



Supplemental Financial Information

Second Quarter 2017

TSX: RCI | NYSE: RCI

 **ROGERS**TM

Rogers Communications Inc.
Consolidated Financial Results
(unaudited)

(In millions of dollars, except per share amounts)	2017 Year-to-date	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15	Q3'15
Revenue											
Wireless	4,016	2,048	1,968	7,916	2,058	2,037	1,931	1,890	7,651	1,981	1,973
Cable	1,725	870	855	3,449	858	865	870	856	3,465	855	871
Business Solutions	191	96	95	384	96	95	97	96	377	95	94
Media	1,111	637	474	2,146	550	533	615	448	2,079	560	473
Corporate items and intercompany eliminations	(113)	(59)	(54)	(193)	(52)	(38)	(58)	(45)	(158)	(39)	(27)
Revenue	6,930	3,592	3,338	13,702	3,510	3,492	3,455	3,245	13,414	3,452	3,384
Total service revenue ¹	6,680	3,466	3,214	13,027	3,306	3,328	3,308	3,085	12,649	3,214	3,183
Adjusted operating profit (loss)											
Wireless	1,737	924	813	3,285	792	884	846	763	3,239	754	879
Cable	820	428	392	1,674	435	431	415	393	1,658	426	416
Business Solutions	63	32	31	123	30	31	31	31	116	30	31
Media	35	63	(28)	169	49	79	90	(49)	172	56	58
Corporate items and intercompany eliminations	(79)	(37)	(42)	(159)	(47)	(40)	(35)	(37)	(153)	(40)	(39)
Adjusted operating profit ²	2,576	1,410	1,166	5,092	1,259	1,385	1,347	1,101	5,032	1,226	1,345
Deduct (add):											
Stock-based compensation	32	19	13	61	16	18	15	12	55	16	13
Depreciation and amortization	1,080	535	545	2,276	555	575	572	574	2,277	580	576
Impairment of assets and related onerous contract charges	—	—	—	484	484	—	—	—	—	—	—
Gain on disposition of property, plant and equipment	(49)	(49)	—	—	—	—	—	—	—	—	—
Restructuring, acquisition and other	62	34	28	160	34	55	27	44	111	23	37
Finance costs	379	189	190	761	188	188	189	196	774	192	190
Other (income) expense	(42)	(31)	(11)	191	(4)	220	9	(34)	(4)	4	(31)
Net income (loss) before income tax expense (recovery)	1,114	713	401	1,159	(14)	329	535	309	1,819	411	560
Income tax expense (recovery)	289	182	107	324	(5)	109	141	79	477	112	135
Net income (loss)	825	531	294	835	(9)	220	394	230	1,342	299	425
Earnings (loss) per share:											
Basic	\$1.60	\$1.03	\$0.57	\$1.62	(\$0.02)	\$0.43	\$0.77	\$0.45	\$2.61	\$0.58	\$0.83
Diluted	\$1.60	\$1.03	\$0.57	\$1.62	(\$0.04)	\$0.43	\$0.76	\$0.44	\$2.60	\$0.58	\$0.82
Net income (loss)	825	531	294	835	(9)	220	394	230	1,342	299	425
Add (deduct):											
Stock-based compensation	32	19	13	61	16	18	15	12	55	16	13
Restructuring, acquisition and other	62	34	28	160	34	55	27	44	111	23	37
Gain on acquisition of Mobilitycity	—	—	—	—	—	—	—	—	(74)	—	(74)
Loss on non-controlling interest purchase obligation	—	—	—	—	—	—	—	—	72	—	72
Loss on repayment of long-term debt	—	—	—	—	—	—	—	—	7	—	—
(Recovery) loss on wind down of shomi	(20)	(20)	—	140	—	140	—	—	—	—	—
Net loss (gain) on divestitures pertaining to investments	—	—	—	11	—	50	—	(39)	—	—	—
Impairment of assets and related onerous contract charges	—	—	—	484	484	—	—	—	—	—	—
Gain on disposition of property, plant and equipment	(49)	(49)	—	—	—	—	—	—	—	—	—
Income tax impact of above items	(7)	(1)	(6)	(213)	(143)	(56)	(9)	(5)	(40)	(7)	(12)
Income tax adjustment, legislative tax change	—	—	—	3	—	—	—	3	6	—	—
Adjusted net income ²	843	514	329	1,481	382	427	427	245	1,479	331	461
Adjusted earnings per share ² :											
Basic	\$1.64	\$1.00	\$0.64	\$2.88	\$0.74	\$0.83	\$0.83	\$0.48	\$2.87	\$0.64	\$0.90
Diluted	\$1.63	\$1.00	\$0.64	\$2.86	\$0.74	\$0.83	\$0.83	\$0.47	\$2.86	\$0.64	\$0.89

¹ See "Key Performance Indicators".

