



Supplemental Financial Information

Fourth Quarter 2013

Rogers Communications Inc.
Income Statement - Historical Trend
(Unaudited)

(In millions of dollars, except per share amounts)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Operating revenue										
Wireless	\$ 7,270	\$ 1,851	\$ 1,846	\$ 1,813	\$ 1,760	\$ 7,280	\$ 1,920	\$ 1,889	\$ 1,765	\$ 1,706
Cable	3,475	871	873	870	861	3,358	852	838	843	825
Business Solutions	374	98	93	90	93	351	88	86	90	87
Media	1,704	453	440	470	341	1,620	434	392	440	354
Corporate items and intercompany eliminations	(117)	(30)	(28)	(31)	(28)	(123)	(33)	(29)	(32)	(29)
Total operating revenue	12,706	3,243	3,224	3,212	3,027	12,486	3,261	3,176	3,106	2,943
Adjusted operating profit (loss)										
Wireless	3,157	696	875	821	765	3,063	687	843	796	737
Cable	1,718	433	425	431	429	1,605	421	403	403	378
Business Solutions	106	29	29	25	23	89	27	22	22	18
Media	161	49	55	64	(7)	190	75	50	79	(14)
Corporate items and intercompany eliminations	(149)	(40)	(43)	(35)	(31)	(113)	(34)	(30)	(24)	(25)
Adjusted operating profit¹	4,993	1,167	1,341	1,306	1,179	4,834	1,176	1,288	1,276	1,094
Stock-based compensation (expense) recovery	(84)	(18)	(7)	(1)	(58)	(77)	(57)	(26)	12	(6)
Restructuring, acquisition and other expenses	(85)	(24)	(38)	(14)	(9)	(92)	(10)	(7)	(33)	(42)
Depreciation and amortization	(1,898)	(508)	(477)	(463)	(450)	(1,819)	(453)	(437)	(466)	(463)
Impairment of assets	-	-	-	-	-	(80)	(80)	-	-	-
Operating income²	2,926	617	819	828	662	2,766	576	818	789	583
Finance costs	(742)	(196)	(180)	(185)	(181)	(671)	(183)	(169)	(159)	(160)
Other income (expense)	81	14	(3)	60	10	250	241	(6)	7	8
Income before income taxes	2,265	435	636	703	491	2,345	634	643	637	431
Income tax expense	(596)	(115)	(172)	(171)	(138)	(620)	(112)	(177)	(224)	(107)
Net income from continuing operations	1,669	320	464	532	353	1,725	522	466	413	324
Loss from discontinued operations	-	-	-	-	-	(32)	-	-	(13)	(19)
Net income	\$ 1,669	\$ 320	\$ 464	\$ 532	\$ 353	\$ 1,693	\$ 522	\$ 466	\$ 400	\$ 305
Earnings per share from continuing operations:										
Basic	\$ 3.24	\$ 0.62	\$ 0.90	\$ 1.03	\$ 0.69	\$ 3.32	\$ 1.01	\$ 0.90	\$ 0.79	\$ 0.62
Diluted	\$ 3.22	\$ 0.62	\$ 0.90	\$ 0.93	\$ 0.68	\$ 3.30	\$ 1.01	\$ 0.90	\$ 0.77	\$ 0.61
Earnings per share:										
Basic	\$ 3.24	\$ 0.62	\$ 0.90	\$ 1.03	\$ 0.68	\$ 3.26	\$ 1.01	\$ 0.90	\$ 0.77	\$ 0.58
Diluted	\$ 3.22	\$ 0.62	\$ 0.90	\$ 0.93	\$ 0.68	\$ 3.24	\$ 1.01	\$ 0.90	\$ 0.75	\$ 0.57
Net income from continuing operations	\$ 1,669	\$ 320	\$ 464	\$ 532	\$ 353	\$ 1,725	\$ 522	\$ 466	\$ 413	\$ 324
Add (deduct):										
Stock-based compensation expense (recovery)	84	18	7	1	58	77	57	26	(12)	6
Restructuring, acquisition and other expenses	85	24	38	14	9	92	10	7	33	42
Impairment of assets	-	-	-	-	-	80	80	-	-	-
Gain on sale of TVtopolis	(47)	-	-	(47)	-	-	-	-	-	-
Gain on spectrum distribution	-	-	-	-	-	(233)	(233)	-	-	-
Income tax impact of above items	(30)	(5)	(8)	(11)	(6)	(14)	12	(4)	(10)	(12)
Income tax adjustment, legislative tax change	8	-	-	8	-	54	-	-	54	-
Adjusted net income¹	\$ 1,769	\$ 357	\$ 501	\$ 497	\$ 414	\$ 1,781	\$ 448	\$ 495	\$ 478	\$ 360
Adjusted earnings per share from continuing operations ¹ :										
Basic	\$ 3.43	\$ 0.69	\$ 0.97	\$ 0.97	\$ 0.80	\$ 3.43	\$ 0.87	\$ 0.96	\$ 0.92	\$ 0.69
Diluted	\$ 3.42	\$ 0.69	\$ 0.97	\$ 0.96	\$ 0.80	\$ 3.41	\$ 0.86	\$ 0.96	\$ 0.91	\$ 0.68

