



Supplemental Financial Information

Fourth Quarter 2017

TSX: RCI | NYSE: RCI

 **ROGERS**

Rogers Communications Inc.
Consolidated Financial Results
(unaudited)

(In millions of dollars, except per share amounts)	2017 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Revenue										
Wireless	8,343	2,189	2,138	2,048	1,968	7,916	2,058	2,037	1,931	1,890
Cable	3,466	871	870	870	855	3,449	858	865	870	856
Business Solutions	387	99	97	96	95	384	96	95	97	96
Media	2,153	526	516	637	474	2,146	550	533	615	448
Corporate items and intercompany eliminations	(206)	(53)	(40)	(59)	(54)	(193)	(52)	(38)	(58)	(45)
Revenue	14,143	3,632	3,581	3,592	3,338	13,702	3,510	3,492	3,455	3,245
Total service revenue ¹	13,560	3,430	3,450	3,466	3,214	13,027	3,306	3,328	3,308	3,085
Adjusted operating profit (loss)										
Wireless	3,561	860	964	924	813	3,285	792	884	846	763
Cable	1,709	449	440	428	392	1,674	435	431	415	393
Business Solutions	128	32	33	32	31	123	30	31	31	31
Media	139	39	65	63	(28)	169	49	79	90	(49)
Corporate items and intercompany eliminations	(158)	(40)	(39)	(37)	(42)	(159)	(47)	(40)	(35)	(37)
Adjusted operating profit ²	5,379	1,340	1,463	1,410	1,166	5,092	1,259	1,385	1,347	1,101
Deduct (add):										
Stock-based compensation	61	14	15	19	13	61	16	18	15	12
Depreciation and amortization	2,142	531	531	535	545	2,276	555	575	572	574
Gain on disposition of property, plant and equipment	(49)	—	—	(49)	—	—	—	—	—	—
Restructuring, acquisition and other ³	152	31	59	34	28	644	518	55	27	44
Finance costs	746	184	183	189	190	761	188	188	189	196
Other (income) expense	(19)	3	20	(31)	(11)	191	(4)	220	9	(34)
Net income (loss) before income tax expense (recovery)	2,346	577	655	713	401	1,159	(14)	329	535	309
Income tax expense (recovery)	635	158	188	182	107	324	(5)	109	141	79
Net income (loss)	1,711	419	467	531	294	835	(9)	220	394	230
Earnings (loss) per share:										
Basic	\$3.32	\$0.81	\$0.91	\$1.03	\$0.57	\$1.62	(\$0.02)	\$0.43	\$0.77	\$0.45
Diluted	\$3.31	\$0.81	\$0.91	\$1.03	\$0.57	\$1.62	(\$0.04)	\$0.43	\$0.76	\$0.44
Net income (loss)	1,711	419	467	531	294	835	(9)	220	394	230
Add (deduct):										
Stock-based compensation	61	14	15	19	13	61	16	18	15	12
Restructuring, acquisition and other	152	31	59	34	28	644	518	55	27	44
(Recovery) loss on wind down of shomi	(20)	—	—	(20)	—	140	—	140	—	—
Net loss (gain) on divestitures pertaining to investments	—	—	—	—	—	11	—	50	—	(39)
Gain on disposition of property, plant and equipment	(49)	—	—	(49)	—	—	—	—	—	—
Income tax impact of above items	(36)	(11)	(18)	(1)	(6)	(213)	(143)	(56)	(9)	(5)
Income tax adjustment, legislative tax change	2	2	—	—	—	3	—	—	—	3
Adjusted net income ²	1,821	455	523	514	329	1,481	382	427	427	245
Adjusted earnings per share ² :										
Basic	\$3.54	\$0.88	\$1.02	\$1.00	\$0.64	\$2.88	\$0.74	\$0.83	\$0.83	\$0.48
Diluted	\$3.52	\$0.88	\$1.01	\$1.00	\$0.64	\$2.86	\$0.74	\$0.83	\$0.83	\$0.47

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.

³ In Q4 2017, the impairment of assets and related onerous contract charges of \$484 million recognized in 2016 has been reported within restructuring, acquisition and other compared to a separate classification reported previously.