² Adjusted operating profit, adjusted net income, and adjusted basic and diluted earnings per share are non-GAAP measures and should not be considered substitutes or alternatives for GAAP measures. These are not defined terms under IFRS and do not have standard meanings, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about these measures, including how we calculate them.

Rogers Communications Inc.
Additional Information
(unaudited)

(In millions of dollars, except capital intensity and per share amounts)	2017			2016					2015		
	Year-to-date	Q2'17	Q1'17	Annual	Q4'16	Q3'16	Q2'16	Q1'16	Annual	Q4'15	Q3'15
Additions to property, plant and equipment											
Wireless	318	158	160	702	153	161	207	181	866	235	195
Cable	477	249	228	1,085	284	255	300	246	1,030	308	244
Business Solutions	60	31	29	146	37	33	38	38	187	65	41
Media	26	13	13	62	19	12	13	18	60	28	12
Corporate	130	74	56	357	111	88	89	69	297	137	79
Total additions to property, plant and equipment	1,011	525	486	2,352	604	549	647	552	2,440	773	571
Proceeds from disposition of property, plant and equipment	(74)	(74)	—	—	—	—	—	—	—	—	—
Total additions to property, plant and equipment, net	937	451	486	2,352	604	549	647	552	2,440	773	571
Capital intensity ¹											
Wireless	8.4%	8.2%	8.7%	9.7%	8.2%	8.6%	11.6%	10.4%	12.5%	13.5%	11.0%
Cable	27.7%	28.6%	26.7%	31.5%	33.1%	29.5%	34.5%	28.7%	29.7%	36.0%	28.0%
Business Solutions	31.4%	32.3%	30.5%	38.0%	38.5%	34.7%	39.2%	39.6%	49.6%	68.4%	43.6%
Media	2.3%	2.0%	2.7%	2.9%	3.5%	2.3%	2.1%	4.0%	2.9%	5.0%	2.5%
Consolidated	13.5%	12.6%	14.6%	17.2%	17.2%	15.7%	18.7%	17.0%	18.2%	22.4%	16.9%
Adjusted operating profit ²	2,576	1,410	1,166	5,092	1,259	1,385	1,347	1,101	5,032	1,226	1,345
Deduct (add):											
Additions to property, plant and equipment, net	937	451	486	2,352	604	549	647	552	2,440	773	571
Interest on borrowings, net of capitalized interest	363	181	182	740	182	179	187	192	732	185	180
Cash income taxes paid	312	152	160	295	81	59	18	137	184	(6)	(66)
Free cash flow ²	964	626	338	1,705	392	598	495	220	1,676	274	660
Dividends declared	494	247	247	988	247	247	247	247	988	247	247
Dividends per share	\$0.96	\$0.48	\$0.48	\$1.92	\$0.48	\$0.48	\$0.48	\$0.48	\$1.92	\$0.48	\$0.48

¹ See "Key Performance Indicators".

² Adjusted operating profit and free cash flow are non-GAAP measures and should not be considered substitutes or alternatives for GAAP measures. These are not defined terms under IFRS and do not have standard meanings, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about these measures, including how we calculate them.

Rogers Communications Inc.
Free Cash Flow
(unaudited)

(In millions of dollars)	2017			2016					2015		
	Year-to-date	Q2'17	Q1'17	Annual	Q4'16	Q3'16	Q2'16	Q1'16	Annual	Q4'15	Q3'15
Cash provided by operating activities	1,419	823	596	3,957	1,053	1,185	1,121	598	3,747	950	1,456
Add (deduct):											
Additions to property, plant and equipment, net	(937)	(451)	(486)	(2,352)	(604)	(549)	(647)	(552)	(2,440)	(773)	(571)
Interest on borrowings, net of capitalized interest	(363)	(181)	(182)	(740)	(182)	(179)	(187)	(192)	(732)	(185)	(180)
Restructuring, acquisition and other	62	34	28	160	34	55	27	44	111	23	37
Interest paid	371	133	238	756	124	240	154	238	771	133	234
Change in non-cash operating working capital items	405	227	178	(14)	18	(117)	(35)	120	302	187	(279)
Other adjustments	7	41	(34)	(62)	(51)	(37)	62	(36)	(83)	(61)	(37)
Free cash flow ¹	964	626	338	1,705	392	598	495	220	1,676	274	660

¹ Free cash flow is a non-GAAP measure and should not be considered as a substitute or alternative for GAAP measures. It is not a defined term under IFRS and does not have a standard meaning, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about this measure, including how we calculate it.

