

BCE AT A GLANCE IN 2021



TEAM MEMBERS

Family-Friendly

Named one of Canada's Top Family-Friendly Employers by Mediacorp

76%

Overall team member engagement score of 76%

80%

Of team members report that they are proud to work for Bell

33%

Of gender diverse representation in executive positions (vice-president level and above)^{1,4}



CUSTOMERS

23.55M

23.55 million¹ total Bell consumer, business and wholesale customer connections

\$4.8B

Capital expenditures of more than \$4.8 billion in advanced networks and innovative services

-8%

Reduction in complaints about Bell reported by the CCTS from the previous year

Fastest

Bell's 4G and 5G wireless networks ranked Canada's fastest in PCMag's Fastest Mobile Networks Canada 2021



COMMUNITY AND SOCIETY

\$129.6M

Bell has now committed \$129,588,747.75² to improving Canadian mental health, with the goal of reaching \$155 million by 2025

9-1-1

Largest provider of 9-1-1 emergency services in Canada

\$21.7M

Overall community investment

70%

Our 5G network was expanded to reach over 70%¹ of Canada's population



ECONOMY

99%

LTE wireless network coverage to over 99%¹ of the national population

\$500M

Issued \$500M sustainability bond

Approximately \$500M

Capital expenditures for research & development

7.2M

Homes and business locations in Atlantic Canada, Québec, Ontario and Manitoba covered by all-fibre and Wireless Home Internet (WHI)



ENVIRONMENT

Science-based targets

Have set 1.5°C-aligned, scope 1, 2 and 3 science-based targets for 2030³

Carbon neutral

Goal to achieve carbon neutral operations by 2025

Greenest

Bell named one of Canada's Greenest Employers by Mediacorp

4.5 x

Bell technologies enable GHG abatement that is 4.5 times Bell's operational GHG emissions

¹ Recorded number as of December 31, 2021

² Following Bell Let's Talk Day on January 26, 2022

³ Pending approval by the Science Based Targets initiative (SBTi)

⁴ Defined as women, and directors and executives who identify with a gender other than a man or woman.

Investing to build a better today and tomorrow

Bell’s purpose to advance how Canadians connect with each other and the world is rooted in our commitment to being a leader in corporate responsibility through Bell for Better. By investing to improve our world, our communities and our workplace, and guided by adherence to the highest environmental, social and governance (ESG) standards, we are delivering on that purpose and enabling a sustainable future for all Canadians.

Bell is Canada’s largest communications company and we are empowering customers, communities, businesses, governments and investors to successfully confront social and economic challenges and take advantage of new opportunities, as we have throughout our 142-year history.

Responsible corporate leadership is part of our DNA. With six strategic imperatives guiding our actions – build the best networks; drive growth with innovative services; champion customer experience; deliver the most compelling content; operate with speed and agility; and invest and engage in our people and create a sustainable future – Bell is proud to play an important role in creating a thriving, prosperous and more connected world.



Mirko Bibic
President and Chief Executive Officer
BCE Inc. and Bell Canada

IMPROVING CONNECTIVITY

Providing outstanding network resiliency and performance throughout the COVID-19 pandemic to help keep Canadians connected and informed, we accelerated our capital spending in 2021 to expand the availability of fibre, rural broadband and next-generation 5G wireless networks to meet current and future needs and support Canada’s recovery.

As a direct result of Bell’s increased capital expenditures of \$4.8 billion in 2021 alone – accelerated spending that will continue throughout 2022 – approximately 1.1 million additional homes and businesses had access to better broadband by the end of 2021, and over 70% of Canadians in more than 1,000 communities across the country were able to access Bell’s 5G wireless services.

Achieving and even exceeding our network targets means more Canadians can take advantage of innovative online services and applications that improve customer experiences and support local economies.

ADAPTING OUR OPERATIONS

Having energy management programs in place that are the most accredited of any communications company in Canada, we are proud to be a longstanding leader in advancing environmental initiatives.

As challenges and risks associated with climate change increase, Bell continues to be a leader in developing and launching innovative new online services, virtual capabilities, 5G solutions and IoT applications. We are also continuing to adopt renewable energy sources, expand our waste diversion programs and retrofit facilities to bring us closer to our goal of carbon neutral operations by 2025.

Consistently adapting and improving our networks, services and environmental practices also accelerates the shift to a more circular economy and more sustainable business models among customers and suppliers, with net positive results for all Canadians.

DELIVERING FOR COMMUNITIES

Keeping Canadians informed and entertained on TV, radio and digital platforms, Bell Media's popular programming resonates with audiences, reflects our diverse cultural values and delivers Canada's most-watched local and national news to communities across the country.

Our Bell Let's Talk mental health initiative also continues to help build stronger and healthier communities. Recent initiatives include the 2021 launch of a new mobile app that provides more Canadians, including those in rural and remote areas, with access to programs and services offered by the Strongest Families Institute, an especially important initiative given increased demand for mental health services due to COVID-19.

Over the last 12 years, Bell Let's Talk has worked with over 1,300 organizations to provide mental health support and services in communities nationwide. Our annual Bell Let's Talk Day continues to bring together voices in support of mental health across Canada and around the world, and our most recent event on January 26, 2022 set a new record with 164,298,820 messages of support. Overall, we have increased Bell funding for mental health initiatives to more than \$129 million since 2010.

A SOLID FOUNDATION

Reflecting the cultural diversity of our customers and communities is essential to how we run our business, and we are actively working to build a culture of respect, inclusion and accessibility across Bell. We are fostering new opportunities for diverse talent and suppliers, providing additional resources for skills development within Bell and introducing new ways of working to be more flexible, enhancing a workplace already widely recognized as among Canada's best.

In 2021, we launched the Bell for Better platform, our commitment to foster a better world, better communities and a better workplace. Bell for Better commitments is our longstanding leadership in corporate responsibility and ESG standards. This ongoing leadership supports sustainable growth and helps us deliver on our purpose: To advance how Canadians connect with each other and the world.



Mirko Bibic
President and Chief Executive Officer
BCE Inc. and Bell Canada

MESSAGE FROM THE CHAIR OF THE BOARD

Focus on corporate responsibility drives sustainable growth

Building a better future requires game-changing commitments and actions that will serve generations to come. At BCE, we are proud to be a change leader in Canada’s critically important communications industry, moving forward with positive environmental, social and governance (ESG) commitments and actions that provide clear and measurable benefits for Canadians over the near and long term.

The BCE group of companies share a deep commitment to meet the needs of our customers, grow our business and bring positive change to the communities we serve.

Sustainable growth is also a key objective as we strive to advance how Canadians connect with each other and the world. With clear targets linked to how we address environmental challenges, drive important social and economic changes and ensure best-in-class governance practices, our approach is delivering a better and stronger future for our customers, communities, team members and investors.



Gordon M. Nixon
Chair of the Board
BCE Inc.

DRIVING ECONOMIC GROWTH

Bell has an unparalleled record since 1880 of helping Canadians during exceptionally challenging times and, throughout the COVID-19 pandemic, we have taken steps to support Canadians and assist with Canada’s economic recovery while maintaining strong performance across our operations.

In 2021, we implemented a capital expenditure acceleration program to provide greater access to leading-edge broadband and 5G wireless services in urban and rural communities alike. This forward-looking plan enabled us to better connect many Canadians with family, friends, school and work while also generating opportunities for businesses and injecting much-needed investment into national, regional and local economies.

ACTION ON CLIMATE CHANGE

Consistently ranked as one of Canada’s greenest and most sustainable employers, BCE is proud to have had a successful environmental protection program in place for over a quarter of a century. The first North American communications company to have an environmental management system certified to the ISO 14001 standard over a decade ago, more recently Bell became the first communications company in North America to have an energy consumption plan receive ISO 50001 certification. Our leadership in sustainability also includes continuing to work with the United Nations Global Compact (UNGC) and international organizations on developing positive solutions on environmental issues, including climate change.

These achievements are the foundation for additional steps Bell announced in 2021, including our commitment to reduce greenhouse gas emissions by 2030 in line with the Paris Agreement and the Science Based Targets initiative (SBTi), as well as the nearer-term goal to be carbon neutral across Bell’s operations by 2025.

We also updated our financial reporting to align with 11 key recommendations made by the Task Force on Climate-related Financial Disclosures (TCFD) and launched a new Sustainable Financing Framework in 2021 that provides additional financial reporting and transparency to support eligible green and social projects. With the Framework in place, we made a Sustainability Bond offering, another first for Canada’s telecommunications industry.

BUILDING ON SHARED SOCIAL VALUES

To further support the communities we serve, Bell Let’s Talk continues to fund multiple mental health programs that reduce stigma, enhance community care, enable additional research and improve support available within workplaces as well as post-secondary institutions and other organizations.

We are also at the forefront of important initiatives that promote diversity, equity and inclusion (DEI), ensuring career advancement and training opportunities that support gender diversity as well as Black, Indigenous and People of Colour (BIPOC) and LGBTQ2S+ communities across Bell and within partner organizations, including suppliers. To reinforce our commitment, we also introduced new targets for greater diversity at senior management levels, including a new goal of at least 35% gender diverse representation among the BCE Board of Directors.

These important changes are additional steps forward that build on DEI values and actions that have consistently earned Bell recognitions as a top diversity and family-friendly employer and one of the best workplaces in Canada for young people and young professionals. As a direct result of our ESG initiatives, many socially responsible global investment indices incorporate BCE, including the FTSE4Good Index, the Jantzi Social Index, the Ethibel Sustainability Index (ESI) and the Euronext Vigeo World 120.

GOVERNANCE LEADERSHIP

As detailed in this report, the BCE group of companies continues to meet the highest ESG standards across our operations. We have set clear and achievable sustainability targets, all in support of our Bell for Better commitment to create a thriving, prosperous and more connected world. And our corporate responsibility leadership includes making sure we have the proper governance structures in place, and accountability across our operations.



Gordon M. Nixon
Chair of the Board
BCE Inc.

CAUTION CONCERNING FORWARD-LOOKING STATEMENTS AND OTHER NOTICES

Certain statements made in this report are forward-looking statements. These forward-looking statements include, but are not limited to, statements relating to our business outlook, objectives, plans and strategic priorities, including, in particular, our ESG objectives (which include, without limitation, our objectives concerning diversity, equity and inclusion (DEI), customer experience, energy savings, reductions in waste sent to landfill, e-waste recovery, community investment, privacy and information security, corporate governance and ethical business conduct leadership, reductions in the level of our greenhouse gas (GHG) emissions including, without limitation, our plans to be carbon neutral for our operational GHG emissions starting in 2025 and to achieve science-based targets (SBTs) by 2030, and our carbon abatement objectives), our anticipated capital expenditures, network deployment plans and the benefits expected to result therefrom, including our two-year increased capital expenditure acceleration program for the accelerated expansion of our fibre, Wireless Home Internet (WHI) and Fifth Generation (5G) networks, and other statements that are not historical facts. A statement we make is forward-looking when it uses what we know and expect today to make a statement about the future. Forward-looking statements are typically identified by the words *assumption, goal, guidance, objective, outlook, project, strategy, target*, 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*.

Unless otherwise indicated by us, the forward-looking statements contained in this report describe our expectations as of March 3, 2022, 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 report, whether as a result of new information, future events or otherwise.

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. Forward-looking statements are presented in this report for the purpose of assisting readers in understanding, in particular, certain key elements of our corporate responsibility and ESG objectives, and in obtaining a better understanding of our anticipated operating environment. Readers are cautioned, however, that such information may not be appropriate for other purposes.

We have made certain economic, market, operational and other assumptions in preparing the forward-looking statements contained in this report. These assumptions include, without limitation, the assumptions described in this cautionary statement as well as in the sub-sections of BCE Inc.'s 2021 Annual MD&A dated March 3, 2022 (included in BCE Inc.'s 2021 Annual Report) entitled *Assumptions*, which sub-sections are incorporated by reference in this cautionary statement. The BCE Inc. 2021 Annual MD&A has been filed by BCE Inc. with the Canadian provincial securities regulatory authorities (available at [Sedar.com](https://www.sedar.com)) and with the U.S. Securities and Exchange Commission (available at [SEC.gov](https://www.sec.gov)), and is also available at [BCE.ca](https://www.bce.ca). Subject to various factors including, without limitation, the future impacts of the COVID-19 pandemic, which are difficult to predict, we believe that our assumptions were reasonable at March 3, 2022. If our assumptions turn out to be inaccurate, actual results or events could be materially different from what we expect.

Important risk factors that could cause actual results or events to differ materially from those expressed in, or implied by, the previously-mentioned forward-looking statements and other forward-looking statements contained in this report, include, but are not limited to: internal factors, such as the failure to implement sufficient corporate and business initiatives, as well as various external factors, which could challenge our ability to achieve our ESG targets including, without limitation, those related to GHG emissions reduction and DEI; the inability to adequately manage social issues; the adverse effects of the COVID-19 pandemic including from the restrictive measures implemented or to be implemented as a result thereof and supply chain disruptions; adverse economic and financial market conditions, a declining level of retail and commercial activity, and the resulting negative impact on the demand for, and prices of, our products and services; the intensity of competitive activity including from new and emerging competitors; 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 over-the-top (OTT) television (TV) and other alternative service providers, as well as the fragmentation of, and changes in, the advertising market; rising content costs and challenges in our ability to acquire or develop key content; the proliferation of content piracy; higher Canadian smartphone penetration and reduced or slower immigration flow; regulatory initiatives, proceedings and decisions, government consultations and government positions that affect us and influence our business including, without limitation, concerning the conditions and prices at which access to our networks may be mandated and spectrum may be acquired in auctions; 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 effective data governance; the failure to evolve and transform our networks, systems and operations using next-generation technologies, while lowering our cost structure; the inability to drive a positive customer experience; the failure to attract, develop and retain a diverse and talented team

capable of furthering our strategic imperatives; labour disruptions and shortages; the failure to maintain operational networks; the risk that we may need to incur significant unplanned capital expenditures to provide additional capacity and reduce network congestion; the complexity in our operations; the failure to implement or maintain highly effective processes and information technology (IT) systems; events affecting the functionality of, and our ability to protect, test, maintain, replace and upgrade, our networks, IT systems, equipment and other facilities; in-orbit and other operational risks to which the satellites used to provide our satellite TV services are subject; 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 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 dividends will be declared by BCE Inc.'s board of directors or whether the dividend on common shares will be increased; the inability to manage various credit, liquidity and market risks; 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 failure to reduce costs, as well as unexpected increases in costs, and the inability to generate anticipated benefits from acquisitions and corporate restructurings; the failure to evolve practices to effectively monitor and control fraudulent activities; pension obligation volatility and increased contributions to post-employment benefit plans; unfavourable resolution of legal proceedings and, in particular, class actions; the failure to develop and implement strong corporate governance practices and compliance frameworks and to comply with legal and regulatory obligations; the failure to recognize and adequately respond to climate change and other environmental concerns and expectations; and pandemics, epidemics and other health risks, including health concerns about radio frequency emissions from wireless communication devices and equipment.

These and other risk factors that could cause actual results or events to differ materially from our expectations expressed in, or implied by, our forward-looking statements are discussed in this report as well as in section 9, *Business risks* of the BCE Inc. 2021 Annual MD&A, which section, and the other sections of the BCE Inc. 2021 Annual MD&A referred to therein, are incorporated by reference in this cautionary statement.

Forward-looking statements contained in this report for periods beyond 2022 involve longer-term assumptions and estimates than forward-looking statements for 2022 and are consequently subject to greater uncertainty. In particular, our GHG emissions reduction targets are based on a number of assumptions including, without limitation, the following principal assumptions: implementation of various corporate and business initiatives to reduce our electricity and fuel consumption, as well as reduce other direct and indirect GHG emissions

enablers; no new corporate initiatives, business acquisitions or technologies that would materially increase our anticipated levels of GHG emissions; our ability to purchase sufficient credible carbon credits and renewable energy certificates to offset or further reduce our GHG emissions, if and when required; no negative impact on the calculation of our GHG emissions from refinements in or modifications to international standards or the methodology we use for the calculation of such GHG emissions; no required changes to our SBTs pursuant to the Science Based Targets initiative (SBTi) methodology that would make the achievement of our updated SBTs more onerous; and sufficient supplier engagement and collaboration in setting their own SBTs and sufficient collaboration with partners in reducing their own GHG emissions. In addition, our DEI targets are based on a number of assumptions including, without limitation, the following principal assumptions: ability to leverage DEI partnerships and recruitment agencies to help identify qualified diverse talent for vacant positions; sufficient diverse labour market availability; implementation of corporate and business initiatives to increase awareness, education and engagement in support of our DEI targets; and propensity of existing employees and of job-seekers to self-identify to enable a diverse workforce representation.

Forward-looking statements for periods beyond 2022 further assume, unless otherwise indicated, that the risks described above and in section 9, *Business risks* of the BCE Inc. 2021 Annual MD&A will remain substantially unchanged during such periods, except for an assumed improvement in the risks related to the COVID-19 pandemic and general economic conditions in future years.

We caution readers that the risks described above are not the only ones that could affect us. Additional risks and uncertainties not currently known to us or that we currently deem to be immaterial may also have a material adverse effect on our business, financial condition, liquidity, financial results or reputation. From time to time, we 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 BCE Inc., 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 March 3, 2022. 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.

This report contains data about the BCE group of companies, referred to collectively in this report as "BCE", "Bell", "we", "us", "our" or "company".

For information on the reporting period and organizational boundaries, see the [About this report](#) section at the end of this report.

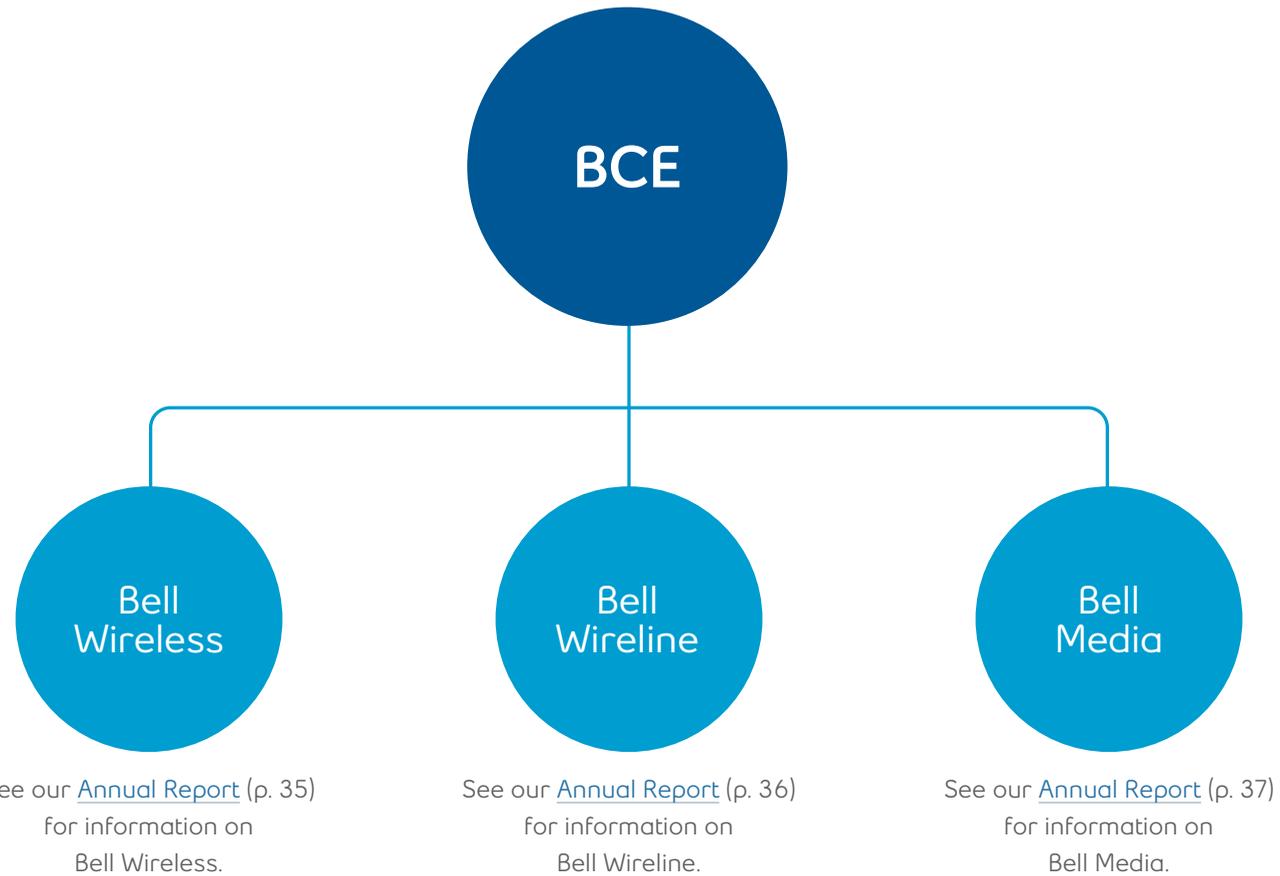
WHO WE ARE

Our business segments as at December 31, 2021

BCE is Canada's largest communications company, providing residential, business and wholesale customers with a wide range of solutions for all their communications needs. BCE's shares are publicly traded on the Toronto Stock Exchange and on the New York Stock Exchange (TSX, NYSE: BCE). Our results are reported in three segments: Bell Wireless, Bell Wireline and Bell Media.

We are headquartered in Montréal, Québec, Canada. GRI 102-1, 102-2, 102-3, 102-4, 102-5, 102-6, 102-7

[Learn more.](#)



For information on certain other investments, please see our [Annual Report](#), p. 38.

KEY METRICS AND RESULTS GRI 102-15

Strong improving performance

In the wide range of topics covered in this report, we have identified several priority areas for key performance metrics. The table below summarizes our 2021 progress toward our targets. Indices for the [GRI](#), [SDGs](#), [UNGC](#), the [SASB](#) and the [WEF](#) are available in the [Responsibility](#) section of BCE's website.

ESG PILLAR	BCE METRIC	TARGET	VERIFICATION	2021 PERFORMANCE	YOY CHANGE	TREND	GRI ¹	SDG ²	UNGC ³	SASB ⁴	WEF ⁵	ESG PAY LINK ⁶	
ENVIRONMENT	Greenhouse gas (GHG) emissions ⁷	Intensity target: Reduce the ratio of our operational GHG emissions ⁸ (tonnes of CO ₂ equivalent) to our network usage ⁹ (petabytes) by 40% of the 2019 level by the end of 2021	PwC ¹⁰ (intensity ratio only)	Intensity ratio: 13 Cumulative reduction: -55%	21% percentage points below 2020; 15 percentage points over target	★	305-4	7 8 13	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	✓	✓	
		New target: 1.5°C-aligned science-based targets ¹¹ (SBTs)											
	Greenhouse gas (GHG) emissions ⁷	1) Reduce our absolute scope 1 and scope 2 GHG emissions ⁸ 57% by 2030, from a 2020 base year	—	New target	—	—	—	305-1 305-2 305-5	7 8 13	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	✓	✓
		2) Reach 64% of our suppliers by spend covering purchased goods and services with science-based targets by 2026	—	New target	—	—	—	305-2 305-3 305-5	7 8 13	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	✓	✓
		3) Reduce our absolute scope 3 GHG emissions from categories other than purchased goods and services ¹² 42% by 2030, from a 2020 base year	—	New target	—	—	—	305-3 305-5	7 8 13	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	✓	✓
	Circular economy: Waste reduction	New target: Reach and maintain a 15% reduction in total waste sent to landfill by 2025, from a 2019 base year	PwC	-5%	—	●	306-2	11 12	7, 8, 9	TC0301-08	✓	✓	
	Circular economy: Hazardous waste	Divert 100% of generated hazardous waste to certified recyclers by 2024	PwC	99%	—	●	306-4	11 12	7, 8, 9	TC0301-08	—	✓	
Circular economy: e-waste recovery	Recover 7 million used TV receivers, modems, mobile phones and WiFi pods between January 1, 2021 and the end of 2023 ¹³	PwC	2,462,400	+368,166; 35% of our 2023 target	●	301-3 306-2	11 12	7, 8, 9	TC-TL-440a.1	✓	✓		

● Declining ● Stable ● Improving ★ Achieved

1 Global Reporting Initiative
 2 Sustainable Development Goals
 3 United Nations Global Compact principles
 4 Sustainability Accounting Standards Board
 5 World Economic Forum
 6 Priority issues linked to corporate compensation and executive pay. To learn more about the ESG pay link at Bell, see [Our corporate responsibility approach](#) on our website.
 7 For 2019, performance is based on data from October 1, 2018 to September 30, 2019. Starting in 2020, performance is based on data from July 1 of the previous year to June 30 of the reporting year.
 8 Operational GHG emissions include scope 1 and scope 2 emissions. Scope 1 emissions are direct GHG emissions from sources that are owned or controlled by Bell. Scope 2 emissions are indirect GHG emissions associated with the consumption of purchased electricity, heating/cooling and steam required by Bell's activities.
 9 Network usage includes residential and wholesale Internet, business Internet dedicated (BID), VPN, IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, Wireless Home Internet, Voice-over-LTE traffic, IoT, and enterprise usage, both in Canada and on international roaming partners' networks. As the methodology for gathering network usage differs from one carrier to the next, and because a company's business model directly impacts the amount of GHG it emits and how those GHG emissions are calculated and classified (as noted in the Impact of the business model section of [Our corporate responsibility approach](#) on our website), the ratio itself cannot be used to directly compare carrier performance. This metric excludes our Bell MTS division.
 10 PricewaterhouseCoopers LLP has provided limited assurance for indicators marked PwC. Please see [PwC's assurance statement](#).
 11 Pending approval by the Science Based Targets initiative (SBTi). Our SBTi may need to be adjusted in the future because the SBTi requires that targets be recalculated (following the most recent applicable SBTi criteria and recommendations) at a minimum every 5 years, or more often if significant changes occur (e.g., business acquisitions/divestitures).
 12 Scope 3 categories covered by this target include GHG emissions from capital goods, fuel- and energy-related activities, upstream transportation and distribution, waste generated in operations, business travel, employee commuting, downstream transportation and distribution, use of sold products, end-of-life treatment of sold products, franchises and investments.
 13 WiFi Pods were first included in Bell's customer facing waste recovery target in 2021 because the collection and reuse of WiFi Pods was a new initiative introduced in 2019. Since 2021 marks the beginning of a new reduction target, we believe it is the most appropriate time to start including this data.

BCE at a glance

Leadership messages

Caution concerning forward-looking statements

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Key metrics and results

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About this report

ESG PILLAR	BCE METRIC	TARGET	VERIFICATION	2021 PERFORMANCE	YOY CHANGE	TREND	GRI ¹	SDG ²	UNGC ³	SASB ⁴	WEF ⁵	ESG PAY LINK ⁶	
SOCIAL	Employee wellbeing	New target: 90% of people leaders to complete mandatory base training on Mental Health ¹⁴	—	92%	—	★	403-6, 404	3 4	—	—	✓	✓	
	Team member engagement	Reach and maintain an overall team member engagement score of 75%	PwC	76% ¹⁵	+3% points; goal surpassed	★	401-1	4 5 8	3, 6	TC-SI-330a.2	—	✓	
		Maintain engagement above Canadian norm	—	✓	Goal maintained	●	—	4 5 8	3, 6	—	—	✓	
	Gender diversity on Board of Directors ¹⁶	30% by the end of 2021 ¹⁷	PwC	36%	+11% ¹⁸	★	405-1	4 5 8	6	—	—	✓	✓
		New target: 35% gender diverse representation among directors ¹⁹											
	Gender diversity in executive positions ²⁰	Revised target: 35% gender diverse representation in executive positions (vice-president level and above) by the end of 2023 ²¹	PwC	33%	+1%	●	102-8 405-1	4 5 8	6	SV-ME-260a.1 TC-SI-330a.3	✓	✓	
	Black, Indigenous and People of Colour (BIPOC) representation	25% BIPOC representation in Bell senior management (director level and above and including executive officers) by 2025	PwC	20%	—	●	102-8 405-1	4 5 8	6	SV-ME-260a.1 TC-SI-330a.3	✓	✓	
		40% BIPOC representation in new graduate and intern hires	PwC	41%	—	★	102-8 405-1	4 5 8	6	SV-ME-260a.1 TC-SI-330a.3	✓	✓	
	Time lost accident frequency rate ²²	Report annually	PwC	1.12	-0.03	●	2018-403-9	3 8	1, 2	—	—	✓	✓
	Community investment	Make a meaningful contribution to improving mental health in Canadian communities through 4 key action pillars: anti-stigma, care and access, research, and workplace leadership	PwC	21.7 million	-20 million ²³	★	201-1	3 10	—	—	—	✓	✓
5G network coverage ²⁴	Expand 5G network coverage to 70% of Canada's population by the end of 2021, and more than 80% by the end of 2022	PwC	>70%	+44% of population	●	—	8 9	9	TC-TL-550a.1, TC-TL-550a.2	✓	✓		
Network Reliability	New target: Maintain network reliability level above 99.99% ²⁵	—	99.9940%	—	★	—	8	—	TC-TL-550a.1, TC-TL-550a.2	—	✓		

● Declining ● Stable ● Improving ★ Achieved

14 Mental health base training is reflected as the Module 1 of mental health training; to learn more, see [Mental health in the workplace](#) information sheet.

15 This metric is calculated as the average score obtained in the annual Bell team member satisfaction survey. The team member engagement score is based on five specific questions and the percentage of employees who responded favourably (strongly agree or agree) to the questions out of the total number of employees who responded to the survey.

16 In alignment with our continuous focus to promote and foster an inclusive environment, we have replaced references to women directors and executives with gender diverse directors, defined as women and directors who identify with a gender other than a man or woman.

17 Target of 30% non-executive directors by the end of 2021. Following BCE's 2021 annual shareholder meeting on April 29, 2021, 38% of our non-executive directors and 36% of all directors are women, surpassing our target.

18 At December 31, 2020, we were at 25% gender diverse on the Board of Directors.

19 Target of 35% gender diverse as directors. Following BCE's 2021 annual shareholder meeting on April 29, 2021, 36% of all directors are gender diverse, surpassing our target and was maintained until December 31, 2021.

20 In alignment with our continuous focus to promote and foster an inclusive environment, we have replaced references to women directors and executives with gender diverse directors, defined as women and directors that identify with a gender other than a man or woman.

21 We revised our target to meet at least 35% gender diverse representation in executive positions by the end of 2023. Our target was to originally meet this ratio by end 2021, although we have remained stable this last year and are aiming to reach this target by 2023.

22 Time Lost Accident Frequency Rate = number of time-lost accident cases ÷ number of worked hours × 200,000.

23 In 2020, we made significant COVID-19 related donations for a total of \$41.7 million. Our target was achieved despite the decrease in contribution. Our 2021 contribution of 21.7 million is meaningful to improve mental health in Canada.

