



Supplemental Financial Information

Fourth Quarter 2015

TSX: RCI | NYSE: RCI

WIRELESS | CABLE | MEDIA

 **ROGERS**TM

Rogers Communications Inc.
Consolidated Financial Results
(unaudited)

(In millions of dollars, except per share amounts)	2015					2014				
	Total	Q4'15	Q3'15	Q2'15	Q1'15	Total	Q4'14	Q3'14	Q2'14	Q1'14
Operating revenue										
Wireless	7,651	1,981	1,973	1,903	1,794	7,305	1,898	1,880	1,800	1,727
Cable	3,465	855	871	869	870	3,467	871	864	872	860
Business Solutions	377	95	94	94	94	382	97	96	95	94
Media	2,079	560	473	582	464	1,826	544	440	475	367
Corporate items and intercompany eliminations	(158)	(39)	(27)	(45)	(47)	(130)	(44)	(28)	(30)	(28)
Operating revenue	13,414	3,452	3,384	3,403	3,175	12,850	3,366	3,252	3,212	3,020
Adjusted operating profit (loss)										
Wireless	3,239	754	879	841	765	3,246	725	888	843	790
Cable	1,658	426	416	414	402	1,665	424	409	423	409
Business Solutions	116	30	31	27	28	122	34	32	28	28
Media	172	56	58	90	(32)	131	78	23	54	(24)
Corporate items and intercompany eliminations	(153)	(40)	(39)	(35)	(39)	(145)	(28)	(40)	(35)	(42)
Adjusted operating profit¹	5,032	1,226	1,345	1,337	1,124	5,019	1,233	1,312	1,313	1,161
Deduct (add):										
Stock-based compensation	55	16	13	14	12	37	12	9	11	5
Depreciation and amortization	2,277	580	576	562	559	2,144	560	533	532	519
Restructuring, acquisition and other	111	23	37	42	9	173	43	91	30	9
Finance costs	774	192	190	182	210	817	202	202	188	225
Other (income) expense	(32)	4	(59)	26	(3)	1	(10)	12	9	(10)
Net income before income taxes	1,847	411	588	511	337	1,847	426	465	543	413
Income taxes	466	112	124	148	82	506	129	133	138	106
Net income	1,381	299	464	363	255	1,341	297	332	405	307
Earnings per share:										
Basic	\$ 2.68	\$ 0.58	\$ 0.90	\$ 0.70	\$ 0.50	\$ 2.60	\$ 0.58	\$ 0.64	\$ 0.79	\$ 0.60
Diluted	\$ 2.67	\$ 0.58	\$ 0.90	\$ 0.70	\$ 0.48	\$ 2.56	\$ 0.57	\$ 0.64	\$ 0.76	\$ 0.57
Net income	1,381	299	464	363	255	1,341	297	332	405	307
Add (deduct):										
Stock-based compensation	55	16	13	14	12	37	12	9	11	5
Restructuring, acquisition and other	111	23	37	42	9	173	43	91	30	9
Gain on acquisition of Mobicity	(102)	-	(102)	-	-	-	-	-	-	-
Loss on non-controlling interest purchase obligation	72	-	72	-	-	-	-	-	-	-
Loss on repayment of long-term debt	7	-	-	-	7	29	-	-	-	29
Income tax impact of above items	(40)	(7)	(12)	(13)	(8)	(62)	(11)	(27)	(14)	(10)
Income tax adjustment, legislative tax change	6	-	-	6	-	14	14	-	-	-
Adjusted net income¹	1,490	331	472	412	275	1,532	355	405	432	340
Adjusted earnings per share ¹ :										
Basic	\$ 2.89	\$ 0.64	\$ 0.92	\$ 0.80	\$ 0.53	\$ 2.97	\$ 0.69	\$ 0.79	\$ 0.84	\$ 0.66
Diluted	\$ 2.88	\$ 0.64	\$ 0.91	\$ 0.80	\$ 0.53	\$ 2.96	\$ 0.69	\$ 0.78	\$ 0.84	\$ 0.66