Rogers Communications Inc.
Adjusted Net Debt
(unaudited)

(In millions of dollars, except ratios)	2017		2016				2015	
	Q2'17	Q1'17	Q4'16	Q3'16	Q2'16	Q1'16	Q4'15	Q3'15
Current portion of long-term debt	—	500	750	750	750	1,250	1,000	1,000
Long-term debt	14,927	15,434	15,330	15,177	15,239	15,188	15,870	15,487
Deferred transaction costs and discounts	114	117	117	103	106	107	111	102
	15,041	16,051	16,197	16,030	16,095	16,545	16,981	16,589
Add (deduct):								
Net debt derivative assets	(1,378)	(1,555)	(1,683)	(1,753)	(1,651)	(1,503)	(2,028)	(1,779)
Credit risk adjustment related to net debt derivative assets	(31)	(41)	(57)	(76)	(73)	(94)	(152)	(129)
Short-term borrowings	1,988	1,136	800	1,050	1,050	1,005	800	859
Bank advances	74	49	71	11	143	72	(11)	11
Adjusted net debt ¹	15,694	15,640	15,328	15,262	15,564	16,025	15,590	15,551
Divided by: trailing 12-month adjusted operating profit	5,220	5,157	5,092	5,059	5,019	5,009	5,032	5,039
Debt leverage ratio ¹	3.0	3.0	3.0	3.0	3.1	3.2	3.1	3.1

¹ Adjusted net debt and debt leverage ratio are non-GAAP measures and should not be considered substitutes or alternatives for GAAP measures. These are not defined terms under IFRS and do not have standard meanings, so may not be a reliable way to compare us to other companies. See "Non-GAAP Measures" for information about these measures, including how we calculate them.

Rogers Communications Inc.
Consolidated Statements of Financial Position
(unaudited)

(In millions of dollars)	2017		2016				2015	
	Q2'17	Q1'17	Q4'16	Q3'16	Q2'16	Q1'16	Q4'15	Q3'15
ASSETS								
Current assets:								
Cash and cash equivalents	—	—	—	—	—	—	11	—
Accounts receivable	1,884	1,739	1,949	1,889	1,811	1,792	1,792	1,648
Inventories	290	296	315	270	239	320	318	269
Other current assets	292	325	215	338	373	429	303	240
Current portion of derivative instruments	101	118	91	113	92	116	198	178
Total current assets	2,567	2,478	2,570	2,610	2,515	2,657	2,622	2,335
Property, plant and equipment	10,678	10,704	10,749	11,096	11,097	10,999	10,997	10,758
Intangible assets	7,290	7,111	7,130	7,151	7,173	7,206	7,243	7,274
Investments	2,385	2,243	2,174	2,185	2,346	2,381	2,271	2,274
Derivative instruments	1,484	1,605	1,708	1,767	1,681	1,536	1,992	1,742
Other long-term assets	92	94	98	112	136	124	150	211
Deferred tax assets	7	7	8	10	8	9	9	9
Goodwill	3,905	3,905	3,905	3,905	3,905	3,905	3,905	3,901
Total assets	28,408	28,147	28,342	28,836	28,861	28,817	29,189	28,504
LIABILITIES AND SHAREHOLDERS' EQUITY								
Current liabilities:								
Bank advances	74	49	71	11	143	72	—	11
Short-term borrowings	1,988	1,136	800	1,050	1,050	1,005	800	859
Accounts payable and accrued liabilities	2,364	2,345	2,783	2,668	2,584	2,479	2,708	2,337
Income tax payable	105	134	186	213	234	118	96	86
Current portion of provisions	60	101	134	146	27	27	10	12
Unearned revenue	361	446	367	355	371	441	388	410
Current portion of long-term debt	—	500	750	750	750	1,250	1,000	1,000
Current portion of derivative instruments	107	26	22	94	90	65	15	52
Total current liabilities	5,059	4,737	5,113	5,287	5,249	5,457	5,017	4,767
Provisions	33	33	33	29	30	31	50	51
Long-term debt	14,927	15,434	15,330	15,177	15,239	15,188	15,870	15,487
Derivative instruments	153	154	118	219	226	195	95	76
Other long-term liabilities	490	541	562	429	383	445	455	530
Deferred tax liabilities	1,976	1,906	1,917	2,001	1,936	1,923	2,066	1,954
Total liabilities	22,638	22,805	23,073	23,142	23,063	23,239	23,553	22,865
Shareholders' equity	5,770	5,342	5,269	5,694	5,798	5,578	5,636	5,639
Total liabilities and shareholders' equity	28,408	28,147	28,342	28,836	28,861	28,817	29,189	28,504