Rogers Communications Inc.
Additional Information
(unaudited)

(In millions of dollars, except capital intensity and per share amounts)	2017 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Additions to property, plant and equipment										
Wireless	806	269	219	158	160	702	153	161	207	181
Cable	1,172	379	316	249	228	1,085	284	255	300	246
Business Solutions	131	40	31	31	29	146	37	33	38	38
Media	83	39	18	13	13	62	19	12	13	18
Corporate	318	114	74	74	56	357	111	88	89	69
Total additions to property, plant and equipment	2,510	841	658	525	486	2,352	604	549	647	552
Proceeds from disposition of property, plant and equipment	(74)	—	—	(74)	—	—	—	—	—	—
Total additions to property, plant and equipment, net	2,436	841	658	451	486	2,352	604	549	647	552
Capital intensity ¹										
Wireless	10.4%	13.5%	10.9%	8.2%	8.7%	9.7%	8.2%	8.6%	11.6%	10.4%
Cable	33.8%	43.5%	36.3%	28.6%	26.7%	31.5%	33.1%	29.5%	34.5%	28.7%
Business Solutions	33.9%	40.4%	32.0%	32.3%	30.5%	38.0%	38.5%	34.7%	39.2%	39.6%
Media	3.9%	7.4%	3.5%	2.0%	2.7%	2.9%	3.5%	2.3%	2.1%	4.0%
Consolidated	17.2%	23.2%	18.4%	12.6%	14.6%	17.2%	17.2%	15.7%	18.7%	17.0%
Adjusted operating profit ²	5,379	1,340	1,463	1,410	1,166	5,092	1,259	1,385	1,347	1,101
Deduct (add):										
Additions to property, plant and equipment, net	2,436	841	658	451	486	2,352	604	549	647	552
Interest on borrowings, net of capitalized interest	722	179	180	181	182	740	182	179	187	192
Cash income taxes paid	475	76	87	152	160	295	81	59	18	137
Free cash flow ²	1,746	244	538	626	338	1,705	392	598	495	220
Dividends declared	988	247	247	247	247	988	247	247	247	247
Dividends per share	\$1.92	\$0.48	\$0.48	\$0.48	\$0.48	\$1.92	\$0.48	\$0.48	\$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 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Cash provided by operating activities	3,938	1,142	1,377	823	596	3,957	1,053	1,185	1,121	598
Add (deduct):										
Additions to property, plant and equipment, net	(2,436)	(841)	(658)	(451)	(486)	(2,352)	(604)	(549)	(647)	(552)
Interest on borrowings, net of capitalized interest	(722)	(179)	(180)	(181)	(182)	(740)	(182)	(179)	(187)	(192)
Restructuring, acquisition and other	152	31	59	34	28	644	518	55	27	44
Impairment of assets and related onerous contracts charges	—	—	—	—	—	(484)	(484)	—	—	—
Interest paid	735	125	239	133	238	756	124	240	154	238
Change in non-cash operating working capital items	154	15	(266)	227	178	(14)	18	(117)	(35)	120
Other adjustments	(75)	(49)	(33)	41	(34)	(62)	(51)	(37)	62	(36)
Free cash flow ¹	1,746	244	538	626	338	1,705	392	598	495	220

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			
	Q4'17	Q3'17	Q2'17	Q1'17	Q4'16	Q3'16	Q2'16	Q1'16
Current portion of long-term debt	1,756	1,747	—	500	750	750	750	1,250
Long-term debt	12,692	12,655	14,927	15,434	15,330	15,177	15,239	15,188
Deferred transaction costs and discounts	107	110	114	117	117	103	106	107
	14,555	14,512	15,041	16,051	16,197	16,030	16,095	16,545
Add (deduct):								
Net debt derivative assets	(1,129)	(1,196)	(1,378)	(1,555)	(1,683)	(1,753)	(1,651)	(1,503)
Credit risk adjustment related to net debt derivative assets	(17)	(22)	(31)	(41)	(57)	(76)	(73)	(94)
Short-term borrowings	1,585	1,738	1,988	1,136	800	1,050	1,050	1,005
Bank advances	6	35	74	49	71	11	143	72
Adjusted net debt ¹	15,000	15,067	15,694	15,640	15,328	15,262	15,564	16,025
Divided by: trailing 12-month adjusted operating profit	5,379	5,298	5,220	5,157	5,092	5,059	5,019	5,009
Debt leverage ratio ¹	2.8	2.8	3.0	3.0	3.0	3.0	3.1	3.2