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 capital intensity and per share amounts)	2015					2014				
	Total	Q4'15	Q3'15	Q2'15	Q1'15	Total	Q4'14	Q3'14	Q2'14	Q1'14
Additions to property, plant and equipment										
Wireless	866	235	195	256	180	978	258	285	254	181
Cable	1,030	308	244	254	224	1,055	291	274	239	251
Business Solutions	187	65	41	48	33	146	53	28	39	26
Media	60	28	12	11	9	94	28	23	29	14
Corporate	297	137	79	52	29	93	34	28	15	16
Total additions to property, plant and equipment	2,440	773	571	621	475	2,366	664	638	576	488
Capital intensity ¹										
Wireless	12.5%	13.5%	11.0%	15.0%	10.8%	14.5%	15.2%	16.5%	15.2%	11.1%
Cable	29.7%	36.0%	28.0%	29.2%	25.7%	30.4%	33.4%	31.7%	27.4%	29.2%
Business Solutions	49.6%	68.4%	43.6%	51.1%	35.1%	38.2%	54.6%	29.2%	41.1%	27.7%
Media	2.9%	5.0%	2.5%	1.9%	1.9%	5.1%	5.1%	5.2%	6.1%	3.8%
Consolidated	18.2%	22.4%	16.9%	18.2%	15.0%	18.4%	19.7%	19.6%	17.9%	16.2%
Adjusted operating profit ²	5,032	1,226	1,345	1,337	1,124	5,019	1,233	1,312	1,313	1,161
Deduct (add):										
Additions to property, plant and equipment	2,440	773	571	621	475	2,366	664	638	576	488
Interest on borrowings, net of capitalized interest	732	185	180	179	188	756	192	192	189	183
Cash income taxes paid (received)	184	(6)	(66)	61	195	460	102	112	112	134
Free cash flow ²	1,676	274	660	476	266	1,437	275	370	436	356
Dividends declared	988	247	247	247	247	942	235	235	235	235
Dividends per share	\$ 1.92	\$ 0.48	\$ 0.48	\$ 0.48	\$ 0.48	\$ 1.83	\$ 0.4575	\$ 0.4575	\$ 0.4575	\$ 0.4575

¹ 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)	2015					2014				
	Total	Q4'15	Q3'15	Q2'15	Q1'15	Total	Q4'14	Q3'14	Q2'14	Q1'14
Cash provided by operating activities	3,747	950	1,456	1,114	227	3,698	1,031	1,057	1,202	408
Add (deduct):										
Additions to property, plant and equipment	(2,440)	(773)	(571)	(621)	(475)	(2,366)	(664)	(638)	(576)	(488)
Interest on borrowings, net of capitalized interest	(732)	(185)	(180)	(179)	(188)	(756)	(192)	(192)	(189)	(183)
Restructuring, acquisition and other	111	23	37	42	9	173	43	91	30	9
Interest paid	771	133	234	141	263	778	130	261	151	236
Change in non-cash working capital	302	187	(279)	44	350	(11)	(4)	(172)	(144)	309
Other adjustments	(83)	(61)	(37)	(65)	80	(79)	(69)	(37)	(38)	65
Free cash flow ¹	1,676	274	660	476	266	1,437	275	370	436	356