¹Adjusted operating profit, adjusted net income and adjusted basic and diluted earnings per share are non-GAAP measures and should not be considered as a substitute or alternative for GAAP measures. They are not defined terms under IFRS, and do not have standardized 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.

²As defined. See "Additional GAAP Measures"

Rogers Communications Inc.
Additional Information
(Unaudited)

(In millions of dollars, except where otherwise indicated)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Additions to property, plant and equipment										
Wireless	\$ 865	\$ 243	\$ 192	\$ 191	\$ 239	\$ 1,123	\$ 386	\$ 299	\$ 215	\$ 223
Cable	1,105	358	299	267	181	832	259	186	199	188
Business Solutions	107	41	20	31	15	61	16	15	15	15
Media	79	34	18	16	11	55	23	11	11	10
Corporate	84	27	19	20	18	71	23	17	18	13
Total additions to property, plant and equipment	\$ 2,240	\$ 703	\$ 548	\$ 525	\$ 464	\$ 2,142	\$ 707	\$ 528	\$ 458	\$ 449
Capital intensity ¹										
Wireless	12.8%	14.6%	11.1%	11.4%	14.2%	16.7%	22.6%	17.1%	13.0%	13.8%
Cable	31.8%	41.1%	34.2%	30.7%	21.0%	24.8%	30.4%	22.2%	23.6%	22.8%
Business Solutions	28.6%	41.8%	21.5%	34.4%	16.1%	17.4%	18.2%	17.4%	16.7%	17.2%
Media	4.6%	7.5%	4.1%	3.4%	3.2%	3.4%	5.3%	2.8%	2.5%	2.8%
Consolidated	17.6%	21.7%	17.0%	16.3%	15.3%	17.2%	21.7%	16.6%	14.7%	15.3%
Adjusted operating profit ²	\$ 4,993	\$ 1,167	\$ 1,341	\$ 1,306	\$ 1,179	\$ 4,834	\$ 1,176	\$ 1,288	\$ 1,276	\$ 1,094
Add (deduct):										
Property, plant and equipment expenditures	(2,240)	(703)	(548)	(525)	(464)	(2,142)	(707)	(528)	(458)	(449)
Interest on long-term debt, net of capitalization	(709)	(185)	(173)	(179)	(172)	(663)	(173)	(171)	(162)	(157)
Pre-tax free cash flow ²	2,044	279	620	602	543	2,029	296	589	656	488
Cash income taxes	(496)	(170)	(114)	(97)	(115)	(380)	(257)	(28)	(23)	(72)
After-tax free cash flow ²	\$ 1,548	\$ 109	\$ 506	\$ 505	\$ 428	\$ 1,649	\$ 39	\$ 561	\$ 633	\$ 416
Weighted average number of shares outstanding	515	515	515	515	515	519	515	515	521	525
Pre-tax free cash flow per share ²	\$ 3.97	\$ 0.54	\$ 1.20	\$ 1.17	\$ 1.05	\$ 3.91	\$ 0.57	\$ 1.14	\$ 1.26	\$ 0.93
Dividends declared	\$ 896	\$ 224	\$ 224	\$ 224	\$ 224	\$ 820	\$ 204	\$ 204	\$ 205	\$ 207
Dividends per share	1.74	0.435	0.435	0.435	0.435	1.58	0.395	0.395	0.395	0.395

