivery, with annual cash flow to be realized over the coming years.

Internet revenue is up 3%, a solid result showing we're striking a healthy balance between subscriber growth and disciplined pricing supported by fibre. Greater sales of mobile devices from higher upgrade volumes and contracted activations also contributed to higher revenues on the product side in Q2. Wireless service revenue was down 0.3%. This represents a second straight quarter of improvement in the year-over-year rate of decline. Our result this quarter reflected competitive pricing pressures that were partially offset by non-recurring revenue related to the G7 Summit. Despite a 1% increase in total CTS revenues, Q2 adjusted EBITDA declined by 1.6%, primarily due to a 3.2% rise in operating costs. This increase was driven by higher cost of goods sold, reflecting significant growth in product revenues this quarter.

Turning to Bell Media on slide 12. Continued digital momentum and solid overall financial performance marked by a fifth consecutive quarter of revenue and adjusted EBITDA growth. Total Q2 revenue was up approximately 4%. This result was driven by an 8.1% increase in sub revenue on the back of continued strong Crave and Sports D2C streaming growth. The F1 Canadian Grand Prix and our acquisition of Sphere Abacus also contributed to higher revenue this quarter. Despite strong digital video ad growth in the quarter, total advertising revenue was down 3.1% due to continued weakness in traditional broadcast TV advertiser demand for non-sports programming and the previously announced divestiture of 45 radio stations, of which the majority were completed during the quarter. Consistent with the increase in revenue, media adjusted EBITDA was up 7.8%, driving a 1.1 point increase in margin to 27.9%. Really strong performance by Bell Media with growth across revenue, adjusted EBITDA and margins.

Turning to slide 13. Balance sheet remains quite well positioned with \$3.8 billion of available liquidity and a strong solvency surplus of \$4.1 billion for all BCE defined benefit pension plans. Our reported net debt leverage ratio at the end of Q2 was approximately 3.5 times adjusted EBITDA. This does not reflect our acquisition of Ziply Fiber, which closed on August 1st, and was funded with the \$4.2 billion in net sale proceeds from MLSE received at the beginning of July, together with cash on hand. We are assuming \$2.6 billion of incremental Ziply Fiber net debt that has been rolled over and remains outstanding. We are targeting a year-end 2025 net debt leverage ratio of approximately 3.8 times, reflecting the impacts of the MLSE sale and Ziply Fiber acquisition. On a pro forma basis, adjusted to include 12 months of Ziply Fiber adjusted EBITDA, our net debt leverage ratio would be approximately 3.7 times.

In addition, our review of non-core assets continues to progress. I'm pleased to report that we've entered into an agreement to sell our home security and monitored alarm assets, with the transaction expected to close later this year. In line with our capital allocation priorities, proceeds from this divestiture will be reused to reduce our leverage ratio and strengthen our balance sheet.

Moving to Slide 14. Ziplly Fiber will operate as a separate business unit with results reported separately beginning in Q3 2025. In the meantime, to assist investors with their financial modelling, I will share some of our expectations for Ziplly Fiber's 2025 financial and operating performance. As you will see, Ziplly Fiber continues to deliver consistently strong results driven by the strength of its fibre to the prem platform. During the interim period, performance remained robust, with both revenue and adjusted EBITDA tracking ahead of our expectations, we set at the time of announcement. Last quarter, we called out their impressive adjusted EBITDA growth of 17% in 2024. This is projected to accelerate to 20% plus in 2025, driven by continued operational execution and significant growth runway.

Ziplly Fiber continues to grow its subscriber base, now providing high-speed Internet to approximately 440,000 retail subscribers, 85% of which are on pure fibre service. Ziplly Fiber's more mature, tenured markets have already reached 40% penetration. That compares with an average penetration of 23% in locations built in the last few years, so there's still meaningful growth ahead on the current footprint, particularly when you consider that over 40% of the fibre locations were built in the last four years. Our acquisition of Ziplly Fiber is an important part of our plan to generate sustained core business, top line and adjusted EBITDA growth at an attractive return on capital.