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)	Q4'15	Q3'15	Q2'15	Q1'15	Q4'14	Q3'14	Q2'14	Q1'14
Current portion of long-term debt	1,000	1,000	1,000	-	963	930	886	918
Long-term debt	15,870	15,487	14,889	15,490	13,824	13,612	13,335	13,536
Deferred transaction costs and discounts	111	102	106	106	108	112	114	113
	16,981	16,589	15,995	15,596	14,895	14,654	14,335	14,567
Add (deduct):								
Net debt derivative assets	(2,028)	(1,779)	(1,115)	(1,441)	(846)	(460)	(110)	(315)
Credit risk adjustment related to net debt derivatives	(152)	(129)	(60)	(63)	(39)	(20)	(5)	(14)
Short-term borrowings	800	859	1,017	1,035	842	787	808	650
(Cash and cash equivalents) bank advances	(11)	11	(7)	27	(176)	(104)	(9)	(2,181)
Adjusted net debt ¹	15,590	15,551	15,830	15,154	14,676	14,857	15,019	12,707
Divided by: trailing 12 month adjusted operating profit	5,032	5,039	5,006	4,982	5,019	4,953	4,982	4,975
Adjusted net debt / adjusted operating profit ¹	3.1	3.1	3.2	3.0	2.9	3.0	3.0	2.6

¹ Adjusted net debt and adjusted net debt / adjusted operating profit 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. Effective September 30, 2015, we have retrospectively amended our calculation of adjusted net debt to value the net debt derivatives without adjustment for credit risk. See "Non-GAAP Measures" in our Fourth Quarter 2015 Earnings Release for more information on this amendment.

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

(In millions of dollars)	Q4'15	Q3'15	Q2'15	Q1'15	Q4'14	Q3'14	Q2'14	Q1'14
ASSETS								
Current assets:								
Cash and cash equivalents	11	-	7	-	176	104	9	2,181
Accounts receivable	1,792	1,648	1,562	1,440	1,591	1,452	1,396	1,313
Inventories	318	269	283	380	251	305	242	253
Other current assets	303	240	265	328	191	260	300	284
Current portion of derivative instruments	198	178	118	149	136	94	38	105
Total current assets	2,622	2,335	2,235	2,297	2,345	2,215	1,985	4,136
Property, plant and equipment	10,997	10,758	10,709	10,610	10,655	10,494	10,354	10,268
Intangible assets	7,243	7,274	6,843	6,537	6,588	6,586	6,455	3,195
Investments	2,271	2,274	2,395	1,866	1,898	1,682	1,667	1,636
Derivative instruments	1,992	1,742	1,106	1,430	788	437	169	310
Other long-term assets	150	211	207	357	356	349	346	1,012
Deferred tax assets	9	9	9	9	9	39	38	45
Goodwill	3,891	3,887	3,882	3,883	3,883	3,759	3,759	3,759
Total assets	29,175	28,490	27,386	26,989	26,522	25,561	24,773	24,361
LIABILITIES AND SHAREHOLDERS' EQUITY								
Current liabilities:								
Bank advances	-	11	-	27	-	-	-	-
Short-term borrowings	800	859	1,017	1,035	842	787	808	650
Accounts payable and accrued liabilities	2,708	2,337	2,153	2,141	2,578	2,401	2,034	1,839
Income tax payable	96	86	54	-	47	188	137	52
Current portion of provisions	10	12	4	7	7	6	6	6
Unearned revenue	388	410	426	495	443	382	404	403
Current portion of long-term debt	1,000	1,000	1,000	-	963	930	886	918
Current portion of derivative instruments	15	52	47	75	40	68	93	52
Total current liabilities	5,017	4,767	4,701	3,780	4,920	4,762	4,368	3,920
Provisions	50	51	52	52	55	37	37	37
Long-term debt	15,870	15,487	14,889	15,490	13,824	13,612	13,335	13,536
Derivative instruments	95	76	35	100	11	-	46	20
Other long-term liabilities	455	530	497	360	462	273	246	226
Deferred tax liabilities	1,943	1,831	1,744	1,766	1,769	1,628	1,619	1,704
Total liabilities	23,430	22,742	21,918	21,548	21,041	20,312	19,651	19,443
Shareholders' equity	5,745	5,748	5,468	5,441	5,481	5,249	5,122	4,918
Total liabilities and shareholders' equity	29,175	28,490	27,386	26,989	26,522	25,561	24,773	24,361