¹As defined. See "Key Performance Indicators".

²Adjusted operating profit, pre-tax cash flow and after-tax cash flow are non-GAAP measures and should not be considered as a substitute or alternative for GAAP measures. They are not defined terms under IFRS, and do not have standardized 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)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Cash provided by operating activities	\$ 3,990	\$ 1,072	\$ 1,052	\$ 1,061	\$ 805	\$ 3,421	\$ 668	\$ 1,146	\$ 1,079	\$ 528
Add (deduct):										
Property, plant and equipment expenditures	(2,240)	(703)	(548)	(525)	(464)	(2,142)	(707)	(528)	(458)	(449)
Interest on long-term debt expense, net of capitalization	(709)	(185)	(173)	(179)	(172)	(663)	(173)	(171)	(162)	(157)
Restructuring, acquisition and other expenses	85	24	38	14	9	92	10	7	33	42
Cash income taxes	496	170	114	97	115	380	257	28	23	72
Interest paid	700	85	268	125	222	680	125	223	87	245
Non-cash working capital items	(238)	(167)	(128)	10	47	248	108	(113)	53	200
Other adjustments	(40)	(17)	(3)	(1)	(19)	13	8	(3)	1	7
Pre-tax free cash flow ¹	\$ 2,044	\$ 279	\$ 620	\$ 602	\$ 543	\$ 2,029	\$ 296	\$ 589	\$ 656	\$ 488
Cash income taxes	(496)	(170)	(114)	(97)	(115)	(380)	(257)	(28)	(23)	(72)
After-tax free cash flow ¹	\$ 1,548	\$ 109	\$ 506	\$ 505	\$ 428	\$ 1,649	\$ 39	\$ 561	\$ 633	\$ 416

¹Pre-tax cash flow and after-tax cash flow are non-GAAP measures and should not be considered as a substitute or alternative for GAAP measures. They are not defined terms under IFRS, and do not have standardized 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.

Adjusted Net Debt

(In millions of dollars)	2013				2012			
	Q4'13	Q3'13	Q2'13	Q1'13	Q4'12	Q3'12	Q2'12	Q1'12
Long-term debt	\$12,173	\$10,469	\$10,547	\$10,409	\$10,441	\$10,392	\$10,530	\$10,194
Current portion of long-term debt	1,170	1,133	1,157	1,473	348	344	356	-
	13,343	11,602	11,704	11,882	10,789	10,736	10,886	10,194
Add (deduct):								
Net Debt Derivatives (assets) liabilities	(51)	94	211	512	524	578	432	539
Deferred transaction costs and fair value decrement	93	76	79	82	69	73	70	65
Short-term borrowings	650	650	650	400	-	-	-	-
Cash and cash equivalents	(2,301)	(844)	(875)	(1,434)	(213)	(459)	(603)	44
Adjusted net debt¹	\$11,734	\$11,578	\$11,769	\$11,442	\$11,169	\$10,928	\$10,785	\$10,842

¹Adjusted net debt is a non-GAAP measure and should not be considered as a substitute or alternative for GAAP measures. This is not a defined term under IFRS, and does not have standardized 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.
Balance Sheet – Historical Trend
(Unaudited)