24 Data valid as at December 31, 2021. The percentage of the population covered depends on the plans of our partners, which are not yet fully known, and which could influence the result. Population data is based on the 2016 census conducted by Statistics Canada

25 Bell's network reliability is referring to our high-speed Internet connection.

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ESG PILLAR	BCE METRIC	TARGET	VERIFICATION	2021 PERFORMANCE	YOY CHANGE	TREND	GRI ¹	SDG ²	UNGC ³	SASB ⁴	WEF ⁵	ESG PAY LINK ⁶	
SOCIAL	Customer Experience	New target: Reduce complaints accepted by the Commission for Complaints for Telecom-television Services (CCTS)	—	-8% ²⁶	—	●	—	—	—	—	—	✓	
	Enabling transition to a low-carbon economy	New target: Increase carbon savings enabled by the use of Bell's technology ²⁷	—	4.5 times	+ 2 times (was 2.5 in last study)	★	—	13	7, 8, 9	—	—	—	
GOVERNANCE	ISO 14001 certification ²⁸	Maintain ISO 14001 certification	Bureau Veritas	13th year in a row	Goal achieved	★	102-56	6 11 15	7, 8, 9	—	—	✓	
	ISO 50001 certification ²⁹	Maintain ISO 50001 certification	Bureau Veritas	1st communications company in North America 2nd year in a row	Goal achieved	★	102-56	13	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	—	✓	
	Data privacy and information security	New target: 0 unresolved well-founded privacy complaints from the Office of the Privacy Commissioner of Canada	—	0	No change	●	418-1	—	—	—	TC-TL-220a.3	—	✓
		Revised target: 100% of selected team members completed Bell's Be Cyber Sawy information security training program by the end of 2022 ³⁰	—	Onboarding rate: 100% Training completion rate: 70%	—	●	404	4	—	—	TC-TL-230a.2 TC-SI-230a.2	—	✓
		New target: Improve year-over-year phishing simulation report rate	—	New target	—	—	—	—	—	—	TC-TL-230a.2 TC-SI-230a.2	—	✓
		New target: Align to ISO 27001 standard by the end of 2023	—	50%	—	—	—	—	—	—	TC-TL-230a.2 TC-SI-230a.2	—	✓
Sustainable financing	New target: Issue a sustainability bond allocating proceeds to eligible investments supporting social and environmental efforts	—	\$500M	—	★	—	8	—	—	—	—	—	

● Declining ● Stable ● Improving ★ Achieved

²⁶ Complaints reported by the CCTS for 2020/2021 year-end being from August 1st, 2020 to July 31st, 2021.

²⁷ Performance is based on our carbon abatement ratio, which is defined as the number of times by which GHG emissions abated through the use of Bell technologies exceed GHG emitted by Bell's operations.

²⁸ Our ISO 14001 certification covers Bell Canada's oversight of the environmental management system associated with the development of policies and procedures for the delivery of landline, wireless, TV and Internet services, broadband and connectivity services, data hosting, cloud computing, radio broadcasting and digital media services, along with related administrative functions.

²⁹ Our ISO 50001 certification covers Bell Canada's energy management program associated with the activities of real estate management services, fleet services, radio broadcasting and digital media services, landline, wireless, TV and Internet services, connectivity, broadband services, data hosting and cloud computing, in addition to related general administrative functions. We were the first telecommunications company to be certified in North America.

³⁰ In February 2021, we launched our Be Cyber Sawy information security training program. This training program includes onboarding to our specialized Cyber Sawy platform, performing phishing simulations and taking four courses, which team members have a year to complete once they are onboarded. We have onboarded 100% of selected team members in 2021, and plan for team members to fully complete the training cycle by the end of 2022. We have adjusted the training completion target date from 2021 to 2022 to allow for onboarded members to complete the full training. On December 31, 2021, 70% of selected members had completed the full training program. See PwC assurance statement for more information.



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OUR CORPORATE RESPONSIBILITY APPROACH

Management of corporate responsibility at Bell

We believe we must strategically manage issues relevant to our corporate responsibility. By acting in this way, we make a meaningful contribution to the creation of a sustainable future for Canadians and the world.

SUPPORTING OUR PURPOSE TO ADVANCE HOW CANADIANS CONNECT WITH EACH OTHER AND THE WORLD

Since our founding in 1880, Bell has been enabling Canadians to connect with each other and the world around them. Our approach to corporate responsibility is to manage the company in ways that support the social and economic prosperity of our communities while safeguarding the environment, with a commitment to the highest environmental, social and governance (ESG) standards.

Our approach is informed by a set of guiding principles that support our corporate strategy and policies throughout the organization. Through stakeholder engagement and our own internal processes, we monitor issues and opportunities, and set objectives. We continuously measure and report on our progress in increasing environmental stewardship, nurturing a healthy and inclusive workplace, building stronger and healthier communities and implementing best-in-class governance practices. GRI 102-15

We insist on this approach not only because it is the right thing to do, but also because we strongly believe that Bell’s corporate responsibility actions provide significant societal and environmental benefits that enable Bell to improve operational performance, attract and retain talent, increase access to capital and proactively manage risks. Our ESG strategy therefore generates positive returns for our shareholders as well as for our other stakeholders.

ALIGNMENT OF BELL’S STRATEGIC IMPERATIVE TO REFLECT OUR PURPOSE

Our purpose and execution is guided by our six strategic imperatives. In 2022, in recognition that our ESG commitments underpin everything we do, we’re broadening our strategic imperatives to voice our commitment to create a sustainable future.

1	BUILD THE BEST NETWORKS		2	DRIVE GROWTH WITH INNOVATIVE SERVICES	
3	OPERATE WITH AGILITY AND COST EFFICIENCY		4	DELIVER THE MOST COMPELLING CONTENT	
5	CHAMPION CUSTOMER EXPERIENCE		6	ENGAGE AND INVEST IN OUR PEOPLE AND CREATE A SUSTAINABLE FUTURE	

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Governance and risk management

GRI 102-18, 102-20, 102-22

We continually seek to strengthen our leadership in corporate governance and ethical business conduct by adopting best practices and providing full transparency and accountability to our stakeholders. The BCE Board of Directors (BCE Board or Board) and management believe that strong corporate governance practices contribute to superior results, thereby creating and maintaining shareholder value. The Board is actively engaged in the strategic management of corporate responsibility issues, and receives regular reports on performance.

The Board of Directors has established clear lines of authority over, and oversight of, our corporate responsibility programs and our approach to ESG practices, with primary accountability at the committee level. The Corporate Governance Committee (CGC) is responsible for oversight of our corporate purpose and our ESG strategy and disclosure, which includes oversight and related disclosure of climate-related risks. It is also responsible for our governance practices and policies, including those concerning business conduct and ethics.

In 2021 the Corporate Governance Committee:

- conducted a deeper dive on climate change (including on TCFD commitments);
- recommended a carbon-neutral target for the Corporation; and
- broadened the scope of our ESG initiatives, emphasizing a direct link between ESG and our overall goal, strategic imperatives and corporate purpose

Moreover, the Risk and Pension Fund Committee (RPFC) oversees environmental and security risks, including data governance and cybersecurity, while the Management Resources and Compensation Committee (MRCC) has oversight of human resource issues, including respectful workplace practices, health and safety, and tracks corporate performance against our ESG targets. In 2020, the MRCC formally added ESG targets to corporate performance metrics, establishing a link to compensation. Furthermore, as of 2022, additional ESG related metrics were added and are embedded into each of the strategic imperatives, which is reflective of how ESG is embedded into the overall strategy of the business. ESG is targeted to represent, in aggregate, at least 30% of the total strategic imperatives score in 2022. The MRCC reviews the detailed metrics and targets and approves them early in the year, tracking progress throughout the year. These cover corporate governance and ethics,

as well as key performance metrics such as community investment, greenhouse gas emissions reduction, ISO recertification, team member engagement, the time lost accident frequency rate and waste management. These metrics can be found under the key metrics section of this report. In addition, EVPs have 30% of their annual bonuses tied to personal objectives that include a variety of corporate responsibility topics.

At the management level, the Health, Safety, Security, Environment and Compliance (HSSEC) oversight committee is mandated to make every effort to ensure that our corporate responsibility strategy is integrated throughout the business in order to minimize risk and optimize business opportunities. This committee is co-chaired by the Chief Human Resources Officer (CHRO) & Executive Vice-President (EVP), Corporate Services and the Chief Legal & Regulatory Officer who report to the RPFC, CGC and the MRCC.

CORPORATE RESPONSIBILITY BOARD

In order to support the evolution of our corporate responsibility strategy, in 2021 we created an internal Corporate Responsibility (CR) Board composed of 50 Bell leaders (directors, vice-presidents and senior vice-presidents). The CR Board meets quarterly and its responsibilities include the following:

- Embed corporate responsibility considerations into corporate and business strategies,
- Help identify corporate responsibility areas of further improvement,
- Establish relevant KPIs,
- Support our corporate responsibility disclosure,
- Respond to stakeholders' concerns, and
- Support various corporate responsibility initiatives.

Reports on progress are provided to the HSSEC Oversight Committee.

By working as a unified team, we can further enable long-term value creation for all stakeholders.

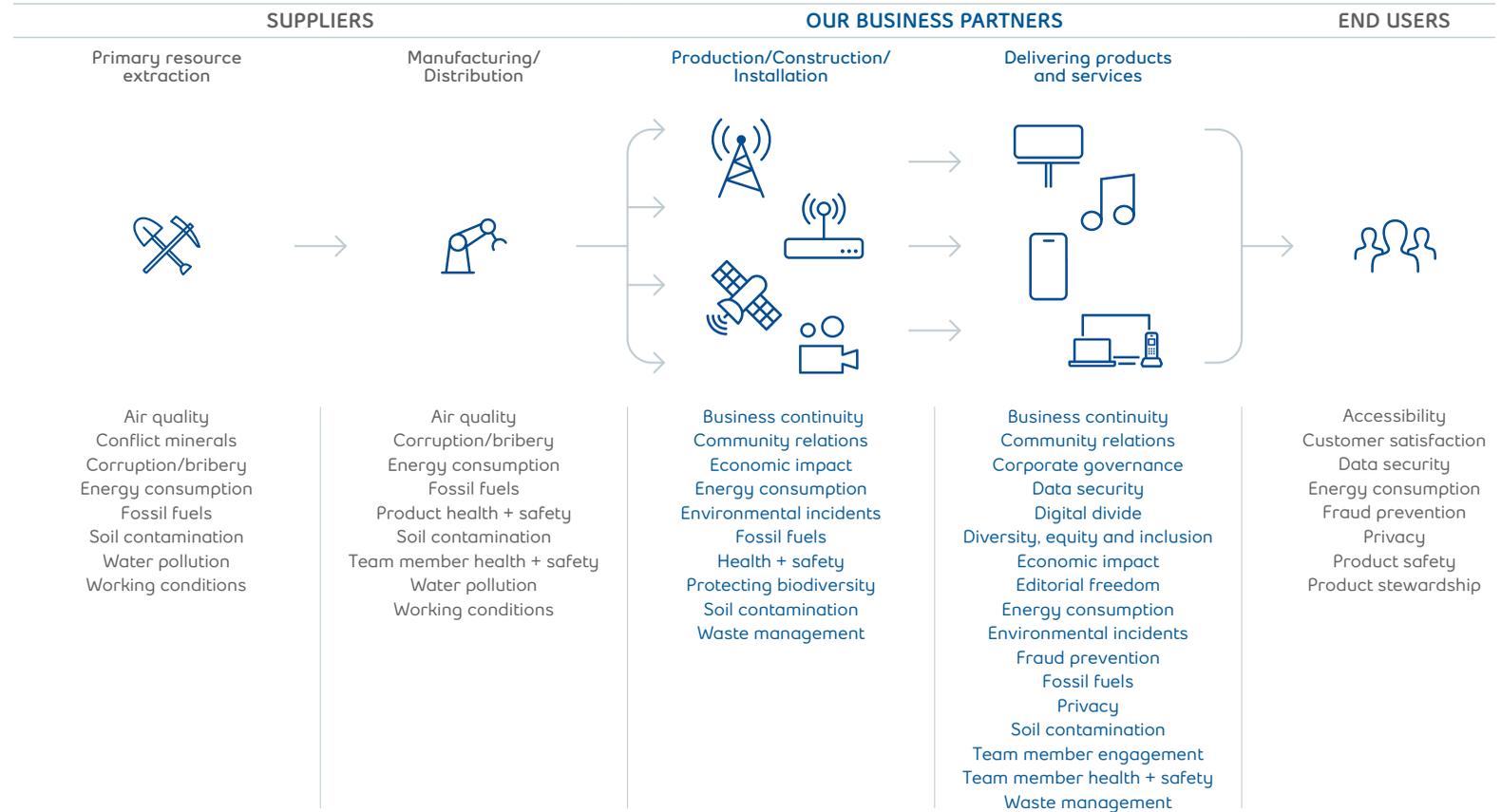
For more information on risk management, please see our 2022 Annual General Shareholder Meeting and Management Proxy Circular, our [2021 Annual Report](#), and the [Our corporate responsibility approach](#) and [Business ethics](#) information sheets on our website.

GRI 410-1 **16**

Corporate responsibility issues and our business

The telecommunications and media industry is the foundation of societal and economic information sharing and commerce. As the Canadian leader in this increasingly important, growing and evolving industry, Bell is a significant provider of the infrastructure essential to enable world-class quality and accessible services for all Canadians. As such, we believe that we have a responsibility to manage key corporate responsibility issues strategically.

BELL'S VALUE CHAIN GRI 102-13



Corporate responsibility topics across our value chain GRI 102-13 **17**

Having a clear view of the company's entire value chain is increasingly important in responsible business practice. Climate-related regulations and the cost and availability of materials and team members are just some examples of value chain risks. At Bell, we make every effort to continually expand and simultaneously deepen our view of actors and issues in our value chain. While our operations and influence are Canadian-based, we participate along with industry peers and across industries in global working groups (such as the Global Enabling Sustainability Initiative ([GeSI](#)) and the United Nations Global Compact ([UNGC](#))) to amplify our voice.

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Bell corporate responsibility priorities

GRI 102-21, 102-44, 102-46, 102-47

Understanding our corporate responsibility priorities informs how we develop our corporate strategy, invest our resources and report on our business and corporate responsibility efforts.

Bell is committed to continuously improving its responsiveness to stakeholder needs, including through its corporate responsibility goals. Consistent with that commitment, we collect input from stakeholders about corporate responsibility issues that are most important to them. We engage with our various stakeholders on the identified topics of priority. We maintain ongoing engagement through collaborations and by leveraging their expertise, insights and influence to improve our performance and find new solutions to common challenges. See [Our corporate responsibility approach](#) for more details on how we have engaged with stakeholders and the themes covered.

In 2021, we surveyed a sample of our stakeholders ranging from internal team members (unionized and management-level employees, as well as various directors and vice-presidents) to external groups (customers, investors, suppliers, governmental groups, non-profit organizations, community partners and academic institutions). This survey explored a variety of priorities that touched on seven themes: Climate Change, the Circular Economy and Use of Natural Resources, People and Culture, Customer Satisfaction and Network Reliability, Socio-Economic Impact, Business Ethics and Responsible Products and Services. Each theme covers related topics, producing a wide range of issues addressing almost 50 different priorities. For more details on our analysis, see [Our corporate responsibility approach](#) information sheet. We also asked our stakeholders which Sustainable Development Goals (SDGs) Bell can have the most impact on.

Through this survey, we have analyzed two angles of impact. Respondents were asked to identify topics with the greatest impact on Bell's enterprise value as well as on society and the environment. The responses received through this exercise influenced the topics discussed in this report. The results of this stakeholder engagement exercise are presented on the next page.



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The top environmental, social and governance priorities on which stakeholders consider Bell can have the greatest impact are:

CLIMATE CHANGE

- GHG emissions management ●*
- Energy management ●*
- Digitally enabling society to transition to a low-carbon economy ●*
- Green fleet ●
- Climate change risks & opportunities ●

CUSTOMER SATISFACTION & NETWORK RELIABILITY

- Network reliability ●*
- Data privacy ●*
- Information security ●*
- Customer satisfaction ●*

PEOPLE & CULTURE

- Wellbeing ●*
- Diversity, equity and inclusion ●●*

CIRCULAR ECONOMY

- E-Waste ●*
- Waste management ●*

Other pertinent issues

Accessibility & availability	●*
Community investment	●*
Community partnerships	●
Environmental impacts of products and services	●
Green-building	●
Health & Safety	●*
Innovation of products & services	●
Local employment	●
Packaging	●
Responsible supply chain management	●
Social impacts of products and services	●
Take-back programs	●*
Talent attraction & retention	●
Training and career development	●

Find more information on these topics in these sections of our report

Legend

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- * Target

The Sustainable Development Goals (SDGs) developed by the United Nations on which stakeholders consider Bell can have the greatest impact are:



Other SDGs that stakeholders consider Bell can contribute to:



We discuss the sustainable development goals throughout this report. For more information on how we contribute to the SDG, see our [SDG index](#).

For more information on our reporting strategy, read [Our corporate responsibility approach](#). GRI 102-46, 102-47



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TEAM MEMBERS

Engaged expertise

To execute on our strategic imperatives, we rely on the engagement and expertise of our team members. We focus on attracting, developing and retaining the best talent, as well as creating a positive team member experience that drives effectiveness, high performance and agility in our evolving business environment. Through workplace wellness initiatives – including innovative mental health programs – that celebrate diversity in the workplace, we reinforce our pursuit of creating a safe and inclusive atmosphere for all team members.

WHY IT MATTERS GRI 103

We truly believe that everyone deserves a respectful, positive, professional and rewarding work environment. Engaging and investing in our people is a strategic imperative which recognizes that our success requires a dynamic and engaged team. The Bell team is critical to our company’s success, enabling our purpose of advancing how Canadians connect with each other and the world, while also making a difference in communities across the country. Our more than 49,000 team members are a key competitive differentiator for Bell in a dynamic and fast-changing marketplace.

WHAT WE ARE DOING

We are focused on attracting, developing and retaining the best talent in the country by providing a workplace that is positive, professional, and rewarding, and this enables creativity and innovation. We are proud to be ranked as one of Canada’s Top Employers both across Canada and in Montréal, where Bell was founded in 1880. As part of our commitment to mental health, we support and invest in our people with comprehensive health and wellness benefits and a flexible work policy.



NURTURING A HEALTHY AND FULFILLING WORKPLACE

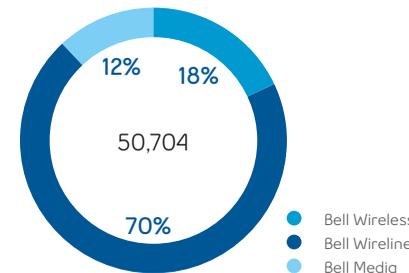
Bell has a robust program to foster a respectful workplace. This includes employee training, resources on preventing and addressing incivility, an internal mediation program, guides to support employees experiencing family or intimate partner violence, and a team of trained specialists to investigate complaints of violence or harassment. Reflecting our focus on ensuring an inclusive, equitable and accessible workplace, Bell has been recognized by Mediacorp as one of Canada’s Best Diversity Employers, Canada’s Top Employers for Young People, Canada’s Top Family-Friendly Employers and one of Canada’s Greenest Employers. With our broad range of operations across the country, Bell creates multiple opportunities for team members to build rewarding careers in a variety of disciplines. Dedicated to sustaining a high-performance culture, the company strongly supports diversity in its workforce, continuous learning, innovative workplace mental health initiatives, and award-winning programs for team member engagement. For information on the Canadian employment jurisdiction, human rights and internal complaint resolution, see the [Respectful workplace ethics and human rights](#) information sheet on our website. GRI 412-1 5 8

OUR TEAM GRI 102-7, 102-8, 102-41, 401-1, 407-1

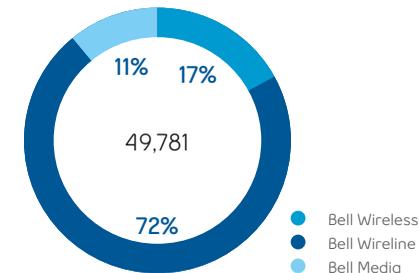
At the end of 2021, our team comprised 49,781¹ team members, a decrease of 923² from the end of 2020. This was due to natural attrition, retirements and workforce reductions, which were partly offset by call centre hiring.



2020 employees



2021 employees



Freedom of association and collective bargaining is inherent in Bell. Approximately 39% of the total BCE team members were represented by labour unions as at December 31, 2021³. Throughout Canada, unionized employees are members of more than 60 different bargaining units represented by 10 different labour unions. All collective agreements are accessible to team members, with many of the agreements posted on the Company’s intranet. Along with commitments outlined in the Bell Code of business conduct, various collective agreements reinforce the importance of having a fair, inclusive and accessible workplace where everyone feels valued, respected and supported. GRI 205-2, 415-1 10

Different collective agreement provisions include:

- Joint labour-union committees that provide an opportunity to discuss important matters while fostering and improving relationships between the parties
- A well-defined grievance procedure
- Transfer and job posting procedures to facilitate professional mobility
- Advance notice and discussion with unions prior to implementation of significant changes impacting employees.

The positive engagement of members of our team represented by unions is contingent on negotiating collective agreements that deliver competitive labour conditions and uninterrupted service, both of which are critical to achieving our business objectives.

¹ We have fewer than 15 team members in the United States.

² Voluntary turnover and retirement for 2021 was 12.9%, excluding all temporary employees.

³ The *Canada Labour Code* regulates the radio and television broadcasting and telecommunications industries, including, telephone, Internet, telegraph and cable systems. Part III of the Canada Labour Code deals with federal labour standards. These set out the minimum employment conditions for hours of work, payment of wages, the minimum wage, leaves, vacations, holidays, termination, severance pay and privacy. These minimum standards apply to employees working in federally regulated businesses.

Engaged expertise

> Employee wellbeing

Environmental values

Learning and development

Total compensation

Team member engagement

Diversity, equity and inclusion

Attracting diverse talent

Health and safety

Employee wellbeing 3 8

At Bell, we believe taking care of the wellbeing of our team members is essential to their personal success and to our organization’s ongoing progress. Accordingly, we continue to develop and implement world-leading mental health practices in the workplace and broaden our approach to emphasize total health support.

WHY IT MATTERS GRI 103

At Bell, we believe that taking care of the mental health of our team members is essential to their personal success and to our organization’s ongoing progress.

WHAT WE ARE DOING

We continue to develop, implement and share world-leading mental health practices in the workplace, and to broaden our approach to emphasize total-health support.

We educate team members through our best-in-class training programs and campaigns, support them through an extensive range of mental health services and supports and adapt workplace policies and practices to foster a psychologically safe workplace. Our commitment is stated in our [Mental health policy](#) and reinforced in the [Bell Code of business conduct](#), which is reviewed annually by all team members.

MENTAL HEALTH IN THE WORKPLACE

We also maintain a strong governance practice to continuously assess and adapt to evolving employee needs and industry standards, and to monitor program outcomes. Since 2010, over 90 KPIs have been measured quarterly and assessed for trends and program insights to closely monitor the psychological health of our workplace. Collecting qualitative and quantitative data is crucial to ensuring that we are heading in the right direction and making any required adjustments to our mental health programs.



Our Employee and Family Assistance Program (EFAP) offers psychological care benefits, virtual telemedicine, online cognitive behavioural therapy and a lot more.

SUPPORT AND SERVICES

At Bell, we are committed to supporting our team members through innovative services and offerings, including our Employee and Family Assistance Program (EFAP), psychological care benefits, virtual telemedicine, online cognitive behavioural therapy and a variety of total-health resources – including online fitness programs – in order to meet their individual and evolving needs. In 2022, we are taking our success to the next level, as we will provide unlimited mental health coverage for all team members and their families covered under our benefits programs.

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AWARENESS, TOOLS AND COMMUNICATION

The [Bell Let's Talk](#) website and our dedicated intranet for mental health and wellness provide easily accessible, centralized tools and resources for team members to learn, participate and stay informed. In 2021, team members accessed our mental health and wellness intranet more than 25,000 times, taking advantage of our comprehensive mental health and total-health resources, including videos, training and more. Weekly mental health articles, including information on resources and practical tips, are also published and distributed to all team members via a corporate newsletter. To learn more about our Bell Let's Talk program, see our [Community and Society](#) section.

To support continuous education around mental health in the workplace, we developed tools in partnership with subject matter experts to help leaders and employees address mental health concerns in the workplace, including thoughts of suicide. Since 2010, we annually host multiple mental health awareness and anti-stigma campaigns. In 2021 alone, 27,212 team members participated, with an impressive 91% total satisfaction score.

TRAINING

We continue to expand our mental health training with targeted efforts to reach all leaders and team members, including union representatives and Health and Safety Committee members.

Our leadership team is the cornerstone of culture change and support. Accordingly, all leaders are required to complete the first two modules of the Workplace Mental Health Leadership™ training, certified by Queen's University. We also place emphasis on completing the voluntary module 3, which provides leaders with a deeper understanding of the National Standard for Psychological Health and Safety in the Workplace.

In 2021, in order to enhance the virtual mental health leadership training experience, we partnered with LifeWorks to develop Learning Labs, allowing participants to apply the skills they are learning in a practice environment. Participants are divided into small groups and work through various case studies. The intent is to make webinar sessions as effective and engaging as a face-to-face experience, and prepare for real-life situations in the workplace.

In 2021, we continued to promote our online Building Blocks for Positive Mental Health training, offered to all team members and Bell subsidiaries. This program includes strategies for building resiliency and improving overall mental health. It also includes practical tips for enhancing self-awareness and boosting emotional intelligence, as well as tips on caring for others who are facing mental health challenges.

Additionally in 2021, we launched the Executive Resiliency training program to help leaders stay balanced and focused, and manage through uncertain and stressful times. More than half of our executives participated, with overwhelmingly positive feedback. We are now developing a broader program for other leaders, to be launched in 2022.

★ **Target: 90% of people leaders to complete base training on mental health**

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SHARING BEST PRACTICES ACROSS CORPORATE CANADA 8

Bell continues to support the [National Standard for Psychological Health and Safety in the Workplace](#) and promote its adoption across corporate Canada. Since implementing the standard, we have shared best practices across hundreds of organizations through tailored presentations, conferences, benchmarking exercises and various advisory committees, in an effort to provide encouragement and guidance to others on how to adopt healthier frameworks in their own workplaces.

We also worked with our EFAP provider and Queen’s University to develop our Workplace Mental Health Leadership™ program, the world’s first university-certified workplace mental health training program. In addition to being adopted internally, it has been made available to other Canadian organizations, with significant adoption nationwide. Since its inception, more than 924 companies have participated in this program which leads to a certificate from Queen’s University. The Building Blocks for Positive Mental Health online training program has also been made available externally, and over 8,747 team members have completed the training through LifeWorks.

To learn more about our mental health in the workplace initiatives, visit the [Mental health in the workplace](#) information sheet on our website.



“Today I’m part of something bigger than myself. I’m part of a time of change and wellness for myself and others.”

Jessica Bower, Senior Specialist, Information Security, Halifax, Nova Scotia

Like most people, Jessica didn’t expect mental illness to deeply affect her life. But having been diagnosed with bipolar

disorder, she learned how debilitating mental illness can be to one’s self-confidence and sense of purpose. “The thing about mental illness is that most people hide it – it’s swept under the rug,” she recalls. With the goal of dispelling the stigma that prevents people from seeking help, Jessica started sharing her story. Over time, with the support of community resources and treatment by mental health professionals, Jessica gained skills and strategies to manage and thrive. Today, Jessica is a prominent advocate for mental health, giving talks to groups of students about living with mental illness and participating in mental health awareness campaigns such as Bell Let’s Talk.

Engaged expertise

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Environmental values

Protecting the environment is a very important issue to our team members, and their engagement helps inform how we address their concerns.

WHY IT MATTERS GRI 103

People are more engaged at work when their value system aligns with their job. Job satisfaction is determined more by how our values align with our work environment than by any other factor. Team members and organizations that share values share a bigger purpose. This match is critical to creating a long-lasting, successful and motivating place to work.

WHAT WE ARE DOING

At Bell, we survey our team members on a regular basis to better understand their values across a broad range of topics. More recently, we have sought feedback on their expectations and perceptions related to Bell's environmental initiatives and performance. We have responded with improved waste reduction programs, communications and low-carbon pension investment options. We will continue to seek to align our initiatives with the feedback we receive.

CONNECTING WITH TEAM MEMBERS' ENVIRONMENTAL VALUES

At Bell, waste sorting centres for recycling and composting are available to most team members in support of their engagement in waste reduction at work. There are electric car charging stations at Bell's largest offices to support team members' desire to participate in the electrification of transport. We offer bike sharing programs at some of our larger locations to support team members' engagement in healthy physical activity during breaks. We also team up with community-supported agricultural initiatives so that team members can access local fresh produce and products.

We use our intranet to promote green behaviours, including tips on how to reduce waste and greenhouse gas emissions on the job. Several times throughout the year, we publish articles about efficient commuting, saving energy at work, and properly sorting waste.

To respond to team members' desire to engage on climate change, in 2021 we introduced a low-carbon investment option in both our Defined Contribution (DC) pension plan and the Group Retirement Savings Plan (Group RSP). Team members enrolled in these plans are now able to invest for their retirement in the Low Carbon Global Equity Index Fund, which invests in companies in the [MSCI ACWI Low Carbon Target Index](#). The fund aims to minimize carbon exposure by overweighting companies with lower carbon emissions. In addition, in 2021 we adopted a new Responsible Investing policy for our pension plans. For more information see the [Sustainable Financing](#) section of this report.

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Employee-led green initiatives include observing Earth Hour and organizing national Earth Day celebrations. For Earth Hour, team members across Canada turn out the lights in buildings and turn off their computers at the designated time. In past years, for Earth Day we supported the efforts of team members who organized presentations by local groups, including Équiterre, Electrobac, Lufa Farms and others. In recent years, team members have organized annual electric car demonstration days and invited car and charging-station companies for test drives and information sessions. Participants have included Addénergje, Flo, Équiterre, Auto Prix and Bell team members with electric cars who were willing to take people on test drives. During the COVID-19 pandemic, this kind of in-person collaboration with local organizations was not possible. We plan to re-engage with these organizations as soon as global health precautions permit.

In the meantime, in 2021, we helped employees remain engaged with their colleagues on environmental concerns by maintaining our informal green collaboration space on the SAP Jam platform. Participants can share events, tips, ideas and stories related to the environment.



These and other environmental initiatives have earned Bell a place on the list of Canada's Greenest Employers for five consecutive years.



“Bell is a great company that has the opportunity and the will to do its part, but every action counts. We all need to be part of the changes.”

Martine Dion-Lefebvre, Producer, RDS, Montréal, Québec

The environment is at the heart of Martine’s interests, and she contributes to reducing her consumption both at home and at the daycare centre attended by her children, but she also wanted to do her part at work. In order to make employees aware of various environmental issues and encourage them to reduce their consumption of disposable cups and other single-use materials, Martine took the initiative of sending messages in the form of “press releases” to her colleagues, sharing articles and tips that could help them reduce waste. Following the success of these communications, a Zero Waste Fair was organized as part of Earth Day, the Bell Media Green Team was founded, and other impactful initiatives were born. Despite the pandemic, Bell Media’s green team has adapted and continues to send communications to continue raising employee awareness of the environmental cause.

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At Bell, we offer a wide range of training to all team members, including enterprise-wide and role-based onboarding and ongoing need-to-know information, self-directed learning for personal and professional development as well as targeted professional programs for specialized roles, leadership and career growth.

WHY IT MATTERS GRI 103

Programs for upgrading employee skills allow companies to plan skill acquisitions that will equip team members to meet strategic targets in a changing work environment. Having more skilled employees enhances the company's human capital and contributes to employee satisfaction, which correlates strongly with improved performance.

WHAT WE ARE DOING

At Bell, we encourage all team members to engage in lifelong learning to maximize their professional growth. We support learning and development by providing training, tools and resources to help strengthen team members' skills, behaviours and performance. Enabling our team members to continuously learn and develop is a powerful driver in supporting our strategic imperative to engage and invest in our people.

Our learning and development programs include curated pathways and recommendations to help team members fully develop and build skills. This helps them stay abreast of changes in the industry so that they can reach their leadership potential and career aspirations.