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

(In millions of dollars)	2015					2014				
	Total	Q4'15	Q3'15	Q2'15	Q1'15	Total	Q4'14	Q3'14	Q2'14	Q1'14
Cash provided by (used in):										
Operating activities:										
Net income for the period	1,381	299	464	363	255	1,341	297	332	405	307
Adjustments to reconcile net income to cash provided by operating activities:										
Depreciation and amortization	2,277	580	576	562	559	2,144	560	533	532	519
Program rights amortization	87	21	23	21	22	66	19	15	16	16
Finance costs	774	192	190	182	210	817	202	202	188	225
Income taxes	466	112	124	148	82	506	129	133	138	106
Stock-based compensation	55	16	13	14	12	37	12	9	11	5
Post-employment benefits contributions, net of expense	(16)	31	24	24	(95)	(34)	15	18	18	(85)
Gain on acquisition of Mobilicity	(102)	-	(102)	-	-	-	-	-	-	-
Other	82	13	33	46	(10)	48	25	16	13	(6)
	5,004	1,264	1,345	1,360	1,035	4,925	1,259	1,258	1,321	1,087
Change in non-cash operating working capital items	(302)	(187)	279	(44)	(350)	11	4	172	144	(309)
	4,702	1,077	1,624	1,316	685	4,936	1,263	1,430	1,465	778
Income taxes (paid) received	(184)	6	66	(61)	(195)	(460)	(102)	(112)	(112)	(134)
Interest paid	(771)	(133)	(234)	(141)	(263)	(778)	(130)	(261)	(151)	(236)
Cash provided by operating activities	3,747	950	1,456	1,114	227	3,698	1,031	1,057	1,202	408
Investing activities:										
Additions to property, plant and equipment	(2,440)	(773)	(571)	(621)	(475)	(2,366)	(664)	(638)	(576)	(488)
Additions to program rights ¹	(64)	(27)	(19)	(6)	(12)	(231)	(96)	(113)	(15)	(7)
Changes in non-cash working capital related to property, plant and equipment and intangible assets ¹	(116)	167	(145)	(46)	(92)	153	204	38	(72)	(17)
Acquisitions and strategic transactions, net of cash acquired	(1,077)	(5)	(471)	(601)	-	(3,456)	(155)	-	(2,643)	(658)
Other	(70)	(32)	(4)	(22)	(12)	(51)	(67)	7	12	(3)
Cash used in investing activities	(3,767)	(670)	(1,210)	(1,296)	(591)	(5,951)	(778)	(706)	(3,294)	(1,173)
Financing activities:										
Proceeds received on short-term borrowings	294	22	26	38	208	276	55	25	196	-
Repayment of short-term borrowings	(336)	(81)	(184)	(56)	(15)	(84)	-	(46)	(38)	-
Issuance of long-term debt	7,338	2,522	1,366	1,792	1,658	3,412	530	300	500	2,082
Repayment of long-term debt	(6,584)	(2,440)	(1,225)	(1,310)	(1,609)	(2,551)	(530)	(300)	(500)	(1,221)
Proceeds on settlement of cross-currency interest rate exchange agreements and forward contracts	1,059	-	-	-	1,059	2,150	-	-	-	2,150
Payments on settlement of cross-currency interest rate exchange agreements and forward contracts	(930)	(25)	-	-	(905)	(2,115)	-	-	-	(2,115)
Transaction costs incurred	(9)	(9)	-	-	-	(30)	-	-	(3)	(27)
Dividends paid	(977)	(247)	(247)	(248)	(235)	(930)	(236)	(235)	(235)	(224)
Cash (used in) provided by financing activities	(145)	(258)	(264)	216	161	128	(181)	(256)	(80)	645
Change in cash and cash equivalents	(165)	22	(18)	34	(203)	(2,125)	72	95	(2,172)	(120)
Cash and cash equivalents (bank advances), beginning of period	176	(11)	7	(27)	176	2,301	104	9	2,181	2,301
Cash and cash equivalents (bank advances), end of period	11	11	(11)	7	(27)	176	176	104	9	2,181

¹ We have made an immaterial reclassification of \$74 million from additions to program rights to changes in non-cash working capital related to property, plant and equipment and intangible assets for the third quarter of 2015. The reclassification had no net impact on cash used in investing activities.