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			
	Q4'17	Q3'17	Q2'17	Q1'17	Q4'16	Q3'16	Q2'16	Q1'16
ASSETS								
Current assets:								
Accounts receivable	2,041	1,816	1,884	1,739	1,949	1,889	1,811	1,792
Inventories	313	235	290	296	315	270	239	320
Other current assets	197	240	292	325	215	338	373	429
Current portion of derivative instruments	421	423	101	118	91	113	92	116
Total current assets	2,972	2,714	2,567	2,478	2,570	2,610	2,515	2,657
Property, plant and equipment								
Intangible assets	11,143	10,821	10,678	10,704	10,749	11,096	11,097	10,999
Investments	7,244	7,270	7,290	7,111	7,130	7,151	7,173	7,206
Derivative instruments	2,561	2,569	2,385	2,243	2,174	2,185	2,346	2,381
Other long-term assets	953	988	1,484	1,605	1,708	1,767	1,681	1,536
Deferred tax assets	82	91	92	94	98	112	136	124
Goodwill	3	6	7	7	8	10	8	9
Total assets	28,863	28,364	28,408	28,147	28,342	28,836	28,861	28,817
LIABILITIES AND SHAREHOLDERS' EQUITY								
Current liabilities:								
Bank advances	6	35	74	49	71	11	143	72
Short-term borrowings	1,585	1,738	1,988	1,136	800	1,050	1,050	1,005
Accounts payable and accrued liabilities	2,931	2,589	2,364	2,345	2,783	2,668	2,584	2,479
Income tax payable	62	95	105	134	186	213	234	118
Current portion of provisions	4	4	60	101	134	146	27	27
Unearned revenue	346	274	361	446	367	355	371	441
Current portion of long-term debt	1,756	1,747	—	500	750	750	750	1,250
Current portion of derivative instruments	133	84	107	26	22	94	90	65
Total current liabilities	6,823	6,566	5,059	4,737	5,113	5,287	5,249	5,457
Provisions								
Long-term debt	35	33	33	33	33	29	30	31
Derivative instruments	12,692	12,655	14,927	15,434	15,330	15,177	15,239	15,188
Other long-term liabilities	147	160	153	154	118	219	226	195
Deferred tax liabilities	613	540	490	541	562	429	383	445
Total liabilities	22,516	22,074	22,638	22,805	23,073	23,142	23,063	23,239
Shareholders' equity	6,347	6,290	5,770	5,342	5,269	5,694	5,798	5,578
Total liabilities and shareholders' equity	28,863	28,364	28,408	28,147	28,342	28,836	28,861	28,817