We leverage Career Zone (our learning management system), our Bell Virtual University (Bell U) learning experience platform, and mobile-friendly, micro-learning platforms for our frontline support teams, all to empower team members to develop relevant skills in a social and collaborative way. There are thousands of learning opportunities provided across these platforms, enabling team members to both improve

skills for their current job and prepare themselves for future roles. Our tools and content have also evolved, becoming more personalized and accessible to the diverse group of individual learners who make up our workforce.

Our virtual Bell U platform customized pathways and programs for highly sought-after technical roles in critical areas, enabling team members to focus or redirect their careers toward software development, AI/machine learning, cyber security and business intelligence areas.

Bell also offers company-paid certification programs with added premium reimbursements that enable team members to complete key business and technical certifications outside of work hours. These programs develop the specialized skills required to support key roles in our organization.

In addition, Bell provides a wide range of certifications – including Microsoft technical certifications – for product and project management, business analyst and business unit-specific functions. Team members are also able to leverage our Education Assistance Program to pursue continuing education at external institutions.

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We believe it is important to position our team members for success by providing clear targets based on a combination of personal objectives, business needs and corporate strategy.

At Bell, career development is also supported by ongoing career conversations and mentorship, as well as through our performance management process.

As part of our performance management process, team members participate in setting objectives, which include demonstrating the key leadership behaviours that are essential to succeeding at Bell. This process helps develop all of our team members and connects individual objectives with our 6 strategic imperatives and our overall purpose – to advance how Canadians connect with each other and the world.

To learn more, see the [Learning and development](#) information sheet on our website.



“The program has been a great complement to my work on various projects. With the grasp of technical concepts I gained through Bell U, I can spend more time gaining in-depth business knowledge and increasing my understanding of the available data.”

Suzette Slim, Solution Architect, Information Technology and Bell U program graduate, Montréal, Québec

Suzette joined the Bell team as a Solution Architect after graduating from Concordia University with a degree in electrical engineering. She is currently working toward mastering new skills that will benefit her and Bell in her role as a SAP Solution Architect. “My manager supported me in course selections from the business intelligence program,” Suzette recalls. “I am very thankful to have been given the opportunity.” The Bell U program offers team members the opportunity to learn technical skills through five academic pathways: cybersecurity, software development, cloud computing, business intelligence and artificial intelligence, where candidates develop new, valuable skills in these technology-focused areas.

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Total compensation 401-1, 401-2, 401-3, 201-2, 201-3 **3** **8**

Bell provides team members with total compensation packages that are competitive with the market and reflects inclusive practices in order to attract, engage and retain diverse talent.

To maintain our market competitiveness, we conduct ongoing market reviews using best-in-class compensation surveys to assess what large Canadian companies are paying. Cost of living and inflation rates are also reviewed so that we may take appropriate actions as needed. Bell is a leader in the Canadian market, providing competitive wages, perquisites and/or bonuses that equate to a total compensation package well above the minimum wage to ensure a good standard of living for our team members. We also recognize our employees for their performance by aligning compensation with our 6 strategic imperatives and financial results to create value for our stakeholders.

As part of our commitment to inclusive compensation practices, we provide equitable compensation based on skill, role, performance and the external market, regardless of gender, age, disability, gender identity and expression, sexual orientation, race, ethnicity, cultural heritage or creed. We also perform frequent wage gap analyses to ensure equity alignment.

Bell's compensation package includes a competitive base salary, strong performance incentives, retirement plans operating under a new Responsible investing policy, a wide range of benefits including vacation days and paid holidays, flexible working conditions through our Bell Workways program, comprehensive employer paid group health plans and paid sickness and disability leaves. We also offer added savings and wealth-building opportunities, including an employee stock purchase plan (ESP) with company matching, group tax-free savings account (group TFSA) and a group retirement savings plan (group RSP). Moreover, we offer team member discounts on Bell services and purchases at The Source, among other exclusive offers provided by our retail, hospitality, travel, insurance, fitness and automotive partners.



Our incentive plans reflect both the company's success and individual achievements. We have a multitude of incentive plans tailored to various roles to recognize and reward high performance. The majority of employees participate in the Achievement Incentive Plan, which over the last few years has resulted in payouts that consistently paid very close to or above targets.

For information on benefits and on retirement and savings plans, see the [Sustainable financing](#) section of our website, our [Annual Report](#) and the [Benefits, retirement, and savings](#) information sheet in the responsibility section of our website. GRI 401-2, 401-3

Team member engagement 8

Bell recognizes how critically important our team is to our success. It is a strategic imperative for Bell to continually engage and invest in our people. This includes listening to our employees and leveraging their voices to guide our people practices and priorities.

TEAM SURVEY

One of the tools we use to measure and increase engagement is our annual team survey, which is designed to be completed quickly and easily in the official language of the team member's choice, and is accessible on both desktop and mobile devices. Capturing both quantitative and qualitative data, the survey focuses on understanding how engaged team members are, and ask them to rate their leaders in key areas specific to engagement including communication, recognition, trust and respect.

In 2021, we continued leveraging our platform to gain insights into key engagement indicators. The platform also provides leaders with self-serve access to their results. This approach helps us implement focused actions to make positive changes. In addition, our survey tool enables us to conduct multi-variant analyses including geography, tenure, generation, team, role and level, among others, and to explore further into areas that present opportunities for improvement.

In 2021, we reached our highest ever participation rate, with 85% of team members completing the survey. The overall engagement score was 76%¹, 1 point above our target, with 80% of team members reporting that they are proud to work for Bell and 81% pleased to see how their individual work contributes to the company's success. In response to the feedback we received from employees on the survey, we have taken tangible actions, some of which are highlighted below:

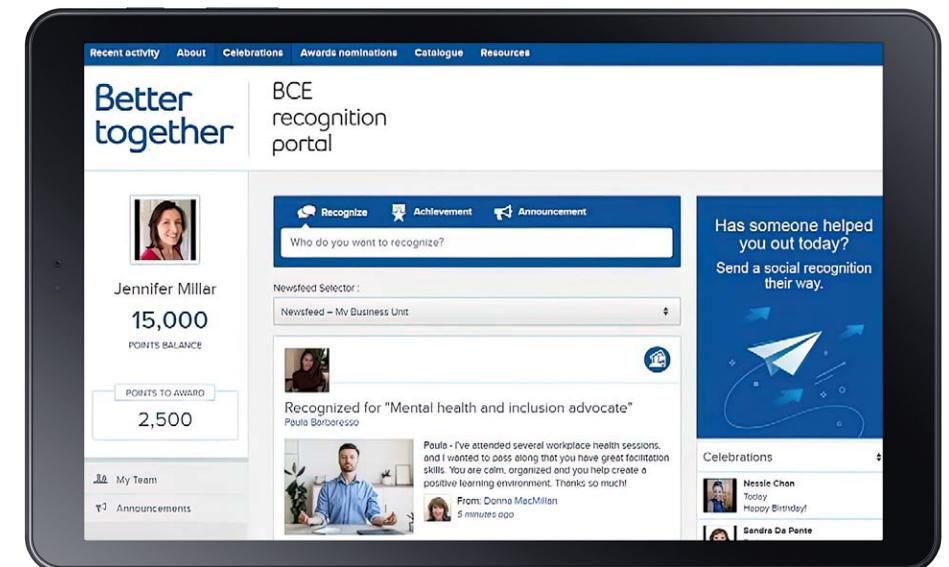
- Offered COVID-19 pandemic support, flexible work and employee resource enhancements
- Focused on diversity & inclusion with inclusive training
- Gave ongoing attention to reskilling and continued investment in learning
- Successful launch of unified recognition program (Better together)

★ Target: Reach and maintain an overall team member engagement score of 75%

★ Target: Maintain engagement above Canadian norm

RECOGNITION – CELEBRATING SUCCESS

In 2021, we launched Better together, a new unified recognition program for all team members that leverages a best-in-class platform. The Better together recognition program transforms how we recognize team members and provides a meaningful and fun way for Bell teams to connect and celebrate milestones. This has been vital during the pandemic, when our team members could not be together in person. A points-based recognition program that reinforces the “one Bell” team, Better together provides transparency and consistency by rewarding the same behaviours across the company, enabling collaboration among all Bell teams and facilitating peer-to-peer recognition in an equitable and timely manner.



¹ PwC provided limited assurance over this indicator. See [PwC's assurance statement](#).

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In addition to introducing a unified recognition program, Bell continues to publicly honour the work of team members through a variety of initiatives. Our formal programs recognize the contributions made by both individuals and teams – with success celebrated informally and formally. In 2021, we continued to celebrate the winners of our programs virtually, ensuring that our team members are being recognized for their great work and accomplishments during this period of pandemic health measures. The Bravo Award is the most prestigious award at Bell, recognizing outstanding performance by individuals and teams. We also celebrate service anniversary milestones, and we honour our retirees with the traditional President’s Wallet to recognize and thank them for their contributions.

To learn more about recognition programs, see the [Team member recognition](#) information sheet on our website.



“Recognition provides us with a sense of fulfillment, pride and confidence in making a difference as it pushes our ability as well as those of others.”

Samuel Gauthier, Senior Manager, Program Design & Delivery, Bell Technical Solutions, Montréal, Québec

Samuel has had hands-on experience with Bell’s fibre technology when he first started as a field technician at Bell Technical Solutions 10 years ago, and has always been a tinkerer. His leadership brought him to find innovative solutions to daily challenges. Today, as a Senior Manager focusing on Digital Transformation, he seeks to improve quality and best practices. A second-time Bravo Award winner, his latest initiative celebrates an automated coaching system using machine learning and artificial intelligence to personalize experiences for both managers and technicians. Recognition is an integral part of nurturing people’s potential, encouraging new ideas and should always be at the heart of how we manage our teams.

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Diversity, equity and inclusion (DEI) 5

At Bell, we do not just accept difference – we celebrate it. We are proud of our focus on fostering an inclusive, equitable and accessible workplace where all team members and customers feel valued, respected and supported. We are dedicated to building a workforce that reflects the diversity of the communities we serve, where every team member has the opportunity to reach their full potential.

WHY IT MATTERS GRI 103

Organizations that have integrated diversity, equity and inclusion programs foster team member innovation and creativity, widen the talent pool and increase team member satisfaction. This leads to greater profitability and reduced costs, all the while enhancing engagement among our team members.

WHAT WE ARE DOING

Bell has a variety of diversity and inclusion programs and initiatives across the country. We have set objectives while monitoring and reporting on our ongoing performance.

Our Diversity Leadership Council (DLC) champions DEI across the organization, defining Bell's DEI strategy and developing company-wide implementation plans for specific actions. The DLC is comprised of 14 diverse senior leaders, including vice-presidents and above, who represent each business unit as well as the markets we serve across Canada. Under their leadership, we work to ensure that our business strategy and human resources policies align with our DEI goals.

In addition to the DLC, our governance framework includes a dedicated DEI office, business unit committees and Employee Resource Groups (Black Professionals at Bell, resiliency at Bell and Women at Bell) to support our DEI strategy. These committees and groups have a direct impact on employee experience and engagement, and are key drivers in creating an inclusive environment at Bell. Through ongoing meetings, events and initiatives focused on various topics – including career development, peer mentoring, networking,

awareness and education, and community engagement – they provide a forum for celebrating the diversity that each of us brings to the workplace, as well as for learning from one another, and growing as a result.

As a key leader of our diversity initiatives, Bell President and CEO Mirko Bibic consistently reinforced our commitment to inclusion throughout 2021, reaching out to all employees on five key inclusion dates – Black History Month, International Women's Day, International Day Against Homophobia, Biphobia and Transphobia, National Indigenous Peoples Day and International Day of Persons with Disabilities – as well as supporting campaign launches. He also hosted a series of meetings with committee members of our Employee Resource Groups.

DEI OBJECTIVES GRI 411-1

In step with our overarching corporate objective to improve gender diversity at all levels, including in our senior leadership, Bell is a signatory to the [Catalyst Accord 2022](#) and a member of the [30% Club](#), which aim to increase the proportion of women serving on Canadian corporate boards to at least 30%. In 2021, Bell exceeded this target with two new Board appointments (women now represent 36% of BCE's full Board of Directors, and 38% of non-executive Board members). A member of the 30% Club and a signatory to the Catalyst Accord 2022, Bell leads with more ambitious targets: we aim for a minimum 35% representation among directors on the BCE Board moving forward, and at least 35% of Bell leaders at the VP level and above by the end of 2023.

- ★ Target: 35% gender diverse representation in executive positions (vice-president level and above) by the end of 2023¹
- ★ Target: 35% gender diverse representation among directors on the BCE Board

¹ We revised our target to meet at least 35% gender diverse in executive positions by 2023. Our target was to originally meet this ratio by end 2021, although we have reached 33% in 2021 and we are aiming to reach this target by 2023.

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We also continue advocating for more women to take on roles in science, technology, engineering and mathematics (STEM), and are expanding efforts to increase the representation of other underrepresented groups, such as visible minorities, Indigenous peoples and persons with disabilities. In 2021, Bell partnered with [The WIT Network](#) (WIT), a global and local not-for-profit organization that provides inspiration, education, mentoring, networking and practical advice to empower women to build and grow their careers in technology and pursue their ambitions. It focuses on encouraging women and girls to study STEM and pursue careers in tech, enabling more women to attain leadership positions and career advancement and helping companies change the landscape of gender equality.

In 2021, Bell continued pursuing its endeavour to take meaningful actions to address the impacts of systemic racism on Black, Indigenous and People of Colour (BIPOC) individuals at our company and in our communities. Along with a number of education and awareness initiatives, this includes a target for BIPOC representation on our senior management team of at least 25% by 2025 (at the director level and above and including executive officers), and a target of 40% BIPOC representation in our graduate and intern hires. In 2021, we exceeded our BIPOC representation target in new graduate and intern hires by achieving 41% representation.¹

To even further our commitment, we intend to sign on to become a Progressive Aboriginal Relations (PAR) program committed partner through the Canadian Council for Aboriginal Business, which is a premier corporate social responsibility program with an emphasis on Aboriginal relations.

🌟 Target: of 25% BIPOC representation in Bell senior management (director level and above and including executive officers) by 2025

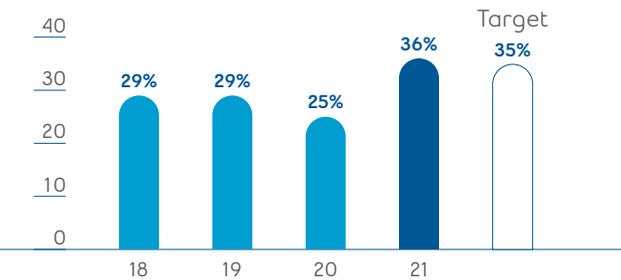
🌟 Target: of 40% BIPOC representation in new graduate and intern hires

In 2021, we committed to making our products and services more accessible, and we have established a company-wide Accessibility Program and an Executive Steering Committee across the BCE group of companies. The Committee's mandate is to establish the governance required to achieve accessibility compliance, create sustainable policies, deliver tools and

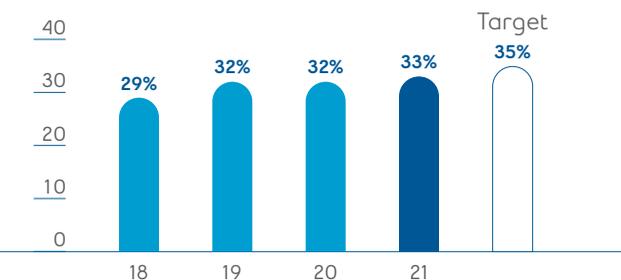
processes and educate team members. The Program has seven areas of focus to enable a barrier-free environment for employees and customers: Digital, Human Resources, Documents, Procurement, Buildings, Products & Services and Customer Operations.

As part of our effort to continuously advance our DEI strategy, we consult with members of various identity groups to understand their experiences at work. In 2021, we facilitated a series of virtual feedback consultations, encouraging discussions around workplace experiences and inclusion at Bell. In conjunction with our Bell Team survey results, we analyzed the insights to identify areas of opportunity and look to continuously improve our strategic direction and adopt best practices.

Gender diverse directors on the BCE Board (in %)¹



Gender diversity in executive positions (in %)²



¹ Following BCE's 2021 annual shareholder meeting on April 29, 2021, 36% of all directors are gender diverse, surpassing our target. In alignment with our continuous focus to promote and foster an inclusive environment, we have replaced references to women directors and executives with gender diverse directors, defined as women and directors that identify with a gender other than a man or woman. PwC provided limited assurance over 2021 indicator. See [PwC's assurance statement](#).

² PwC provided limited assurance over 2021 indicator. See [PwC's assurance statement](#).

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Workforce diversity (in %) GRI 405-1

Diversity group	2020 LMA ²	OVERALL			EXECUTIVES ¹			
		2021 ³	2020	2019	2020 LMA ¹	2021 ³	2020	2019 ³
Women	34.5	33.9	34.0	32.7	34.1	32.8	31.9	31.5
Visible minorities ⁴	24.1	21.7	22.4	21.3	24.3	13.9	14.1	9.9
Persons with disabilities ⁴	9.8	5.1	5.1	4.3	8.5	3.6	3.7	2.1
Indigenous peoples ⁴	2.7	2.5	2.5	2.5	2.4	1.5	1.5	0.7

Gender diversity as of December 31, 2021³ for our management levels GRI 405-1

WOMEN WHO ARE	2021	2020	2019
Members of the Executive Office (excludes CEO)	23%	21%	15%
Senior vice-presidents	29%	25%	20%
Vice-presidents	37%	36%	37%
Directors	36%	36%	34%
Other Members of Management (below director)	38%	38%	37%

- 1 Vice presidents and above
- 2 Occupational labour market availability indicates the percentage of persons in each designated group in the Canadian workforce who may have the skills necessary to fill occupational roles at Bell based on a December 2020 headcount. The data are provided to Bell by the Canadian government, and are based on the 2016 National Household Survey and the 2017 Canadian Survey on Disability. This is the most current information available.
- 3 Starting in 2021, the reporting date has been changed to December 31. In 2019 and 2020, the reporting date was January 31.
- 4 Data for these categories depend upon full-time and part-time employee self-identification in Bell's diversity questionnaire.

PERFORMANCE IN 2021

Our DEI strategy and high self-disclosure rate of 83% have significantly increased our understanding of the representation of visible minorities, Indigenous peoples and persons with disabilities in our workforce. We have maintained our strategic focus on making our senior leadership team more representative of our overall employee population through focused talent management strategies and best-in-class development programs for high-potential leaders, including those from equity-deserving groups.

As part of Bell's commitment to addressing racism and discrimination while building a diverse and inclusive workplace, and in addition to the targets we have set for BIPOC representation, Bell has also stepped up by developing partnerships with leading BIPOC organizations, holding events and providing resources to support a diverse and inclusive workplace. See our [Supporting diversity, equity and inclusion in our communities](#) information sheet to learn more.

Bell is committed to fostering positive relationships with Indigenous peoples and communities and has moved forward on implementing major infrastructure projects and the recommendations of the Truth and Reconciliation Commission of Canada. For more information, please see the [Supporting Diversity, Equity and Inclusion in our communities](#) information sheet.

Bell is committed to developing women talent in our leadership pipeline through mentoring, coaching and sponsorship with a focus on women in succession planning and within Bell's NextGen talent program. Our next generation of women leaders participate in structured, corporate-wide learning and development programs as well as tailor-made programs aimed at accelerating their growth, building a strong personal brand, network and leadership skills. In addition, several initiatives and partnerships are in place to support career mobility as well as engagement, including [The Judy Project](#), [The Protégé Project](#), and [The Mentorship Program](#). At Bell, women are innovators, leaders and game changers who are having a significant impact on every aspect of our business and making a positive difference in our company, industry, and communities. We are proud of our program's ongoing evolution, strong talent pipeline and the

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great progress made with key senior executive positions. Over the past 2 years, women representation has increased by 8% within the Executive Office and by 9% at the Senior Vice Presidents level.

As part of our continued effort to spotlight Gender Inclusive Practices, we launched new pronoun guidance and templates for team members to update their email signatures, directory information and nametags for retail employees. Since the initiative was launched, over 1,000 team members have updated their directory information, and 400 team members have completed our Gender Inclusive Practices training, developed in partnership with [TransFocus Consulting](#). This training has been very well received, with an overall satisfaction score of 92%.

Additionally, we hosted instructor-led sessions in 2021 that addressed the importance of inclusive language – the daily practice of intentional word selection that conveys respect to all. These sessions showed us how to become more intentional with language and begin to create inclusive environments for everyone.

The impact of our sustained efforts are apparent in the results of our annual team member survey: in 2021, 85% of team members responded favourably to the statement “People of all backgrounds (cultural, gender, age, religion, ability, etc.) can succeed in my company.”

Bell works with leading diversity and inclusion-focused organizations to provide team members with access to partner events, mentoring, networking and other professional development resources including [Ascend Canada](#), the [Canadian Centre for Diversity & Inclusion](#), [Catalyst](#), the Black Professionals in Tech Network ([BPTN](#)), [Indigenous Works](#), [Lime Connect](#), the [Onyx Initiative](#), [Pride at Work](#), Women in Communications and Technology ([WCT](#)), Women in Tech ([WIT](#)).



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DIVERSITY AWARDS AND RECOGNITIONS

In 2021, Bell was recognized as one of [Canada's Best Diversity Employers](#) for the fifth consecutive year. This award acknowledges our successful diversity initiatives in a variety of areas, including programs for employees from the following groups: women; Black, Indigenous and People of Colour (BIPOC); visible minorities; persons with disabilities and the LGBTQ2S+ community.

In 2021, Bell's supplier diversity program was named the most improved by [Women Business Enterprise](#) Canada, reflecting our focus on promoting women-owned suppliers as we continue to build a more inclusive, equitable and accessible workplace. Bell's supplier diversity program promotes the active inclusion of diverse businesses owned and managed by women, visible minorities, Indigenous peoples, the LGBTQ2S+ community, Veterans and persons with disabilities.

In 2021, Bell was named Corporation of the Year by the Canadian Aboriginal and Minority Supplier Council ([CAMSC](#)) for our support of supplier diversity and promotion of Indigenous and visible minority-owned suppliers. CAMSC enables a wide range of programs and services to assist BIPOC suppliers in better accessing business opportunities at major companies.

Bell Canada has also been recognized as one of [Canada's Top 100 Employers](#) (2021), Canada's Top Employers for Young People (2021), Montréal's Top Employers (2021) and Canada's Top Family-Friendly Employers (2021), and received the [TalentEgg's Special Award for Social Responsibility in Recruiting](#) (2021), underscoring our commitment to fostering an inclusive workplace for all employees.

To learn more about our team members who were recognized by diversity awards and recognitions, see [Supporting diversity, equity and inclusion in our communities](#) and our [Team member recognition](#) information sheets.



“Bell diversity groups work to raise cultural awareness across the company, engage talent in various BIPOC communities and support team members’ professional development.”

Axel Ntakaburimvo Ndayiragije, Senior Manager Call Centre Operations, Montréal, Québec

With a bachelor's degree in industrial engineering from Polytechnique Montréal, Axel was eager to continue learning and saw an opportunity to do it at Bell. In his first three years with Bell as part of the new graduate program, Axel held five different positions in areas ranging from field operations to data analysis. After attending a panel discussion during Black History Month, Axel was inspired to join Black Professionals at Bell (BPB), an employee resource group founded in 2018. Inspired by their mission, he became the group's project management lead and has now transitioned to inclusion & measurement lead. BPB's activities are just one example of the company's ongoing efforts to align its business strategy and human resources policies with its diversity, equity and inclusion goals.

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Recruitment and attracting diverse talent

GRI 401-1

Attracting diverse talent is important in Bell's evolving business environment as we continue to lead in a highly competitive marketplace. To secure access to top new talent, we drive a variety of initiatives that build a community of job seekers, with a focus on attracting and hiring diverse candidates who reflect the customers and communities we serve.

In 2021, we received close to 350,000 applications and hired more than 7,800 new team members, an increase of over 2,900 from 2020. Internally, we also saw over 2,800 employees successfully move into new roles within the company.

These hiring volumes were supported by an increased focus on improving our online presence to better connect with candidates. In 2021, Bell invested in a new career website that supports a more user-friendly and personalized job search for candidates, and that better positions Bell as an employer of choice by giving candidates more insight into what life at Bell is like. We have also continued to expand our social media recruiting initiatives, which have helped contribute to generating over 273,000 LinkedIn followers, 74,000 Twitter followers, and 30,000 Instagram followers. Our social media strategy focuses on highlighting not just job opportunities, but also stories of our #TeamBell community and the incredible work they do throughout the country. This year, our social media activity generated 385 social posts, over 2,450,000 impressions and nearly 40,000 content clicks.

In 2021, Bell continued to prioritize hiring more people from underrepresented groups by advertising job opportunities and partnering on career-focused events and programs with organizations that connect us with high-potential diverse talent, including: [Black Professionals in Tech Network](#), [Canadian National Institute for the Blind](#), [HireBIPOC](#), [JVS Toronto](#), [Lime Connect](#), [Military Spousal Employment Network](#), [Onyx](#), [Pride at Work Canada](#), [Women in Communications and Technology](#) and a number of other diversity-focused, on-campus student groups. Bell is also a founding partner of Career Edge, which enables us to source talented, internationally-trained professionals and persons with disabilities. As part of our diversity and inclusion strategy, we ask job seekers to self-identify so that we can ensure diverse representation in our shortlists of qualified candidates. Through all of these initiatives as well as our ongoing and new partnerships, we hired more candidates who identify as women, BIPOC (Black, Indigenous and People of Colour) and persons with disabilities in 2021 than in 2020. As a result of our efforts, Bell was named one of Canada's Top Diversity Employers for a fifth consecutive year.

Bell also actively works to help Canadian Veterans, Reservists and their spouses find career opportunities within our company. Bell gives qualified Canadian Reservists and Veterans priority in hiring across all Bell operations, building on our long and proud tradition of supporting members of Canada's military. We also provide training to our recruiters to understand how service members' skills are transferable, the benefits of hiring a service member and how to support service members throughout the recruitment process. Since 2013, Bell has hired more than 515 Reservists, Veterans and their spouses. Bell is also a partner of the Military Family Services Spousal Employment Network. This network supports sustainable career development among military spouses, thereby leading to the cultivation of financially stable and satisfied military families who directly contribute to the operational effectiveness of the Canadian Armed Forces.

For early career and student hiring, our innovative Campus Recruitment team went virtual for the second year in a row. We hosted four virtual "New Grad and Student Recruitment Experiences" in 2021, a series of online recruitment events that took place from September through October. This virtual experience allowed us to reach 166 schools across Canada, and we received over 18,000 applications for recent graduate and internship positions. Bell was again named one of Canada's Top Employers for Young People. To learn more, see our [Supporting diversity, equity and inclusion in our communities](#) information sheet.

Engaged expertise

Employee wellbeing

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> Health and safety

Health and safety 3 8

Health and safety are top of mind for everyone at Bell as we continue to develop programs to address hazards and mitigate risks.

WHY IT MATTERS GRI:103

A strong focus on health and safety is essential to protect the wellbeing of team members and customers. Looking after health and safety also makes good business sense; conversely, neglecting health and safety may result in losing team members, lawsuits, increased costs and reduced profitability.

WHAT WE ARE DOING

Bell seeks to provide a safe and healthy workplace where team members come to work knowing that they are part of a team in which we all embrace safety as an integral part of the way we work, not just as an add-on. Dedication and leadership are bringing safety to the top of everyone's mind at Bell as we continue to develop programs to address hazards and mitigate risks.

MANAGEMENT SYSTEM

Our occupational health and safety management system at Bell aligns with the ISO 45001 standard, and all of our business units have designated health and safety coordinators. This structure seeks to ensure compliance with operational requirements and continuous reporting to the Health and Safety governance team. GRI:2018 403-1

Working in partnership with team members and union representatives, we have established Local Health and Safety Committees (LHSCs) as well as Corporate Health and Safety Committees (CHSCs) for our operations throughout Canada. In compliance with regulations, our LHSCs and CHSCs include representation from operational and clerical functions and meet periodically to address health and safety challenges and perform workplace inspections. The corporate Health and Safety team collaborates with these committees on the development and implementation of prevention programs. GRI:2018 403-4

PREVENTION

We maintain our focus on prevention by continuously improving hazard prevention programs and assessing the company's various functions for potential risks. We create synergies and align practices across all of Bell's business lines, as well as evolve our health and safety programs as we welcome new Bell business divisions. GRI:2018 403-2

In 2021, we continued working to mitigate the impact of the COVID-19 pandemic on our business. These initiatives included further development of return-to-work protocols, monitoring workplace compliance with COVID-19 measures and the deployment of ergonomic reference material and training for employees working from home.

Our overall time lost accident frequency rate in 2021 was 1.12¹, performance that was below the industry average (1.24). Total reportable health and safety cases decreased by 3.2% year over year. GRI:2018 403-9

This decrease was mainly due to more team members working from home, along with the implementation of a series of operational and mitigation measures. The operational measures included a focus on prevention plans – for example, monthly observation and inspection – as well as pre-work hazard assessments, wellness programs and extensive communications related to safe work practices. Continuing general awareness of health issues due to the COVID-19 pandemic has also helped maintain an increased level of vigilance.

¹ PwC provided limited assurance over this indicator. See [PwC's assurance statement](#).

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★ Target: Report time lost accident frequency rate annually

At Bell, the health and safety of our team members has been a top priority for 142 years, and we continue to strive to prevent any work-related accidents from occurring. Regrettably, there was one fatality in 2021 due to a workplace accident. In this particular case, a Bell technician was electrocuted upon contact with a public utility's high-voltage electrical lines. Immediately following the accident, our team undertook a comprehensive review of Bell's electrical safety program, enhanced our training program, and also retrained technicians on how to work safely near electrical lines. While Employment and Social Development Canada (ESDC) has not yet completed its investigation, they have advised that they are satisfied with our plan.

For detailed information on our health and safety programs, see the [Health and Safety](#) information sheet on our website.



At Bell, the health and safety of our team members is a top priority and we strive to prevent any work-related accidents from occurring. One of the ways we ensure safety on sites is the use of safety watchers.



CUSTOMERS

Increasing investments to champion customer experience

At Bell, customers are at the centre of everything we do. With our capital expenditure acceleration program, our focus on championing customer experience also continues to gain momentum as we extend our leading-edge networks and services even further, advancing how Canadians connect with each other and the world at an unprecedented pace. Our digital innovations are also making it easier for customers to do business with Bell, providing better overall experiences.