(In millions of dollars)

	Q4'13	Q3'13	Q2'13	Q1'13	Q4'12	Q3'12	Q2'12	Q1'12
ASSETS								
Current assets:								
Cash and cash equivalents	\$ 2,301	\$ 844	\$ 875	\$ 1,434	\$ 213	\$ 459	\$ 603	\$ -
Accounts receivable	1,509	1,364	1,416	1,365	1,536	1,429	1,365	1,351
Other current assets	438	554	567	750	464	399	527	471
Current portion of derivative instruments	73	21	43	23	8	6	15	10
Total current assets	4,321	2,783	2,901	3,572	2,221	2,293	2,510	1,832
Property, plant and equipment	10,255	9,964	9,848	9,625	9,576	9,289	9,163	9,130
Goodwill	3,751	3,652	3,648	3,215	3,215	3,282	3,280	3,280
Intangible assets	3,211	3,187	3,219	2,970	2,951	2,630	2,633	2,685
Investments	1,487	1,460	1,408	1,591	1,484	1,445	1,052	1,165
Derivative instruments	148	83	127	64	42	20	93	39
Other long-term assets	397	339	324	154	98	133	133	130
Deferred tax assets	31	29	26	39	31	40	38	39
Total assets	\$23,601	\$21,497	\$21,501	\$21,230	\$19,618	\$19,132	\$18,902	\$18,300
LIABILITIES AND SHAREHOLDERS' EQUITY								
Current liabilities:								
Bank advances	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 44
Short-term borrowings	650	650	650	400	-	-	-	-
Accounts payable and accrued liabilities	2,344	1,930	1,986	2,010	2,135	1,852	1,732	1,651
Income tax payable	22	146	78	38	24	150	135	24
Current portion of provisions	7	6	6	7	7	25	26	27
Current portion of long-term debt	1,170	1,133	1,157	1,473	348	344	356	-
Current portion of derivative instruments	63	103	269	363	144	161	136	49
Unearned revenue	350	324	344	352	344	311	343	348
Total current liabilities	4,606	4,292	4,490	4,643	3,002	2,843	2,728	2,143
Provisions	40	34	34	34	31	34	34	37
Long-term debt	12,173	10,469	10,547	10,409	10,441	10,392	10,530	10,194
Derivative instruments	83	114	135	209	417	431	382	516
Other long-term liabilities	328	459	438	448	458	240	250	261
Deferred tax liabilities	1,702	1,624	1,603	1,517	1,501	1,569	1,483	1,410
Total liabilities	18,932	16,992	17,247	17,260	15,850	15,509	15,407	14,561
Shareholders' equity	4,669	4,505	4,254	3,970	3,768	3,623	3,495	3,739
Total liabilities and equity	\$23,601	\$21,497	\$21,501	\$21,230	\$19,618	\$19,132	\$18,902	\$18,300

Rogers Communications Inc.
Cash Flow – Historical Trend
(Unaudited)

