



Supplemental Financial Information

Fourth Quarter 2014

WIRELESS | CABLE | MEDIA

Rogers Communications Inc.
Consolidated Financial Results
(unaudited)

(In millions of dollars, except per share amounts)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Operating revenue										
Wireless	7,305	1,898	1,880	1,800	1,727	7,270	1,851	1,846	1,813	1,760
Cable	3,467	871	864	872	860	3,475	871	873	870	861
Business Solutions	382	97	96	95	94	374	98	93	90	93
Media	1,826	544	440	475	367	1,704	453	440	470	341
Corporate items and intercompany eliminations	(130)	(44)	(28)	(30)	(28)	(117)	(30)	(28)	(31)	(28)
Operating revenue	12,850	3,366	3,252	3,212	3,020	12,706	3,243	3,224	3,212	3,027
Adjusted operating profit										
Wireless	3,246	725	888	843	790	3,157	696	875	821	765
Cable	1,665	424	409	423	409	1,718	433	425	431	429
Business Solutions	122	34	32	28	28	106	29	29	25	23
Media	131	78	23	54	(24)	161	49	55	64	(7)
Corporate items and intercompany eliminations	(145)	(28)	(40)	(35)	(42)	(149)	(40)	(43)	(35)	(31)
Adjusted operating profit¹	5,019	1,233	1,312	1,313	1,161	4,993	1,167	1,341	1,306	1,179
Stock-based compensation	(37)	(12)	(9)	(11)	(5)	(84)	(18)	(7)	(1)	(58)
Restructuring, acquisition and other	(173)	(43)	(91)	(30)	(9)	(85)	(24)	(38)	(14)	(9)
Depreciation and amortization	(2,144)	(560)	(533)	(532)	(519)	(1,898)	(508)	(477)	(463)	(450)
Finance costs	(817)	(202)	(202)	(188)	(225)	(742)	(196)	(180)	(185)	(181)
Other (expense) income	(1)	10	(12)	(9)	10	81	14	(3)	60	10
Income before income taxes	1,847	426	465	543	413	2,265	435	636	703	491
Income taxes	(506)	(129)	(133)	(138)	(106)	(596)	(115)	(172)	(171)	(138)
Net income	1,341	297	332	405	307	1,669	320	464	532	353
Earnings per share:										
Basic	2.60	0.58	0.64	0.79	0.60	3.24	0.62	0.90	1.03	0.69
Diluted	2.56	0.57	0.64	0.76	0.57	3.22	0.62	0.90	0.93	0.68
Net income	1,341	297	332	405	307	1,669	320	464	532	353
Add (deduct):										
Stock-based compensation	37	12	9	11	5	84	18	7	1	58
Restructuring, acquisition and other	173	43	91	30	9	85	24	38	14	9
Loss on repayment of long-term debt	29	-	-	-	29	-	-	-	-	-
Gain on sale of TVtropolis	-	-	-	-	-	(47)	-	-	(47)	-
Income tax impact of above items	(62)	(11)	(27)	(14)	(10)	(30)	(5)	(8)	(11)	(6)
Income tax adjustment, legislative tax change	14	14	-	-	-	8	-	-	8	-
Adjusted net income¹	1,532	355	405	432	340	1,769	357	501	497	414
Adjusted earnings per share ¹ :										
Basic	2.97	0.69	0.79	0.84	0.66	3.43	0.69	0.97	0.97	0.80
Diluted	2.96	0.69	0.78	0.84	0.66	3.42	0.69	0.97	0.96	0.80