Rogers Communications Inc.
Consolidated Statements of Cash Flows
(unaudited)

(In millions of dollars)	2017			2016					2015		
	Year-to-date	Q2'17	Q1'17	Annual	Q4'16	Q3'16	Q2'16	Q1'16	Annual	Q4'15	Q3'15
Cash provided by (used in):											
Operating activities:											
Net income (loss) for the period	825	531	294	835	(9)	220	394	230	1,342	299	425
Adjustments to reconcile net income to cash provided by operating activities:											
Depreciation and amortization	1,080	535	545	2,276	555	575	572	574	2,277	580	576
Program rights amortization	36	16	20	71	17	15	18	21	87	21	23
Finance costs	379	189	190	761	188	188	189	196	774	192	190
Income tax expense (recovery)	289	182	107	324	(5)	109	141	79	477	112	135
Stock-based compensation	32	19	13	61	16	18	15	12	55	16	13
Post-employment benefits contributions, net of expense	(59)	(65)	6	(3)	28	30	(71)	10	(16)	31	24
Net loss (gain) on divestitures pertaining to investments	—	—	—	11	—	50	—	(39)	—	—	—
Gain on disposition of property, plant and equipment	(49)	(49)	—	—	—	—	—	—	—	—	—
(Recovery) loss on wind down of shomi	(20)	(20)	—	140	—	140	—	—	—	—	—
Impairment of assets and related onerous contract charges	—	—	—	484	484	—	—	—	—	—	—
Gain on acquisition of Mobilicity	—	—	—	—	—	—	—	—	(74)	—	(74)
Other	(6)	(3)	(3)	34	2	22	—	10	82	13	33
	2,507	1,335	1,172	4,994	1,276	1,367	1,258	1,093	5,004	1,264	1,345
Change in non-cash operating working capital items	(405)	(227)	(178)	14	(18)	117	35	(120)	(302)	(187)	279
	2,102	1,108	994	5,008	1,258	1,484	1,293	973	4,702	1,077	1,624
Income taxes (paid) received	(312)	(152)	(160)	(295)	(81)	(59)	(18)	(137)	(184)	6	66
Interest paid	(371)	(133)	(238)	(756)	(124)	(240)	(154)	(238)	(771)	(133)	(234)
Cash provided by operating activities	1,419	823	596	3,957	1,053	1,185	1,121	598	3,747	950	1,456
Investing activities:											
Additions to property, plant and equipment, net	(937)	(451)	(486)	(2,352)	(604)	(549)	(647)	(552)	(2,440)	(773)	(571)
Additions to program rights	(33)	(19)	(14)	(46)	(3)	(19)	(14)	(10)	(64)	(27)	(19)
Changes in non-cash working capital related to property, plant and equipment and intangible assets	(88)	(7)	(81)	(103)	44	(42)	32	(137)	(116)	167	(145)
Acquisitions and strategic transactions, net of cash acquired	(184)	(184)	—	—	—	—	—	—	(1,077)	(5)	(471)
Other	(52)	(26)	(26)	45	49	(11)	47	(40)	(70)	(32)	(4)
Cash used in investing activities	(1,294)	(687)	(607)	(2,456)	(514)	(621)	(582)	(739)	(3,767)	(670)	(1,210)
Financing activities:											
Net proceeds received (repayments) on short-term borrowings	1,225	889	336	—	(250)	—	45	205	(42)	(59)	(158)
Net (repayment) issuance of long-term debt	(848)	(795)	(53)	(538)	(57)	(215)	(385)	119	754	82	141
Net (payments) proceeds on settlement of debt derivatives and forward contracts	(11)	(8)	(3)	(45)	(28)	25	(23)	(19)	129	(25)	—
Transaction costs incurred	—	—	—	(17)	(17)	—	—	—	(9)	(9)	—
Dividends paid	(494)	(247)	(247)	(988)	(247)	(247)	(247)	(247)	(977)	(247)	(247)
Other	—	—	—	5	—	5	—	—	—	—	—
Cash (used in) provided by financing activities	(128)	(161)	33	(1,583)	(599)	(432)	(610)	58	(145)	(258)	(264)
Change in cash and cash equivalents	(3)	(25)	22	(82)	(60)	132	(71)	(83)	(165)	22	(18)
(Bank advances) cash and cash equivalents, beginning of period	(71)	(49)	(71)	11	(11)	(143)	(72)	11	176	(11)	7
(Bank advances) cash and cash equivalents, end of period	(74)	(74)	(49)	(71)	(71)	(11)	(143)	(72)	11	11	(11)