(In millions of dollars)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Cash provided by (used in):										
Operating activities:										
Net income for the period	\$ 1,669	\$ 320	\$ 464	\$ 532	\$ 353	\$ 1,693	\$ 522	\$ 466	\$ 400	\$ 305
Adjustments to reconcile net income to net cash flows from operating activities:										
Depreciation and amortization	1,898	508	477	463	450	1,819	453	437	466	463
Impairment of assets	-	-	-	-	-	80	80	-	-	-
Gain on sale of TVtropolis	(47)	-	-	(47)	-	-	-	-	-	-
Program rights amortization	52	17	11	11	13	73	13	11	27	22
Finance costs	742	196	180	185	181	671	183	169	159	160
Income tax expense	596	115	172	171	138	610	112	177	220	101
Pension contributions, net of expense	(32)	(7)	(8)	(14)	(3)	(36)	(7)	(11)	(14)	(4)
Stock-based compensation expense	84	18	7	1	58	77	57	26	(12)	6
Gain on spectrum distribution	-	-	-	-	-	(233)	(233)	-	-	-
Other	(14)	(7)	3	(9)	(1)	(25)	(22)	9	(4)	(8)
	4,948	1,160	1,306	1,293	1,189	4,729	1,158	1,284	1,242	1,045
Change in non-cash operating working capital items	238	167	128	(10)	(47)	(248)	(108)	113	(53)	(200)
	5,186	1,327	1,434	1,283	1,142	4,481	1,050	1,397	1,189	845
Income taxes paid	(496)	(170)	(114)	(97)	(115)	(380)	(257)	(28)	(23)	(72)
Interest paid	(700)	(85)	(268)	(125)	(222)	(680)	(125)	(223)	(87)	(245)
	3,990	1,072	1,052	1,061	805	3,421	668	1,146	1,079	528
Investing activities:										
Additions to property, plant and equipment	(2,240)	(703)	(548)	(525)	(464)	(2,142)	(707)	(528)	(458)	(449)
Change in non-cash working capital items related to property, plant and equipment	(114)	41	(20)	(83)	(52)	136	185	53	(7)	(95)
Acquisitions and other strategic transactions, net of cash acquired	(1,080)	(233)	(6)	(541)	(300)	-	-	-	-	-
Proceeds on sale of TVtropolis	59	-	-	-	59	-	-	-	-	-
Investments	-	-	-	-	-	(707)	(167)	(540)	-	-
Additions to program rights	(69)	(28)	(15)	(12)	(14)	(90)	(23)	(46)	(3)	(18)
Other	(29)	3	(7)	(1)	(24)	(31)	2	(19)	(8)	(6)
	(3,473)	(920)	(596)	(1,162)	(795)	(2,834)	(710)	(1,080)	(476)	(568)
Financing activities:										
Issuance of long-term debt	2,578	1,548	-	-	1,030	2,090	-	-	1,500	590
Repayment of long-term debt	(356)	-	-	(356)	-	(1,240)	-	-	(890)	(350)
Payment on settlement of cross-currency interest rate exchange agreements and debt-related forward contracts	(1,029)	-	(263)	(766)	-	-	-	-	-	-
Proceeds on settlement of cross-currency interest rate exchange agreements and debt-related forward contracts	662	-	-	662	-	-	-	-	-	-
Transaction costs incurred	(37)	(20)	-	(2)	(15)	(14)	-	(5)	(9)	-
Proceeds received on short-term borrowings	650	-	-	250	400	-	-	-	-	-
Issuance (repurchase) of Class B Non-Voting shares	(21)	1	-	(22)	-	(350)	-	-	(350)	-
Dividends paid	(876)	(224)	(224)	(224)	(204)	(803)	(204)	(205)	(207)	(187)
	1,571	1,305	(487)	(458)	1,211	(317)	(204)	(210)	44	53
Change in cash and cash equivalents	2,088	1,457	(31)	(559)	1,221	270	(246)	(144)	647	13
Cash and cash equivalents, beginning of period	213	844	875	1,434	213	(57)	459	603	(44)	(57)
Cash and cash equivalents, end of period	\$ 2,301	\$ 2,301	\$ 844	\$ 875	\$ 1,434	\$ 213	\$ 213	\$ 459	\$ 603	\$ (44)

Rogers Communications Inc.
Wireless – Historical Trend
(Unaudited)