¹ Adjusted 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. 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 where otherwise indicated)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Additions to property, plant and equipment										
Wireless	978	258	285	254	181	865	243	192	191	239
Cable	1,055	291	274	239	251	1,105	358	299	267	181
Business Solutions	146	53	28	39	26	107	41	20	31	15
Media	94	28	23	29	14	79	34	18	16	11
Corporate	93	34	28	15	16	84	27	19	20	18
Total additions to property, plant and equipment	2,366	664	638	576	488	2,240	703	548	525	464
Capital intensity ¹										
Wireless	14.5%	15.2%	16.5%	15.2%	11.1%	12.8%	14.6%	11.1%	11.4%	14.2%
Cable	30.4%	33.4%	31.7%	27.4%	29.2%	31.8%	41.1%	34.2%	30.7%	21.0%
Business Solutions	38.2%	54.6%	29.2%	41.1%	27.7%	28.6%	41.8%	21.5%	34.4%	16.1%
Media	5.1%	5.1%	5.2%	6.1%	3.8%	4.6%	7.5%	4.1%	3.4%	3.2%
Consolidated	18.4%	19.7%	19.6%	17.9%	16.2%	17.6%	21.7%	17.0%	16.3%	15.3%
Adjusted operating profit ²	5,019	1,233	1,312	1,313	1,161	4,993	1,167	1,341	1,306	1,179
Property, plant and equipment expenditures	(2,366)	(664)	(638)	(576)	(488)	(2,240)	(703)	(548)	(525)	(464)
Interest on borrowings, net of capitalization	(756)	(192)	(192)	(189)	(183)	(709)	(185)	(173)	(179)	(172)
Cash income taxes	(460)	(102)	(112)	(112)	(134)	(496)	(170)	(114)	(97)	(115)
Free cash flow ²	1,437	275	370	436	356	1,548	109	506	505	428
Weighted average number of shares outstanding	515	515	515	515	515	515	515	515	515	515
Free cash flow per share	2.79	0.53	0.72	0.85	0.69	3.01	0.21	0.98	0.98	0.83
Dividends declared	942	235	235	235	235	896	224	224	224	224
Dividends per share	1.83	0.4575	0.4575	0.4575	0.4575	1.74	0.435	0.435	0.435	0.435

¹ As defined. See "Key Performance Indicators".

² Adjusted operating profit and free cash flow are non-GAAP measures and should not be considered as a substitute or alternative 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)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Cash provided by operating activities	3,698	1,031	1,057	1,202	408	3,990	1,072	1,052	1,061	805
Add (deduct):										
Property, plant and equipment expenditures	(2,366)	(664)	(638)	(576)	(488)	(2,240)	(703)	(548)	(525)	(464)
Interest on borrowings, net of capitalization	(756)	(192)	(192)	(189)	(183)	(709)	(185)	(173)	(179)	(172)
Restructuring, acquisition and other	173	43	91	30	9	85	24	38	14	9
Interest paid	778	130	261	151	236	700	85	268	125	222
Change in non-cash working capital	(11)	(4)	(172)	(144)	309	(238)	(167)	(128)	10	47
Other adjustments	(79)	(69)	(37)	(38)	65	(40)	(17)	(3)	(1)	(19)
Free cash flow ¹	1,437	275	370	436	356	1,548	109	506	505	428

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)	Q4'14	Q3'14	Q2'14	Q1'14	Q4'13	Q3'13	Q2'13	Q1'13
Current portion of long-term debt	963	930	886	918	1,170	1,133	1,157	1,473
Long-term debt	13,824	13,612	13,335	13,536	12,173	10,469	10,547	10,409
Deferred transaction costs and discounts	108	112	114	113	93	76	79	82
	14,895	14,654	14,335	14,567	13,436	11,678	11,783	11,964
Add (deduct):								
Net debt derivatives (assets) liabilities	(846)	(460)	(110)	(315)	(51)	94	211	512
Short-term borrowings	842	787	808	650	650	650	650	400
Cash and cash equivalents	(176)	(104)	(9)	(2,181)	(2,301)	(844)	(875)	(1,434)
Adjusted net debt ¹	14,715	14,877	15,024	12,721	11,734	11,578	11,769	11,442

¹ Adjusted net debt 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.
Balance Sheet
(unaudited)

(In millions of dollars)