Lastly, turning to our updated financial guidance targets for 2025 as summarized on slide 15. With the inclusion of Ziplly Fiber in our operating results for five months this year, we are increasing both BCE's consolidated revenue and adjusted EBITDA guidance for full year 2025 to a range of 0 to 2%. Our adjusted EPS guidance for 2025 is being revised to a range of minus 13% to minus 10% from the previous range of minus 13% to minus 8%. This is to reflect higher depreciation and amortization, as well as increased interest expense assumptions related to the Ziplly Fiber acquisitions. This revised range does not reflect any purchase price allocation for Ziplly Fiber, as valuation has not yet been completed.

Given Ziplly Fiber's planned Capex spending to execute its in-footprint fibre build out for the remaining five months of the year, our expectation for BCE capital intensity increases to approximately 15% in 2025 from 14% previously. As a reminder to investors, our previously announced partnership with PSP Investments, which is on track to close later this year, significantly reduces the capital investment by BCE and Ziplly Fiber and improves free cash flow during the network build phase. As a result, our U.S. fibre buildout can be accelerated, and we continue to expect to maintain pro forma combined Company capital intensity at around 14.5%. We would also expect our capital intensity to further decrease following Ziplly Fiber's buildout of approximately 500,000 fibre locations in its copper footprint by year-end 2028.

As a result, we are adjusting our free cash flow guidance for 2025 to a range of 6% to 11%. And I'll also qualify that our guidance ranges do not reflect the pending divestiture of Northwest. I'll now hand the call back to Kris and the operator to begin Q and A.

Kris Somers – Senior Vice President - IR: Thank you, Curtis. And before we start, to keep the call as efficient as possible, please limit yourself to just one question and a brief follow-up so that we can get to as many in the queue as possible. With that, Matthew, we are ready to take our first question.

Operator: Thank you. As a reminder, if you're on the phone and wish to ask a question, please press Star one. The first question is from Stephanie Price from CIBC World Markets. Please go ahead.

Stephanie Price – CIBC – Analyst: Good morning. Hoping you can unpack the guidance a little bit more, just in terms of your initial estimates of Ziplly, any adjustments to your thoughts and anything outside of Ziplly that's included in the revised guidance. Thank you.

Curtis Millen – Executive Vice President and CFO: Hi Stephanie, thanks for the call. So, on the Ziplly side of it, so as is in the presentation, Ziplly both on the revenue and the adjusted EBITDA side continue to outperform our investment case and outperform

what we--the financials provided in November. So, that continues to be a very good operating performance story. And in terms of revised guidance, so I'd say the revised guidance reflects our current view of the combined company performance. Right? So this is reported both the existing business and overlaid with the Ziplly performance, but it's not a straight A plus B.

Stephanie Price – CIBC – Analyst: Okay, thank you very much. And maybe just a follow-up, just on the free cash flow side, and maybe some comments on the free cash flow ramped for 2025.

Curtis Millen – Executive Vice President and CFO: Yeah. So, in somewhat odds with what I just said, Stephanie, on the free cash flow side, we are very happy with our Canadian free cash flow performance. And midpoint of guidance on the free cash flow metric actually is simply a Canadian expectation overlay with Ziplly Fiber.

Stephanie – CIBC – Analyst: Perfect. Thank you very much.

Operator: Thank you. Our next question is from Jérôme Dubreuil from Desjardins Securities. Please go ahead.

Jérôme Dubreuil – Desjardins Securities – Analyst: Good morning. Thanks for taking my question. Also, thanks for the guidance update. I'm interested in the kind of longer-term free cash profile that Ziplly brings. So, if you can please discuss the free cash flow profile evolution in the coming years, because we're seeing the free cash headwind this year, but from my understanding, you have a bigger Capex only in the first two years, and then there's a significant change in the Capex profile with the InfraCo structure taken over. So if you can discuss maybe what you see in the coming years during inflection and free cash profile from Ziplly, thanks.