Rogers Communications Inc.
Wireless
(unaudited)

(In millions of dollars, except margins)	2015					2014				
	Total	Q4'15	Q3'15	Q2'15	Q1'15	Total	Q4'14	Q3'14	Q2'14	Q1'14
Operating revenue										
Network revenue	6,902	1,747	1,776	1,707	1,672	6,743	1,701	1,732	1,674	1,636
Equipment sales	749	234	197	196	122	562	197	148	126	91
Operating revenue	7,651	1,981	1,973	1,903	1,794	7,305	1,898	1,880	1,800	1,727
Operating expenses										
Cost of equipment	1,845	569	460	423	393	1,488	497	361	333	297
Other operating expenses	2,567	658	634	639	636	2,571	676	631	624	640
Operating expenses	4,412	1,227	1,094	1,062	1,029	4,059	1,173	992	957	937
Adjusted operating profit	3,239	754	879	841	765	3,246	725	888	843	790
Adjusted operating profit margin as a % of network revenue	46.9%	43.2%	49.5%	49.3%	45.8%	48.1%	42.6%	51.3%	50.4%	48.3%
Additions to property, plant and equipment	866	235	195	256	180	978	258	285	254	181

Wireless Subscriber Results ¹

(In thousands, except churn, ARPA, and ARPU)

Postpaid										
Gross additions	1,354	365	399	313	277	1,238	297	336	312	293
Net additions (losses)	106	31	77	24	(26)	(1)	(58)	17	38	2
Total postpaid subscribers ^{2,3}	8,271	8,271	8,240	8,163	8,139	8,073	8,073	8,131	8,114	8,076
Churn (monthly)	1.27%	1.35%	1.31%	1.19%	1.24%	1.27%	1.46%	1.31%	1.13%	1.20%
ARPA (monthly)	\$ 110.74	\$ 112.07	\$ 113.34	\$ 110.14	\$ 107.47	\$ 106.41	\$ 107.95	\$ 108.97	\$ 105.55	\$ 103.10
Prepaid										
Gross additions	677	179	218	154	126	507	138	165	128	76
Net additions (losses)	75	27	77	8	(37)	(52)	11	41	(31)	(73)
Total prepaid subscribers ^{3,4}	1,606	1,606	1,579	1,348	1,340	1,377	1,377	1,366	1,325	1,356
Churn (monthly)	3.45%	3.17%	3.08%	3.63%	3.99%	3.42%	3.09%	3.12%	3.92%	3.55%
Blended ARPU (monthly)	\$ 59.71	\$ 59.16	\$ 61.02	\$ 60.01	\$ 58.75	\$ 59.41	\$ 59.86	\$ 60.96	\$ 59.18	\$ 57.63

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

² Effective January 1, 2015 and on a prospective basis, our Wireless postpaid subscriber results included Wireless Home Phone subscribers resulting in a base adjustment of approximately 92,000 cumulative subscribers, which are not included in net additions, but do appear in the ending total balance for December 31, 2015.

³ As at end of period.

⁴ 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 December 31, 2015.