(In millions of dollars, except where otherwise indicated)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Operating revenue										
Network revenue	\$6,748	\$1,669	\$1,726	\$1,670	\$1,683	\$6,719	\$1,711	\$1,744	\$1,652	\$1,612
Equipment sales	522	182	120	143	77	561	209	145	113	94
Total operating revenue	7,270	1,851	1,846	1,813	1,760	7,280	1,920	1,889	1,765	1,706
Operating expenses										
Cost of equipment sales	(1,535)	(487)	(321)	(378)	(349)	(1,585)	(558)	(379)	(324)	(324)
Other operating expenses	(2,578)	(668)	(650)	(614)	(646)	(2,632)	(675)	(667)	(645)	(645)
	(4,113)	(1,155)	(971)	(992)	(995)	(4,217)	(1,233)	(1,046)	(969)	(969)
Adjusted operating profit	3,157	696	875	821	765	3,063	687	843	796	737
Adjusted operating profit margin as % of network revenue	46.8%	41.7%	50.7%	49.2%	45.5%	45.6%	40.2%	48.3%	48.2%	45.7%
Additions to property, plant and equipment	\$ 865	\$ 243	\$ 192	\$ 191	\$ 239	\$1,123	\$ 386	\$ 299	\$ 215	\$ 223
Data revenue included in network revenue	\$3,175	\$ 825	\$ 824	\$ 764	\$ 762	\$2,722	\$ 727	\$ 719	\$ 649	\$ 627
Data revenue as % of network revenue	47%	49%	48%	46%	45%	41%	42%	41%	39%	39%
ARPU ¹										
Postpaid ARPU	\$67.76	\$66.34	\$68.77	\$67.36	\$68.56	\$69.30	\$69.75	\$71.50	\$68.46	\$67.39
Prepaid ARPU	\$15.64	\$15.49	\$16.84	\$15.79	\$14.63	\$15.84	\$15.83	\$16.73	\$15.91	\$14.99
Blended ARPU	\$59.58	\$58.59	\$60.81	\$59.30	\$59.68	\$59.79	\$60.48	\$61.92	\$59.10	\$57.65
Postpaid ¹										
Gross additions	1,409	357	359	374	319	1,457	387	386	350	334
Net additions	228	34	64	98	32	268	58	76	87	47
Total postpaid subscribers	8,074	8,074	8,040	7,976	7,878	7,846	7,846	7,788	7,708	7,621
Monthly churn	1.24%	1.34%	1.23%	1.17%	1.22%	1.29%	1.40%	1.34%	1.15%	1.26%
Prepaid ¹										
Gross additions	525	120	161	126	118	627	131	186	156	154
Net additions (losses)	(162)	(29)	16	(56)	(93)	(170)	(53)	1	(46)	(72)
Total prepaid subscribers	1,429	1,429	1,458	1,442	1,498	1,591	1,591	1,644	1,643	1,689
Monthly churn	3.85%	3.41%	3.33%	4.13%	4.48%	3.98%	3.77%	3.77%	4.04%	4.31%

¹As defined. See "Key Performance Indicators".

Rogers Communications Inc.
Cable – Historical Trend
(Unaudited)

(In millions of dollars, except where otherwise indicated)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Operating revenue										
Television	\$1,809	\$ 442	\$ 452	\$ 457	\$ 458	\$1,868	\$ 462	\$ 466	\$ 475	\$ 465
Internet	1,159	301	294	287	277	998	263	249	245	241
Phone	498	125	125	125	123	477	122	119	120	116
Service revenue	3,466	868	871	869	858	3,343	847	834	840	822
Equipment sales	9	3	2	1	3	15	5	4	3	3
Total Cable operating revenue	3,475	871	873	870	861	3,358	852	838	843	825
Operating expenses										
Cost of equipment sales	(6)	(2)	(2)	-	(2)	(20)	(6)	(5)	(6)	(3)
Other operating expenses	(1,751)	(436)	(446)	(439)	(430)	(1,733)	(425)	(430)	(434)	(444)
Total operating expenses	(1,757)	(438)	(448)	(439)	(432)	(1,753)	(431)	(435)	(440)	(447)
Adjusted operating profit	1,718	433	425	431	429	1,605	421	403	403	378
Adjusted operating profit margin	49.4%	49.7%	48.7%	49.5%	49.8%	47.8%	49.4%	48.1%	47.8%	45.8%
Additions to property, plant and equipment	\$1,105	\$ 358	\$ 299	\$ 267	\$ 181	\$ 832	\$ 259	\$ 186	\$ 199	\$ 188
Cable homes passed	3,978	3,978	3,956	3,909	3,828	3,810	3,810	3,799	3,777	3,764
Television ¹										
Net losses	(127)	(28)	(39)	(35)	(25)	(83)	(25)	(16)	(21)	(21)
Total television subscribers	2,127	2,127	2,155	2,194	2,189	2,214	2,214	2,239	2,255	2,276
Internet ¹										
Net additions	63	13	18	6	26	73	22	29	9	13
Total Internet subscribers	1,961	1,961	1,948	1,930	1,890	1,864	1,864	1,844	1,815	1,806
Phone ¹										
Net additions	42	5	3	17	17	23	10	4	8	1
Total phone subscribers	1,153	1,153	1,148	1,145	1,091	1,074	1,074	1,065	1,061	1,053
Total service units ¹										
Net additions (losses)	(22)	(10)	(18)	(12)	18	13	7	17	(4)	(7)
Total service units	5,241	5,241	5,251	5,269	5,170	5,152	5,152	5,148	5,131	5,135