Curtis Millen – Executive Vice President and CFO: Hi Jérôme, thanks for the question. So you're right, a few stepping stones, building blocks to that question. Again, the adjusted EBITDA performance at Ziplly through the interim period has been very strong. Growth in 2024 was 17%, expected to be north of 20% in 2025. So, continued adjusted EBITDA growth, which ultimately falls to free cash flow. And you're

right, given the PSP partnership is fibre build partnership, what it allows us to do is once we're through the 500,000 fibre locations built in the Zply copper footprint, the vast, vast majority of fibre build will be done through the PSP--partnership with PSP, which means Capex at Zply, that we consolidate, is largely kind of nearly all going to be success driven and a much lower number dollar wise. So, you're right that we do continue to expect free cash flow growth, and frankly, accelerated once the PSP partnership is up and running, which we believe is going to happen by the end of this year.

Jérôme Dubreuil – Desjardins Securities – Analyst: Thank you.

Operator: Thank you. Our next question is from Aravinda Galappatthige from Canaccord Genuity. Please go ahead.

Aravinda Galappatthige – Canaccord Genuity – Analyst: Good morning. Thanks for taking my question. Wanted to dig in a little bit into Bell AI Fabric. Maybe you can just talk a little bit about the sort of the longer-term revenue opportunity here. I know in one of the press releases, you've indicated a \$9 billion term. I'm not sure how broad that sort of estimate is. How should sort of investors think about sort of the medium-term opportunity here from a revenue perspective, and then obviously the free cash flow element as well?

Mirko Bibic – President and CEO: So, as I said in my opening remarks--thanks, Aravinda. We're going to execute on the enterprise growth strategy at very manageable investment levels, and we expect to generate significant IRRs on that strategy. And the growth, the term is large, and the growth rates - market growth rates, are quite significant, and we're poised to compete and lead. And it's not just AI Fabric, it's the way every element of the BBM strategy works in unison.

So it starts with, you know, having the best network connectivity and having, you know, the ability to deliver purpose-built AI data centres fast. And you know, in this environment, the time to power and the time to construction are a massive competitive advantage, and you saw that we were able to deliver a data centre in June, and there

are more to come on stream. And you'll see some interesting announcements in the weeks to come that show you the continued momentum in Bell AI Fabric. But when we have the best networking, the access to the power and the cooling, the land and the building, the ability to stand up the facilities fast, it just spins the service revenue potential as well because now we have Ateko that goes in there and provides, you know, AI and technology and systems integration advisory services.

We have the partnership with Cohere, where we can provide access to that software layer. And then, of course, we wrap everything in with cybersecurity services. So it's a powerful foundation for long-term growth, and it's a powerful recipe for our customers, and it's a significant opportunity to drive product intensity in the enterprise space because of that integration between all elements of the strategy, which are working in harmony. The team's done an amazing job putting this together over 18 months, and you're starting to see the results.

Aravinda Galappatthige – Canaccord Genuity – Analyst: Thanks, Mirko. And just a quick follow-up before I hand the line on asset divestitures. I mean, we saw tower monetization transaction with Telus recently. Beyond the 7 billion that you've sort of earmarked, how should we think of sort of the potential there, you know, beyond fiscal 25 to further sort of strengthen in the balance sheet. Thanks.