	Q4'14	Q3'14	Q2'14	Q1'14	Q4'13	Q3'13	Q2'13	Q1'13
ASSETS								
Current assets:								
Cash and cash equivalents	176	104	9	2,181	2,301	844	875	1,434
Accounts receivable	1,591	1,452	1,396	1,313	1,509	1,364	1,416	1,365
Inventories	251	305	242	253	276	278	287	229
Other current assets	191	260	300	284	162	276	280	521
Current portion of derivative instruments	136	94	38	105	73	21	43	23
Total current assets	2,345	2,215	1,985	4,136	4,321	2,783	2,901	3,572
Property, plant and equipment	10,655	10,494	10,354	10,268	10,255	9,964	9,848	9,625
Intangible assets	6,588	6,586	6,455	3,195	3,211	3,187	3,219	2,970
Investments	1,898	1,682	1,667	1,636	1,487	1,460	1,408	1,591
Derivative instruments	788	437	169	310	148	83	127	64
Other long-term assets	356	349	346	1,012	397	339	324	154
Deferred tax assets	9	39	38	45	31	29	26	39
Goodwill	3,883	3,759	3,759	3,759	3,751	3,652	3,648	3,215
Total assets	26,522	25,561	24,773	24,361	23,601	21,497	21,501	21,230
LIABILITIES AND SHAREHOLDERS' EQUITY								
Current liabilities:								
Short-term borrowings	842	787	808	650	650	650	650	400
Accounts payable and accrued liabilities	2,578	2,401	2,034	1,839	2,344	1,930	1,986	2,010
Income tax payable	47	188	137	52	22	146	78	38
Current portion of provisions	7	6	6	6	7	6	6	7
Unearned revenue	443	382	404	403	350	324	344	352
Current portion of long-term debt	963	930	886	918	1,170	1,133	1,157	1,473
Current portion of derivative instruments	40	68	93	52	63	103	269	363
Total current liabilities	4,920	4,762	4,368	3,920	4,606	4,292	4,490	4,643
Provisions	55	37	37	37	40	34	34	34
Long-term debt	13,824	13,612	13,335	13,536	12,173	10,469	10,547	10,409
Derivative instruments	11	-	46	20	83	114	135	209
Other long-term liabilities	462	273	246	226	328	459	438	448
Deferred tax liabilities	1,769	1,628	1,619	1,704	1,702	1,624	1,603	1,517
Total liabilities	21,041	20,312	19,651	19,443	18,932	16,992	17,247	17,260
Shareholders' equity	5,481	5,249	5,122	4,918	4,669	4,505	4,254	3,970
Total liabilities and shareholders' equity	26,522	25,561	24,773	24,361	23,601	21,497	21,501	21,230

Rogers Communications Inc.
Cash Flow
(unaudited)