Rogers Communications Inc.
Wireless
(unaudited)

(In millions of dollars, except margins)	2017			2016					2015		
	Year-to-date	Q2'17	Q1'17	Annual	Q4'16	Q3'16	Q2'16	Q1'16	Annual	Q4'15	Q3'15
Revenue											
Service revenue	3,774	1,925	1,849	7,258	1,858	1,878	1,788	1,734	6,902	1,747	1,776
Equipment revenue	242	123	119	658	200	159	143	156	749	234	197
Revenue	4,016	2,048	1,968	7,916	2,058	2,037	1,931	1,890	7,651	1,981	1,973
Operating expenses											
Cost of equipment	902	446	456	1,947	584	469	434	460	1,845	569	460
Other operating expenses	1,377	678	699	2,684	682	684	651	667	2,567	658	634
Operating expenses	2,279	1,124	1,155	4,631	1,266	1,153	1,085	1,127	4,412	1,227	1,094
Adjusted operating profit	1,737	924	813	3,285	792	884	846	763	3,239	754	879
Adjusted operating profit margin as a % of service revenue	46.0%	48.0%	44.0%	45.3%	42.6%	47.1%	47.3%	44.0%	46.9%	43.2%	49.5%
Additions to property, plant and equipment	318	158	160	702	153	161	207	181	866	235	195
Wireless Subscriber Results ¹											
(In thousands, except churn, postpaid ARPA, and blended ARPU)											
Postpaid											
Gross additions	709	366	343	1,521	436	432	349	304	1,354	365	399
Net additions	153	93	60	286	93	114	65	14	106	31	77
Total postpaid subscribers ²	8,710	8,710	8,617	8,557	8,557	8,464	8,350	8,285	8,271	8,271	8,240
Churn (monthly)	1.08%	1.05%	1.10%	1.23%	1.35%	1.26%	1.14%	1.17%	1.27%	1.35%	1.31%
ARPA (monthly)	\$121.95	\$124.31	\$119.61	\$117.37	\$119.90	\$121.39	\$116.06	\$112.23	\$110.74	\$112.07	\$113.34
Prepaid											
Gross additions	363	213	150	761	172	238	194	157	677	179	218
Net (losses) additions	(28)	14	(42)	111	38	67	25	(19)	75	27	77
Total prepaid subscribers ^{2,3}	1,689	1,689	1,675	1,717	1,717	1,679	1,612	1,587	1,606	1,606	1,579
Churn (monthly)	3.85%	3.96%	3.74%	3.32%	2.62%	3.49%	3.57%	3.65%	3.45%	3.17%	3.08%
Blended ARPU (monthly)	\$61.04	\$62.13	\$59.96	\$60.42	\$60.72	\$62.30	\$60.18	\$58.54	\$59.71	\$59.16	\$61.02

¹ Subscriber counts, subscriber churn, postpaid ARPA, and blended ARPU are key performance indicators. See "Key Performance Indicators".

² As at end of period.

³ On July 2, 2015, we acquired approximately 154,000 Wireless prepaid subscribers as a result of our acquisition of Mobility, which are not included in net additions, but do appear in the ending total balance for September 30, 2015.