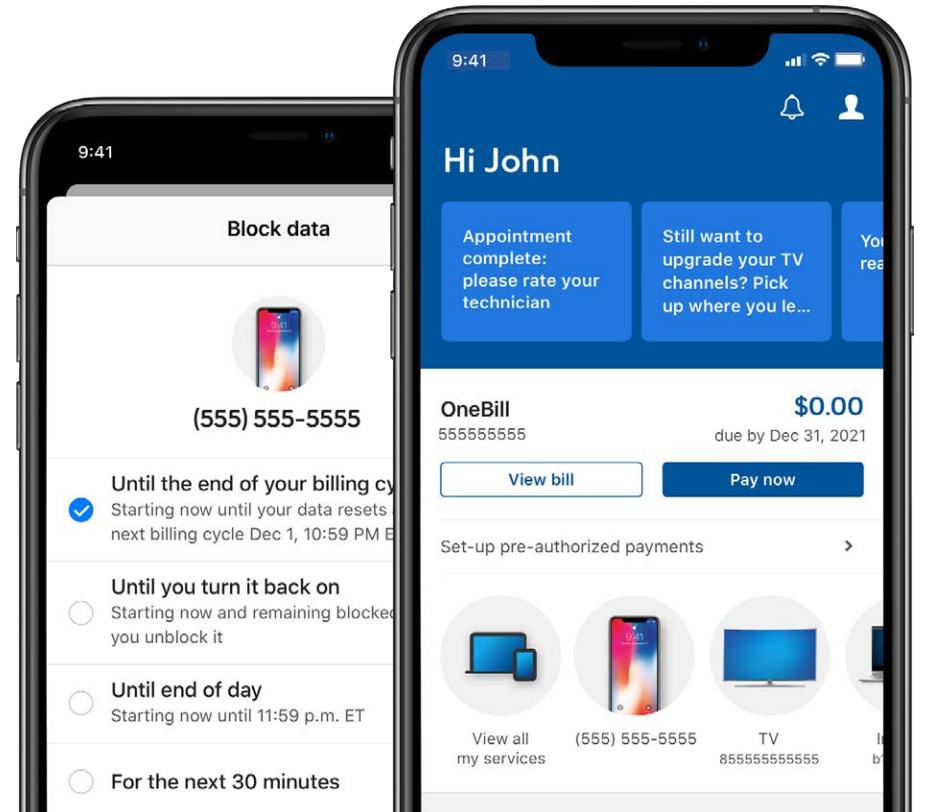
WHY IT MATTERS GRI 103

Canada's communications market is more dynamic and competitive than ever. With championing customer experience as a core strategic imperative across the company, every Bell team member is asked to focus on what is best for customers as part of every major program and initiative, to help us grow and retain customers as we move forward on our other key imperatives: build the best networks, drive growth with innovative services, deliver the most compelling content, operate with agility, and engage and invest in our people and create a sustainable future.

WHAT WE ARE DOING

Through our accelerated investments in fibre, rural broadband and 5G, Bell delivers networks and services that are critically important to our customers. At the same time, we continue to improve online self-serve and support options and deploy innovative tools that use artificial intelligence (AI) and machine learning technologies so that Bell can better champion customer experience.

By continually improving the customer experience and investing in leading broadband, wireless, TV, content and business service innovations, Bell is attracting a growing number of customers. At the end of 2021, Bell had more than 23.5 million total consumer, business and wholesale customer connections across our full range of services, including approximately 11.7 million wireless subscribers, 3.9 million retail high-speed Internet subscribers, and 2.7 million retail TV subscribers.



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BEST NETWORKS FOR OUR CUSTOMERS 11

Investing more than any other Canadian communications company in advanced networks and innovative services, Bell increased capital expenditures to more than \$4.8 billion in 2021 as we accelerated new fibre, Wireless Home Internet and 5G wireless deployments throughout the year. (For more on the economic benefits associated with these network investments, please see the [Economy](#) section of this report.)

In 2021, Bell accelerated new all-fibre network builds that deliver Internet total download access speeds of up to 1.5 Gigabits per second (Gbps) for residential and business customers in major urban centres and over 50 smaller rural communities in Atlantic Canada, Ontario, Québec and Manitoba, and also began offering Wireless Home Internet (WHI) in Manitoba. In total, Bell reached approximately 7.2 million locations with pure fibre and Wireless Home Internet (WHI) connections by the end of 2021 as a direct result of the capital expenditure acceleration program launched earlier in the year.

As major all-fibre deployments continued throughout 2021 on the Island of Montréal, in the Greater Toronto Area, in Hamilton, Ontario, and in Winnipeg, Manitoba, Bell also began offering the world’s fastest Internet technology to residential and business customers in many smaller communities, including: Brockville, Casselman, Clarington, East Gwillimbury, Inglewood, Niagara-on-the-Lake, Pembroke, Uxbridge and others in Ontario; Côte-de-Beaupré, Île-d’Orléans, Rawdon, Ste-Adèle, Saint-Honoré-de-Témiscouata and communities in Saguenay-Lac-Saint-Jean in Québec; Botwood, Burin, Marystown, North West River and Sheshatshiu in Newfoundland and Labrador; Lamèque, Miscou Centre, Saint-Raphäel-sur-Mer, Haut-Shippagan, Le Goulet and Pigeon Hill in New Brunswick; Barrington and Brass Hill in Nova Scotia; and Altona, Plum Coulee, Emerson and Morris in Pembina Valley, Manitoba. In 2021, Bell subsidiary Northwestel also began offering all-fibre service to residential and business customers in Dawson City, Watson Lake and Upper Liard in the Yukon as part of a 3-year initiative to provide high-speed Internet to 10,000 homes and businesses across the Yukon and Northwest Territories (Northwestel extended all-fibre connections to Hay River and Inuvik in the Northwest Territories in 2020 and 2021).

Bell’s ongoing investments in wireless continue to improve overall value – including speed, coverage and quality – for customers in urban and rural areas across Canada. With Bell LTE already available to more than 99% of Canadians, Bell accelerated the transition to next-generation 5G wireless in 2021, offering Canada’s



best and fastest 5G connections in more than 1,000 communities and to over 70% of the national population by the end of 2021 (up from 26% at the end of 2020). We also strive for reliable network connectivity, with a target to maintain network reliability of at least 99.99%. In 2021, our networks delivered 99.9940% reliability.

In addition to fully funding fibre, WHI and 5G deployments for urban and rural customers in 2021, Bell continues to work with all levels of government and other partners on the rollout of better broadband to consumers and businesses in rural and remote locations where the costs to provide high-speed Internet are exceptionally high. This includes projects supported by the federal government’s Universal Broadband Fund, the Canadian Radio-television and Telecommunications Commission (CRTC) Broadband Fund and a range of provincial programs, including Operation High Speed in Québec, Ontario Connects and the Internet for Nova Scotia initiative.



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MAKING IT EASIER FOR CUSTOMERS TO DO BUSINESS WITH BELL

Along with delivering award-winning fibre and wireless networks, at Bell we continue to focus on making it easier and more convenient than ever for customers to do business with us through industry-leading investments in next-generation tools and customer resources.

Building on our [MyBell.ca](#) platform, our award-winning [MyBell](#) and [Virgin Plus My Account](#) apps, our Lucky Mobile My Account app and our popular [Manage My Appointment](#) web service for visits by our field technicians, in 2021 we expanded the availability of our popular [MoveValet](#) service to customers in Atlantic Canada, helping more customers seamlessly transfer their Internet, TV and home phone services from one residential address to another.

Our apps also continued to be recognized internationally for excellence in functionality, value, design concept, creativity and user-friendliness, with the MyBell and Virgin Plus My Account apps winning the 2021 Platinum and Gold Marcom Awards. The Virgin Plus My Account app has also been named Best Telecommunications Mobile App by the Web Marketing Association, and Bell self-serve apps are among the highest rated on Google Play and Apple Store.

We also launched [Virtual Repair](#) in 2021, continuing to build on the successful launch of self-install options for customers in 2020. Virtual Repair is a new self-serve tool that enables residential customers in Ontario and Québec to troubleshoot and resolve common Internet, TV and phone issues at home. Customers can also use the tool to seamlessly connect with us via eChat or by phone with our service teams able to access a customer's Virtual Repair diagnostics. Customers can also use the tool to schedule an appointment with a technician if necessary.

Additional upgrades to these self-serve platforms in 2021 included automated predictive billing event confirmations, to proactively inform customers about events that impact their bills and/or services, as well as new and tailored digital messages. The digital messages provide data management options for Bell wireless services and let customers track the status of their orders. A new Bell Mobility specialized support team is now reaching out to individual customers after an order is placed to ensure smooth delivery and billing experiences. Customers who change their minds about the purchase of a tablet plan can also easily adjust or cancel without having to speak with a

loyalty agent, further improving the overall purchasing experience. Our award-winning apps also now make it easier for customers to manage shared wireless data plans and upgrade their devices.

Bell also continued to develop AI and machine learning capabilities to further improve the customer experience. For example, our Dynamic Call Routing program matches incoming calls from customers to an agent with the right skill set to optimize the customer experience, and our Intelligent Routing program helps address complex service requests from our business customers by providing Bell agents with a single, unified view of a customer's account, improving efficiency and reducing response times for specific requests. Bell also uses an AI-powered Cable Maintenance Program to evaluate the condition of distribution cables and ensure that customers receive outstanding levels of network reliability.

Bell Media's network team is also using AI to improve closed-captioning and content accessibility. Deployment of automated closed-captioning initially began at CTV Calgary and CTV Vancouver in 2021, with subsequent rollouts to other stations across Canada continuing throughout the year.



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Bell's machine learning algorithms have also been used since 2020 to detect fraudulent calls, blocking millions of scam and robocalls from reaching our customers. The first communications company in Canada to introduce this AI-powered innovation – and notably, a tool that continues to adjust as scammers change their tactics – Bell prevented over one billion harmful scam calls from reaching customers in 2021. Bell's innovative system received final approval from the CRTC in December 2021 and will continue to be used going forward as an effective way to prevent fraudulent and scam calls.

INDICATORS SHOW CUSTOMER EXPERIENCE IS GETTING BETTER AND BETTER

Demonstrating that Bell's ongoing focus and dedication to championing the customer experience is delivering results, the most recent 2020–2021 annual report from the [Commission for Complaints for Telecom-television Services \(CCTS\)](#) – the first to capture a full year of customers' experiences during the COVID-19 pandemic – shows total complaints about Bell continued to drop for the sixth year in a row. In fact, while complaints to the CCTS about national providers as a whole increased by 9% for the year, complaints about Bell declined by 8%. Overall, Bell's share of complaints continued on a downward trend, dropping 4% from the previous year. In 2021, we have introduced a new target to reduce complaints accepted by the Commission for Complaints for Telecom-television Services (CCTS) moving forward.

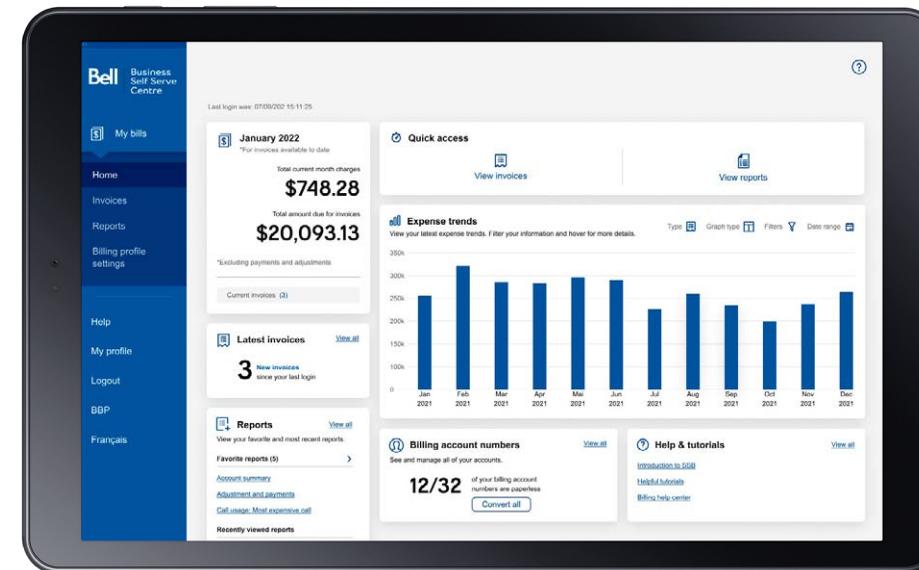
★ Target: Reduce complaints accepted by the Commission for Complaints for Telecom-television Services (CCTS)

Complaints accepted by the Commission for Complaints for Telecom-television Services (CCTS)¹

	2019/2020	2020/2021	YOY
Total industry accepted complaints	15,661	17,003	+9%
Bell accepted complaints	3,815	3,517	-8%
Bell industry share	24.4%	20.7%	-4%

¹ Complaints received from the CCTS follow yearly reports from August 1 to July 31.

The successful transition to more integrated, accessible and user-friendly digital service solutions for Bell customers is underscored by ongoing the increase in usage of our online tools and apps. In fact, the majority of interactions and transactions between Bell and our customers today are over our digital customer service platforms. For example, more than 9.6 million self-serve transactions (excluding credit card payments) were completed digitally in 2021, and the number of customers adopting the MyBell and Virgin Plus online channel reached 81% and 86%, respectively.



Displayed here is a Bell Business Market customer billing dashboard.

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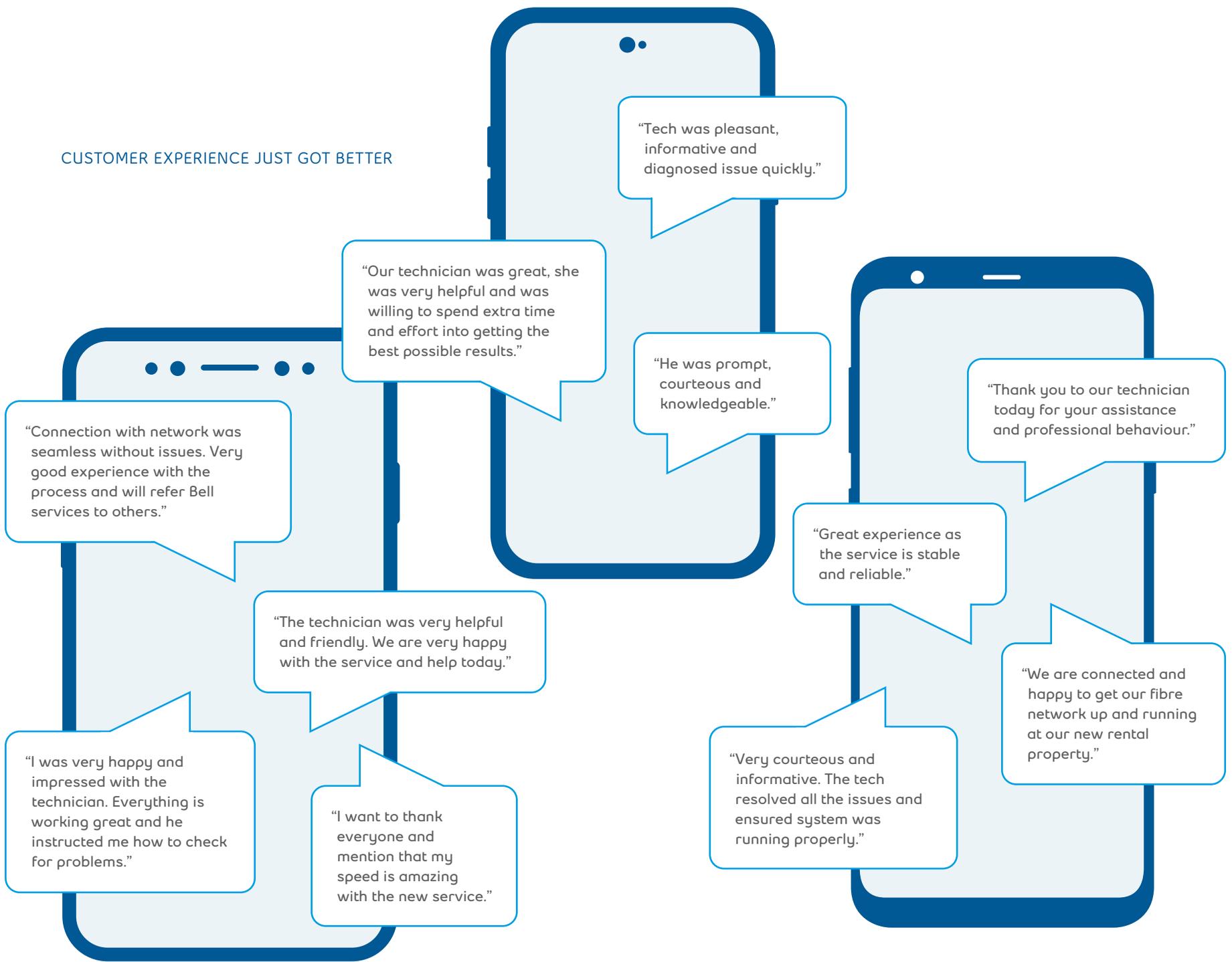
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CUSTOMER EXPERIENCE JUST GOT BETTER



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Canadian businesses run on Bell

With outstanding broadband networks and industry-leading expertise in serving Canada’s largest corporate and government organizations, Bell continues to provide innovative solutions that empower and enable business customers and Canadian communities to achieve their digital transformation goals.

As businesses and governments increasingly shift to the cloud to drive agility and innovation, Bell is helping organizations accelerate their digital transformations with end-to-end support, leading professional and managed services and an unmatched ecosystem of cloud partnerships, all enabled by the country’s fastest fibre and 5G networks.

In 2021, Bell became the first Canadian communications company to offer VMware Cloud on Amazon Web Services (AWS), helping major enterprise business and government customers plan, simplify and manage their hybrid cloud transformations.

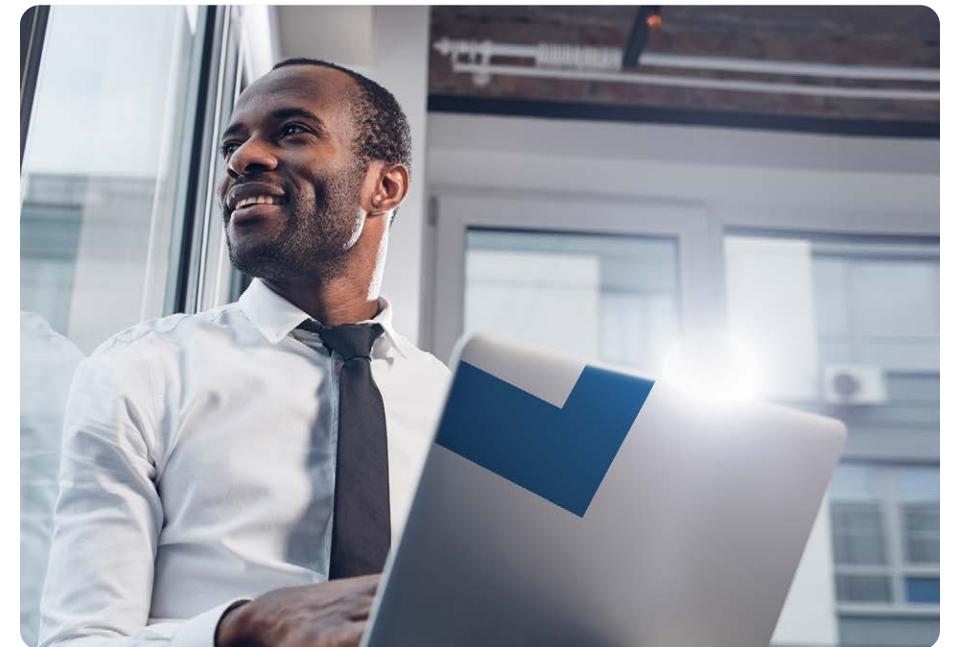
We are also working with AWS to advance multi-access edge computing (MEC) and further accelerate our 5G momentum, enhancing the ways in which customers engage with Bell services while maximizing our network efficiency. This enables advances in industrial automation, smart cities, precision medicine and real-time video analytics.

Bell also launched a new strategic partnership with Google Cloud that combines our 5G network leadership with Google’s expertise in multi-cloud services, data analytics and AI to deliver next-generation experiences for Bell customers across Canada.

Championing customer experience with industry-leading solutions and insights for our commercial clients includes providing contact centre services. In 2021 we launched a new partnership with NICE, a world leader in AI-powered contact centre software, to enhance access to a cloud-based solution that delivers the ability to switch between chat, text or phone in the same interaction. Combined with Bell’s high-speed and low-latency network connections, the leading platform enables contact centres to stay in touch with customers at any time, across any device.

Bell’s small business teams are focused on connecting evolving workplaces, supporting changing business needs and enabling new ways to collaborate, bringing best-in-class solutions and expertise to Canada’s more than 600,000 small businesses.

For information about the steps that Bell is taking to meet important social goals – including steps to improve accessibility and support low-income Canadians – please see the [Society](#) section of this report.



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Innovative products and services enhance the customer experience 9

Bell is at the forefront of innovations that are advancing how Canadians connect as a direct result of our extensive fibre and wireless network, working with multiple technology partners in Canada and around the world to introduce new products and services that will lead to better experiences for our residential and business customers.

FIBRE AND 5G: SPRINGBOARDS FOR SMARTER TOOLS AND APPLICATIONS

With Canada’s most extensive pure fibre infrastructure and our award-winning 5G network continuing to reach growing numbers of Canadians as a result of our capital expenditure acceleration program, Bell is delivering innovative solutions for consumers and businesses alike.

In 2021, Bell continued to maximize home connectivity by launching the new Home Hub 4000 for all-fibre customers in Ontario and Québec. The Home Hub 4000 uses Wi-Fi 6, the latest and best Wi-Fi technology available, to deliver faster speeds and better performance by minimizing congestion on home networks, even when multiple devices are connected at the same time.

Making it easier for residential customers to manage their properties and multiple smart devices and appliances, we also continue to expand our suite of [Bell Smart Home](#) services. In 2021, we added Bright products, such as smart plugs and lights, to our portfolio of convenient and energy-saving Smart Home tools – including cameras, doorbells and thermostats – that customers can control using the Bell Smart Home app.

With 94% of its wireless towers connected with fibre, Bell is also well positioned to offer customers new and innovative 5G applications.

Providing an early example of what converged fibre and 5G networks can do, in 2021 Bell launched [TSN 5G View/Vision 5G RDS](#) for the home games of the Montréal Canadiens and the Toronto Maple Leafs, later expanding the service to include Toronto Raptors home games. Using more than 80 in-arena cameras that are all connected with fibre, the feature provides an immersive, in-game sports viewing experience by enabling fans to control how they watch the game directly from their Bell 5G smartphone.

We also launched a 5G collaboration with TikTok Canada to power its unique Paint Portal multi-user Augmented Reality effect.

The convergence of fibre and 5G networks is also creating new opportunities for Bell to provide business customers with the full end-to-end solutions they need to support their workforces, transform how they operate, and better serve their own customers.

In 2021, Bell reached strategic agreements with Amazon Web Services and Google Cloud that combine cloud computing with MEC technology, with the high bandwidth and ultra-low latency of Bell 5G, to support the development and use of innovative applications in immersive gaming, precision medicine, industrial automation and autonomous vehicles. Bell is also working with AWS and VMware Cloud to offer Software-as-a-Service (SaaS) solutions to enterprise businesses and government organizations.

Further expanding Canada’s largest portfolio of Internet of Things (IoT) solutions, in 2021 Bell launched new platforms, including [Smart Supply Chain](#) for fleet and supply chain operators. We also announced an agreement with Esri Canada, the country’s leading geographic information system (GIS) provider, to create the [Bell Integrated Smart City Ecosystem](#), a solution that combines our 5G network and IoT solutions with Esri’s real-time analytics to help communities of all sizes realize the benefits of advanced connectivity, including more efficient operations.

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MEDIA LEADERSHIP DELIVERS FOR CANADIANS

Bell Media is Canada’s leading content creation company with premier assets in television, radio, digital media and out-of-home advertising, providing compelling content across a range of platforms to help ensure that Canadians are connected, informed and entertained in communities across the country.

Along with the CTV and Noovo conventional television networks, Bell Media operates 35 local television stations, 27 specialty channels, including sports leaders TSN and RDS streaming services CRAVE, TSN Direct and RDS Direct; and radio stations across Canada. Bell Media is also a partner with Pinewood Toronto Studios, Montréal’s Grandé Studios, Just for Laughs and Dome Productions, one of North America’s leading providers of production facilities.

In 2021, CTV remained Canada’s most-watched conventional TV network for the 20th consecutive year, and CTV News continues to be Canada’s most-watched news organization both locally and nationally, while Noovo continued to grow more rapidly than any other conventional network in Québec, with notably an 18% increase in its prime-time audience in fall 2021.

Bell Media’s English-language specialty channels – including CTV Comedy Channel, CTV Drama Channel, CTV Life Channel, CTV Sci-Fi Channel and Discovery – continue to attract large audiences, setting new ratings records in 2021. Among French-language audiences, Bell Media’s specialty channels were #1 in the fall of 2021, with strong performances by Canal D, Canal Vie and Investigation, leading to six channels in the Top 10, and with original productions from Canal Vie holding the top four positions.

Flagship news channels and sites [CTVNews.ca](https://www.ctvnews.ca), [CP24.com](https://www.cp24.com) and [BNNBloomberg.ca](https://www.bnnbloomberg.ca) and related apps continue connecting Canadians across the country to Canada’s most trusted news, anytime and anywhere, while popular programs W5, Powerplay and Question Period continue to keep Canadians informed about important issues. Digital experiences available from CTV improved even further in 2021 with the addition of content from five Discovery channels to [CTV.ca](https://www.ctv.ca) and the CTV app, adding more than 5,000 hours of original series, documentaries and other programming.

In 2021, Bell Media launched Noovo-Info, featuring a team of respected TV, radio and digital journalists covering news as it occurs throughout Québec. At the same time, digital channels CTV Throwback and CTV Movies increased Canadians’ access to streaming-on-demand content from [CTV.ca](https://www.ctv.ca) and the CTV app, while the [Noovo.ca](https://www.noovo.ca) digital platform also increased access to content from Bell Media’s French-language specialty channels, including Canal Vie, Canal D, Z, VRAK and Investigation.



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TSN, Canada's most-watched sports channel and RDS, the top French-language sports network, continued to be available on-demand via the innovative TSN Direct and RDS Direct streaming services, and both channels figured prominently in the launch of the innovative TSN 5G View/Vision 5G RDS apps in 2021. TSN also made history in 2021 with coverage by an all-female broadcast team of a Toronto Raptors game, a first for the NBA.

Crave, our bilingual video streaming service, also continued to grow in 2021, surpassing 2.9 million subscribers and continuing to offer premium content from HBO, Showtime and Starz as well as Crave originals and thousands of hours of French-language content.

As Canada's largest radio broadcaster, Bell Media helps keep Canadians informed and entertained with 215 music channels including 109 licensed radio stations in 58 markets across the country, all part of the iHeartRadio brand and streaming service.

Bell Media continues to partner with many other organizations to support Canada's content production industry, including initiatives with TIFF and Reelworld, as well as Cinemania Film Festival, Rendez-vous Québec Cinéma and the Montréal International Film Festival (RIDM) in Québec, plus BIPOC TV & FILM, Inside Out, ImagineNATIVE, Hot Docs, the Banff World Media Festival, the Reel Asian International Film Festival, Content Canada, the National Screen Institute and many others.

Bell also entered into a new agreement with Xandr in 2021 to deliver Canada's first digital self-serve platform for advertisers, continuing to make it easier for advertisers and other stakeholders to do business with Bell. This is another example of how we are continuing to improve customer experiences overall for consumers and businesses.

For more information about Bell investments in Canada's media industry, including Canadian content, please see the [Economy](#) section of this report and the [Media Ethics](#) information sheet. SASB: SV-ME-260a, SV-ME-270a, SV-ME-520a

LEADING-EDGE TV

As Canada's leading provider of innovative TV experiences, we continue to deliver customers the most compelling content on the platform of their choice.

In 2021, Bell made the innovative [Fibe TV app](#) available to customers in Manitoba for the first time. The award-winning app includes live pause and rewind, Download & Go and Restart functions, enabling customers to watch the latest news, live sports and popular TV shows when they desire, as well as Crave and on-demand movies and series from other services, on their tablet, smartphone or laptop. Customers can also use the app to watch programs on their TV set with Bell Streamer, Apple TV, Amazon Fire TV or Google Chromecast.

Bell also launched Crave Mobile in 2021, enabling customers with the ability to access the streaming service's unparalleled content library on a single mobile device, and Crave Total for when multiple users use the service across a full range of screens.



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RETAIL SERVICES AND NEW MOBILE DEVICES

Having expanded the roster of retailers where the low-cost [Lucky Mobile](#) and [Virgin Plus](#) wireless services were available in 2020, Bell introduced [Advantages@TheSource](#) in 2021, a new program that provides our residential and small business customers with exclusive offers and front-of-the-line access to new products as they become available.

Providing the most in-demand smartphones, tablets and industrial mobile devices across the Canadian communications industry's largest national distribution network, Bell also offers Canada's largest selection of [5G smartphones](#) from leading manufacturers, including Apple, Samsung, Google, LG and Motorola. With [Bell SmartPay](#), customers can acquire a new smartphone with \$0 down on eligible 2-year plans. Virgin Plus Sweet Pay also provides a simple way for Members to get a new device (smartphone or tablet) for as low as \$0 down with a 24-month agreement.

BELL INNOVATIONS ALIGN WITH PRINCIPLES OF NET NEUTRALITY SASB: TC-TL-520a.3

The CRTC oversees a regulatory framework that supports Internet service providers (ISPs) throughout Canada as they compete for customers based on quality of service, speed, data allowance, service offerings and pricing.

Designed to ensure that the key principles of net neutrality are maintained – including fostering consumer choice, innovation and the free exchange of ideas – this framework has been developed over a number of years and is implemented by the CRTC through Canada's *Telecommunications Act* and specific rules for Internet traffic management practices and differential pricing practices.

Bell supports a free and open Internet and meets all requirements related to net neutrality as set by the CRTC, offering Canadians innovative, high-quality Internet access at competitive prices. With respect to online content, Bell recognizes the growing consensus that various players in the Internet ecosystem each have a role to play in addressing illegal, infringing and other harmful material, and it supports a system that addresses such content consistent with the principles of net neutrality.

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Our customers, team members and investors expect us to demonstrate that we collect data appropriately, use it for purposes that advance their interests, and keep it secure. Our approach to data governance encompasses the protection and appropriate use of data across its life cycle, and we incorporate data governance proactively as a core consideration in all our business initiatives and technology decisions.

The BCE Board adopted an enhanced data governance policy in 2020, bringing together multiple existing policies and programs in the interrelated areas of privacy, information security, data access management and records management. In 2021, we implemented mandatory data governance training for all employees as part of our biannual code of business conduct training program.

PRIVACY GRI 418-1, SASB: TC-TL-220a.1; TC-SI-220a.1-2-3-4

WHY IT MATTERS GRI 103

Customers are becoming increasingly aware of the importance of protecting their personal information as well as privacy considerations regarding their use of wireless, Internet, and media services. This has attracted the attention of lawmakers and regulators, and changes to privacy laws have been proposed in a number of Canadian jurisdictions. There has also been increased regulatory scrutiny of the use, collection, and disclosure of personal information in Canada. Our continued focus in this area aligns with our strategic imperative to champion the customer experience.

WHAT WE ARE DOING

We value the trust that our customers place in us when sharing their personal information. We make every effort to be transparent about our privacy practices and are committed to being accountable for how we collect, use and disclose personal information. Our privacy policy sets out what information we collect, how and why we collect and use it, and how and when we may request informed consent from our customers, how customers can access their personal information and how they can contact us if they have questions or concerns.

At Bell, we value the trust you place in us when sharing your personal information. Bell will not disclose a customer's confidential information to government agencies unless it is required or permitted by law (such as when it is necessary to investigate the contravention of a law or to prevent fraud and secure our networks), or in the case of an emergency where there is an imminent danger to life or property. This is our commitment to you:

1. We commit to being accountable to you for how we collect, use and disclose your personal information.
2. We will inform you of the ways your personal information is being collected, used or disclosed. We may do this through our Privacy Policy, our Terms of Use or our websites.
3. We only collect, use or disclose your personal information if we have your consent, or in circumstances where your consent is not necessary (such as an emergency situation).
4. We only collect your personal information in fair and legal ways. We limit our collection of your personal information to the purposes identified in advance to you.
5. We use or disclose your personal information for the reasons it is collected, when it is otherwise allowed, or as required by law. We keep the information only as long as we need to, or as required by law.
6. We correct your personal information when you inform us of mistakes or let us know that updates are required.
7. We do our best to keep your personal information safe, and ensure we use physical, technical and administrative safeguards appropriate to the sensitivity of the information. If we transfer your personal information to our suppliers, we ensure your information is appropriately protected.
8. We make information available to you about our information management policies and practices.
9. We will provide you with access to the personal information we hold about you upon written request, unless restricted by law.
10. We are here to listen, and to help. If you have concerns, please contact us at privacy@bell.ca.