Mirko Bibic – President and CEO: Thanks. So, we don't have any updates to share at this time with respect to something like a potential tower sale or monetization of infrastructure. Earlier this year in February, we announced what our priorities were going to be, at least in the near term. And the focus for us has been to execute against each of those. For example, close Ziply, get the PSP partnership done, get churn down. We indicated that we were going to have a couple of non-core asset sales, and Curtis mentioned one in the home monitoring and alarm. So that's been the priority to date. But clearly, you know, we view our infrastructure as potentially a valuable source of capital, and we fully recognize the strategic value of a lot of our infrastructure that could be towers, could be AI Fabric, it could be other things. And as we kind of demonstrated to investors with our U.S. expansion plans, we'll consider and certainly

execute on partnerships that help us achieve our long-term goals and that help us drive shareholder value. So it's a long way to say Aravinda, that we're going to remain open to exploring opportunities, and under the right conditions, going forward.

Aravinda Galappaththige – Canaccord Genuity – Analyst: Thank you.

Operator: Thank you. Our next question is from Tim Casey from BMO Capital Markets. Please go ahead.

Tim Casey – BMO – Analyst: Thanks. Good morning. Your wireless metrics were encouraging this quarter. Could you, Mirko, just talk a little bit about the market dynamics that drove that for BCE in Q2 and your assessment of--I know it's early days and back to school, but what you're seeing in Q3? And then just as a quick follow-up, just on the regulatory side, Mirko, it's--are all your avenues of appeal exhausted with respect to the cabinet decision last night, or should we anticipate that you'll try and seek other avenues there? Thank you.

Mirko Bibic – President and CEO: Thanks, Tim. Look, on wireless, really pleased with the performance that we delivered and if you look on a first half of the year basis, you can see that over the course of the first six months of the year, we certainly captured our fair share of gross adds and net adds. And that's the goal. Again, it's all elements of the strategy working together in harmony to deliver those results and particularly a big, big focus on putting the customer first. And that has allowed our churn to come down dramatically, and there's more upside to come on churn execution, and the team is laser-focused on that.

A couple of other elements, I think we all know, we see it across the industry that market growth is still growing, but not growing as fast as in years past. But we're still able to, in particular, as a result of the drop-off in newcomer growth. But you know, we weren't as exposed to the newcomer segment as others, and there's still opportunity there for us. So that would have been one factor; churn would be another factor. And of course we're kind of happy as we look into the beginnings of Q3 and going forward, I think we've got quite pleased with the pricing structure that we see

with tiered pricing and better differentiation between brands which allows us certainly to have kind of pricing that's appropriately reflective of the value that we provide to customers both on the service side and the hardware pricing side.

And so we--you know, so we like the shift to tiered pricing. It allows us to separate, you know, the value prop of the different brands. It allows us to add more value to the customer who is on the higher service rate plans. And then we're able to differentiate even further with content, quality of service, and other value drivers. So I'd say, you know, this, you know, and our distribution, our position on distribution has always been strong. So you put all those elements together, and you see the results that we delivered in wireless.

And then on the regulatory side, I think I'll leave it at what I said in my opening remarks. I mean, obviously, disappointed; you don't think it's the right decision. But now the focus is on ensuring that all of us who build networks in Canada get fully compensated for the significant costs of building and for the investment risk taken when we build. And you know, that's what we're going to focus on right now, and obviously at the macro level, continue to focus on driving growth in the various diversified revenue growth streams that we have. You know, we're diversified geographically and we're diversified in terms of the things we are investing in beyond network, and we spent a lot of time unpacking those media, the various elements of the enterprise, strategy, and the customer initiatives.

Tim Casey – BMO – Analyst: Thank you.

Operator: Thank you. Our next question is from Maher Yaghi from Scotiabank. Please go ahead.

Maher Yaghi – Scotiabank – Analyst: Great. Good morning, and thanks for taking my question. Wanted to maybe just dig a little bit deeper into wireless. So, the improvement in churn and churn metrics, how sustainable are those and are they coming dependent on a lot of handset financing efforts on your part to improve those churn metrics? And second, on ARPU again in wireless, you know, the improvement in

the year-on-year decline, how should we think about those improvements? Can they continue to improve as we go into the second half from here? You mentioned there are some one-time offs that helped the year-on-year decline in Q2. Curtis, maybe you can peel off a little bit here and see what could be sustained. And lastly, you mentioned in your slides that about 40% of new internet activations are coming with bundled wireless services. How much of your base is actually bundled or, you know, in another way, how much of that kind of push into bundling can be extended to your existing internet subscriber base to help grow your wireless business even further? Thank you.