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

(In millions of dollars)	2017 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Cash provided by (used in):										
Operating activities:										
Net income (loss) for the period	1,711	419	467	531	294	835	(9)	220	394	230
Adjustments to reconcile net income to cash provided by operating activities:										
Depreciation and amortization	2,142	531	531	535	545	2,276	555	575	572	574
Program rights amortization	64	15	13	16	20	71	17	15	18	21
Finance costs	746	184	183	189	190	761	188	188	189	196
Income tax expense (recovery)	635	158	188	182	107	324	(5)	109	141	79
Stock-based compensation	61	14	15	19	13	61	16	18	15	12
Post-employment benefits contributions, net of expense	4	28	35	(65)	6	(3)	28	30	(71)	10
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	—	—	—
Other	8	9	5	(3)	(3)	34	2	22	—	10
	5,302	1,358	1,437	1,335	1,172	4,994	1,276	1,367	1,258	1,093
Change in non-cash operating working capital items	(154)	(15)	266	(227)	(178)	14	(18)	117	35	(120)
	5,148	1,343	1,703	1,108	994	5,008	1,258	1,484	1,293	973
Income taxes paid	(475)	(76)	(87)	(152)	(160)	(295)	(81)	(59)	(18)	(137)
Interest paid	(735)	(125)	(239)	(133)	(238)	(756)	(124)	(240)	(154)	(238)
Cash provided by operating activities	3,938	1,142	1,377	823	596	3,957	1,053	1,185	1,121	598
Investing activities:										
Additions to property, plant and equipment, net	(2,436)	(841)	(658)	(451)	(486)	(2,352)	(604)	(549)	(647)	(552)
Additions to program rights	(59)	(21)	(5)	(19)	(14)	(46)	(3)	(19)	(14)	(10)
Changes in non-cash working capital related to property, plant and equipment and intangible assets	109	101	96	(7)	(81)	(103)	44	(42)	32	(137)
Acquisitions and other strategic transactions, net of cash acquired	(184)	—	—	(184)	—	—	—	—	—	—
Other	(60)	21	(29)	(26)	(26)	45	49	(11)	47	(40)
Cash used in investing activities	(2,630)	(740)	(596)	(687)	(607)	(2,456)	(514)	(621)	(582)	(739)
Financing activities:										
Net proceeds received on (repayment of) short-term borrowings	858	(163)	(204)	889	336	—	(250)	—	45	205
Net (repayment) issuance of long-term debt	(1,034)	(3)	(183)	(795)	(53)	(538)	(57)	(215)	(385)	119
Net (payments) proceeds on settlement of debt derivatives and forward contracts	(79)	40	(108)	(8)	(3)	(45)	(28)	25	(23)	(19)
Transaction costs incurred	—	—	—	—	—	(17)	(17)	—	—	—
Dividends paid	(988)	(247)	(247)	(247)	(247)	(988)	(247)	(247)	(247)	(247)
Other	—	—	—	—	—	5	—	5	—	—
Cash (used in) provided by financing activities	(1,243)	(373)	(742)	(161)	33	(1,583)	(599)	(432)	(610)	58
Change in cash and cash equivalents	65	29	39	(25)	22	(82)	(60)	132	(71)	(83)
(Bank advances) cash and cash equivalents, beginning of period	(71)	(35)	(74)	(49)	(71)	11	(11)	(143)	(72)	11
Bank advances, end of period	(6)	(6)	(35)	(74)	(49)	(71)	(71)	(11)	(143)	(72)

Rogers Communications Inc.
Wireless
(unaudited)

(In millions of dollars, except margins)	2017 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Revenue										
Service revenue	7,775	1,990	2,011	1,925	1,849	7,258	1,858	1,878	1,788	1,734
Equipment revenue	568	199	127	123	119	658	200	159	143	156
Revenue	8,343	2,189	2,138	2,048	1,968	7,916	2,058	2,037	1,931	1,890
Operating expenses										
Cost of equipment	2,033	648	483	446	456	1,947	584	469	434	460
Other operating expenses	2,749	681	691	678	699	2,684	682	684	651	667
Operating expenses	4,782	1,329	1,174	1,124	1,155	4,631	1,266	1,153	1,085	1,127
Adjusted operating profit	3,561	860	964	924	813	3,285	792	884	846	763
Adjusted operating profit margin as a % of service revenue	45.8%	43.2%	47.9%	48.0%	44.0%	45.3%	42.6%	47.1%	47.3%	44.0%
Additions to property, plant and equipment	806	269	219	158	160	702	153	161	207	181
Wireless Subscriber Results ¹										
(In thousands, except churn, postpaid ARPA, and blended ARPU)										
Postpaid ²										
Gross additions	1,599	456	434	366	343	1,521	436	432	349	304
Net additions	354	72	129	93	60	286	93	114	65	14
Total postpaid subscribers ³	8,704	8,704	8,839	8,710	8,617	8,557	8,557	8,464	8,350	8,285
Churn (monthly)	1.20%	1.48%	1.16%	1.05%	1.10%	1.23%	1.35%	1.26%	1.14%	1.17%
ARPA (monthly)	\$124.75	\$126.54	\$128.54	\$124.31	\$119.61	\$117.37	\$119.90	\$121.39	\$116.06	\$112.23
Prepaid										
Gross additions	782	165	254	213	150	761	172	238	194	157
Net additions (losses)	61	(8)	97	14	(42)	111	38	67	25	(19)
Total prepaid subscribers ³	1,778	1,778	1,786	1,689	1,675	1,717	1,717	1,679	1,612	1,587
Churn (monthly)	3.48%	3.22%	3.04%	3.96%	3.74%	3.32%	2.62%	3.49%	3.57%	3.65%
Blended ARPU (monthly) ²	\$62.31	\$63.46	\$63.78	\$62.13	\$59.96	\$60.42	\$60.72	\$62.30	\$60.18	\$58.54

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

² Effective October 1, 2017, and on a prospective basis, we reduced our Wireless postpaid subscriber base by 207,000 subscribers to remove a low-ARPU public services customer that is in the process of migrating to another service provider. We believe adjusting our base for a customer of this size that migrates off our network provides a more meaningful reflection of the underlying organic performance of our Wireless business.