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Every year, all Bell team members must individually review and sign the [Bell Code of business conduct](#) to reinforce the importance of safeguarding customer information and using it only as allowed under our privacy policy. GRI 205-2

Bell and its affiliated companies have long been focused on maintaining the accuracy, confidentiality, security and privacy of personal information for customers and team members. In 2021, Bell continued to make significant investments in people, processes and technology in order to protect confidential information from evolving cybersecurity threats. As part of a broader industry initiative, we have implemented a new verification regime to prevent wireless numbers from being fraudulently ported and used to circumvent other security protections and to fraudulently obtain access to personal information. We provide our team members with information and ongoing training on the importance of protecting the privacy of our customers and other team members. We have centralized our privacy policy and resources on the internal Bell Privacy website. This provides clear instructions to team members about their responsibilities for safeguarding customer information. Team members and customers can also address questions about privacy and obtain support from the Bell Privacy Team through our privacy mailbox, which is continuously monitored. More information on our privacy policy, including answers to frequently asked questions, is available at [Privacy at Bell](#). You may also wish to consult the [Community and society](#) section of this report.

Number of unresolved well-founded privacy complaints

	2021	2020
Number of unresolved well-founded privacy complaints from the Office of the Privacy Commissioner of Canada	0	0

★ **Target: 0 unresolved well-founded privacy complaints from the Office of the Privacy Commissioner of Canada**

INFORMATION SECURITY GRI 418-1, SASB: TC-TL-230a.1-2; TC-SI-230a.1-2

WHY IT MATTERS GRI 103

Our industry is particularly vulnerable to cybersecurity threats, giving rise to new and emerging standards and regulations. We need to be able to identify and address information security risks in a timely manner in order to be in a better position to protect our market share and reputation, and these efforts align with our strategic imperative to champion customer experience, while at the same time reducing exposure to cyberattacks. Avoiding data breaches can also limit the increase in expenses associated with remediation efforts and legal exposures, aligning with our strategic imperative to operate with agility and cost efficiency.

WHAT WE ARE DOING

We are focused on maintaining the trust that our customers have in us to protect their data. To do this, we implement prevention, detection and response programs related to security threats. In addition, we are helping define industry security and risk management practices, and we train our team members on data protection.

Consistent with Bell's position as a longstanding leader in providing security services to Canadian businesses and organizations, our Managed IoT Security service provides an advanced layer of comprehensive security services that help keep our customers' IT infrastructure and systems safe and secure as they adopt IoT technologies.

Our full suite of security services is monitored by Bell's Security Operations Centre, where a team of more than 190 accredited security professionals are at work 24/7 providing incident management and policy management, and reporting on all security-related incidents.

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Bell is also dedicated to protecting its networks, systems, applications, data centres, records and the personal information they contain against all threats including cyberattacks, unauthorized access or entry and damage from fire, natural and other events. Given that the vast majority of Canada's 100 largest companies use Bell services, we understand and make every effort to protect the competitiveness of Canadian businesses by seeking to maintain network security and stability. That entails continuous investment to upgrade performance. We also deploy defensive layers and controls that are complemented by rigorous monitoring and regular security testing.

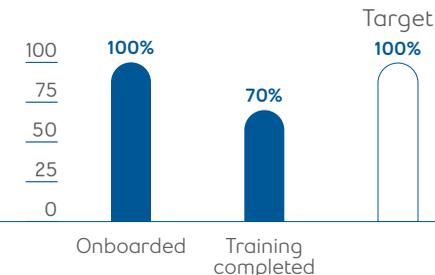
As a representative for Canada in the not-for-profit, member-driven Information Security Forum, Bell helps lead the establishment and development of security and risk management practices. We also adhere to a number of international security standards and frameworks, including the Information Security Forum Standard of Good Practice. Bell is also a founding member of the Canadian Cyber Threat Exchange ([CCTX.ca](https://www.cctx.ca)), which seeks to help public and private organizations collaborate and share cyber-threat information across different industries and sectors in Canada.

Bell continues to work with government, law enforcement agencies and the technology industry to combat the growth of hacking and other cybercrimes.

IMPROVING AWARENESS AND CORPORATE CULTURE AROUND SECURITY

In February 2021, we launched our Be Cyber Savvy information security training program. This training program includes onboarding to our specialized Cyber Savvy platform, performing phishing simulations and taking four courses, which team members have a year to complete once they are onboarded. We have onboarded 100% of selected team members in 2021, and plan for all these team members to fully complete the training cycle by the end of 2022. We adjusted the training completion target date from 2021 to 2022 to allow for onboarded members to complete the full training. On December 31, 2021, 70% of selected members had completed the full training program. Additionally, we set a new target for an improved phishing simulation report rate for our team members, with the goal to improve our phishing simulation report rate year-over-year. These initiatives enable a stronger cybersecurity culture and greater awareness of cybersecurity risks. We also aim to align our program to ISO 27001 by the end of 2023.

Key target: Selected employees to complete Bell's Be Cyber Savvy information security training program by the end of 2022
As of December 31, 2021



- ★ Target: 100% of selected team members completed Bell's Be Cyber Savvy information security training program by the end of 2022
- ★ Target: Align to ISO 27001 standard by the end of 2023
- ★ Target: Improve year-over-year phishing simulation report rates

To learn more about how to protect your personal information, visit Bell's security and fraud prevention resources on [Bell.ca](https://www.bell.ca) and see the [Data privacy and information security](#) information sheet on our corporate website. SASB: TC-TL-220a

Contributing to a better world through our products and services 2 8 9 13

Our products and services, used by our external customers as well as within our own operations, help address climate change and adapt to its impacts, reduce environmental impacts, and improve health and safety, information security and mental health.

TECHNOLOGIES HELPING TO FIGHT CLIMATE CHANGE AND ADAPT TO ITS IMPACTS GRI 201-2

We have long understood that telecommunication technologies can help our customers reduce their energy needs and cut their carbon footprint¹ while enhancing their productivity in numerous ways. Telecommunication technologies also help adapt to the impacts of climate change by helping improve business continuity, keep vehicular traffic fluid and maintain access to services and communication channels in the event of extreme climate events.

Our solutions include the following:



Virtualization² and cloud computing encourage optimal use of space, power and cooling resources by consolidating servers and storage, and they improve business continuity through redundancies in our network;



IoT services can be used to optimize asset and fleet management as well as for smart buildings, smart cities, smart operations and smart fieldwork applications. Electronic controls coupled to our communications networks also help communities adapt to rising mean temperatures and extended heat waves;



Teleconferencing³ and teleworking⁴ improve business continuity, as highlighted by the COVID-19 pandemic;



Social networks facilitate ridesharing and provide alternative travel solutions when extreme climate events limit transportation options; and



Dematerialization substitutes technology (e.g., online banking) for travel.

Our objective is to continue developing business solutions such as cloud services, virtualization and teleconferencing, that reduce carbon footprints and help adapt to climate change impacts – both for our customers and for ourselves.

1 As demonstrated by the [Global Enabling Sustainability Initiative \(GeSI\)](#)
 2 To learn more about virtualization, [click here](#)
 3 To learn more about teleconferencing, [click here](#)
 4 To learn more about teleworking, [click here](#)

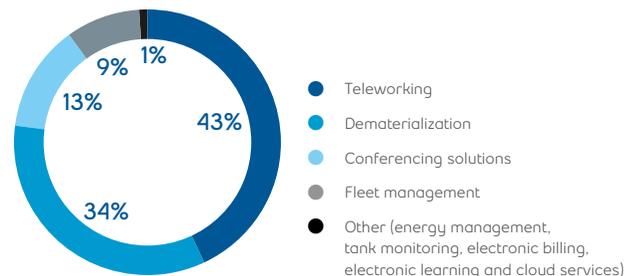
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Carbon abatement enabled by Bell technologies

To understand our net impact on the planet's carbon load, we have developed a methodology, in collaboration with Groupe AGÉCO, that quantifies the carbon reduction capacity of our products and services. Our analysis concluded that Bell technologies have enabled carbon abatement, both for our external customers and within our own operations, of nearly 1,379 kilotonnes of CO₂ equivalent (CO₂e) in 2020. This is equal to 4.5 times our operational carbon footprint.¹

A new study confirms that greenhouse gas (GHG) emissions abated through the use of Bell products and services represent 4.5 times Bell's operational GHG emitted in providing such services.

Bell technologies enabling carbon abatement



This analysis is the third² of its kind performed at Bell. This measurement of carbon reduction capacity is likely understated, given the conservative assumptions used and the complexity of the data acquisition process. Our vision for the future is to continually increase Bell technologies' carbon abatement ratio³ by developing and providing carbon-reducing products and services. Therefore, we set a new target in order to further help our external customers and our own operations reduce carbon footprints by using our technologies.

★ Target: Increase carbon savings enabled by the use of Bell's technology



¹ Taking into account the products and services for which Bell has developed the technology and plays a fundamental role in its delivery to clients, as well as the products and services for which Bell has not developed the technology but enables it by providing the network.
² The first and second analyses we performed (based on 2015 and 2017 data, respectively) focused on quantifying Bell's carbon abatement ratio, which is the number of times by which GHG emissions abated through the use of Bell technologies exceed the GHG emitted by Bell's operations. In our third analysis (based on 2020 data), we updated the quantification of Bell's carbon abatement ratio, in addition to setting a carbon abatement target and performing a carbon abatement case study.
³ Our carbon abatement ratio is defined as the number of times by which GHG emissions abated through the use of Bell technologies exceed GHG emitted by Bell's operations

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This recent analysis confirms that our products and services have significant carbon abatement potential, which we intend to continue promoting. Potential future benefits are also becoming clearer: for example, according to the [SMARTer2030](#) report of the Global Enabling Sustainability Initiative (GeSI), by 2030, widespread deployment of business service solutions could save up to 10 times the carbon emissions generated by the sector itself. 5G technology also plays a key role in the fight against climate change. According to the Canadian Wireless Telecommunications Association ([CWTA](#)) and Accenture,¹ 5G reduces greenhouse gas (GHG) emissions by allowing network operators to be more efficient and by enabling improved carbon abatement by other industries. By 2025, 18% to 23% of the projected total wireless technology enabled abatement will be attributable to 5G. With the launch of Canada’s fastest 5G wireless network, Bell is accelerating the positive environmental impact of its networks. The CWTA estimates that, over the next decade, 5G technology will support 1,000x the traffic at half the current network’s energy consumption, enhancing the potential of IoT and other next-generation technologies to support sustainable economic growth.

Bell technologies enabling the largest carbon reductions in 2020

	TELEWORKING	DEMATERIALIZATION	CONFERENCING SOLUTIONS
CO ₂ equivalent	600 kilotonnes	465 kilotonnes	185 kilotonnes
THIS IS THE SAME AS...	 <p>395,000 CAR RIDES BETWEEN HALIFAX AND VANCOUVER</p>	 <p>306,000 CAR RIDES BETWEEN HALIFAX AND VANCOUVER</p>	 <p>467,000 FLIGHTS BETWEEN HALIFAX AND VANCOUVER</p>

5G technology, which will support 1,000x the traffic at half the current network’s energy consumption over the next decade, is key to fighting climate change.¹

REDUCING OTHERS’ ENVIRONMENTAL IMPACTS THROUGH PREVENTION AND PLANNING 11 15

Leaks from water mains and pipes have high financial and environmental costs for municipalities. With aging infrastructure, more frequent extreme weather events and limited budgets, an efficient way to prevent water loss is through precise, continuous monitoring. A water leak detection solution from Bell provides the insight needed to accurately locate water leaks, helping reduce waste, control costs and enhance sustainability. Cellular-enabled sensors installed in water systems send acoustic data to a central site where businesses can view leak status and locations. This solution allows cities to monitor pipes (e.g., water mains) in real time and avoid wasteful leaks, expensive pipe breaks and collateral damage. [GRI 303-1](#)

Bell fleet management solutions can equip business vehicles with innovative technologies that deliver business efficiencies. Our GPS tracking, vehicle diagnostic and telematics technologies help businesses optimize their operations, increase fleet security, reduce costs and more. Fleet management solutions from Bell enable businesses to do more than just track the location and status of their fleet. Bell provides a solution that meets the needs of our customers, while providing professional installation, project coordination and ongoing support.

Smart Supply Chain, which is powered by Bell IoT Smart Connect, is an “as-a-service” platform that uniquely aggregates multiple IoT data sources and businesses’ operational data sets into a visual, single pane of glass accessible through Bell’s Self Serve Centre. The tool is used to provide a unified view of trucks, trailers, drivers and cargo – one platform for all solutions. With one dashboard showing all events, incidents and alerts across an entire fleet, fleet managers can monitor that cargo will safely reach its destinations on time, in a preserved state, to build customer loyalty.

Learn more about [water leak detection](#), [fleet management](#) and [supply chain management](#) please read the information sheets on our website.

¹ [Accelerating 5G in Canada: The Role of 5G in the Fight Against Climate Change](#)

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ENFORCING HEALTH AND SAFETY STANDARDS THROUGH WORKFORCE MANAGEMENT TOOLS FOR OUR CUSTOMERS

Complying with health and safety standards and preventing the potential spread of infection in commercial spaces are priorities for businesses. Health and safety solutions from Bell help meet the demands of sanitization and physical distancing with real-time occupancy monitoring and a digital signage and sanitization kiosk, powered by our LTE network.

We help our stakeholders to be compliant with government health and safety regulations, including Canada's work-alone legislation by monitoring the location and status of field workers at all times. Lone Worker Safety solutions from Bell can track the location of field workers 24/7 with GPS and real-time monitoring and notify response teams automatically for immediate assistance in case of an emergency. This solution provides workers in the field peace of mind knowing their safety is always being monitored, allowing them to focus their attention on the task at hand.

Bell also offers for situational awareness a cloud-based workforce management solution that allows first responders to keep their eyes, ears and hands on the job at all times while simultaneously allowing commanders or dispatchers to better track and manage their entire operation, even when responders leave their vehicles.

Learn more about our [health & safety](#) solutions and about our [workforce management tools](#) please read the information sheets on our website.

RAISING THE BAR FOR PUBLIC SAFETY

As networks continue to improve, Bell and other service providers are also prepared to deploy Next Generation 911 (NG911) emergency service, enabling real-time text messages, video, images and other multimedia to be sent to first responders and medical personnel. Following extensive testing conducted by Bell and other partners over the last two years, deployment of NG911 is expected to begin in 2022. The largest provider of 911 support systems in Canada, Bell offers specialized 24/7 bilingual support and network monitoring to emergency contact centres in seven provinces.

A SAFER SHIELD FOR CUSTOMERS AGAINST CYBERSECURITY THREATS

The evolving nature of cyberattacks makes it difficult for organizations to stay secure and protected. Based on a holistic, proactive and integrated approach, security solutions from Bell are designed for all organizations facing risks that are rapidly changing and growing in scope and intensity. Bell seeks to ensure the confidentiality, integrity and availability of the organization's information at all times. With more than 400 experienced and accredited security professionals on its team, Bell has one of the largest security practices in Canada.

Device enrolment solutions help businesses easily deploy and configure mobile devices in a faster, more streamlined way. Providing the first line of security, device enrolment solutions enable organizations to deploy corporate-owned devices without having to manually set up each device. They enable mobile users to connect to corporate resources, enforce policies, update applications and diagnose remote devices, among other functionalities. These tools allow organizations to remotely provision, install applications, configure settings and apply policies on multiple devices at once. In addition, they protect device data, reduce the risk of data leakage and keep software current with patching and update capabilities.

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Mobile Threat Defense (MTD) from Bell is a security solution specifically designed for the threats faced by corporate mobile devices. It helps protect devices from threats at the network, application and device level. An organization could detect, analyze and remediate cyber threats on mobile devices while also integrating with existing device management platforms, enforcing company security policies, and automating the threat defense process.

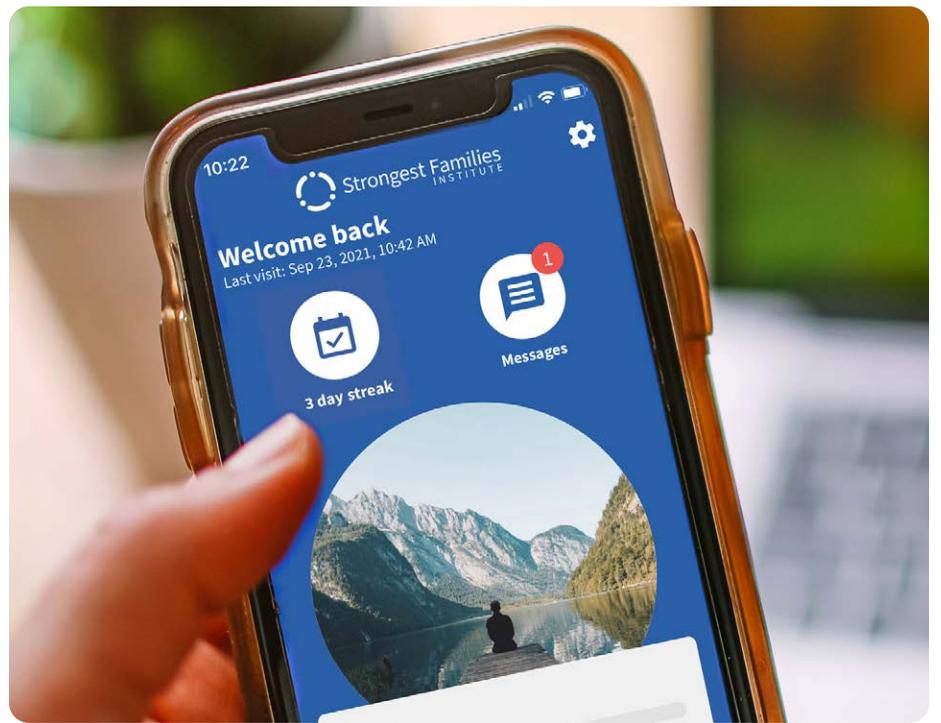
Bell is the first carrier in Canada to offer a Managed IoT Security Service, and has a comprehensive set of IoT security features. Combining advanced security technologies and proactive 24/7 monitoring from a dedicated team, Bell offers a fully managed security service that monitors, detects, responds to and helps prevent cyberattacks on IoT solutions and connectivity.

Communications service providers have long helped customers screen, filter and block incoming voice calls, but Bell has gone even further, becoming the first in Canada to develop and use AI as a way to automatically and permanently block callers confirmed as fraudulent from the company's network. In 2021, the CRTC encouraged other service providers to take similar measures.

In November 2021, Bell and other service providers across Canada rolled out the new anti-spoofing STIR/SHAKEN¹ technology to help customers identify whether an incoming Internet Protocol (IP) voice call is legitimate, either by displaying a green checkmark or via an audible tone.

ENHANCING ACCESS TO MENTAL HEALTH PROGRAMS FOR COMMUNITIES IN NEED

Bell Let's Talk and the Strongest Families Institute (SFI) took another step toward removing barriers to mental health care with the launch of a secure mobile app that enhances the SFI's ability to support people in remote communities as well as Canadian military families living abroad. The new app helps meet the increased demand for mental health services due to COVID-19 and complements the SFI's unique distance-coaching approach by providing skill tips and motivational support that can be accessed offline. With the app, the SFI expects to reach over 13,000 more people in 2021–2022 and equip them with life skills to help manage issues impacting their mental health and wellbeing.



Bell Let's Talk and the Strongest Families Institute (SFI) took another step toward removing barriers to mental health care with the launch of a secure mobile app that enhances the SFI's ability to support people in remote communities as well as Canadian military families living abroad.

¹ Secure Telephone Identity Revisited (STIR) and Signature-based Handling of Asserted Information using toKENs (SHAKEN)



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COMMUNITY AND SOCIETY

Creating value for Canadians for more than 141 years

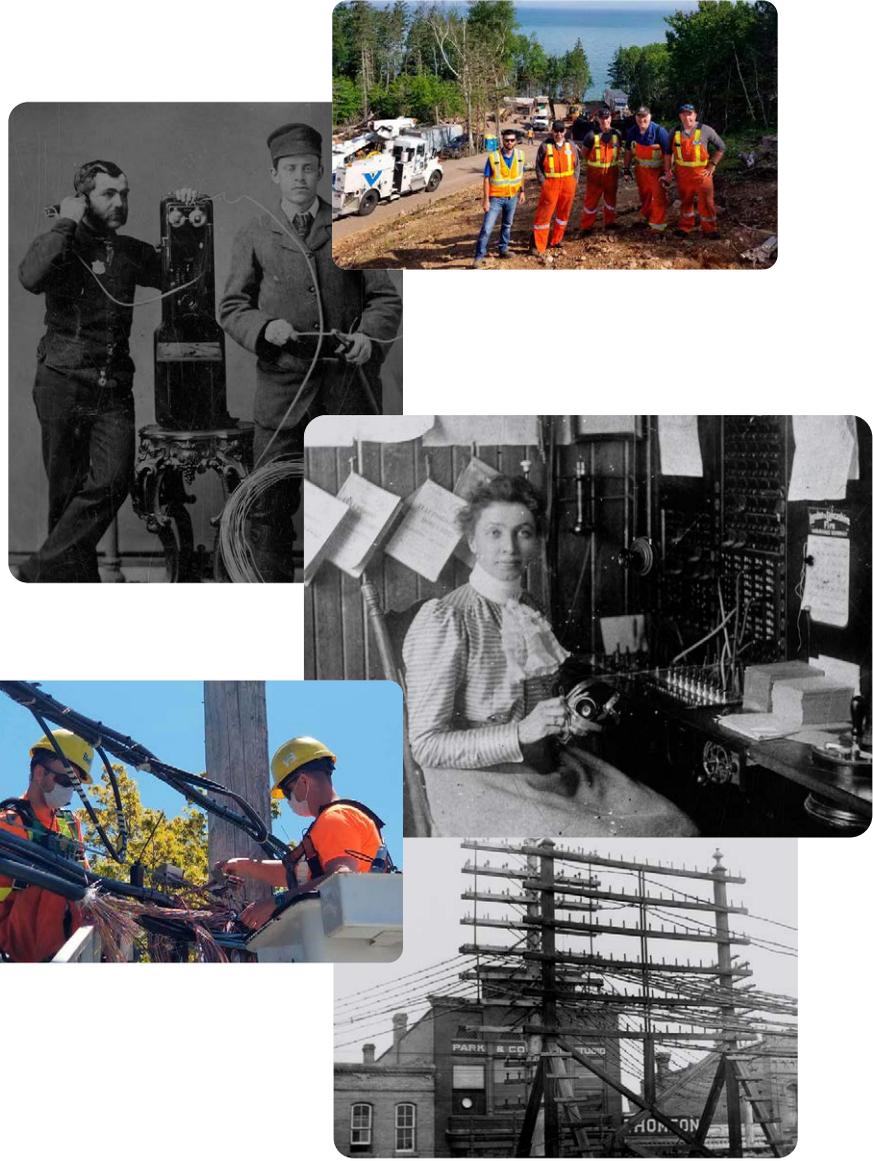
Being an engaged corporate citizen has been central to our identity for over 140 years. Bell contributes to the creation of shared value for the communities we serve and for society.

WHY IT MATTERS GRI 103

The impacts of infrastructure investments made by a company have effects on its stakeholders and the economy that extend beyond the scope of the company’s own operations and over a longer timescale. Acting as an engaged corporate citizen is central to creating sustainable social success for Canadians. We believe that we have an opportunity and a responsibility to work with governments and regulators to seek to ensure that Canadians benefit from the positive impact of our networks and services.

WHAT WE ARE DOING

Bell is contributing to groundbreaking work on mental health, and leading by example, by adopting the voluntary Standard for Psychological Health and Safety in the Workplace. We also help protect the vulnerable in this digital age, support the cultural fabric of our nation and invest more than any other Canadian communications company in leading networks and services that knit communities together for the success of Canada’s communities and societies.



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Mental health

Bell strengthens communities across the country through the Bell Let's Talk mental health initiative and a range of other community projects and sponsorships, as well as through the volunteer engagement of our team members. These initiatives not only support the communities involved, they also increase team engagement because they reflect the deeply held values of Bell team members. Our overall community investment in 2021 was \$21.7 million.¹

- ★ Target: Make a meaningful contribution to improving mental health in Canadian communities through 4 key action pillars: anti-stigma, care and access, research, and workplace health

BELL LET'S TALK GRI 203-2 **10**



Since its launch in September, 2010, Bell Let's Talk has partnered with more than 1,300 organizations providing mental health support and services across Canada. This includes hospitals, universities, local community service providers and other care and research organizations.

This year's Bell Let's Talk Day campaign continued to focus on action, encouraging Canadians to keep listening, keep talking and keep being there for ourselves and each other. Canadians and people around the world set unprecedented records for engagement in the mental health conversation on Bell Let's Talk Day 2022, sharing 164,298,820 messages of support and driving \$8,214,941 in new mental health funding by Bell. Bell's total funding commitment now stands at \$129,588,747.75, on track to reach our \$155 million target.

For more information about how Bell Let's Talk is making an impact on Canadian mental health, visit Bell.ca/LetsTalk.



¹ PwC provided limited assurance over this indicator. See [PwC's assurance statement](#).

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THE 4 KEY PILLARS

ANTI-STIGMA

In January, 2022, more than 180 communities and organizations across Canada and around the world showed their support for mental health by raising the Bell Let's Talk flag at city and town halls, military bases and schools. Students at 228 Canadian universities and colleges across the country also engaged in a variety of initiatives in their learning environments to promote student mental health. These, and many other activities, have helped change attitudes and fight the stigma around mental illness. Today, 78% of Canadians think attitudes about mental illness have changed for the better. Behaviours have also changed dramatically. In 2011, 42% of Canadians said that they felt comfortable talking to a colleague, schoolmate or acquaintance about a mental health diagnosis. In 2022, 69% of Canadians indicated that they talk to friends, family members or colleagues about mental health. Additionally, 69% of Canadians reported having taken steps to care for their own mental health.¹

CARE AND ACCESS

In May 2021, Bell announced a five-year, \$1 million donation to [Rise](#), to empower entrepreneurship among Canadians with mental health and addiction challenges. Building on [Bell's earlier support for Rise programs](#), the donation is enabling Rise to engage even more Canadians with mental health and addiction challenges via entrepreneurship training, mentorship and lending, and is supporting the organization's expansion into Manitoba with the launch of Rise Winnipeg.

In 2021, the [newly launched Bell Let's Talk Post-Secondary Fund](#) awarded more than [\\$3 million in initial grants](#) to 127 post-secondary institutions to support the implementation of the National Standard of Canada for Mental Health and Well-Being for Post-Secondary Students and the Québec Action Plan on [Student Mental Health for Higher Education](#). A further \$1 million in implementation grants were awarded to 16 Canadian colleges, universities and cégeps, which are using the Standard to identify specific gaps or needs in their mental health support services and are building new initiatives to address them.

In January 2022, Bell announced [6 new recipients of grants from the Bell Let's Talk Diversity Fund](#), a \$5 million commitment [launched in July 2020](#) to support the mental health and wellbeing of Black, Indigenous and People of Colour

communities across Canada. To learn more about this initiative, see the [Supporting diversity, equity and inclusion in our communities](#) section of this report.

The Bell Let's Talk Community Fund has provided \$15 million to 888 organizations nationwide since 2011, enabling partners to improve access to mental health care, support and services. Since 2013, the Bell True Patriot Love Fund has provided more than \$2 million and over 115 grants to organizations across the country, improving access to mental health care for military members, Veterans and their families. In 2021, a total of \$350,000 was awarded to 11 organizations, making a meaningful difference in the lives of military serving members, Veterans and their families.

RESEARCH

Research holds the greatest promise for reaching a better understanding of treatments and solutions. Bell is investing in research programs with the potential to have a transformative impact on the mental health and wellbeing of Canadians. In a new partnership, the [Bell Let's Talk – Brain Canada Mental Health Research Program](#) is accelerating Canadian brain research through a joint \$4 million partnership with the federal government. In January 2022, Bell and Brain Canada [announced the 5 multidisciplinary teams](#) selected to receive funding to develop more effective, sustainable and accessible mental health care solutions for all people living in Canada.

WORKPLACE LEADERSHIP

On average, mental health issues account for 30% to 40% of short-term disability claims and 30% of long-term disability claims in Canada.² Bell leads by example in its own workplace by implementing the voluntary Standard for Psychological Health and Safety in the Workplace, and is encouraging greater corporate engagement across Canada. For more details on workplace health initiatives, refer to [Mental health in the workplace](#) in this report.

In 2021, Bell joined [One Mind at Work](#), a global coalition of organizations committed to the development and implementation of workplace mental health and wellbeing. Mary Deacon, Chair of the Bell Let's Talk mental health initiative, is a member of the [One Mind at Work Guiding Council](#) that oversees the multi-year strategy of the organization.

¹ Angus Reid Strategies, online survey of 1,800 Canadians (18 yrs and over) representing the Canadian population. Survey conducted January 27 – February 1, 2022.

² Deloitte, [The ROI in workplace mental health programs: Good for people, good for business, 2019](#).

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WHY IT MATTERS GRI 103

In line with our values and focus on corporate responsibility, we are moving diversity, equity and inclusion forward in our workplace, within our communities and among our suppliers.

WHAT WE ARE DOING

We are fostering a more inclusive, equitable and accessible society where our team members – and our audiences – feel valued, respected and supported, by helping organizations that are working to increase access to culturally informed mental health and wellbeing resources, and by promoting equal sourcing opportunities to diverse suppliers. In all of these ways, we are helping to better reflect and celebrate our society's rich diversity and build a more equitable and prosperous future for all. More information about the measures that Bell is taking in its workplace can be found [here](#).

FOSTERING DIVERSITY, EQUITY AND INCLUSION TALENT

THROUGH MEDIA SASB: SV-ME-260a.1

In 2021, Bell Media continued moving forward with new approaches to developing and producing content that reflect Canada's diversity, with the talent appearing on screen as well as working in writing rooms, studios and holding off-camera roles. As we work toward amplifying diverse voices across our content platforms, we seek to ensure that diverse perspectives and voices are considered at every stage, from development through production.

Bell Media offers inclusive programming across multiple media platforms to celebrate Indigenous culture and history, including on Crave.

To learn more about how we support diversity, equity and inclusion talent through our media, see [Supporting diversity, equity and inclusion in our communities](#).

Read more about these initiatives in the [Supporting arts and culture](#) information sheet on our website. To learn more about Diversity, Equity and Inclusion at Bell, see the [Team members](#) section.

SUPPORTING THE MENTAL HEALTH AND WELLBEING OF CANADA'S BLACK, INDIGENOUS AND PEOPLE OF COLOUR (BIPOC) COMMUNITIES

Launched in 2020, the \$5 million Bell Let's Talk Diversity Fund is focused on supporting initiatives that increase access to culturally informed mental health services for BIPOC Canadians. Through the fund, we have now disbursed \$2.85M in grants to 22 organizations across the country. Partners include the Black Youth Helpline, a volunteer-driven initiative that supports Black youth and their families across Canada with a focus on education, health and community development; the Mosaic Newcomer Family Resource Network in Manitoba; the North End Community Health Association in Nova Scotia; and Pour 3 Points in Québec, to name just a few. To learn more about the partners and projects we are supporting through the fund, visit the Bell Let's Talk [website](#).

In January 2021, Bell Let's Talk partnered with Queen's University, McGill University and Montréal's Jewish General Hospital to host webinars on mental health in diverse communities and engage in a discussion about resiliency and mental wellbeing. The webinars highlighted conversations between community leaders, people with lived experience and experts in the field of mental health in BIPOC communities about the current state of mental health in BIPOC populations.

