

ENVIRONMENT

Extending environmental leadership

- 16.4% of all Bell bills were electronic, saving more than 26,000 trees
- Our conferencing solutions enabled greenhouse gas savings comparable to taking more than 174,000 mid-sized cars off the road for a year
- BCE has reduced greenhouse gas emissions by 10% since 2003 and has set a new more ambitious target for future reductions
- Bell diverted 6,513 tonnes of residual network materials from landfill
- Bell's mobile phone take-back program recovered more than 125,000 devices in 2009 and more than 750,000 since 2003

Another Bell first

Bell is the first telecommunications company in Canada to achieve ISO 14001 certification for its environmental management system



SUSTAINABILITY

Sustainable development for people and the planet

- BCE earned recognition from several leading global sustainability organizations, including the Dow Jones Sustainability Index, the FTSE4Good Global Index and the Jantzi Social Index
- Oekom Research has rated BCE as Prime, qualifying our bonds and shares for ecologically and socially based investment
- For three straight years, Bell has been named a Climate Disclosure Leader by the Carbon Disclosure Project and the Conference Board of Canada

BCE Inc.'s full 2009 Corporate Responsibility report is available at:

www.bce.ca/responsibility

Contact us: 1 888 932-6666
bcecomms@bce.ca

Bell today
just got
better

Putting
the spotlight



corporate
responsibility

BCE Inc. 2009
Corporate Responsibility
Report Highlights

CUSTOMERS

Improving customer service

- Bell's wireless network coverage is second to none – 98% of the Canadian population is covered by our CDMA network, 90% by our EVDO network, and 93% by our new HSPA/HSPA+ network, the fastest and largest in the industry
- Bell launched more than 500 Product Assistance Centres in corporate and dealer stores, helping to cut customer service times by 15%
- Bell returned onshore one million customer calls previously handled at call centres overseas
- Bell met more than 90% of its commitments for Same Day Next Day service, up from 78% in 2008
- We reduced outages in customer networks by 32% over the past two years

>99.999%

For the third straight year, Bell maintained its MPLS and IP core network service availability at more than 99.999%



WORKPLACE

Towards a fair and fulfilling workplace

- BCE invested \$18 million in training and development for team members
- Bell Aliant was recognized as one of the country's best diversity employers
- Two Bell executives were named in the list of Canada's Top 100 Most Powerful Women
- We support the United Nations Global Compact principles, which address issues related to human rights, labour, the environment and corruption

10/10

For the 7th consecutive year, BCE earned a perfect 10 from rating agency GovernanceMetrics International in its global corporate governance study



COMMUNITY

Reinvesting in the places we live and work

- Employees and pensioners donated \$2.1 million to United Way/Centraide and other charities. They also contributed almost 430,000 volunteer hours
- More than 2,200 Bell and Bell Aliant team members across Canada raised more than \$900,000 through the Walk for Kids Help Phone, for kids in need of anytime, anywhere counselling
- BCE contributed more than \$13 million in charitable donations, supporting many programs focused on the well-being of children and youth

Building sustainability

Bell left a lasting legacy of technology and community initiatives for the people of southwestern British Columbia – and a wealth of gold medal memories for all Canadians – thanks to its role in the Vancouver 2010 Winter Olympics