Mirko Bibic – President and CEO: Thanks, Maher, for the question on ARPU. When you exclude the impact of the one-time items and particularly the lift from the G7, ARPU decline was, you know, closer to in line with previous quarters but still industry leading. So, you know, that's still quite positive. And, you know, pace of ARPU improvement is going to largely depend on pricing stability in the second half of the year. The back book continues to transition into the new pricing environment. I'd say the new pricing environment right now, as I'm speaking to all of you, is better than it than it has been in months past.

So, assuming pricing remains stable. We expect to see kind of positive ARPU movement within the next three to five quarters. So that bodes well. And so far so good as we see some signs of pricing stabilization in the beginning of Q3, and that's encouraging, particularly as we head into the busy back-to-school season. On Internet, I will turn it over to Curtis to answer that one. I would say, you know, the focus certainly for us is going to be to penetrate, you know, the fibre plant that's already been built. There's lots of upside there because we have built a significant amount of new fibre passings in the last three years that that's not yet at full run rate in terms of penetration equilibrium. So we have upside there for sure.

Curtis Millen – Executive Vice President and CFO: And then, Maher, it's Curtis, when I was going through the rest of your questions, the one that I heard was so on the handset product margin, you know, it's a positive product margin, and it's actually increased quarter over quarter and year over year.

Mirko Bibic – President and CEO: And on churn reduction--one thing I'll pile on here on the churn reduction, it's a multifaceted approach to churn reduction. So, the retention activities that we've put in place, which kind of--to which Curtis's answer relates, there's the broad customer service improvements, there's leaning into our distribution. So as I mentioned to Tim, it's multifaceted.

Maher Yaghi – Scotiabank – Analyst: Okay. And just to follow up, Curtis, you mentioned that the new guidance is a reflection of an updated view about your existing business, plus Zply. But maybe you can help us understand, just to get a glimpse of how you're viewing your existing business now versus the beginning when you gave that guidance into wireless and wireline. Have they--has the view improved or stayed the same or become a little bit less positive by segment? Just to understand, you know, how you're--you're viewing the business now versus the beginning of the year. Thank you.

Curtis Millen – Executive Vice President and CFO: Yeah, thanks, Maher. Probably can't provide all the detail you want on that, but when you--when you have a moment to run through the math, you'll see if you look at midpoint of guidance relative to what it was and you kind of overlay what we've announced in terms of Zply, you'll see revenue midpoint is increased, adjusted EBITDA is slightly decreased in line with consensus and free cash flow is simply reflective where midpoint is kind of still the right place to be, just overlaying Zply Fiber impact.

Maher Yaghi – Scotiabank – Analyst: Okay, great. Thank you.

Operator: Thank you. Our next question is from Vince Valentini from TD Securities. Please go ahead.

Vince Valentini – TD Securities – Analyst: Hey, thanks very much. Curtis, can you just walk down exactly that 335 million U.S. we can all do 5/12 of that and apply an exchange rate. Is that just simply what's added for Zply in the last five months, and the rest of the Delta is changes in your Canadian guidance, or is there some sort of

accounting adjustment or integration, or restructuring costs or anything else that would create that not being a straight line from 335 U.S. to whatever's in your numbers?

Curtis Millen – Executive Vice President and CFO: Yeah, Vince, you're on the right track. I mean it's not ever going to be just exact 5/12, but you're on the right track, and it does reflect the impact of our consolidated view. And again, we've said the underlying business at Zply continues to outperform. So, I saw your note earlier. It's not a Zply Fiber adjusted EBITDA impact. Zply adjusted EBITDA is actually doing better than our investment case.