Rogers Communications Inc.
Cable
(unaudited)

(In millions of dollars, except margins)	2017			2016					2015		
	Year-to-date	Q2'17	Q1'17	Annual	Q4'16	Q3'16	Q2'16	Q1'16	Annual	Q4'15	Q3'15
Revenue											
Internet	789	402	387	1,495	378	381	376	360	1,343	348	344
Television	752	377	375	1,562	386	387	394	395	1,669	403	415
Phone	181	90	91	386	93	95	99	99	445	102	110
Service revenue	1,722	869	853	3,443	857	863	869	854	3,457	853	869
Equipment revenue	3	1	2	6	1	2	1	2	8	2	2
Revenue	1,725	870	855	3,449	858	865	870	856	3,465	855	871
Operating expenses											
Cost of equipment	1	—	1	3	1	—	1	1	4	2	-
Other operating expenses	904	442	462	1,772	422	434	454	462	1,803	427	455
Operating expenses	905	442	463	1,775	423	434	455	463	1,807	429	455
Adjusted operating profit	820	428	392	1,674	435	431	415	393	1,658	426	416
Adjusted operating profit margin	47.5%	49.2%	45.8%	48.5%	50.7%	49.8%	47.7%	45.9%	47.8%	49.8%	47.8%
Additions to property, plant and equipment	477	249	228	1,085	284	255	300	246	1,030	308	244
Subscriber Results ¹											
(In thousands)											
Internet											
Net additions	41	11	30	97	30	39	12	16	37	16	24
Total Internet subscribers ²	2,186	2,186	2,175	2,145	2,145	2,115	2,076	2,064	2,048	2,048	2,032
Television											
Net losses	(49)	(25)	(24)	(76)	(13)	(14)	(23)	(26)	(128)	(24)	(31)
Total Television subscribers ²	1,771	1,771	1,796	1,820	1,820	1,833	1,847	1,870	1,896	1,896	1,920
Phone											
Net additions (losses)	4	2	2	4	4	5	5	(10)	(60)	(15)	(14)
Total Phone subscribers ²	1,098	1,098	1,096	1,094	1,094	1,090	1,085	1,080	1,090	1,090	1,105
Cable homes passed ²	4,269	4,269	4,255	4,241	4,241	4,227	4,173	4,153	4,153	4,153	4,130
Total service units ³											
Net (losses) additions	(4)	(12)	8	25	21	30	(6)	(20)	(151)	(23)	(21)
Total service units ²	5,055	5,055	5,067	5,059	5,059	5,038	5,008	5,014	5,034	5,034	5,057

¹ Subscriber counts are key performance indicators. See "Key Performance Indicators".

² As at end of period.

³ Includes Internet, Television, and Phone subscribers.

Rogers Communications Inc.
Business Solutions
(unaudited)

(In millions of dollars, except margins)	2017			2016						2015		
	Year-to-date	Q2'17	Q1'17	Annual	Q4'16	Q3'16	Q2'16	Q1'16		Annual	Q4'15 ¹	Q3'15
Revenue												
Next generation	157	79	78	307	77	77	78	75		288	74	71
Legacy	30	15	15	71	17	17	17	20		85	20	22
Service revenue	187	94	93	378	94	94	95	95		373	94	93
Equipment revenue	4	2	2	6	2	1	2	1		4	1	1
Revenue	191	96	95	384	96	95	97	96		377	95	94
Operating expenses	128	64	64	261	66	64	66	65		261	65	63
Adjusted operating profit	63	32	31	123	30	31	31	31		116	30	31
Adjusted operating profit margin	33.0%	33.3%	32.6%	32.0%	31.3%	32.6%	32.0%	32.3%		30.8%	31.6%	33.0%
Additions to property, plant and equipment	60	31	29	146	37	33	38	38		187	65	41

¹ The operating results of Internetworking Atlantic Inc. are included in the Business Solutions results of operations from the date of acquisition on November 30, 2015.