As part of the Diversity Fund, Bell Let's Talk is highlighting BIPOC voices in the conversation about mental health. In October 2021, we launched a new mental health podcast series: [From Where We Stand: Conversations on Race and Mental Health](#). The series explores mental health issues affecting BIPOC communities throughout Canada and features mental health experts and guests from these communities. Topics explored include intergenerational trauma, Islamophobia, LGBTQ2S+ issues and more.

We also highlight diverse perspectives and experiences related to mental health through features on the [Bell Blog](#) and in campaigns like [Bell for Better](#).

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PROMOTING DIVERSITY AMONG OUR SUPPLIERS GRI 102-9

Bell's support for diversity and inclusion extends to our supplier relationships. Our program encourages the active inclusion of businesses that are majority owned and managed by Indigenous peoples, visible minorities, women, LGBTQ2S+, Veterans and persons with disabilities.

Bell's supplier diversity program aims to provide equal access to sourcing opportunities for capable diverse suppliers, allowing us to better reflect the diverse customers and communities we connect. Increasing diverse suppliers' visibility throughout Bell enables us to access more innovative concepts, which creates better products and services for our customers.



In 2021, BCE was recognized for its commitment to diversifying its supplier base:

- Canadian Aboriginal & Minority Supplier Council's (CAMSC) [Corporation of the Year Award](#)
- Women Business Enterprises Canada's (WBE) [Most Improved Supplier Diversity Program Award](#)



For more information on Bell's supplier diversity program, see our [Supporting diversity, equity and inclusion in our communities](#) information sheet and our suppliers' [webpage](#).

Also see our [Supplier Code of Conduct](#). GRI 408-1, 409-1, 410-1 8 10



“To be able to partner with Bell Canada on strategic initiatives for a minority owned Canadian company such as mobileLIVE is an honour. Bell opened its doors to us because they believe in diversity & inclusion. We have grown our strategic partnership because of the value our team delivers. However, it would have been challenging to be considered if it wasn't for Bell's advocacy for diversity and inclusion.”

Imran Mian, VP Growth at [mobileLIVE](#)
mobileLIVE is a proud supplier of Bell's mobile services, supporting diversity through its core structure.

SUPPORTING RECONCILIATION AND STRENGTHENING RELATIONSHIPS WITH INDIGENOUS PEOPLES AND COMMUNITIES

Bell endeavours to foster positive and mutually respectful relationships with Indigenous peoples and communities, including colleagues, customers and community members. We seek to build an inclusive workplace for all First Nations, Inuit and Métis team members, and ensure that everyone has equitable access to career development opportunities. Bell supports the principles of the United Nations Declaration on the Rights of Indigenous Peoples and the recommendations of the Truth and Reconciliation Commission of Canada. All team members are encouraged to learn more about contributing to reconciliation at work and in our personal lives, recognize the systemic inequalities and discrimination that Indigenous peoples experience and strive to do better wherever we can.

At company events, such as BCE's 2021 Annual Meeting of Shareholders, we honour Canada's Indigenous peoples by acknowledging their profound connection to the land on which our workplaces are located. Land acknowledgements are formal statements about the unique and enduring relationship between Indigenous peoples and their traditional territories. They serve as a respectful way to recognize the First Nations, Métis and Inuit populations of Canada and honour their presence, which dates back more than 10,000 years on the lands we now inhabit. Land acknowledgements reflect the spirit of respect and reciprocity called for by the Truth and Reconciliation Commission, and all Bell team members are welcome to make land acknowledgements at meetings and on other occasions to show their personal commitment to Indigenous inclusion.

At Bell, we recognize the injustices of the past and we are taking steps to improve the inclusion and engagement of Indigenous peoples in economic development projects, in their representation at Bell, in expanding training, support in mental health, skills development and job opportunities and in educating our team members about Indigenous issues.

To learn more, read our [Supporting diversity, equity and inclusion in our communities](#) information sheet.

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BELL TEAM GIVING PROGRAM

Bell supports its team members in a wide range of interests that go beyond the corporate focus on mental health. Through our Team Bell Giving Program and the annual campaign it holds each November, Bell matches donations that employees make to the registered Canadian charities of their choice, in an amount of up to \$1,000 per employee per year. Bell also provides team grants to charities based on and in recognition of the volunteer time commitments of its employees and retirees. Through the Team Bell Giving Program, Bell team members and retirees donated more than \$2.5 million to charities in 2021.

CHILDREN AND YOUTH 16

Today's youth face challenges that simply did not exist for earlier generations. In addition to the various Bell Let's Talk funds that support the mental health of young Canadians and post-secondary students, Bell partners with a wide range of youth-oriented organizations such as [Kids Help Phone](#), [Jack.org](#), the [Canadian Centre for Child Protection](#) (including [Cybertip.ca](#)), [MediaSmarts](#), [Backpacks for Kids](#), [RE*Generation](#), and [Computers for Schools](#). Northwestel also creates lasting partnerships with youth initiatives in the North. For information on these partnerships, including [needhelpnow.ca](#), the [Cleanfeed Canada](#) initiative and others, see the [Helping and protecting children and youth](#) information sheet on our website.



Bell team member involved in volunteer work with Sun Youth organization.



“Calling Kids Help Phone was really important in getting out of a crisis state of mind and into a calmer and happier state.”

Ashley Cummings, Co-Chair of Kids Help Phone Indigenous Advisory Council

Bell Let's Talk is proud to support Kids Help Phone as they and advocates like Ashley Cummings work together to improve support for Indigenous youth from coast to coast to coast. Find out how Ashley is now making an impact helping Kids Help Phone better support other Indigenous youth through their Indigenous Youth Action Plan. Watch [this video](#) to learn more.

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ARTS AND CULTURE

Bell is proud to continue a long tradition of supporting Canadian arts and culture, working with a variety of partners to enrich the communities we serve by encouraging creative expression. This support ranges from a full roster of initiatives and festivals in the North, to the utility boxes that are transformed into art. For information about Bell’s support for arts and culture, the Bell boxes transformed into works of art, and Bell Media’s support for cultural events, see the [Supporting arts and culture](#) information sheet on our website.

A Bell utility box is transformed into art.



SUPPORTING MAJOR FESTIVALS GRI 203-2

Bell is proud to be a longstanding partner of many of Canada’s premier entertainment events – including the Osheaga Music and Arts Festival, Just For Laughs, the Festival d’été de Québec and the Toronto International Film Festival (TIFF). This involvement recognizes that these events build stronger communities, generate billions of dollars in consumer spending, and raise significant tax revenue for municipal, provincial and federal levels of government.

While the COVID-19 pandemic caused many events to be modified and reimagined in 2021, the organizations worked closely with Bell to move forward with a hybrid format to ensure that there would be both an onsite and an online component to each major event. Fans were able to connect and share in an enjoyable experience. Crave also launched the SPRINT Gala Cinéma Movie series to showcase Québec-made films, and partnered with Hot Docs on the Citizen Minutes Series, which featured eight original short documentaries by Canadian filmmakers exploring and celebrating stories of civic participation in communities across the country. Bell Media also continued working with other organizations and festivals – including Cinemania, Inside Out, imagineNATIVE,

Osheaga 2021.

the Reel Asian International Film Festival and Reelworld Film Festival – that pivoted during COVID-19 to present events online, while also continuing to work with many of these same organizations on industry development programs important to all Canadians, including the LGBTQ2S+ and BIPOC communities.

Bell also supported a diverse mix of local events across the country – including the Winnipeg Folk Fest at Home, the Festif! de Baie-Saint-Paul festival, and the Cavendish Beach Music Festival.



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Society

In keeping with our focus on corporate responsibility principles and actions, Bell has been a leader and partner in addressing important social needs wherever we operate, supporting the wellbeing of Canadians with public safety, accessibility and other measures that benefit society as a whole.

WHY IT MATTERS GRI 103

Canadians are increasingly dependent on digital technologies and require access to the digital ecosystem to learn, work, socialize and access essential services. Access to high-speed, reliable and affordable Internet has become an essential service and a key driver of improved social wellbeing as we help bridge the digital divide and provide accessibility for everyone.

WHAT WE ARE DOING

Bell participates in the Connected Families program of Innovation, Science and Economic Development Canada (ISED) to help bridge the digital divide for Canadian families who may struggle to afford access to home Internet. Bell is the largest donor by volume of used computer equipment and peripherals to Ordinateurs pour les écoles du Québec (OPEQ), which manages the delivery of computers to eligible households in the Connected Families program in Québec. Through our Accessibility program, we also bring the benefits of advanced communications technology to those with disabilities through unique apps, products and partnerships.

HELPING TO BRIDGE THE DIGITAL DIVIDE 9 11

Bell's industry-leading investments in fibre, 5G and rural broadband networks, and our ongoing work with governments to deploy services in remote and hard-to-reach areas, are helping Canadians access the benefits of the Internet and online platforms (for more on these initiatives, please see the [Customers](#) section).

Despite the important role played by high-speed Internet in the participation of Canadians in the digital economy, and the initiatives that are improving access across the country, almost half of Canadian households with an annual income of \$30,000 or less do not currently have access, for reasons other than availability. To help address this need, Bell is participating in the Government of Canada's [Connecting Families](#) initiative. Under this initiative, government, private companies and non-profits are working together to enable qualifying low-income Canadian families to access the Internet by reducing the price of access to more manageable levels.

Originally launched in November 2018, the [Connecting Families](#) program will enter a second phase, announced by the Government of Canada in 2021. This second phase will take effect in 2022 and offer download and upload speeds that are 5 to 10 times faster than phase one of the program and include 200 GB of data usage for \$20 per month. The second phase also broadens eligibility to include low-income seniors in addition to families receiving the maximum Child Care Benefit (CCB). The initiative is possible thanks to the involvement of Internet service providers, including Bell, and is administered through Computers for Success Canada ([CFSC-OPEC](#)), a not-for-profit partner of the Government of Canada's digital inclusion and economic development programs.

The Connecting Families initiative also provided 50,000 computers to schools through the Computers for Schools Plus program. From this total, OPEQ has delivered 12,300 computers to eligible families in Québec since the start of the Connecting Families program.

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Our computers at the service of our communities

Bell maximizes the reuse of its IT equipment that is no longer useful for the enterprise by giving it to the national program [Computers for Schools Plus \(CFS+\)](#). This program, a leader in the re-use of computer equipment, allows young adults to enhance their technical knowledge and spurs growth in their personal, social and professional lives. In addition to being an ecologically responsible solution for companies that need to dispose of equipment, CFS+ provides refurbished computers and other electronic equipment to elementary and high schools, various non-profit organizations, and eligible low-income Canadians. The education component of the 2021 Bell for Better national advertising campaign is directly related to Bell's donation to the CFS+ program.

Additionally, in 2021, Bell joined other companies to launch the CEO Pledge campaign. Initiated by Microsoft Canada, the campaign is a joint effort by several companies that have committed to reducing digital divides by donating their used equipment to the CFS+ program.



“It’s important for us to give back to the community by providing them access to technology, but also by training the next generation of technicians and giving them a boost up in finding a job.”

Daniel Meunier, OPEQ instructor, Québec City, Québec

Daniel works for OPEQ and is responsible for the laptop workshop. Since 1998, this workshop has been actively involved in the reuse of thousands of Bell equipment. It is through the employability of marginalized youth and the training of future technicians that Bell equipment is repaired, revalorized and redistributed to schools, non-profit organizations and low-income individuals.

Bell has been contributing to the success of this program for more than 20 years. In addition to making equipment donations, Bell is actively involved in Ordinateurs pour les écoles du Québec (OPEQ), the Québec division of CFS+: a Bell team member acts as the executive director, we provide workshop and office space for the OPEQ management team and another Bell team member sits on its board of directors.

The COVID-19 pandemic has greatly increased demand for IT equipment to provide connectivity between individuals and for remote education. Our equipment donations have enabled OPEQ to be a strong supporter of our communities.

Donations of used equipment for reuse or recycling

NUMBER OF UNITS DONATED TO CFS+	COMPUTERS	MONITORS	PRINTERS
2019	8,465	1,127	82
2020	5,215	482	25
2021	8,472	637	91
Cumulative total (since 1997)	127,500	23,350	4,950

For more information on OPEQ's history and performance, see the [OPEQ](#) information sheet on our website.



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ACCESSIBILITY FOR EVERYONE

At Bell, we recognize that all individuals – including customers and team members – should have equal opportunity to have their needs accommodated without discrimination, and we believe that the benefits of advanced communications technologies should be easily accessed by everyone. Today, an estimated 1 in 5 Canadians lives with a disability, and Bell is helping break down the barriers that limit access through a company-wide Accessibility Program, which supports existing solutions as well as the development of new and innovative tools and resources. Additionally, Bell has established a leadership council to guide various accessibility initiatives across the entire organization.

Through initiatives such as our [Accessibility Services Centre \(ASC\)](#), Bell is an established leader in helping break down the barriers that limit access. ASC is a specialized call centre dedicated to serving customers with disabilities, including hearing, vision, speech, cognitive and mobility disabilities among other accessibility needs. These services are complemented by accessibility webpages for [Bell](#), Bell MTS, Bell Aliant, [Virgin Plus](#) and [Lucky Mobile](#) that are important tools used to promote and deliver solutions for customers with disabilities.

The webpages provide information on the range of available accessibility discounts, plans, products and services. They also direct customers to ASC call centre representatives for further information.

We also offer accessibility discounts, data add-ons and services to customers with accessibility needs. For instance, Bell Mobility customers with a disability are eligible to receive a \$20/month discount on any current Bell Mobility Connect Everything or Unlimited smartphone rate plan. Virgin Plus customers with a disability are eligible for a complimentary 2GB per month data add-on, which can be paired with an existing postpaid smartphone rate plan with data. Customers with disabilities are eligible for a 411 directory assistance exemption, which allows them to make free calls to 411 directory assistance.



Eligible Bell Mobility customers with disabilities can also benefit from a monthly handset bill credit of up to \$20 per month when purchasing select handsets, as well as exclusive pricing on apps built specifically for accessibility needs including MobiHelper, Seeing AI and BlindSquare.

Bell also actively supports the use of the [Canada Video Relay Service \(VRS\)](#) and is a member of the board of directors of the Canadian Administrator of Video Relay Service. To ensure widespread access to VRS, Bell Mobility, Virgin Plus and Lucky Mobile, customers using VRS on a mobile network within Canada are not charged for the data associated with such use. Furthermore, through a partnership with the Canadian Hearing Services, Bell stores offer complimentary [sign language interpretation](#) when requested by the customer and where resources permit.

Bell also continues to invest in making our digital assets more accessible. For example, we continue to roll out enhancements that make our TV and media content more compatible with various assistive technologies.

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To help bring attention to accessibility issues, Bell sponsors special events and works with key organizations representing Canadians with accessibility needs, including the Canadian National Institute for the Blind, the Neil Squire Society, the Canadian Hard of Hearing Association and the Canadian Paralympic Committee. In order to further address issues impacting customers with accessibility needs, we also actively participate in the Wireless Accessibility Committee of the CWTA.

Bell's accessibility program aligns with the *Accessible Canada Act* (federal legislation that aims to create a barrier-free Canada by 2040). The program helps further Bell's purpose – to advance how Canadians connect with each other and the world – and is driven by our focus on further championing customer experience, driving growth with innovative services, and engaging and investing in the Bell team.

WORKING TO CONNECT CANADIANS AND MEET URGENT NEEDS

Bell is ready to act quickly to meet the needs of Canadians and is always ready and willing to help Canadians during crises, including extreme weather events, and through initiatives that support emergency preparedness and connectivity. We also seek to engage with community stakeholders on network and other business decisions when appropriate.

Responding to outages and emergencies

Bell team members are always ready to step up for their communities, responding quickly to natural disasters, outages and other emergencies to ensure that Canadians remain connected when they need us most.

In response to wildfires in Manitoba during the summer of 2021, Bell MTS teams from Network, Field Services, Customer Operations, Real Estate and Emergency Management worked together to keep Bell sites and equipment online by installing generators and other emergency equipment at impacted locations, often in very remote parts of the province. The teams also worked with the provincial Emergency Measures Organization and other partners to ensure that the needs of other organizations would be met. For example, in response to a special request from the Office of the Fire Commissioner to enhance wireless coverage for first responders in the hard-hit Loon Straits region, the Bell MTS team deployed a mobile “cell on wheels”, or COW, to provide firefighters with the communications support needed to help fight the local wildfires.

Bell teams were back at it with extraordinary efforts after Hurricane Larry made landfall in Newfoundland and Labrador in September 2021. This included setting up a special Bell emergency response team, with representatives from Network, Field Services, Customer Operations and other groups, that coordinated efforts to maintain phone, Internet and mobility connections for residential and business customers as the storm hit cell sites and other infrastructure. At the same time, Bell Media stations continued to provide local news updates to help ensure public safety.

Bell teams also stepped up in August 2021 when a major fire under the Montcalm Bridge in Sherbrooke, Québec damaged or destroyed a significant number of copper and fibre cables. Special temporary measures were quickly taken to assist customers who had lost service. This included line transfers and forwarding, mobile phone loans and migration to other fibre links where possible, as technicians worked around the clock to repair the damage and fully restore service.

Bell also provides direct financial assistance when emergencies strike, often working with the Canadian Red Cross and the Mobile Giving Foundation, so that Canadians are able to donate by text message to support relief efforts.

In response to wildfires in Manitoba during the summer of 2021, Bell MTS teams from Network, Field Services, Customer Operations, Real Estate and Emergency Management worked together to keep Bell sites and equipment online.



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Serving emergency responders

At Bell, we understand that in an emergency, every second counts, and that is why our network is the first choice for first responders. For more than 20 years, we have successfully deployed some of the largest mission-critical 2-way radio service communication networks in Canada. Since we provide public safety radio communications to more than 70,000 first responders and other users in Canada, including government and public safety organization employees, we have a unique mandate to serve the public when it matters most. As the first Canadian carrier to offer designated Mobile Broadband Service for First Responders on a 4G LTE network, Bell is Canada's largest provider of public safety land mobile radio (LMR) services, with contracts from Atlantic Canada to Manitoba.

9-1-1 services

Bell is the largest provider of 9-1-1 emergency services in Canada, offering specialized 24/7 bilingual support and network monitoring to emergency contact centres in Manitoba, Ontario, Québec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador.

We offer the T9-1-1 or Text with 9-1-1 service and support the Alert Ready system used to inform Canadians across the country of critical emergencies in their area.

Bell is also leading the way in the development of Next Generation 9-1-1 (NG911). NG911 enables delivery of real-time text (RTT), videos, images and other multimedia to assist 911 callers, including those with accessibility needs, and will provide emergency response agencies with national operability, advanced tools and standardized protocols.

CONSULTING COMMUNITY STAKEHOLDERS ON NEW INFRASTRUCTURE BUILDS

Bell engages in meaningful dialogue with municipalities, provincial as well as federal agencies and Indigenous communities to develop new opportunities and to mitigate local concerns about our network. For example, our network infrastructure environmental evaluation program is embedded directly into our environmental management and review system in order to minimize the negative impacts of network projects on the environment. This evaluation process is mainly intended for the project managers responsible for deployment, and it applies to every stage of projects, including the planning, design, construction, maintenance and decommissioning of installations.

To learn more, see the [Environmental assessments of network infrastructure](#) information sheet on our website.

See the [Suppliers](#) page on our website for information on supplier diversity and also our [Wireless health and safety](#) information sheet. GRI 416-1



Bell has been successfully deploying some of the largest mission-critical 2-way radio service communication networks in Canada for more than 20 years.



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Bell is a driving force in Canada's economy GRI 203-1 9

Through industry-leading investments in network infrastructure and services that advance how Canadians connect with each other and the world, Bell remains an innovation driver in Canada.

A RELIABLE AND ACCESSIBLE NETWORK

WHY IT MATTERS GRI 103

Advanced communications networks have long-term benefits for consumers and businesses, providing access to reliable connections that meet future needs as demand continues to grow. These networks are a key part of Canada's 21st century infrastructure and fundamental building blocks for the transition from a resource-based economy to a world-leading digital and knowledge economy, in communities both large and small. Canadians' lives are increasingly dependent on digital technologies and require access to the digital ecosystem to learn, work, socialize and access essential services. Access to high-speed, reliable and affordable Internet has become an essential service and a key driver of improved societal wellbeing as we help bridge the digital divide and provide accessibility for everyone.

WHAT WE ARE DOING

Bell investments are delivering benefits directly to our customers, from providing more consumers with better access to family and friends, remote learning and entertainment to enabling businesses and communities to operate more efficiently and grow in the digital economy. At the same time, as we continue to close the digital divides that separate communities, we are also supporting growth among suppliers and partners as we help build and drive innovation across the Canadian digital ecosystem.

- ★ Target: Expand 5G network coverage to 70% of Canada's population by the end of 2021, and more than 80% by the end of 2022
- ★ Target: Maintain network reliability level above 99.99%

All-fibre networks are not feasible for every community. That is why Bell is delivering high-quality broadband to rural and remote locations with our innovative WHI service. Using 5G-capable technology, WHI is a fixed wireless solution that delivers high-speed Internet services. By the end of 2021, Bell reached its target of deploying the service to 1 million locations throughout Ontario, Québec, Atlantic Canada and Manitoba.

Bell continues to deliver wireless technology that is among the most advanced in the world. Bell's LTE wireless network is available to over 99% of the national population, with Bell 5G accessible to over 70%¹ of Canadians at the end of 2021, with the goal of increasing coverage to more than 80% of the national population by the end of 2022.

¹ PwC provided limited assurance over 2021 indicator. See [PwC's assurance statement](#).

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CONNECTING NORTHERN COMMUNITIES 11



Bell continues to invest in Canada's North, helping address the unique challenges faced by its small communities due to the difficult terrain and their remote locations.

In 2021, our subsidiary Northwestel deployed full fibre Internet service in the Northwest Territories' (NWT) community of Inuvik and to over 1,000 customer locations in three Yukon communities: Dawson City, Watson Lake and Upper Liard. Residents and businesses in these communities now have access to unlimited data and maximum residential Internet speeds in these communities have increased from 15 Mbps to 250 Mbps (download speed), surpassing the CRTC's universal service objective of 50 Mbps. Internet prices in these communities also match those available in the North's major centres. Fully funded by Northwestel, these are the first fibre upgrades implemented as part of Northwestel's Every Community project, a 3-year plan to bring high-speed unlimited Internet to 10,000 homes in the Yukon and the NWT. The Every Community project is the company's largest-ever construction initiative, funded by Northwestel's own significant investments and \$62 million in funding from the CRTC Broadband Fund. There are now five northern communities served primarily by fibre, with the NWT communities of Hay River and Inuvik upgraded in 2020 and 2021, respectively.

Northwestel also provided a permanent \$240-per-year rate reduction and monthly data increases to its Nunavut home Internet customers, through the company's own investments and a funding partnership with the Government of Canada. These improvements were made to directly address increased home Internet usage due to the COVID-19 situation in Nunavut.

A preliminary agreement was also reached in 2021 between Northwestel and OneWeb, a low Earth orbit (LEO) satellite communications company, to expand remote mining, enterprise business and government broadband options in northern Canada.

These initiatives follow the 2019 completion of a joint initiative involving Bell, Northwestel, Telesat, the Government of Canada and the Nunavut government that made mobile LTE wireless broadband service available in all 25 communities in Nunavut, Canada's northernmost territory.

1 [Accelerating 5G in Canada: The Role of 5G in the Fight Against Climate Change](#)

BELL INVESTMENTS POWER A GROWING NUMBER OF LOCAL ECONOMIES

As a result of Bell's capital expenditure acceleration program, Bell increased its combined Fibre-To-The-Premises (FTTP) all-fibre and rural Wireless Home Internet (WHI) broadband footprint to reach approximately 7.2 million homes and business locations in Atlantic Canada, Québec, Ontario and Manitoba at the end of 2021, including the deployment of pure fibre services in major urban centres and more than 50 additional smaller communities. In every area where Bell makes these investments – major urban centres and rural communities alike – consumers and businesses are better able to access the technology solutions they need to take advantage of new opportunities in areas like education, health care, social services and economic development. This includes support for local industries and manufacturing and accommodating the requirements of remote workers.

LARGE-SCALE ECONOMIC BENEFITS EXTEND THROUGHOUT CANADA'S ECONOMY GRI 203-2

Providing ever-increasing speed and capacity, Bell's industry-leading investments contribute to Canada's long-term leadership in broadband communications and to Canada's economic wellbeing and future prosperity.

A 2021 report by Accenture, prepared for the CWTA, highlights the economic benefits of network investments made by Canadian communications service providers, including Bell.¹ In 2020, and despite an overall contraction in economic activity due to COVID-19, Canada's telecommunications industry contributed \$70.7 billion in gross domestic product (GDP) to the Canadian economy. This includes new telecommunications connections that generate contributions of \$47.9 billion in GDP from other industries in Canada. The telecommunications industry is also responsible for an estimated 596,000 full-time jobs across the Canadian economy, including 120,000 high-quality jobs supported by communications service providers alone.

In 2021, Bell continued leading the way forward, launching a capital expenditure acceleration program that is injecting an additional \$1.7 billion of capital expenditures into Canada's communications infrastructure in 2021 and 2022 to help drive Canada's recovery from the COVID-19 crisis. Enabled by a positive investment climate reflecting government support for infrastructure development, this capital expenditure acceleration is in addition to the

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approximately \$4 billion in capital expenditures that Bell typically spends every year, and will significantly increase the connections in communities across Canada.

Notably, Bell estimates that every \$1 billion investment in broadband and 5G networks over one year generates \$2 billion in economic activity and supports as many as 7,500 jobs within Bell and among suppliers.

Every year Bell procures equipment and services from Canadian suppliers and partners who themselves employ thousands of Canadians, further contributing to the Canadian economy.

Bell investments also provide an additional boost to Canada’s increasingly important information, communications and technology (ICT) sector. The economic and employment impacts of COVID-19 have been much less severe in ICT than in other sectors of the economy, and ongoing investments in communications infrastructure will support growth in key innovation areas considered essential drivers of Canada’s digital economy, including cleantech, advanced manufacturing, agri-food, interactive digital media, clean resources, and health and biotech.

Improving processes for rural broadband deployments

In 2021, Bell continued making it easier for other Internet service providers working on Québec’s Operation High Speed broadband initiative to access our aerial infrastructure, helping accelerate the deployment of high-speed Internet to consumers and businesses in rural and remote areas of the province while also working to ensure that all health and safety standards are met. Working as part of a Joint Coordination Table with utility provider Hydro Québec, Telus and the provincial government’s Ministry of Economic Development, we simplified processes and developed additional resources so that many rural communities would be able to experience the benefits of broadband as soon as possible.

CREATING THE JOBS OF THE FUTURE

Investments by facilities-based network providers like Bell boost the Canadian economy and create jobs. Delivering advanced networks and services demands 21st-century skills, and Bell’s more than 49,000 team members – including engineers, software developers, artificial intelligence (AI) and network security experts, installers, technicians and customer support representatives – are leading the way.

Overall, Canada’s digital economy employed over 1.7 million ICT workers in 2021, representing an increase of close to 8% year over year, and total jobs in Canada’s digital economy reached approximately 2.2 million.¹

Bell’s new fibre deployments, greater broadband availability and continued rollouts of 5G mobile connections and innovative IoT applications are poised to take digital services and jobs in Canada even further in 2022.

BELL R&D HELPS DRIVE INNOVATION 9

Bell’s leadership in the deployment of new and innovative networks and services is a direct result of our investment in research and development (R&D). Our investments in R&D enable us to continue providing our customers with products and services that are among the most advanced in the world, while simultaneously adopting new technologies that better support our own operations, champion customer experience and drive growth with innovative services.

Bell spends approximately \$500 million of capital expenditures in R&D each year.² In 2021, this spending supported innovations on Bell’s fibre and 5G networks, helping us develop and deliver innovative new services for consumers and businesses, including: TSN 5G View/Vision 5G RDS for sports viewers; our collaboration with the Bell Paint Portal collaboration with TikTok; the Bell Integrated Smart City Ecosystem and Smart Supply Chain IoT services; and new self-serve and other tools to further our strategic imperative to champion customer experience at Bell.

¹ ICTC, Digital Economy Labour Market Monthly Snapshot, September 2021

² Research InfoSource, Canada’s Top Corporate R&D Spenders 2021; R&D research data traditionally lags the reporting period by one year

Successful R&D through close collaboration with industry partners

In 2021, Bell and Nokia completed the first successful test of 25G PON fibre broadband technology in North America at Bell's Advanced Technical Lab in Montréal, Québec. This advanced technology delivers significant symmetrical bandwidth capacity that will help Bell fibre connections meet increased capacity demands resulting from greater network use. Bell also launched a new commercial 400G wavelength network service, developed by Ciena, to support large cloud and data centre providers while optimizing network performance and energy efficiency. Bell also began working with Casa Systems on upgrading the Bell Wireless Home Internet network to 5G to further boost speed and capacity for rural customers.

In addition to an ongoing collaboration with the Montréal-based technology consortium [SCALE AI](#) on an initiative that uses AI to improve fibre installation times, Bell entered into a new partnership with The PIER (Port Innovation, Engagement and Research), an initiative based in Halifax, Nova Scotia, to provide robust 5G connectivity and coverage in support of IoT solutions. The PIER initiative brings together industry leaders in transportation, supply chains and logistics to build and test scalable solutions that address current challenges faced by the Halifax Port Authority, as well as to support the development of new commercial opportunities that will benefit Canadian and global companies.



Bell worked with Université de Sherbrooke on initiatives that include using solar energy to minimize generator use in remote locations.

In 2021, Bell also continued working with researchers, academics and others to accelerate the emergence of a strong Canadian digital ecosystem. This included ongoing work with Western University in London, Ontario, on the development of new 5G standards and applications, as well as working with Université de Sherbrooke on initiatives that include using [solar energy](#) to minimize generator use in remote locations. Bell also continues to collaborate with the University of New Brunswick on the new Bell Research Intensive Cyber Knowledge Studies (BRICKS) program to help students develop the knowledge and skills needed to meet the growing worldwide demand for cybersecurity talent. The Bell MTS Innovations in Agriculture program at the University of Manitoba also continues to support the development of new IoT technologies for Canada's important agri-food sector.

INVESTING IN CANADA'S MEDIA INDUSTRY

Bell Media is Canada's leading content creation company and a driving force behind delivery of the most compelling content to Canadians on integrated conventional and specialty television, digital and streaming platforms. While adjusting to the challenges presented by COVID-19, including production disruptions and delays starting in March 2020, Bell Media continued to adapt and move forward throughout 2021 with projects and initiatives critical to the current and future strength of Canada's content industry.

Bell Media has strong relationships with major international studios, allowing Canadians to enjoy access to top-rated content from the U.S. and elsewhere, and it continues to ramp up the development and production of original made-in-Canada content with even broader and more inclusive participation by Canadian creatives. Bell Media also continues to develop and produce award-winning programming that is popular with audiences across the country, meaningful to our communities and widely available across our integrated platforms. Homegrown hits such as CTV's *Transplant*, CTV Comedy's *Corner Gas Animated*, and Crave's *Letterkenny* and Canada's *Drag Race* are also finding massive audiences internationally, generating even more opportunities for Canada's content industry. Hit shows like Noovo's French-language *Occupation Double* also provide a solid foundation for growth, now and in the future.

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During the 2020–2021 broadcast year, Bell Media focused on producing high-quality culturally relevant content that first and foremost resonates with Canadian audiences – including top-rated news, documentaries, scripted and unscripted content and sports. These investments in original English-and French-language Canadian content provide work for Canadian actors, on-air personalities, comedians, artists, writers, showrunners, directors, crew, designers, technicians and many other specialists and suppliers across the industry.