Vince Valentini – TD Securities – Analyst: Okay, no, that's totally fine. Just want to make sure I understand where the moving piece is. So if I take the 335 U.S. relative to, correct me if I'm wrong, 7.6 billion total enterprise value by the time the deal closed. I mean that's 16 and a half times adjusted EBITDA is what you paid? I assume that's pre-synergies, but is there something wrong with that math?

Curtis Millen – Executive Vice President and CFO: Well, a few things, Vince. One, I wouldn't look at closing that debt. Right? Transaction values are done on the announcement. We've accelerated fibre build and their subscriber acquisition in the interim period, which is a positive for us. So, ultimately, the transaction multiple would be based on the 2025 adjusted EBITDA. So multiple has actually gone down since we announced. And then a couple of other things which impossible to see. But in terms of our ability to hedge U.S. dollars between announcement and closing, we've probably picked up \$100 million of value that we hadn't seen before. And then, of course, the big beautiful bill has an NPV benefit on the tax side of the world.

So again, NPV positive, you know, changing depreciation and a few other things, which ultimately saves tax dollars, cash tax when they're a cash taxpayer, which is NPV that we hadn't seen at time of announcement but wouldn't be reflected in adjusted EBITDA closing. So we're, we're still pretty comfortable. And the way we would look at it, multiple has come down over time as adjusted EBITDA performance has gone up, and adjustments to net transaction value have come to our side as well.

Vince Valentini – TD Securities – Analyst: Thanks. I'll keep it at one less than Maher, but one last quick one. The alarm proceeds from that proposed transaction; you didn't disclose it. Is it--that means it's not material?

Curtis Millen – Executive Vice President and CFO: No, it's in--it's in the disclosure. It's \$90 million guaranteed with \$80 million conditional. So 80 million earn out.

Vince Valentini – TD Securities – Analyst: So 170 potential?

Curtis Millen – Executive Vice President and CFO: Correct.

Vince Valentini – TD Securities – Analyst: Okay, thank you.

Operator: Thank you. Our next question is from Sebastiano Petti from JP Morgan. Please go ahead.

Sebastiano Petti – J.P. Morgan – Analyst: Hi. Thank you for taking the question. I guess, congratulations on closing the Zply transaction, but just thinking about Mirko and Curtis, the U.S. opportunity obviously with PSP, it--you know, closing later in the year. Has your view about organic growth within the market and trying to, you know, scale up the PSP, you know, JV passings organically through a build relative to perhaps, you know, some tuck ins or smaller deals like that changed at all, you know, over the course of the last couple months or is it still any update on that relative to perhaps initial expectations?

And then if you could just perhaps, you know, help us think about the converged opportunity. Obviously, you know, lots of focus on that in the Canadian market and, you know, you guys gave out some great statistics today. But how you're perhaps thinking about that evolving over time within the--within Zply and within the perhaps JV construct? Is that something we'll come--come back to, you know, further down the road or is that, you know, something you'll see maybe some movement on more near-term? Thank you.

Mirko Bibic – President and CEO: Thanks, Sebastiano. Look, the--when we talk about Zply here, the U.S. fibre market is very attractive and which is the reason why

we're so pleased to have closed the deal last Friday. U.S. fibre deployment lags Canada. We know that only 50% or so of homes in the U.S. have fibre. So it's a way of saying that the opportunity is pretty significant there as we start executing the fibre build, completing the, you know, the copper overbuild for Zply in its core ILEC market and activating at the same time a bit later this year, the build engine with PSP.

So, there's--you know, that's the focus right now, which get the build continue the build engine of Zply Fiber in its own right and as Curtis mentioned, they accelerated their build in the last 12 months compared to what they had been doing. So off to a very good start there, and you can see it in the results. And we're getting organized with PSP later this year to start activating the build engine there as well. So both will be performing together. It's not sequential. It's not like we're going to start building with PSP once we finish the 500,000 copper lines and Zply Fiber's ILEC footprint, we're going to be running both more or less at the same time.