(In millions of dollars)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Cash provided by (used in):										
Operating activities:										
Net income for the period	1,341	297	332	405	307	1,669	320	464	532	353
Adjustments to reconcile net income to net cash flows from operating activities:										
Depreciation and amortization	2,144	560	533	532	519	1,898	508	477	463	450
Program rights amortization	66	19	15	16	16	52	17	11	11	13
Finance costs	817	202	202	188	225	742	196	180	185	181
Income taxes	506	129	133	138	106	596	115	172	171	138
Stock-based compensation	37	12	9	11	5	84	18	7	1	58
Gain on sale of TVtropolis	-	-	-	-	-	(47)	-	-	(47)	-
Post-employment benefits contributions, net of expense	(34)	15	18	18	(85)	(32)	(7)	(8)	(14)	(3)
Other	48	25	16	13	(6)	(14)	(7)	3	(9)	(1)
	<u>4,925</u>	<u>1,259</u>	<u>1,258</u>	<u>1,321</u>	<u>1,087</u>	<u>4,948</u>	<u>1,160</u>	<u>1,306</u>	<u>1,293</u>	<u>1,189</u>
Change in non-cash operating working capital items	11	4	172	144	(309)	238	167	128	(10)	(47)
	<u>4,936</u>	<u>1,263</u>	<u>1,430</u>	<u>1,465</u>	<u>778</u>	<u>5,186</u>	<u>1,327</u>	<u>1,434</u>	<u>1,283</u>	<u>1,142</u>
Income taxes paid	(460)	(102)	(112)	(112)	(134)	(496)	(170)	(114)	(97)	(115)
Interest paid	(778)	(130)	(261)	(151)	(236)	(700)	(85)	(268)	(125)	(222)
Cash provided by operating activities	<u>3,698</u>	<u>1,031</u>	<u>1,057</u>	<u>1,202</u>	<u>408</u>	<u>3,990</u>	<u>1,072</u>	<u>1,052</u>	<u>1,061</u>	<u>805</u>
Investing activities:										
Additions to property, plant and equipment	(2,366)	(664)	(638)	(576)	(488)	(2,240)	(703)	(548)	(525)	(464)
Additions to program rights	(231)	(96)	(113)	(15)	(7)	(69)	(28)	(15)	(12)	(14)
Changes in non-cash working capital items related to property, plant and equipment and intangible assets	153	204	38	(72)	(17)	(114)	41	(20)	(83)	(52)
Acquisitions and strategic transactions, net of cash acquired	(3,456)	(155)	-	(2,643)	(658)	(1,080)	(233)	(6)	(541)	(300)
Proceeds on sale of TVtropolis	-	-	-	-	-	59	-	-	-	59
Other	(51)	(67)	7	12	(3)	(29)	3	(7)	(1)	(24)
Cash used in investing activities	<u>(5,951)</u>	<u>(778)</u>	<u>(706)</u>	<u>(3,294)</u>	<u>(1,173)</u>	<u>(3,473)</u>	<u>(920)</u>	<u>(596)</u>	<u>(1,162)</u>	<u>(795)</u>
Financing activities:										
Proceeds on settlement of cross-currency interest rate exchange agreements and forward contracts	2,150	-	-	-	2,150	662	-	-	662	-
Payments on settlement of cross-currency interest rate exchange agreements and forward contracts	(2,115)	-	-	-	(2,115)	(1,029)	-	(263)	(766)	-
Proceeds received on short-term borrowings	276	55	25	196	-	650	-	-	250	400
Repayment of short-term borrowings	(84)	-	(46)	(38)	-	-	-	-	-	-
Issuance of long-term debt	3,412	530	300	500	2,082	2,578	1,548	-	-	1,030
Repayment of long-term debt	(2,551)	(530)	(300)	(500)	(1,221)	(356)	-	-	(356)	-
Transaction costs incurred	(30)	-	-	(3)	(27)	(37)	(20)	-	(2)	(15)
Repurchase of Class B Non-Voting shares	-	-	-	-	-	(21)	1	-	(22)	-
Dividends paid	(930)	(236)	(235)	(235)	(224)	(876)	(224)	(224)	(224)	(204)
Cash provided by (used in) financing activities	<u>128</u>	<u>(181)</u>	<u>(256)</u>	<u>(80)</u>	<u>645</u>	<u>1,571</u>	<u>1,305</u>	<u>(487)</u>	<u>(458)</u>	<u>1,211</u>
Change in cash and cash equivalents	(2,125)	72	95	(2,172)	(120)	2,088	1,457	(31)	(559)	1,221
Cash and cash equivalents, beginning of period	<u>2,301</u>	<u>104</u>	<u>9</u>	<u>2,181</u>	<u>2,301</u>	<u>213</u>	<u>844</u>	<u>875</u>	<u>1,434</u>	<u>213</u>
Cash and cash equivalents, end of period	<u>176</u>	<u>176</u>	<u>104</u>	<u>9</u>	<u>2,181</u>	<u>2,301</u>	<u>2,301</u>	<u>844</u>	<u>875</u>	<u>1,434</u>

Rogers Communications Inc.
Wireless
(unaudited)