Building on new momentum generated with the acquisition of the Noovo television network in 2020, Bell Media launched its first French-language news service in 2021 ([Noovo Info](#)), featuring a team of TV, radio and digital journalists covering news from across Québec. Bell Media’s French-language specialty and pay services – including Canal Vie, Canal D, Z, VRAK, Investigation, Super Écran and the French-language sports leader, RDS – continued to produce top-ranked programs, including three of the Top 5 most-watched French-language shows in 2021. As the only bilingual streaming service available in Canada, Crave also continued to add French-language content and achieved an important first in 2021 with the simultaneous streaming debut in both French and English of the made-in-Québec, six-part original drama, *Sortez-moi de moi/Way Over Me*.

The expansion of Pinewood Studios Toronto – majority owned by Bell Media and one of North America’s premier production facilities – continued on track throughout 2021, and is set to provide additional soundstages for TV and film productions by Canadian and international content creators in early 2022, providing a further boost to Canada’s production industry.

Our investments in sports broadcasting rights, including the National Hockey League, National Football League, National Basketball Association, Canadian Football League, Major League Soccer, International Ice Hockey Federation and more continue to support sports franchises that are important contributors to our communities, both socially and economically. Bell Media’s TSN, Canada’s sports leader, added linear and live streaming of the National Lacrosse League, W series auto racing and LaLiga soccer to its coverage in 2021. Bell also expanded its interests in sports properties with the 2021 acquisition of the Octane Racing Group, operator of the Canadian Formula 1 Grand Prix in Montréal, the biggest sports and tourism event in the country.

As one of the largest supporters of Canadian television and film through development and production funding, and as an avenue to showcase homegrown talent, Bell Media supports the delivery of compelling content across integrated platforms in both French and English. With leading television, radio and digital platforms, Bell Media continues to enhance the Canadian industry and provide opportunities for Canadian talent to achieve both artistic and commercial success.

Bell Media continues moving forward with new approaches to developing and producing content that reflects Canada’s diversity in terms of the talent on screen as well as in writing rooms, studios and off-camera roles. New in 2021, Bell Media began working in partnership with the Black Screen Office on the Bell Media Anthology Program, an unprecedented bilingual anthology series incubator and pre-development initiative that addresses the lack of Canadian dramatic content by and about Black Canadians and the absence of Black francophone stories on mainstream television.

See the [Supporting diversity, equity and inclusion in our communities](#) section of this report.

For more information on how is Bell contributing to Canada’s media industry, please see the [Customers](#) section of this report. More information on Bell’s [Media ethics program: approach and management](#) is available on our website.



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JULY 27, 2021



Bell Expands pure fibre Internet access to Brockville, Casselman and Pembroke in Eastern Ontario

"Bell's broadband infrastructure investment helps position our community for tomorrow's jobs and continued economic development."

Mike LeMay, Mayor of Pembroke, Ontario

AUGUST 31, 2021



Bell Expands pure fibre Internet access to Côte-de-Beaupré and Île d'Orléans

"Having access to fast and reliable Internet service has become paramount."

Majella Pichette, Mayor of Saint-Honoré-de-Témiscouata, Québec

SEPTEMBER 8, 2021



Bell expanding pure fibre Internet access to 7,000 locations in Newfoundland and Labrador

"Our business community can operate more efficiently and explore new ways to grow their business."

Scott Sceviour, Mayor of Botwood, Newfoundland and Labrador

SEPTEMBER 14, 2021



Bell expanding pure fibre Internet access in the Acadian Peninsula

"This broadband network is a basic need that our citizens have been waiting for for a very long time. It will put us on the path to advancement, economic success and to seeing a better future. It's cutting-edge technology that we're all very proud to welcome here."

Paul-Aimé Mallet, Mayor of Le Goulet, New Brunswick

SEPTEMBER 28, 2021



Bell expanding pure fibre Internet access in the Municipality of Barrington

"We are extremely pleased that Bell is once again investing in building a strong broadband network in our municipality that will provide essential services to businesses and residents, now and into the future."

Eddie Nickerson, Warden of Barrington, Nova Scotia

SEPTEMBER 28, 2021



Bell MTS all-fibre broadband network expanding in Manitoba's Pembina Valley

"Access to high-speed broadband service is critical to a thriving community staying connected is a priority for us all."

Al Friesen, Mayor of Altona, Manitoba

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Sustainable financing

A SUSTAINABLE APPROACH FOR BELL INVESTMENTS

In April 2021, Bell took a defining step in aligning its ESG objectives and intentions for future financings by publishing the BCE Inc. Sustainable Financing Framework, a first for any Canadian telecommunications company. The framework will guide future issuances of green, social and sustainability bonds or other sustainable financings by Bell Canada, the proceeds of which are intended for a portfolio of eligible investments in any of the following ten green and social categories:

Green

- Energy efficiency
- Eco-efficient production technologies and processes
- Pollution prevention and control
- Clean transportation
- Renewable energy
- Green buildings
- Climate adaptation

Social

- Affordable basic infrastructure
- Access to essential services
- Emergency response and pandemic relief

The framework was reviewed by and received a favourable independent second-party opinion from Sustainalytics, a leading ESG research and analysis firm.

On May 28, 2021, Bell Canada became the first Canadian telecommunications company to issue a sustainability bond with the offering in Canada of Cdn \$500 million 2.20% MTN Debentures, Series M-56, maturing May 29, 2028. The bond offering raised \$497,535,000 in net proceeds, which was to be allocated to both green and social eligible investments. We also sought an external review to assess the alignment of our bond allocation process with the Framework, and [PwC has provided a limited assurance opinion](#) that the bond allocation has been fairly stated, in all material respects. The complete Sustainability Bond Allocation report can be accessed [here](#).

- ★ Target: Issue a sustainability bond allocating proceeds to eligible investments supporting social and environmental efforts

More details about this initiative are provided in the [Sustainability bond allocation report](#) on our website.

RESPONSIBLE INVESTMENT BY BELL'S PENSION PLANS

Bell is a sponsor of several pension plans for the benefit of its active and retired team members. Within these plans, we are responsible to direct the investment of approximately \$30 billion in assets. We have a fiduciary duty to deliver on our pension promise and believe doing so within an investment process informed by ESG factors can assist in the generation of superior long-term risk-adjusted returns for our stakeholders. As such, in 2021, we took steps to reinforce our commitment to integrate ESG factors into our pension plan investment process by adopting a new Responsible Investing Policy. Our policy approach is one that prioritizes engagement with our investment managers and investee companies as we:

- integrate ESG considerations into the investment analysis and decision-making processes with a focus on long-term portfolio stability and performance;
- focus on transparency of reporting, the quality of corporate governance and environmental and social practices of businesses in which we invest; and
- work to understand and manage the risk that climate change and transition to a lower-carbon economy poses to our pension portfolios.

Approximately 95% of our pension assets are with managers that have adopted ESG investing policies and are either signatories to the United Nations Principles for Responsible Investment (UN PRI) or the Global Real Estate Sustainability Benchmark (GRESB), the standards for responsible investment in the asset management and real estate industry.



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ENVIRONMENT

Environmental leadership

Bell's leadership on environmental issues starts with its wide range of innovative programs to reduce environmental impacts throughout its entire value chain, from our work with suppliers through to our own operations and the use and end-of-life treatment of our products and services by our customers. Supporting our contribution to a better world, our [Environmental policy](#), first issued in 1993, reflects our team members' values, as well as the expectations of customers, investors and society.

WHY IT MATTERS GRI 103

Almost all human activities impact the environment. We believe that it is our responsibility to minimize the negative environmental impacts of our operations, and to create positive impacts where possible. We also know that our team members, customers and investors expect this. Taking care of the environment makes good business sense. If we fail to take action to reduce our negative impacts on the environment, we risk losing our valuable team members and customers to competitors, we risk increased costs due to fines or restoration and we risk losing investors, all of which could impact our business.

WHAT WE ARE DOING

Our environmental leadership includes a wide range of programs designed to meet regulatory requirements, protect the environment and contribute to a better world. It extends far beyond the company itself, from the requirements we include in supplier contracts to services like video conferencing that help customers meet their own environmental objectives. We have been expanding and developing the management of our environmental activities, including establishing increasingly ambitious performance targets, for over 25 years.



At Bell, we have been implementing and maintaining programs to reduce the environmental impact of our operations for more than 25 years. Our environmental management system (EMS) has been certified ISO 14001¹ since 2009, making us the first North American communications company to hold this designation. We have maintained this certification since then. In addition, Bell's energy management system was certified [ISO 50001](#)² in 2020, making us the first North American communications company to hold this designation. Our ISO certifications are examples of Bell's world-class sustainability practices.

★ Target: Maintain ISO 14001 certification, the first communications company in North America to be certified for the 13th year in a row

¹ Our ISO 14001 certification covers Bell Canada's oversight of the environmental management system associated with the development of policies and procedures for the delivery of landline, wireless, TV and Internet services, broadband and connectivity services, data hosting, cloud computing, radio broadcasting and digital media services, along with related administrative functions.

² Our ISO 50001 certification covers Bell Canada's energy management program associated with the activities of real estate management services, fleet services, radio broadcasting and digital media services, landline, wireless, TV, Internet services, connectivity, broadband services, data hosting and cloud computing, in addition to related general administrative functions.

Climate change

Addressing climate change means reducing greenhouse gas (GHG) emissions by improving our energy performance and improving the resiliency of our value chain.

WHY IT MATTERS GRI 103

There is an international scientific consensus that GHG emissions, especially carbon dioxide (CO₂), are major contributors to climate change. Global scientific evidence also highlights how companies have responsibilities to help fight climate change and adapt to its consequences.

A changing climate can lead to increased risks for any business – including financial, operational and reputational risks. Moreover, public health and supply chains could suffer major negative impacts from climate change. We believe that we have an important role to play in providing our customers with technologies that help them address climate change and adapt to the related impacts on their businesses.

WHAT WE ARE DOING

At Bell, we aim to manage the regulatory, financial, operational, reputational and/or market risks related to climate change. We are taking action both to help fight climate change and to adapt to its consequences. We adapt by taking action to maintain our resiliency in the face of climate change, and we are helping our customers do the same. To fight climate change, we are focused on reducing our energy consumption while also helping customers reduce theirs. In addition, we believe that regularly reporting on our energy performance and associated GHG emissions demonstrates to our stakeholders that we take these initiatives seriously. As such, we support the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) and align our reporting with them.

OUR CONTRIBUTION TO HELP FIGHT CLIMATE CHANGE GRI 201-2 13

We use many mitigation strategies to fight climate change, including implementing electricity savings initiatives, cutting fuel consumption and substituting technology for travel. In addition, the use of our products and services helps curtail GHG emissions by our customers and our own operations.

To ensure rigorous governance of our carbon footprint, we closely monitor and report on our GHG emissions performance, and we have set targets to reduce GHG emissions.

Energy management



Our effort to contribute to climate change mitigation starts with our own energy consumption and the way we manage energy. We are proud to be the first communications company in North America to have its energy

management system certified [ISO 50001](#). The international ISO 50001 standard requires companies to adopt a strict set of energy management objectives, guidelines and practices that enable energy efficiency and associated reductions in GHG emissions.

- ★ Target: Maintain ISO 50001 certification, first communications company in North America, second year in a row

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Energy savings

To continually improve our energy performance, in 2008 we created the Energy Board, a management-level committee reporting to the [HSSEC Oversight Committee](#), composed of vice-presidents, directors, managers and specialists from across the company. The Energy Board's specific mandate is to ensure the ongoing effectiveness of our energy management system and identify and support the implementation of energy-saving initiatives in our facilities (buildings, telecom network and IT infrastructure) and vehicle fleet, and by substituting technology for travel. The Energy Board also oversees progress toward meeting our GHG emissions reduction targets.

As part of our energy management system, we reduce electricity usage through optimized facility and equipment heating and cooling, LED lighting conversions, the modernization of network equipment, as well as the consolidation, optimization and virtualization of servers. We have also reduced our fuel consumption through our ongoing fleet modernization and electrification and by investing in wind and solar power technology for cell sites and other installations.



Our program includes the ongoing deployment of more fuel-efficient vehicles. In 2021, we replaced 501 older vehicles with electric or more fuel-efficient models. Today, we have 35 electric and 59 hybrid vehicles in service. To learn about fleet modernization at Bell, see the [Fleet solutions](#) information sheet on our website. **GRI 302-4 8 4**



Overall, we have 35 [BOMA BEST](#) (Building Owners and Managers Association's Building Environmental Standards) and 11 LEED (Leadership in Energy and Environmental Design) building certifications. Over 7.5 million square feet of Bell's occupied space is certified which is equivalent to about 47 baseball fields. To learn more, see the [Sustainable real estate](#) information sheet.

Bell also fosters innovation and entrepreneurship by engaging with cleantech clusters, such as [Écotech Québec](#), that are focused on accelerating the development of clean technology. Through such partnerships, Bell seeks to support local innovation and liaise with cleantech entrepreneurs to improve our environmental performance. With our Écotech Québec partnership, Bell also has access to 12 leading cleantech clusters from around the world through the [International Cleantech Network](#).

¹ Based on data from January 1, 2008 to September 30, 2021.

Bell supports Canada's significantly growing use of wind, solar and energy storage for the CanREA 2050 Vision document

Bell's strategic approach to managing climate change issues includes achieving carbon neutral operations starting in 2025, and reducing our absolute GHG emissions by 2030 in line with a 1.5°C emissions scenario in collaboration with the Science Based Targets initiative. Accelerating the adoption of decarbonized electricity production and storage, including wind and solar generation, is integral to Bell efficiently achieving our climate change goals.



To learn more about our renewable energy projects, and how Bell achieves electricity and fuel savings and the associated reductions in GHG emissions, see the [Energy and greenhouse gas](#) information sheet on our website.

The Bell team has made substantial progress on energy savings since 2008, even though we expanded our overall operations through growth and acquisitions over the same period. By improving electricity efficiency at Bell facilities, reducing fuel consumption in company vehicles and using audio, video and web conferencing tools to curtail business travel, we have prevented the release of more than 72 kilotonnes of CO₂ equivalent emissions, saving almost \$100 million.

Energy and GHG savings since 2008¹ **GRI 302-4, SASB: TC-TL-130a.1**

	ELECTRICITY	FUEL	TRAVEL
Energy	416.46 GWh	9.86 million litres	N/A
CO ₂ equivalent	44.45 kilotonnes	23.17 kilotonnes	4.66 kilotonnes

THIS IS THE SAME AS...

ELECTRICITY FOR 41,493 HOMES FOR A YEAR	OIL FOR 52,294 BARRELS	FUEL FOR 7,247 AIRPLANE TRIPS ACROSS CANADA

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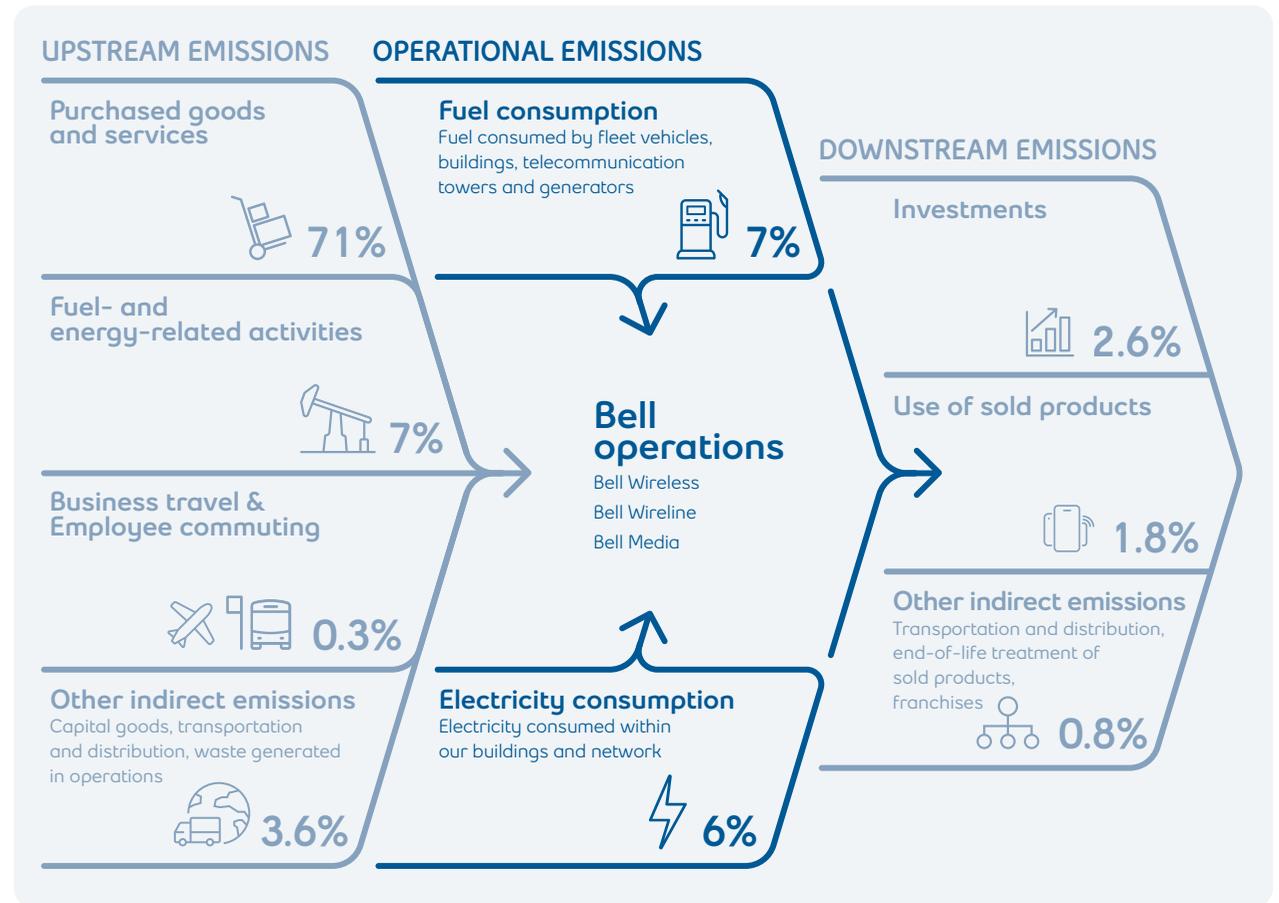
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Greenhouse gas (GHG) emissions

Bell takes its objective of controlling and reducing its carbon footprint seriously, both for operational GHG emissions as well as for upstream and downstream indirect emissions. Bell's vertical integration affects the way the GHGs emitted by our business activities are allocated among our operational emissions (scope 1 (fuel and ozone depleting substances) and scope 2 (electricity, steam and heating/cooling) GHG emissions) and our upstream and downstream indirect emissions (scope 3 GHG emissions). For example, network installation and construction activities performed by Bell employees affect our operational emissions, whereas these activities are often outsourced by other carriers, and thus fall under their upstream indirect emissions. For more details, see the impact of the business model section of [Our corporate responsibility approach](#).

On the right is a graphic illustration of our total current GHG emissions inventory, by GHG emissions type, across our whole value chain.

Bell's total carbon footprint



Bell's total carbon footprint is detailed in the table below.

Total GHG emissions inventory GRI 305-1, 305-2, 305-3

Tonnes of CO₂ equivalent (CO₂e), 2020, 2021¹

GHG EMISSIONS TYPE	SCOPE	SCOPE DESCRIPTION	2021	2020 ²	CHANGE
Operational emissions	Scope 1	Direct GHG emissions from sources that are owned or controlled by Bell	139,187	142,996	(2.7%)
	Scope 2	Indirect GHG emissions associated with the consumption of purchased electricity, heating/cooling and steam required by Bell's activities	136,535	160,548	(15.0%)
Upstream and downstream indirect emissions	Scope 3	Other indirect GHG emissions associated with activities up and down Bell's value chain ³	1,861,651	1,947,578	(4.4%)
Total			2,137,373	2,251,122	(5.1%)

¹ Based on data from July 1 of the previous year to June 30 of the reporting year. PwC provided limited assurance over the 2021 GHG emissions and year-over-year change of scope 1, scope 2 and part of scope 3 (indirect emissions categorized as business travel activities). See [PwC's assurance statement](#).

² 2020 GHG emissions from scope 2 and 3 are restated in line with the methodology outlined in the standards of the Greenhouse Gas Protocol. For more information on this restatement, see the [About this report](#) section.

³ By definition, GHG emissions from scope 3 (upstream and downstream indirect emissions) occur from sources owned or controlled by other entities in Bell's value chain (such as our suppliers, employees and customers). As a result, measuring scope 3 emissions is more complex than measuring scope 1 and scope 2 emissions (operational emissions), for which we are able to obtain primary data (such as litres of fuel consumed within our vehicle fleet and kilowatt-hours of electricity consumed within our buildings). For scope 3 categories for which primary data is not available, we have to rely on secondary data (such as financial data and industry-average data from published databases). These data collection challenges contribute to uncertainty in scope 3 emissions measurement.

To learn more about Bell's carbon footprint across our whole value chain, see the [Energy and greenhouse gas](#) information sheet on our website. SASB: TC-TL-130a.1

Bell's GHG emissions reduction targets

We set GHG emissions reduction targets to signal the importance of doing our part for climate change, ignite innovation in projects that may reduce emissions and drive results to progress in the right direction.

We are also collaborating with partners, such as the Global Enabling Sustainability Initiative ([GeSI](#)), [GSMA](#), the [EXCEL Partnership](#), [CBSR Net zero working group](#), the [UNGC's SDG Ambition Accelerator](#), the [Partenariat Climat Montréal](#), the [CIO's Sustainable IT Pledge](#) and [Canada's Net-zero Leaderboard](#) to help develop best practices in defining and supporting actions to achieve GHG emissions reduction targets.

Here is a summary of Bell's GHG emission targets:

2021: Intensity target GRI 305-4

While we continue developing and implementing action plans to achieve our ambitious GHG targets for 2025 and beyond, we set an interim GHG intensity target to reduce the ratio of our operational GHG emissions (tonnes of CO₂ equivalent) to our network usage (petabytes) by 40% of our 2019 level by the end of 2021. This intensity metric illustrates the footprint of our operations in a meaningful way, recognizing the carbon reduction-enabling capabilities of our products and services (see the [Contributing to a better world through our products and services](#) section of this report).

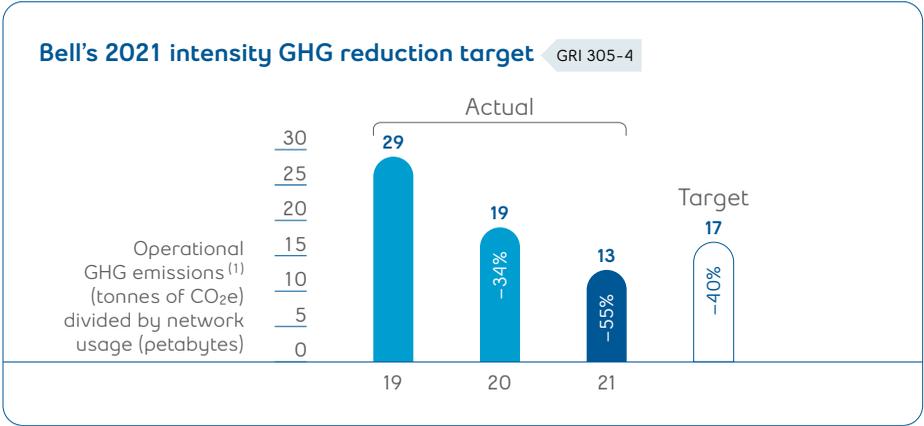
We are pleased to announce that in 2021, we surpassed this target by 15 percentage points, with our GHG emissions per network usage showing a 55% improvement since 2019.¹

¹ Network usage includes residential and wholesale Internet, business Internet dedicated (BID), VPN, IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, Wireless Home Internet, Voice-over-LTE traffic, IoT and enterprise usage, both in Canada and on international roaming partners' networks. As the methodology for gathering network usage differs from one carrier to the next, and because a company's business model directly impacts the amount of GHG it emits and how those GHG emissions are calculated and classified (as noted in the Impact of the business model section of [Our corporate responsibility approach](#) on our website), the ratio itself cannot be used to directly compare carrier performance. This metric excludes our Bell MTS division. PwC provided limited assurance over the 2021 value of this indicator. See [PwC's assurance statement](#).

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2025: Carbon neutral operations target

We are targeting carbon neutrality for our operational GHG emissions¹ beginning in 2025. In support of this target, we will continue implementing numerous mitigation measures aimed at reducing our electricity and fuel consumption. For the remaining GHG emissions that we cannot reduce, we expect to partner with a well-recognized organization to purchase credible carbon credits to offset emissions.

2030 and beyond: Science-based targets (SBTs) (GRI 305-5)

Bell is proud to be leading the way by setting science-based GHG emissions reduction targets that align with the most ambitious temperature goal of the [Paris Agreement](#).² By committing to such targets through the Science Based Targets initiative (SBTi)³, and by joining the Business Ambition for 1.5°C campaign, we aim to do our fair share to help limit global warming to 1.5°C. Based on the SBTi criteria for 1.5°C pathway, we set three specific targets that cover all scopes (scope 1, 2 and all categories of scope 3). We aim to reduce our operational emissions (scope 1 and 2) by 57%. For our indirect emissions (scope 3), we used a hybrid approach which involves engaging 64% of our suppliers and reducing absolute emissions in other categories by 42% as we believe this

is how we can have the greatest impact. Based on global scientific evidence, such ambitious GHG emissions reduction targets will help reduce the destructive impacts of climate change and directly support the Government of Canada's GHG commitments.

BCE Inc. commits to the following science-based targets that are consistent with limiting temperature rise to 1.5°C.⁴

- ★ Target: 1.5°C-aligned scope 1, 2 and 3 science-based targets for 2030⁴
 - Reduce our absolute scope 1 and scope 2 GHG emissions¹ 57% by 2030, from a 2020 base year
 - Reach 64% of our suppliers by spend covering purchased goods and services having science-based targets by 2026
 - Reduce our absolute scope 3 GHG emissions from categories other than purchased goods and services⁵ 42% by 2030, from a 2020 base year.

How we expect to achieve our targets (GRI 302-4, 302-5)

To achieve our ambitious GHG emissions reduction targets, we are building upon the strong foundation we have already developed over the years: our ISO 50001 certification and our GHG and energy governance and innovation initiatives. Our action plan includes flagship initiatives such as fleet electrification, procurement of renewable energy, improvement to energy-efficient equipment, and reduction of our real estate footprint. Initiatives to reduce our upstream and downstream indirect emissions, such as the purchase of goods and services, includes proactive collaboration with industry leaders, supplier education on GHG reduction measures and improved contractual agreements. Other indirect emissions will be reduced by dematerializing our real estate footprint and products distributed, and by collaborating with our franchises and investment groups to reduce their emissions.

1 Operational GHG emissions include scope 1 and scope 2 emissions. Scope 1 emissions are direct GHG emissions from sources that are owned or controlled by Bell. Scope 2 emissions are indirect GHG emissions associated with the consumption of purchased electricity, heating/cooling or steam required by Bell's activities. PwC provided limited assurance over the 2021 value for operational GHG emissions. See [PwC's assurance statement](#).

2 Science-based targets are GHG emission reduction targets that are in line with what the latest climate science says is necessary to meet the goals of the Paris Agreement – to limit global warming to well below 2°C above pre-industrial levels and pursue efforts to limit warming to 1.5°C.

3 The SBTi is a partnership between CDP, the United Nations Global Compact (UNGC), the World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). The SBTi call to action is one of the We Mean Business Coalition commitments.

4 Pending approval by the Science Based Targets initiative (SBTi). Our SBTs may need to be adjusted in the future because the SBTi requires that targets be recalculated (following the most recent applicable SBTi criteria and recommendations) at a minimum every 5 years, or more often if significant changes occur (e.g., business acquisitions/divestitures).

5 Scope 3 categories covered by this target include GHG emissions from capital goods, fuel- and energy-related activities, upstream transportation and distribution, waste generated in operations, business travel, employee commuting, downstream transportation and distribution, use of sold products, end-of-life treatment of sold products, franchises and investments.

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To develop and closely follow the implementation of our mitigation strategy to meet our GHG emissions reduction targets, in 2021, we created BCE's Carbon Reduction Task Force, composed of internal and external key players involved in the governance of corporate climate change mitigation and progress is reported to Energy Board members. We also developed a carbon emission dashboard to report progress to the Risk and Pension Fund Committee.

BELL'S ADAPTATION TO CLIMATE CHANGE IMPACTS GRI 201-2

Despite worldwide efforts to reduce global GHG emissions, scientific evidence demonstrates that even current levels of global warming are likely to exacerbate the impacts and risks to people, economies and ecosystems by increasing the frequency and severity of weather events. Furthermore, the [World Economic Forum's Global Risks Report 2022](#) identifies that failure to take climate action is ranked as "the number one long-term threat to the world and the risk with potentially the most severe impacts over the next decade". These risks have the potential to cause devastating impacts on the world as well as on public health and supply chains.



In Ontario, our wind and solar power technologies installed at 12 remote cell sites generated approximately 50,000 kWh of renewable energy every year.

Bell takes those risks very seriously and is focused on implementing adaptation measures to maintain resiliency in the face of climate change. In addition, we are proud that the use of Bell's products and services helps our customers and our own operations adapt to climate change impacts (please refer to the [Contributing to a better world through our products and services](#) section of this report).

Adaptation measures

Our critical infrastructure and facilities must provide a consistent, secure and reliable environment in which to operate our network and IT infrastructure, and to support our team members. Our operations depend on how well we protect our networks, as well as other infrastructure and facilities against damage from natural disasters, including seismic and severe-weather events such as ice, snow and windstorms, flooding, wildfires and tornadoes.

Accordingly, Bell is focused on implementing adaptation governance structures and measures to maintain the resiliency of our operations and the security of our team members. We also monitor the potential for current and future climate-related legislation, policy and regulations that may affect our business, and report on these findings to our internal [HSSEC Oversight Committee](#), which co-chairs report to the Risk and Pension Fund Committee. The HSSEC Oversight Committee's mandate also includes approving operational strategies and objectives to address specific environmental issues (including climate change), reviewing the results from our climate-related scenario analysis and monitoring the progress made toward implementing climate change mitigation measures.

In 2021, we updated our climate-related scenario analysis that identifies Bell's transition and physical risks resulting from the impacts of climate change in the short- (5 year), medium- (10 year) and longterm (20 year). This analysis is one of the 11 recommendations of the Financial Stability Board's [Task Force on Climate-related Financial Disclosures \(TCFD\)](#). For more details on the impacts of climate change on our company, please refer to the 2021 [BCE TCFD Report on climate-related risks and opportunities](#) on our website.

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BCE's climate resiliency task force

In response to the latest Intergovernmental Panel on Climate Change (IPCC) assessment reports, and as part of our corporate climate change strategy, Bell has created a company-wide task force on climate resiliency with representatives from across the company. The goal of this task force is to bring together all the stakeholders that can build strong resiliency governance to address the potential impact of climate change in the short and medium term, including physical climate-related risks such as natural disasters and the increase in mean temperatures.

CLIMATE-RELATED DISCLOSURE

To maintain best-in-class transparency with our investors, shareholders, customers, employees and other stakeholders, we annually disclose our risks and opportunities related to climate change and we address our climate change mitigation and adaptation efforts in the [BCE TCFD Report on climate-related risks and opportunities](#).