And I think I've said in the past as well, if there are opportunities that allow us to, you know, efficiently and if cost-effectively execute on the 8 million fibre plan with the--with some accretive acquisitions, we'll take a look at it. And we'll take a look at it in conjunction with PSP. So that remains the high-level approach. There's no specific details to share on that point.

And on the convergence side of it, it remains the case that customers, whether or not they're in Canada or the U.S., consistently will choose the superior broadband product above all else. So, Zply Fiber today doesn't have a mobility offering, and the numbers on page 14 of our slide deck speak for themselves as it relates to their performance. That said, again, I'll reiterate, when the time comes to offer a bundled service, we will be ready. And again on that, there's nothing to share this morning.

Sebastiano Petti – J.P. Morgan – Analyst: Maybe one quick--I'll take a stab at it. But in terms of enterprise service revenue, is there any way to perhaps unpack, maybe what that is in terms of contribution at a CTS level, just as we kind of think about the--some of the growth drivers within BBM and maybe how that perhaps impacts the consolidated segment? Thank you.

Curtis Millen – Executive Vice President and CFO: Yeah, hi, thanks, Sebastiano. So, as Mirko said, it's positive revenue growth across the floor, and I'd say it's low double-digit revenue growth across BBM. So we're quite happy with--.

Sebastiano Petti – J.P. Morgan – Analyst: Okay, thank you so much.

Curtis Millen – Executive Vice President and CFO: --with the momentum we've kind of built up here over the last 18 months. It's really starting to perform.

Sebastiano Petti – J.P. Morgan – Analyst: Thank you.

Operator: Thank you. Our next question is from Drew McReynolds from RBC Capital Markets. Please go ahead.

Drew McReynolds – RBC Capital Markets – Analyst: Yeah, thanks very much. Maybe a follow-up there, Curtis, on the Bell Business market. So, obviously great to see all the moving parts pick up here. Where does--where do these kind of three or four revenue streams kind of fit in into the segmented disclosure? Like, you know, obviously we see product revenue, you know, what fits into the wireless or wireline data side. Can it help us kind of buzz that up a little bit?

Curtis Millen – Executive Vice President and CFO: Yeah, thanks for the question, Drew. So you know, I think that the new item, because the other items kind of work through generally the Ateko side of the world and cybersecurity, service revenue for the most part. I mean, we will sell equipment, which will hit our product revenue. But again, those are managed services, majority businesses. And on the Fabric AI side, which is the newer business line, frankly, the answer to that is it depends. So, it depends on the contract and the agreement partnership that we sign with third parties and customers, whether or not they'll be accounted for as financing leases or operating leases, which will determine whether or not those revenues actually hit service revenue or product revenue.

So it's not a--it's not a one-size-fits-all answer for you. Apologies for that. But the accounting follows the contract, and the contract can lead it to either be service or

product. So, we'll try to help you along as we continue to monetize and sign more and more contracts that are in our funnel at this point.

Drew McReynolds – RBC Capital Markets – Analyst: Okay, no, that's--that's great. And maybe a follow-up for you, Mirko. Just back to the TPIA file, and the rates needing to be kind of balanced. Just wondering from your perspective, you know, as we get kind of a finalized framework here in Canada, what's your updated thoughts with respect to further fibre to the home expansion? Assuming you get rates that you're pleased with, do you see further fibre expansion opportunities from a BCE perspective? Thank you.