(In millions of dollars, except margins)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Operating revenue										
Network revenue	6,743	1,701	1,732	1,674	1,636	6,748	1,669	1,726	1,670	1,683
Equipment sales	562	197	148	126	91	522	182	120	143	77
Operating revenue	7,305	1,898	1,880	1,800	1,727	7,270	1,851	1,846	1,813	1,760
Operating expenses										
Cost of equipment sales	(1,488)	(497)	(361)	(333)	(297)	(1,535)	(487)	(321)	(378)	(349)
Other operating expenses	(2,571)	(676)	(631)	(624)	(640)	(2,578)	(668)	(650)	(614)	(646)
	(4,059)	(1,173)	(992)	(957)	(937)	(4,113)	(1,155)	(971)	(992)	(995)
Adjusted operating profit	3,246	725	888	843	790	3,157	696	875	821	765
Adjusted operating profit margin as a % of network revenue	48.1%	42.6%	51.3%	50.4%	48.3%	46.8%	41.7%	50.7%	49.2%	45.5%
Additions to property, plant and equipment	978	258	285	254	181	865	243	192	191	239

Subscriber Results ¹

(In thousands, except ARPU and churn)

ARPU (monthly, in dollars)

Postpaid ARPU	66.86	67.43	68.32	66.40	65.20	67.76	66.34	68.77	67.36	68.56
Prepaid ARPU	15.16	15.14	16.47	15.40	13.84	15.64	15.49	16.84	15.79	14.63
Blended ARPU	59.41	59.86	60.96	59.18	57.63	59.58	58.59	60.81	59.30	59.68
Postpaid										
Gross additions	1,238	297	336	312	293	1,409	357	359	374	319
Net (losses) additions	(1)	(58)	17	38	2	228	34	64	98	32
Total postpaid subscribers	8,073	8,073	8,131	8,114	8,076	8,074	8,074	8,040	7,976	7,878
Monthly churn	1.27%	1.46%	1.31%	1.13%	1.20%	1.24%	1.34%	1.23%	1.17%	1.22%
Prepaid										
Gross additions	507	138	165	128	76	525	120	161	126	118
Net (losses) additions	(52)	11	41	(31)	(73)	(162)	(29)	16	(56)	(93)
Total prepaid subscribers	1,377	1,377	1,366	1,325	1,356	1,429	1,429	1,458	1,442	1,498
Monthly churn	3.42%	3.09%	3.12%	3.92%	3.55%	3.85%	3.41%	3.33%	4.13%	4.48%

¹ See "Key Performance Indicators".

Rogers Communications Inc.
Cable
(unaudited)

(In millions of dollars, except margins)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Operating revenue										
Internet	1,245	317	311	312	305	1,159	301	294	287	277
Television	1,734	433	433	437	431	1,809	442	452	457	458
Phone	478	118	118	121	121	498	125	125	125	123
Service revenue	3,457	868	862	870	857	3,466	868	871	869	858
Equipment sales	10	3	2	2	3	9	3	2	1	3
Operating revenue	3,467	871	864	872	860	3,475	871	873	870	861
Operating expenses										
Cost of equipment sales	(6)	(2)	(1)	(1)	(2)	(6)	(2)	(2)	-	(2)
Other operating expenses	(1,796)	(445)	(454)	(448)	(449)	(1,751)	(436)	(446)	(439)	(430)
Total operating expenses	(1,802)	(447)	(455)	(449)	(451)	(1,757)	(438)	(448)	(439)	(432)
Adjusted operating profit	1,665	424	409	423	409	1,718	433	425	431	429
Adjusted operating profit margin	48.0%	48.7%	47.3%	48.5%	47.6%	49.4%	49.7%	48.7%	49.5%	49.8%
Additions to property, plant and equipment	1,055	291	274	239	251	1,105	358	299	267	181

Subscriber Results ¹

(In thousands)	2014					2013				
Cable homes passed	4,068	4,068	4,025	4,004	3,990	3,978	3,978	3,956	3,909	3,828
Internet										
Net additions (losses)	34	(4)	16	2	20	63	13	18	6	26
Total Internet subscribers	2,011	2,011	1,999	1,983	1,981	1,961	1,961	1,948	1,930	1,890
Television										
Net losses	(119)	(36)	(30)	(33)	(20)	(127)	(28)	(39)	(35)	(25)
Total Television subscribers	2,024	2,024	2,044	2,074	2,107	2,127	2,127	2,155	2,194	2,189
Phone										
Net (losses) additions	(14)	(18)	(7)	1	10	42	5	3	17	17
Total Phone subscribers	1,150	1,150	1,157	1,164	1,163	1,153	1,153	1,148	1,145	1,091
Total service units										
Net (losses) additions	(99)	(58)	(21)	(30)	10	(22)	(10)	(18)	(12)	18
Total service units	5,185	5,185	5,200	5,221	5,251	5,241	5,241	5,251	5,269	5,170

¹ See "Key Performance Indicators".