Bell has disclosed climate-related information since 2003 through the [CDP Climate Change Questionnaire \(CDP\)](#). CDP is a non-profit organization that gathers information on climate-related risks and opportunities from organizations worldwide. In 2021, we obtained a score of A- from the CDP, recognizing our leadership on climate action, our alignment with current best practices and the transparency of our climate-related disclosures.



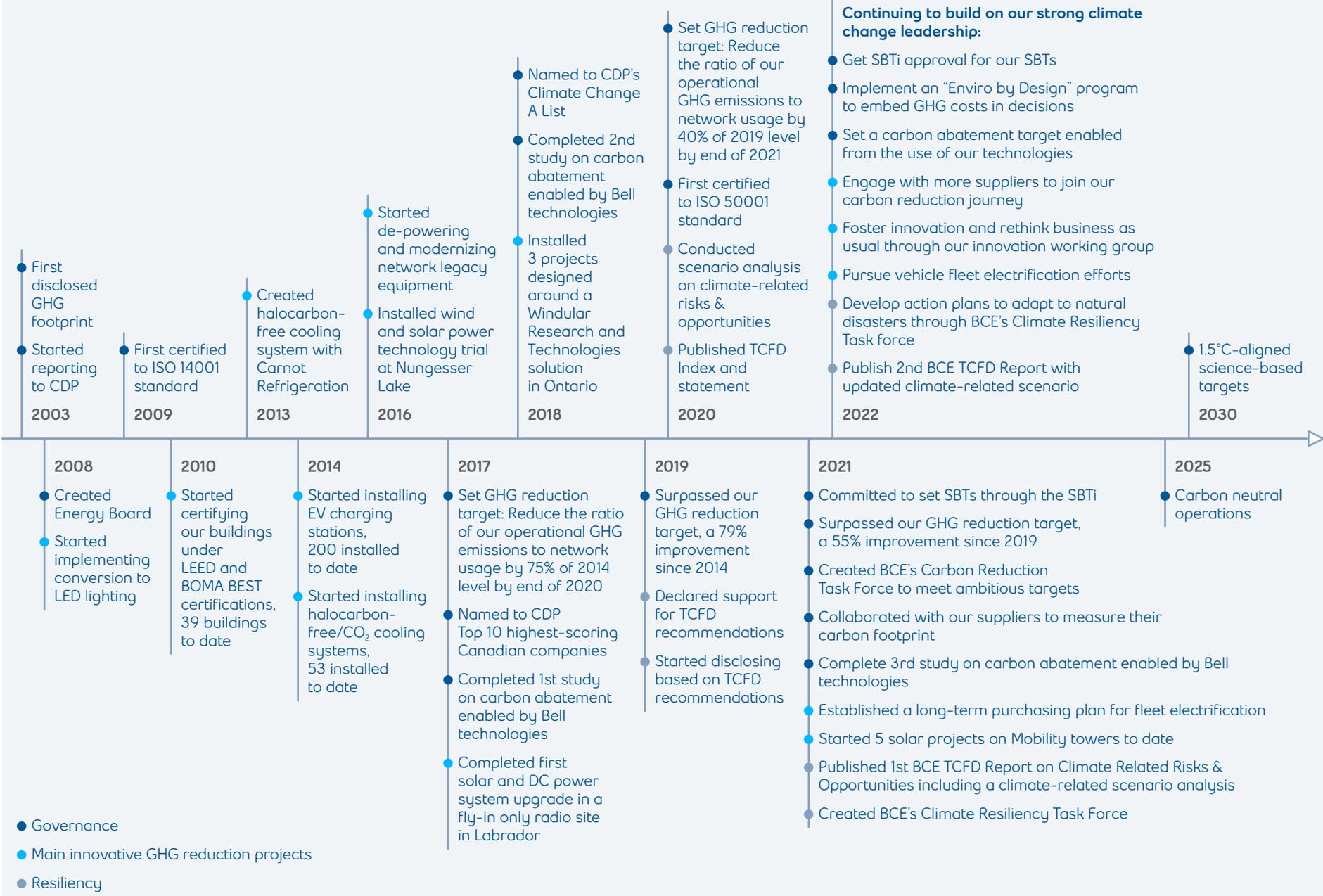
“It is always gratifying and enriching to get involved collectively for a cause with impacts and influence greater than oneself.”

Lina Poirier, Senior Manager, Production, Concessions & Procurement and Environmental Facilitator, Astral, Montréal, Québec

Lina is one of more than 60 Bell team members who have formal responsibilities related to our environmental management system, overseeing and supporting the environmental action plan in her business unit. Over the past two years, her leadership on the environmental portfolio has made it possible to energize initiatives in her team to implement more ecofriendly solutions, including recycling certain outdoor printed products. These simple initiatives help make a difference!

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Bell's climate change journey



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WHY IT MATTERS GRI 103

The circular economy model enables organizations to rethink the traditional linear business model of “take, make, waste” and encourages them to implement solutions that detach growth from accelerating raw material consumption in an effort to reduce the environmental impact of their operations. The traditional linear model, where it has been deployed in Bell’s business operations, generates waste. Reducing waste is an essential part of our objective to improve on our operational efficiency and aligns with the values and expectations of our employees and customers. The circular economy model provides Bell with a framework for repositioning waste as a resource, for both environmental and economic benefits.

WHAT WE ARE DOING

Bell has managed waste reduction, reuse and recycling programs for more than 30 years. We have ambitious reduction goals and strong monitoring processes to report on our waste-generating activities. For the electronic devices we distribute to our customers, we have also implemented an effective e-waste program for device recovery, reuse, recycling and disposal, including national take-back programs, drop boxes and mail-in instructions. We are building our path to circularity, and have an ambition of sending zero waste to landfill.

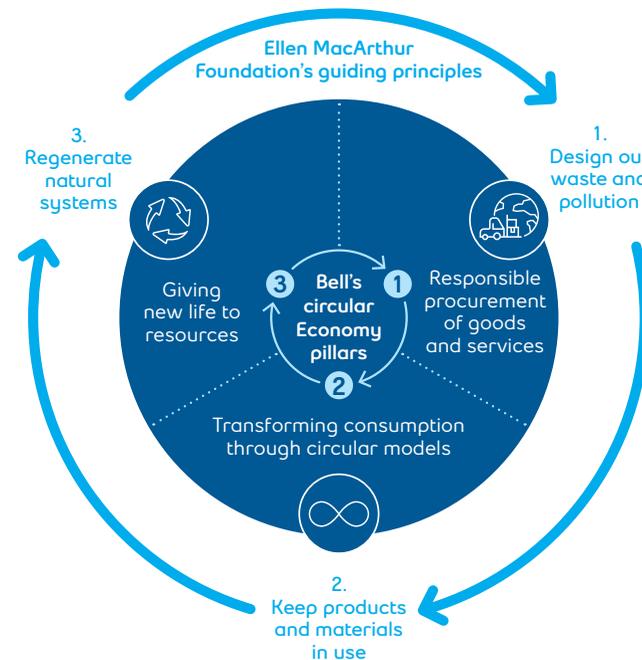
THE FUTURE OF BELL IS CIRCULAR GRI 201-2 12

At Bell, we endeavour to redesign the current linear business model to move toward a holistic one in which growth is decoupled from raw material consumption. To do so, we are transitioning, wherever possible, our business to a circular economy model where materials and resources are repaired, reused, repurposed, remanufactured and redesigned. Transitioning to a circular business model supports our ambition of sending zero waste to landfill.

As a guide to transition Bell from a linear to a circular economy, we are using (as a baseline) the [Ellen MacArthur Foundation’s](#) three guiding principles of a circular economy:

1. Design out waste and pollution
2. Keep products and materials in use
3. Regenerate natural systems

Bell’s circular economy pillars



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We have applied these principles in the design of our three-pillar approach to harness the variety and scope of Bell's business operations in our evolution toward a circular economy. This new business model will enable us to better understand and adopt the modifications required to support our ambition of sending zero waste to landfill.



PILLAR 1: RESPONSIBLE PROCUREMENT OF GOODS AND SERVICES

Our first pillar in support of a circular economy is to design out waste and pollution in our supply chain through the responsible procurement of products and services.

Responsible procurement GRI 301-2

Prior to entering into a contract with a supplier, we evaluate the environmental and responsibility risk of conducting business with them. These evaluations provide an opportunity to better align our business values and practices, and we work with suppliers to help them comply with sustainable criteria to minimize their environmental impact.

Energy-certified products GRI 302-5

Bell requires that sustainable criteria be applied to contracts for the purchase of electronic products, in order to seek to ensure that the targeted products are energy efficient. In our pursuit of meeting the highest standards for our customer-facing products, we participate in the Canadian Energy Efficiency Voluntary Agreement (CEEVA). The CEEVA program for Set Top Boxes (STBs) aims to complement the ENERGY STAR program in Canada, whereas the Small Network Equipment (SNE) program aims to improve the energy efficiency of these devices without compromising rapidly evolving technological advancements or customer usability. Through this voluntary agreement, Bell is aiming to improve the energy efficiency of STBs and SNE in accordance with the agreement's standards.

For more information on Bell's commitment to CEEVA, please refer to Bell's public energy disclosure documents for [STB](#) and [SNE](#).

Reducing single-use plastics at Bell

Single-use plastic continues to be an intractable problem around the world. To help address the global plastic crisis, Bell is focused on designing out waste by reducing the purchase and use of single-use plastics. Since 2020, Bell has a company-wide directive on single-use plastics with the objective of reducing plastic waste at the source. The directive targets four single-use plastic categories: plastic bags, promotional items, water bottles and cafeteria items.¹

Packaging GRI 301-3

Sustainable packaging criteria are required for all contracts related to tangible goods that we resell to customers or use internally. These criteria address the use of toxic substances, heavy minerals, the recyclability of materials, the identification of the plastics used, energy efficiency and the impact on our carbon footprint.

To learn more about Bell's responsible procurement practices and policies, please refer to the [Responsible procurement](#) and [Circular economy](#) information sheets. GRI 308-1, 414-1



PILLAR 2: TRANSFORMING CONSUMPTION THROUGH CIRCULAR MODELS

The second pillar in our circular economy model is designed to keep products and materials in use. At Bell, we continuously evaluate our business models, processes and customer-facing products and services in search of potential efficiencies. To develop efficient and effective business practices, Bell encourages employees, through company policies, directives and training, to rethink current practices to find ways to improve both efficiency and performance, to rethink consumption patterns to reduce material waste at the source, and to work with stakeholders to manage and redirect products and materials from landfill.

¹ Due to the COVID-19 pandemic, Bell's environmental standards on catering items and drinking water are not fully implemented.

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“The inventiveness and expertise of our team allows us to repair, reuse and recycle thousands of pieces of equipment annually.”

Dany Tanguay, Field Services Technician, Québec City, Québec

For more than 30 years, this team of technicians has not only been repairing end-of-life equipment and thus reducing costs, but has also demonstrated ingenuity in order to put into practice the best recycling and reuse practices. Each year they receive thousands of pieces of equipment to be repaired. When repair is not possible, functional parts are extracted and stored for reuse. Even damaged boxes are recycled as packaging content to protect the equipment to be sent.

Our return, repair and reuse system for wooden cable reels – used to wind, transport and lay cables – greatly extends the life of these important tools for our business. In addition, Bell Technical Solutions (BTS) work centres operate repair shops, with the goal of maximizing the lifespan of technicians' tools and equipment and to reduce material consumption. For more than four years these internal shops at a number of work centres throughout Québec and Ontario have been repairing tools and ladders.



To learn more about these internal initiatives, see the [Circular economy](#) information sheet on our website.

Customer participation in recovery and refurbishment programs

Bell's programs for managing the recovery, reuse and recycling of customer-facing e-waste engage with customers and suppliers to help enable circular consumption. Bell provides national take-back programs, drop-boxes and mail-in instructions that make recovery of end-of-life consumer electronics easy and efficient.

Bell operates a rental model for TV receivers (set-top boxes), modems and WiFi pods. Through this rental model, Bell maintains ownership of the equipment, permitting us to manage the flow of devices such that they can be maintained, repaired and reused, diverting electronic waste from landfill. Bell provides return and repair services through in-store drop-off and pre-paid mailing labels to all customers using such products. In 2021, through our customers' participation in our recovery programs, Bell diverted more than 2,997 metric tonnes of customer-facing electronics from landfill.¹ GRI 306-4, 417-1

For more information on Bell's recycling programs, please visit Bell.ca/recycling.

SASB: TC-TL-440a.1

Bell's customer-facing device recovery objective

We believe that we have an important role to play in the recovery of used electronic devices from customers, given our close relationship with them. This is why we have set a goal of collecting 7 million used TV receivers, modems, mobile phones and WiFi pods between January 2021 and the end of 2023. During this period, we plan to leverage circular business models by engaging and educating consumers on our collection management programs, thereby helping divert as much e-waste from landfill as possible.

In 2021, Bell recovered 2,462,098 electronic devices from customers¹, and is on track to meeting our target of recovering 7 million devices by the end of 2023.

¹ PwC provided limited assurance over this indicator. See [PwC's assurance statement](#).

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Customer-facing electronic devices recovered in 2021 (number of units collected)

	2021
TV receivers	1,069,822
Modems	1,043,144
Mobile phones	104,547
WiFi pods	244,585
Total	2,462,098
Cumulative total for the year	2,462,098 ¹

¹ 2021 is the new base year for our new e-waste goal to recover 7 million devices. The new time period is January 1, 2021 to the end of 2023.

★ Target: Recover 7 million used TV receivers, modems, mobile phones and WiFi pods between January 1, 2021 and the end of 2023

To learn more about Bell’s customer-facing recycling programs, see the [Circular economy](#) information sheet.



PILLAR 3: GIVING NEW LIFE TO RESOURCES

The third pillar of our circular economy model is designed to help regenerate natural resources. For Bell, this means making an effort to reduce our environmental impact by working with suppliers to redirect, reuse, repurpose and recycle material from our waste streams wherever possible, and to support organizations that are focused on protecting the environment. By working with external stakeholders, we aim to have the waste generated by Bell’s operations redirected to the supply chain for new products, limiting the environmental impact of resource extraction and aligning with our ambition of sending zero waste to landfill.

Working toward a better environment

At Bell, our interaction with the customer does not stop at the point of sale, and we believe that we have an important role to play in the recovery, reuse and recycling of mobile phones. To ensure that mobile devices are responsibly recycled at the end of their useful lives, customers who wish to dispose of their devices can do so through two complementary programs: the Bell Trade-in program and the Bell Blue Box program. Launched in 2003 and available at all Bell, Virgin Plus and participating The Source locations, the [Bell Blue Box](#) program was the first cross-Canada collection program established by any company with the purpose of reusing and recycling phones. The Bell Blue Box program is also accessible online where customers who wish to recycle old devices via postal mail can print a pre-paid mail-in label and send the device(s) directly to Bell.

Supporting WWF-Canada

Bell is proud to announce its support of the World Wildlife Fund Canada ([wwf.ca](#)) and their efforts to fight biodiversity loss and climate change with nature. When customers return used mobile devices to Bell, the annual net proceeds, collected from the residual value of the mobile devices components will be donated to WWF-Canada and directed toward their ambitious 10-year plan to Regenerate Canada. With the help and support of our customers using Bell’s mobile device return programs, we will be helping to advance WWF Canada’s goal to restore one million hectares, steward 100 million hectares of vital ecosystems and reduce carbon emissions by 30 million tonnes.



© 1986 Panda symbol WWF-World Wide Fund For Nature (also known as World Wildlife Fund)
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DIVERTING WASTE FROM LANDFILL GRI 306-1, 306-2, SASB: TC-TL-440a.1 12

Bell has integrated much of its installation and construction functions, making us directly accountable for the management of a large part of our network waste. Outsourcing such functions would allow us to improve our waste-to-landfill results. However, we would not be able to maintain direct control over functions that influence the customer experience and operations.

In addition to running several programs to reduce and reuse materials, we strive to minimize the amount of waste we send to landfill by recycling the waste generated in the operation of our business. We have been recovering residual materials from operations for more than 30 years.

Telecommunications cables, terminals, utility poles, cable reels, wood pallets and lead-acid batteries are among the products for which we have well-established recycling programs. In our administrative offices, we launched the Sort-It program in 2009, which encourages employees to sort their waste at central stations by separating paper, cardboard, glass, steel, aluminum and organic matter for diversion from landfill.

OVERALL WASTE DIVERSION PERFORMANCE

In 2021, we diverted 63% of overall waste from landfill. The recovered materials are broken down below.

2021¹ recovered waste (in tonnes)

	DIVERTED FROM LANDFILL	LANDFILLED	DIVERSION RATE (%)
Office	6,555	2,025	76%
From our operations			
Network Equipment ²	7,065	9,667	42%
Hazardous Materials ³	1,431	0	100%
Fleet ⁴	678	0	100%
Packaging Products ⁵	1,306	221	86%
From our customers ⁶	2,998	0	100%
Totals	20,034	11,913	63%

1 Based on waste data from October 1, 2020 to September 30, 2021.
 2 Telecom materials, such as cables, terminals, utility poles and cable reels.
 3 Lead-acid batteries, alkaline batteries, fluorescent tubes, oily containers, contaminated rags and absorbents, aerosols and other pressurized containers, paints, solvents and glues.
 4 Tires, batteries, oil and oil filters and used engine antifreeze.
 5 For network equipment, such as wood pallets, cardboard boxes and plastic wrap.
 6 Bell collects and recovers TV receivers, modems, WiFi pods, mobile phones and mobile phone accessories from customers via in-store and mail-in take-back programs. 100% of recovered items are recycled.

Target: Reach and maintain a 15% reduction in total waste sent to landfill by 2025 from a 2019 base year

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THE COVID-19 PANDEMIC LED US TO RETHINK OUR PREVIOUS WASTE REDUCTION TARGET

Most Bell office workers performed their duties from home during the COVID-19 pandemic, rendering obsolete our previous administrative waste reduction target. Furthermore, as we laid the foundation for our circular economy strategy, we needed a new target to drive the transition to a circular economy guided by our ambition of sending zero waste to landfill. This approach has resulted in the adoption of a new target that supports all our waste reduction initiatives and aligns with our circular economy strategy.

As a result, we are now reporting our progress on reaching and maintaining a total waste-sent-to-landfill reduction target of 15% by 2025, from the 2019 base year.

In 2021, we reduced the total waste sent to landfill by 5% compared to 2019.¹ For the first reporting period, considerable progress has been made. However, to maintain our progress we will need to continue implementing reduction-at-source programs (as we did for single-use plastic items) and sorting programs to limit the impact that a return to the office could have on our total waste generation.

BRINGING INDUSTRIAL ECOLOGY TO A NEW LEVEL AT BELL GRI 306-2 12

Bell pursues opportunities for a circular economy approach when working with external stakeholders. For example, through our utility pole supplier we have established a process for recycling or reusing end-of-life poles when they are removed from the network. Most of our poles at the end of their useful lives are sent to a specialized recycler that, depending on the condition of the pole, will remanufacture it into valuable products such as structural construction beams and guardrails for roads and highways. Poles that cannot be remanufactured are crushed and converted into wood chips, which are used for energy recovery.

Technological advances may result in new types of waste. Fiber optic cable waste (produced during network installation or maintenance) presents a challenge that telecommunications companies face as our fiber optic cable residues are not currently recycled but instead are sent to landfill. As we were not satisfied with this linear model of resource use, in 2020 we collaborated with Écotech Québec to investigate innovative solutions. As a result, Bell has partnered with SRFO Inc., a firm that specializes in fiber optic cable recycling. A study of the technical and financial viability of the model that we have

developed with SRFO Inc. has produced promising results on the technical and financial viability of the recovery of fiber optic cable residues, and Bell is continuing its work with this partner with the goal of implementing a program to divert fiber optic cable from landfill in the near future.

HAZARDOUS WASTE GRI 306-2, 306-3, 306-4 11 12

We continue to pursue our established target of recovering 100% of generated hazardous waste and diverting it to certified recyclers by 2024. Currently, we are diverting 100% of the hazardous materials we recover, including all of our network batteries and residual material from our fleet services. Our metric illustrates the gap between *generated* and *recovered* hazardous waste. In other words, this metric depicts the remaining work to be completed for all operational business units to align with Bell collection, disposal and reporting processes. Network batteries make up the greatest proportion of hazardous materials generated at Bell. Other hazardous materials include aerosols, absorbents, oil containers and fluorescent tubes.

Between October 1, 2020 and September 30, 2021, we were able to recover and divert 99% of all generated hazardous materials to certified recyclers.¹

Recovered fleet and hazardous waste (in tonnes)

	2021	% DIVERTED 2021	2020	% DIVERTED 2020
Hazardous materials				
Fluorescent tubes, oily containers, absorbents, aerosols and other pressurized containers	29	100	43	100
Network batteries	1,402	100	1,911	100
Fleet				
Tires, batteries, oil and oil filters and used engine antifreeze	678	100	508	100

★ **Target: Divert 100% of generated hazardous waste to certified recyclers by 2024**

To learn more about Bell's waste management programs, see the [Circular economy](#) information sheet on our website.

¹ PwC provided limited assurance over this indicator. See [PwC's assurance statement](#).

Environmental challenges

In addition to the priority environmental initiatives detailed in this section, Bell has implemented many more programs through our certified ISO 14001:2015 environmental management and review system (EMS).

Please see the [Responsibility](#) section of our website for information on:

 Environmental incidents GRI 307-1 15	 Protecting biodiversity GRI 304-2 15
 Environmental site assessments 15	 Petroleum products equipment management
 Sustainable real estate 11	 Halocarbons GRI 305-7 11
 Environmental training GRI 404-2	 Water consumption GRI 303-5 6

These programs are integrated throughout Bell’s business units and subsidiaries and are governed by designated environmental coordinators. Each environmental coordinator reports to the Corporate Responsibility and Environment Governance team on action plans and results throughout the year. These programs form the foundation of our company-wide EMS.

For more information on our EMS, [click here](#).

For more information on the governance of corporate responsibility topics at Bell, see [Management of corporate responsibility](#) at Bell in this report.

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ABOUT THIS REPORT

BCE publishes a Corporate responsibility report annually. This report marks our 29th year of annual reporting on the environmental, social and governance (ESG) topics that are most significant to our stakeholders and to our business. This report contains an overview of our corporate responsibility strategy, including progress toward achieving our short-, medium- and longer-term goals pertaining to our team members, customers, society, community and the environment. This document, together with the information and documents available in the Responsibility section of BCE’s website, serves as a comprehensive view of our corporate responsibility (CR) performance and programs. GRI 102-54

This report has been prepared in accordance with the Global Reporting Initiative (GRI) Standards - Core Option, with the addition of select Sustainability Accounting Standards Board (SASB) indicators and Sustainable Development Goals (SDGs). As a signatory to the United Nations Global Compact (UNGC) since 2006, we are expected to report our progress in the areas of human rights, labour, environment and anti-corruption. Therefore this report describes the actions we have taken to implement the UNGC guidelines and principles, and serves as our Communication on Progress (COP). We also support the Task Force on Climate-related Financial Disclosure’s (TCFD) recommendations, as detailed [here](#).



TARGET AUDIENCES

Our target audiences for this report are our team members, our customers, community members, investors, rating agencies, governments, non-governmental organizations, civil society, suppliers and others as described in the [Our corporate responsibility approach](#) information sheet in the Responsibility section of our website. This report provides information relevant to these stakeholders, and the information is presented in chapters directed at each of these audiences.

PROVIDE FEEDBACK GRI 102-53

We are always seeking ways to improve our Corporate responsibility report and welcome your feedback and suggestions. Please send any questions or comments to esg@bell.ca.

FORMAT

As part of our objective to reduce our carbon footprint, since 2007, our annual Corporate responsibility report has been available online only, in English and French.

The PDF is accessible and easily read on a standard computer screen and most screen readers used by the visually impaired. The document is also mobile-friendly.

We strive to make all of the relevant information for our target audiences accessible in this report, via hyperlinks to additional documents available on our [website](#). Accordingly, this report serves as a hub for our corporate responsibility information.

REPORTING PERIOD AND ORGANIZATIONAL BOUNDARIES GRI 102-10, 102-50

Unless otherwise specified, this report covers the period from January 1 to December 31, 2021, and the data are valid as at December 31, 2021. This report contains data about the BCE group of companies, referred to collectively in this report as “BCE”, “Bell”, “we”, “us”, “our” and “company”. The companies of the BCE group are those over which we have strong financial and managerial control. This report does not include data from Quantrics Enterprises Inc. (Quantrics) and Cnexia unless otherwise stated.

Change in Scope: On August 2, 2021, Bell Canada acquired Cnexia which has a total of 815 employees as of December 2021. This total is included in our total employee count.

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MAJOR CHANGES SINCE LAST REPORT GRI 102-49

As appropriate to maintain or improve the accuracy or comparability of data and performance trends between years, and/or where any change has been identified in the prior years' data, we restate such data in this report where applicable.

We periodically acquire, sell and launch businesses in line with our corporate strategy. This affects, in many cases, the comparability of data over time. Where this is the case, we note the reason(s) in this report.

Some of the more significant changes since we last reported:

New targets

Environment

Greenhouse gas emissions:

In 2021, we exceeded our intensity GHG emissions reduction target and have committed to the following 1.5°C-aligned science-based targets.¹

- Reduce our absolute scope 1 and scope 2 GHG emissions 57% by 2030, from a 2020 base year
- Reach 64% of our suppliers by spend covering purchased goods and services having science-based targets by 2026
- Reduce our absolute scope 3 GHG emissions from categories other than purchased goods and services 42% by 2030, from a 2020 base year.²

Circular economy:

We have set a new target to recover 7 million used TV receivers, modems, WiFi pods and mobile phones between January 1, 2021 and the end of 2023. WiFi Pods were first included in Bell's customer facing waste recovery target in 2021 because the collection and reuse of WiFi Pods was a new initiative introduced in 2019. Since 2021 marks the beginning of a new reduction target, we believe it is the most appropriate time to start including this data.

We added a new waste reduction target: Reach and maintain a 15% total waste sent to landfill reduction from base year 2019 by 2025. We selected 2019 as a base year for the data to be comparable and therefore meaningful. We did not select year 2020 as business activities were strongly affected by the COVID-19 pandemic.

Social

Employee wellbeing:

We aim for at least 90% of people leaders to complete base mental health training.

5G network coverage:

Expand 5G network coverage to 70% of Canada's population by the end of 2021, and more than 80% by the end of 2022.

Network reliability:

Maintain network reliability level above 99.99%.

Gender diversity on Board of Directors:

We aim for 35% of gender diverse representation among directors. In alignment with our continuous focus to promote and foster an inclusive environment, we have replaced references to women executives with gender diverse executives, defined as women and executives who identify with a gender other than a man or woman.

Gender diversity in executive representation:

We aim for 35% of gender diverse representation in executive positions (vice-president level and above) by the end of 2023. Our target was to originally meet this ratio by the end 2021, although we have reached 33% in 2021 and we are aiming to reach the 35% target by 2023. In alignment with our continuous focus to promote and foster an inclusive environment, we have replaced references to women executives with gender diverse executives, defined as women and executives who identify with a gender other than a man or woman.

BIPOC:

At least 40% BIPOC representation in new graduate and intern hires. We removed the year 2025 as a target as we have already reached the target and we wish to maintain the minimum rate moving forward.

Customer experience:

We aim to reduce complaints accepted by the Commission for Complaints for Telecom-television Services (CCTS).

Enabling transition to a low-carbon economy:

Increase carbon savings enabled by the use of Bell's technology.

Governance

Data privacy:

We aim for 0 unresolved well-founded privacy complaints from the Office of the Privacy Commissioner of Canada.

Information security:

Improve year-over-year phishing simulation report rate.

Align to ISO 27001 by the end of 2023.

100% of selected team members completed Bell's Be Cyber Sawy information security training program by the end of 2022.

¹ Pending approval by the Science Based Targets initiative (SBTi) Our SBTi may need to be adjusted in the future because SBTi requires that our targets be recalculated at least every 5 years, or more when material changes occur (ex: business acquisitions/divestments) or when SBTi releases new methodologies in updated standards. Performance is based on data from July 1 of the previous year to June 30 of the reporting year.

² Scope 3 categories covered by this target include GHG emissions from capital goods, fuel- and energy-related activities, upstream transportation and distribution, waste generated in operations, business travel, employee commuting, downstream transportation and distribution, use of sold products, end-of-life treatment of sold products, franchises and investments.

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Bell environmental, social and governance priorities assessment

We surveyed and interviewed a sample of our stakeholders which explored a variety of priorities that touched on seven themes as well as the Sustainable Development Goals. Through this survey, we have analyzed two angles of impact. We asked respondents what they thought were the topics that had the greatest impact on Bell's enterprise value and then on society and the environment. The responses received through this exercise influenced the topics discussed in this report.

Economy section separated

We created an economy pillar, where we introduce a new section touching on our sustainable financing strategy and pension plan responsible investing.

Supporting diversity, equity and inclusion in our communities

We created a new section and information sheet on Bell's efforts to support diversity in our community that touches upon Indigenous groups, among other BIPOC efforts.

Restated data

Gender diversity on Board of Directors GRI 102-48

The 2018, 2019, 2020 data for gender diverse representation on the Board of Directors were re-stated to reflect gender diversity instead of women and to adjust this target for all directors, not only on non-executive directors as in past years.

2020 GHG emissions¹ GRI 102-48

Scope 2 emissions are restated to exclude indirect emissions from upstream electricity-related activities, in line with the methodology outlined in the Greenhouse Gas Protocol – A Corporate Accounting and Reporting Standard (Revised Edition). The impact of this adjustment is a decrease of 4%.

Scope 3 emissions are restated to:

- Include indirect emissions from upstream fuel- and energy-related activities. The impact of this adjustment is an increase of 10%
- Exclude indirect emissions from optional activities (which are excluded from the minimum boundary) within the following categories: waste generated in operations, employee commuting and end-of-life treatment of sold products. The impact of this adjustment is an overall decrease of 1%

- Include indirect emissions from the following categories that were previously not quantified because they were deemed to be immaterial: downstream transportation and distribution, franchises and investments. The impact of this adjustment is an overall increase of 4%.

The above-mentioned adjustments made to scope 3 emissions are in line with the methodology outlined in the Greenhouse Gas Protocol – Corporate Value Chain (Scope 3) Accounting and Reporting Standard. The impact of these adjustments is an overall increase of 13%.

CONTENT, DATA COLLECTION AND VERIFICATION GRI 102-56, 102-46, 102-47

We review how and what we report every year, with an effort to continuously improve our reporting processes and procedures for corporate responsibility reporting.

This report focuses on the corporate responsibility issues that are of greatest importance to our stakeholders and that could have an important impact on our business. Please see [Our corporate responsibility approach](#), in the Responsibility section of our website, for details on stakeholder engagement and how report content is determined.

Select key performance metrics were independently assured by PricewaterhouseCoopers LLP (PwC). PwC performed a limited assurance engagement for a select number of Bell's key performance metrics. The results are documented in an [assurance statement](#) available in the Responsibility section of our website.

The [Responsibility](#) section of our website is an essential component of this report and presents additional information on related programs, provides access to specific policies and includes links to complementary information.

We round all figures to the closest full integer in our reporting, unless otherwise specified, and all data are in international units. Unless otherwise indicated, all reported dollar amounts are in Canadian dollars.

The content of this report has been reviewed and approved by directors and vice-presidents who are members of the Corporate Responsibility Board and are responsible for preparing or reviewing, as applicable, the information contained in this report, in accordance of our Certification Procedures related to ESG Disclosures.

¹ 2020 GHG emissions are based on data from July 1, 2019 to June 30, 2020.

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Please email us at ESG@bell.ca and tell us what you think of this report and corporate responsibility at Bell.

If you would like more details about our corporate responsibility and environment activities, please visit our website at BCE.ca/responsibility.