Mirko Bibic – President and CEO: Well, we certainly have a fibre opportunity in Canada, from we're going to be laser-focused on penetrating what we've already built, and we're close to 8 million homes and, you know, more fibre than everyone else. So that's going to be the focus right now. I mean already, you've seen quite unfortunately a significant scaling back of our fibre build in the last 18 months. Not too long ago, when we were having these conversations, we were aiming to 9 million fibre locations passed, and that's, you know, largely going to plateau around the 8 million mark. So that gives you a sense of the impact the decisions already had.

So, I mean right now, again, the focus is decision is a decision. So I look at it from this perspective. We've got a lot of opportunity with fibre that's already been built that hasn't been penetrated. That would be one. Secondly, again, I would urge the federal government and CRTC to ensure that not just Bell, but all network builders get properly compensated for what's being built and what is going to be built. So that'd be the second point. And the third point is I take a big step back. You know, it's not; we react to the signals around us. You know, the rule has been in place, the TPIA rule has been in place since, I guess, it was the fall of 2023. If you look at our very tight four-pillar strategy, they all work in unison and they're allowing us to drive revenue growth in diversified ways, diversified domains and diversified geographies. So that's a very, very good thing for us.

Drew McReynolds – RBC Capital Markets – Analyst: Got it. Understood. Thank you very much.

Operator: Thank you. Our next question is from Matthew Griffiths from Bank of America. Please go ahead.

Matthew Griffiths – BofA Securities – Analyst: Great. Thanks for taking the question. On the updated guidance for free cash flow, I know that includes obviously the contribution of Ziply, but does it also factor in the kind of bonus depreciation extension that was passed? And related to that, within the JV structure, will the U.S. Operations on the Capex side and the cash tax side continue to benefit from that extension of the bonus tax depreciation? And then one final question. I was wondering, Mirko, if you could set some expectations for what you're planning to communicate on the October 14th Investor Day. Whether it includes kind of a longer-term guidance, the way we often see things with investor days, or if you're planning some deeper dive into a certain segment of the business where we can talk, potentially get some additional disclosure on numbers to match the kind of qualitative descriptions that we received, just would be helpful to level set. Thank you.

Mirko Bibic – President and CEO: You should just come to October 14th.

Matthew Griffiths – BofA Securities – Analyst: I will.

Mirko Bibic – President and CEO: So, the short answer to this is we'll---it's going to be an investor day, so we'll be laser focused on sharing with you what that we believe matters the most to our investor base. And the agenda is going to be structured around, you know, the four strategic pillars of growth that I've outlined time and again, as well as you know, basically we've got four strategic pillars and all of that is supported by the Business Transformation Program and the amazing Bell team. So, that's what we'll be showcasing all of those elements.

Curtis Millen – Executive Vice President and CFO: And then Matt, you've got another question. So, in terms of the bonus depreciation, there's no impact in 2025. So

I guess it would be reflected, but there's no benefit captured. I think that cash benefit is going to be captured over time for us, but not in 2025.

Matthew Griffiths – BofA Securities – Analyst: In terms of the JV structure, you're still going to be able to benefit from those rules or does the JV structure--and this may be a silly question, but I'm just not sure how this type can impact your ability to leverage kind of favourable tax legislation in a different country. So, any clarity there would be helpful.

Curtis Millen – Executive Vice President and CFO: It's a fair question, Matthew. That's the expectation, right? The entity that's going to be spending the capital gets to benefit from the 100% bonus depreciation. So, the expectation is still be able to benefit within that partnership.

Matthew Griffiths – BofA Securities – Analyst: Okay, thank you.

Operator: Thank you. There are no further questions registered at this time. I would now like to turn the meeting over to Mr. Somers.

Kris Somers – Senior Vice President - IR: Thanks again, everyone, for your participation on the call this morning. Richard and I will be available throughout the day for follow-up questions or clarifications. Thanks and have a great day.

Curtis Millen – Executive Vice President and CFO: Thank you, everyone.

Mirko Bibic – President and CEO: Thanks, everyone.

Operator: Thank you. The conference has now ended. Please disconnect your lines at this time. And we thank you for your participation.