Rogers Communications Inc.
Business Solutions
(unaudited)

(In millions of dollars, except margins)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Operating revenue										
Next generation	271	71	69	67	64	213	63	54	52	44
Legacy	106	24	26	27	29	149	34	38	37	40
Service revenue	377	95	95	94	93	362	97	92	89	84
Equipment sales	5	2	1	1	1	12	1	1	1	9
Operating revenue	382	97	96	95	94	374	98	93	90	93
Operating expenses	(260)	(63)	(64)	(67)	(66)	(268)	(69)	(64)	(65)	(70)
Adjusted operating profit	122	34	32	28	28	106	29	29	25	23
Adjusted operating profit margin	31.9%	35.1%	33.3%	29.5%	29.8%	28.3%	29.6%	31.2%	27.8%	24.7%
Additions to property, plant and equipment	146	53	28	39	26	107	41	20	31	15

Rogers Communications Inc.
Media
(unaudited)

(In millions of dollars, except margins)	2014					2013				
	Total	Q4'14	Q3'14	Q2'14	Q1'14	Total	Q4'13	Q3'13	Q2'13	Q1'13
Operating revenue	1,826	544	440	475	367	1,704	453	440	470	341
Operating expenses	(1,695)	(466)	(417)	(421)	(391)	(1,543)	(404)	(385)	(406)	(348)
Adjusted operating profit (loss)	131	78	23	54	(24)	161	49	55	64	(7)
Adjusted operating profit (loss) margin	7.2%	14.3%	5.2%	11.4%	(6.5%)	9.4%	10.8%	12.5%	13.6%	(2.1%)
Additions to property, plant and equipment	94	28	23	29	14	79	34	18	16	11

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 during a period as a percentage of the total subscriber base, usually calculated on a monthly basis. Subscriber churn measures our success in retaining our subscribers. We calculate it by dividing the number of Wireless subscribers that deactivated (usually in a month) 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 in connection 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. Our additions to property, plant and equipment expenditures exclude purchases of spectrum licences. We calculate capital intensity by dividing additions to property, plant and equipment by operating revenue. For Wireless, capital intensity is calculated using total 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.

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. Some of all of these measures may also be used by investors, lending institutions, and credit rating agencies as an indicator of our operating performance and 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 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. 	<p>Adjusted operating profit: Net income <i>add back</i> income taxes, other expense (income), finance costs, depreciation and amortization, impairment of assets, stock-based compensation, and restructuring, acquisition and other expenses.</p> <p>Adjusted operating profit margin: Adjusted operating profit <i>divided by</i> Operating revenue (network 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 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. 	<p>Net income <i>add back</i> stock-based compensation, restructuring, acquisition and other expenses, impairment of assets, gain on sale of investment, loss on repayment of long-term debt, and income tax adjustments on these items including adjustments due to legislative change.</p>	Net income Earnings per share
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. 	<p>Adjusted operating profit <i>minus</i> spending on property, plant and equipment, interest on borrowings net of interest capitalized, and cash income taxes.</p>	Cash flows 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. 	<p>Total long-term debt <i>plus</i> current portion of long-term debt, deferred transaction costs and discounts, net debt derivative assets or liabilities, and short-term borrowings <i>minus</i> cash and cash equivalents.</p>	Long-term debt
Adjusted net debt to adjusted operating profit	<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. 	<p>Adjusted net debt (defined above) <i>divided by</i> Adjusted operating profit (defined above)</p>	Long-term debt divided by net income