¹As defined. See "Key Performance Indicators".

Rogers Communications Inc.
Business Solutions – Historical Trend
(Unaudited)

(In millions of dollars, except margins)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Operating revenue										
Next generation	\$ 213	\$ 63	\$ 54	\$ 52	\$ 44	\$ 162	\$ 43	\$ 41	\$ 43	\$ 35
Legacy	149	34	38	37	40	183	43	44	46	50
Service revenue	362	97	92	89	84	345	86	85	89	85
Equipment sales	12	1	1	1	9	6	2	1	1	2
Total RBS operating revenue	374	98	93	90	93	351	88	86	90	87
Operating expenses	(268)	(69)	(64)	(65)	(70)	(262)	(61)	(64)	(68)	(69)
Adjusted operating profit	106	29	29	25	23	89	27	22	22	18
Adjusted operating profit margin	28.3%	29.6%	31.2%	27.8%	24.7%	25.4%	30.7%	25.6%	24.4%	20.7%
Additions to property, plant and equipment	\$ 107	\$ 41	\$ 20	\$ 31	\$ 15	\$ 61	\$ 16	\$ 15	\$ 15	\$ 15

Rogers Communications Inc.
Media – Historical Trend
(Unaudited)

(In millions of dollars, except margins)	2013					2012				
	Total	Q4'13	Q3'13	Q2'13	Q1'13	Total	Q4'12	Q3'12	Q2'12	Q1'12
Operating revenue	\$1,704	\$ 453	\$ 440	\$ 470	\$ 341	\$1,620	\$ 434	\$ 392	\$ 440	\$ 354
Operating expenses	(1,543)	(404)	(385)	(406)	(348)	(1,430)	(359)	(342)	(361)	(368)
Adjusted operating profit (loss)	161	49	55	64	(7)	190	75	50	79	(14)
Adjusted operating profit (loss) margin	9.4%	10.8%	12.5%	13.6%	(2.1%)	11.7%	17.3%	12.8%	18.0%	(4.0%)
Additions to property, plant and equipment	\$ 79	\$ 34	\$ 18	\$ 16	\$ 11	\$ 55	\$ 23	\$ 11	\$ 11	\$ 10

Key Performance Indicators

We measure the success of our strategy using a number of key performance indicators, which are outlined below. 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.

Subscriber Counts: We determine the number of subscribers to our services based on active subscribers. When subscribers are deactivated, either voluntarily or involuntarily for non-payment, they are considered to be deactivations in the period the services are discontinued.

Wireless

- A wireless subscriber is represented by each identifiable telephone number.
- We report wireless subscribers in two categories: postpaid and prepaid. Postpaid and prepaid include voice-only subscribers, data-only subscribers, and subscribers with service plans integrating both voice and data.
- Wireless prepaid subscribers are considered active for a period of 180 days from the date of their last revenue-generating usage.