Rogers Communications Inc.
Media
(unaudited)

(In millions of dollars, except margins)	2017 Year-to-date	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16	2015 Annual	Q4'15	Q3'15
Revenue	1,111	637	474	2,146	550	533	615	448	2,079	560	473
Operating expenses	1,076	574	502	1,977	501	454	525	497	1,907	504	415
Adjusted operating profit (loss)	35	63	(28)	169	49	79	90	(49)	172	56	58
Adjusted operating profit (loss) margin	3.2%	9.9%	(5.9%)	7.9%	8.9%	14.8%	14.6%	(10.9%)	8.3%	10.0%	12.3%
Additions to property, plant and equipment	26	13	13	62	19	12	13	18	60	28	12

Key Performance Indicators

We measure the success of our strategy using a number of key performance indicators that are defined and discussed in our 2016 Annual MD&A and our Q2 2017 MD&A. We believe these key performance indicators allow us to appropriately measure our performance against our operating strategy as well as against the results of our peers and competitors. The following key performance indicators are not measurements in accordance with IFRS and should not be considered as an alternative to net income or any other measure of performance under IFRS. They include:

- Subscriber counts;
- Subscriber churn (churn);
- Postpaid average revenue per account (ARPA);
- Blended average revenue per user (ARPU);
- Capital intensity; and
- Total service revenue.

Non-GAAP Measures

We use the following non-GAAP measures. These are reviewed regularly by management and our Audit and Risk Committee of our Board of Directors in assessing our performance and making decisions regarding the ongoing operations of our business and its ability to generate cash flows. Some or all of these measures may also be used by investors, lending institutions, and credit rating agencies as indicators of our operating performance, of our ability to incur and service debt, and as measurements to value companies in the telecommunications sector. These are not recognized measures under GAAP and do not have standard meanings under IFRS, so may not be reliable ways to compare us to other companies.

Non-GAAP measure	Why we use it	How we calculate it	Most comparable IFRS financial measure
Adjusted operating profit Adjusted operating profit margin	<ul style="list-style-type: none"> To evaluate the performance of our businesses, and when making decisions about the ongoing operations of the business and our ability to generate cash flows. We believe that certain investors and analysts use adjusted operating profit to measure our ability to service debt and to meet other payment obligations. We also use it as one component in determining short-term incentive compensation for all management employees. 	<p>Adjusted operating profit: Net income add (deduct) income tax expense (recovery), other expense (income), finance costs, restructuring, acquisition and other, loss (gain) on disposition of property, plant and equipment, depreciation and amortization, stock-based compensation, and impairment of assets and related onerous contract charges.</p> <p>Adjusted operating profit margin: Adjusted operating profit divided by revenue (service revenue for Wireless).</p>	Net income
Adjusted net income Adjusted basic and diluted earnings per share	<ul style="list-style-type: none"> To assess the performance of our businesses before the effects of the noted items, because they affect the comparability of our financial results and could potentially distort the analysis of trends in business performance. Excluding these items does not imply that they are non-recurring. 	<p>Adjusted net income: Net income add (deduct) stock-based compensation, restructuring, acquisition and other, impairment of assets and related onerous contract charges, loss (gain) on sale or wind down of investments, loss (gain) on disposal of property, plant and equipment, (gain) on acquisitions, loss on non-controlling interest purchase obligations, loss on repayment of long-term debt, and income tax adjustments on these items, including adjustments as a result of legislative changes.</p> <p>Adjusted basic and diluted earnings per share: Adjusted net income divided by basic and diluted weighted average shares outstanding.</p>	Net income Basic and diluted earnings per share
Free cash flow	<ul style="list-style-type: none"> To show how much cash we have available to repay debt and reinvest in our company, which is an important indicator of our financial strength and performance. We believe that some investors and analysts use free cash flow to value a business and its underlying assets. 	Adjusted operating profit deduct additions to property, plant and equipment net of proceeds on disposition, interest on borrowings net of capitalized interest, and cash income taxes.	Cash provided by operating activities
Adjusted net debt	<ul style="list-style-type: none"> To conduct valuation-related analysis and make decisions about capital structure. We believe this helps investors and analysts analyze our enterprise and equity value and assess our leverage. 	Total long-term debt add (deduct) current portion of long-term debt, deferred transaction costs and discounts, net debt derivative (assets) liabilities, credit risk adjustment related to net debt derivatives, bank advances (cash and cash equivalents), and short-term borrowings.	Long-term debt
Adjusted net debt / adjusted operating profit (debt leverage ratio)	<ul style="list-style-type: none"> To conduct valuation-related analysis and make decisions about capital structure. We believe this helps investors and analysts analyze our enterprise and equity value and assess our leverage. 	Adjusted net debt (defined above) divided by 12-month trailing adjusted operating profit (defined above).	Long-term debt divided by net income