³ As at end of period.

Rogers Communications Inc.
Cable
(unaudited)

(In millions of dollars, except margins)	2017 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Revenue										
Internet	1,606	413	404	402	387	1,495	378	381	376	360
Television	1,501	372	377	377	375	1,562	386	387	394	395
Phone	353	84	88	90	91	386	93	95	99	99
Service revenue	3,460	869	869	869	853	3,443	857	863	869	854
Equipment revenue	6	2	1	1	2	6	1	2	1	2
Revenue	3,466	871	870	870	855	3,449	858	865	870	856
Operating expenses										
Cost of equipment	2	—	1	—	1	3	1	—	1	1
Other operating expenses	1,755	422	429	442	462	1,772	422	434	454	462
Operating expenses	1,757	422	430	442	463	1,775	423	434	455	463
Adjusted operating profit	1,709	449	440	428	392	1,674	435	431	415	393
Adjusted operating profit margin	49.3%	51.5%	50.6%	49.2%	45.8%	48.5%	50.7%	49.8%	47.7%	45.9%
Additions to property, plant and equipment	1,172	379	316	249	228	1,085	284	255	300	246
Subscriber Results ¹										
(In thousands)										
Internet										
Net additions	85	17	27	11	30	97	30	39	12	16
Total Internet subscribers ²	2,230	2,230	2,213	2,186	2,175	2,145	2,145	2,115	2,076	2,064
Television										
Net losses	(80)	(13)	(18)	(25)	(24)	(76)	(13)	(14)	(23)	(26)
Total Television subscribers ²	1,740	1,740	1,753	1,771	1,796	1,820	1,820	1,833	1,847	1,870
Phone										
Net additions (losses)	14	9	1	2	2	4	4	5	5	(10)
Total Phone subscribers ²	1,108	1,108	1,099	1,098	1,096	1,094	1,094	1,090	1,085	1,080
Cable homes passed ²	4,307	4,307	4,288	4,269	4,255	4,241	4,241	4,227	4,173	4,153
Total service units ³										
Net additions (losses)	19	13	10	(12)	8	25	21	30	(6)	(20)
Total service units ²	5,078	5,078	5,065	5,055	5,067	5,059	5,059	5,038	5,008	5,014

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 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Revenue										
Next generation	322	84	81	79	78	307	77	77	78	75
Legacy	58	14	14	15	15	71	17	17	17	20
Service revenue	380	98	95	94	93	378	94	94	95	95
Equipment revenue	7	1	2	2	2	6	2	1	2	1
Revenue	387	99	97	96	95	384	96	95	97	96
Operating expenses	259	67	64	64	64	261	66	64	66	65
Adjusted operating profit	128	32	33	32	31	123	30	31	31	31
Adjusted operating profit margin	33.1%	32.3%	34.0%	33.3%	32.6%	32.0%	31.3%	32.6%	32.0%	32.3%
Additions to property, plant and equipment	131	40	31	31	29	146	37	33	38	38

Rogers Communications Inc.
Media
(unaudited)

(In millions of dollars, except margins)	2017 Annual	Q4'17	Q3'17	Q2'17	Q1'17	2016 Annual	Q4'16	Q3'16	Q2'16	Q1'16
Revenue	2,153	526	516	637	474	2,146	550	533	615	448
Operating expenses	2,014	487	451	574	502	1,977	501	454	525	497
Adjusted operating profit (loss)	139	39	65	63	(28)	169	49	79	90	(49)
Adjusted operating profit (loss) margin	6.5%	7.4%	12.6%	9.9%	(5.9%)	7.9%	8.9%	14.8%	14.6%	(10.9%)
Additions to property, plant and equipment	83	39	18	13	13	62	19	12	13	18

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 2017 Q4 Earnings Press Release. 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;
- 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 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; and stock-based compensation.</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; loss (recovery) on sale or wind down of investments; loss (gain) on disposition 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