Cable

- Cable Television and Internet subscribers are represented by a dwelling unit, and cable Phone subscribers are represented by line counts.
- When there is more than one unit in one dwelling, like an apartment building, each tenant with cable service is counted as an individual subscriber, whether the service is invoiced separately or included in the tenant's rent. Institutional units, like hospitals or hotels, are each considered to be one subscriber.
- Cable Television, Internet, and Phone subscribers include only those subscribers who have service installed and operating, and who are being billed accordingly.

Subscriber Churn: Subscriber churn is a measure of the number of subscribers that deactivated as a percentage of the total subscriber base, usually calculated on a monthly basis. Subscriber churn tells us our success in retaining our subscribers. We calculate it by dividing the number of Wireless subscribers deactivating (usually monthly) by the aggregate number of subscribers at the beginning of the period. When used or reported for a period greater than one month, subscriber churn represents the sum of the number of subscribers deactivating for each period incurred divided by the sum of the aggregate number of subscribers at the beginning of each period incurred.

Average Revenue per User: Average Revenue per User (ARPU) helps us identify trends and measure our success in attracting and retaining higher value subscribers. We calculate it by dividing revenue (usually monthly) by the average number of subscribers in the period. For Wireless, ARPU is calculated using network revenue. When used with a particular type of subscriber, ARPU is the monthly revenue generated from those subscribers, divided by the average number of those subscribers during the month.

Capital Intensity: Capital intensity allows us to compare the level of our additions to property, plant and equipment to that of other companies within the same industry. We calculate it by dividing additions to property, plant and equipment by operating revenue. For Wireless, capital intensity calculated using network revenue. We use it to evaluate the performance of our assets and when making decisions about the capital expenditures. We believe that certain investors and analysts use capital intensity to measure the performance of asset purchases and construction in relation to revenue.

Additional GAAP Measures

We include operating income as an additional GAAP measure in our consolidated statements of income because we believe it is representative of our normal course of operating activities, provides relevant information that can be used to assess our consolidated performance and is meaningful to investors. We calculate by taking revenue and deducting operating expenses, including restructuring, acquisition and other expenses and depreciation and amortization, as shown on our consolidated statements of income.

Non-GAAP Measures

We use the following Non-GAAP measures. These are reviewed regularly by management and our Board in assessing our performance and making decisions regarding the ongoing operations of our business and its ability to generate cash flows. These measures are also used by investors, lending institutions and credit rating agencies as an indicator of our operating performance, our ability to incur and service debt, and as a measurement to value companies in the telecommunications sector. These are not recognized measures under GAAP and do not have standardized meaning under IFRS, so they may not be a reliable way 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 or loss and related 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. 	Operating income <i>add back</i> depreciation and amortization, impairment of assets, stock-based compensation expense (recovery) and restructuring, acquisition and other expenses	Operating 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 these 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 they are non-recurring. 	Net income from continuing operations <i>add back</i> stock-based compensation expense (recovery), restructuring, acquisition and other expenses, impairment of assets, gain on spectrum distribution, gain on sale of investment, income tax adjustments on these items including adjustments due to legislative change	Net income Earnings per share
Pre-tax and after-tax free cash flow	<ul style="list-style-type: none"> An important indicator of our financial strength and performance because it shows how much cash we have available to repay debt and reinvest in our company. We believe that some investors and analysts use free cash flow to value a business and its underlying assets. 	Adjusted operating profit <i>minus</i> spending on property, plant and equipment, interest on long-term debt net of interest capitalized	Cash flows from 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 various leverage ratios as performance measures. 	Total long-term debt <i>plus</i> current portion of long-term debt, net Debt Derivative liabilities, deferred transaction costs, short-term borrowings, <i>minus</i> cash and cash equivalents.	Long-term debt