Rogers Communications Inc.
Cable
(unaudited)

(In millions of dollars, except margins)	2015					2014				
	Total	Q4'15	Q3'15	Q2'15	Q1'15	Total	Q4'14 ¹	Q3'14	Q2'14	Q1'14
Operating revenue										
Internet	1,343	348	344	327	324	1,245	317	311	312	305
Television	1,669	403	415	425	426	1,734	433	433	437	431
Phone	445	102	110	115	118	478	118	118	121	121
Service revenue	3,457	853	869	867	868	3,457	868	862	870	857
Equipment sales	8	2	2	2	2	10	3	2	2	3
Operating revenue	3,465	855	871	869	870	3,467	871	864	872	860
Operating expenses										
Cost of equipment	4	2	-	1	1	6	2	1	1	2
Other operating expenses	1,803	427	455	454	467	1,796	445	454	448	449
Operating expenses	1,807	429	455	455	468	1,802	447	455	449	451
Adjusted operating profit	1,658	426	416	414	402	1,665	424	409	423	409
Adjusted operating profit margin	47.8%	49.8%	47.8%	47.6%	46.2%	48.0%	48.7%	47.3%	48.5%	47.6%
Additions to property, plant and equipment	1,030	308	244	254	224	1,055	291	274	239	251
Subscriber Results ²										
(In thousands)										
Internet										
Net additions (losses)	37	16	24	4	(7)	34	(4)	16	2	20
Total Internet subscribers ^{3,4}	2,048	2,048	2,032	2,008	2,004	2,011	2,011	1,999	1,983	1,981
Television										
Net losses	(128)	(24)	(31)	(32)	(41)	(119)	(36)	(30)	(33)	(20)
Total Television subscribers ^{3,4}	1,896	1,896	1,920	1,951	1,983	2,024	2,024	2,044	2,074	2,107
Phone										
Net (losses) additions	(60)	(15)	(14)	(11)	(20)	(14)	(18)	(7)	1	10
Total Phone subscribers ^{3,4}	1,090	1,090	1,105	1,119	1,130	1,150	1,150	1,157	1,164	1,163
Cable homes passed ^{3,4}	4,153	4,153	4,130	4,106	4,085	4,068	4,068	4,025	4,004	3,990
Total service units ⁵										
Net (losses) additions	(151)	(23)	(21)	(39)	(68)	(99)	(58)	(21)	(30)	10
Total service units ^{3,4}	5,034	5,034	5,057	5,078	5,117	5,185	5,185	5,200	5,221	5,251

¹ The operating results of Source Cable Ltd. (Source Cable) are included in the Cable results of operations from the date of acquisition on November 4, 2014.

² See "Key Performance Indicators".

³ On November 4, 2014, we acquired approximately 16,000 cable high-speed Internet subscribers, 16,000 Television subscribers and 11,000 Phone subscribers from our acquisition of Source Cable, which are not included in net additions, but do appear in the ending total balance for December 31, 2014. The acquisition also increased homes passed by 26,000.

⁴ As at end of period.

⁵ Includes Internet, Television, and Phone subscribers.

Rogers Communications Inc.
Business Solutions
(unaudited)

(In millions of dollars, except margins)	2015					2014				
	Total	Q4'15¹	Q3'15	Q2'15	Q1'15	Total	Q4'14	Q3'14	Q2'14	Q1'14
Operating revenue										
Next generation	288	74	71	73	70	271	71	69	67	64
Legacy	85	20	22	20	23	106	24	26	27	29
Service revenue	373	94	93	93	93	377	95	95	94	93
Equipment sales	4	1	1	1	1	5	2	1	1	1
Operating revenue	377	95	94	94	94	382	97	96	95	94
Operating expenses	261	65	63	67	66	260	63	64	67	66
Adjusted operating profit	116	30	31	27	28	122	34	32	28	28
Adjusted operating profit margin	30.8%	31.6%	33.0%	28.7%	29.8%	31.9%	35.1%	33.3%	29.5%	29.8%
Additions to property, plant and equipment	187	65	41	48	33	146	53	28	39	26

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)	2015					2014				
	Total	Q4'15	Q3'15	Q2'15	Q1'15	Total	Q4'14	Q3'14	Q2'14	Q1'14
Operating revenue	2,079	560	473	582	464	1,826	544	440	475	367
Operating expenses	1,907	504	415	492	496	1,695	466	417	421	391
Adjusted operating profit (loss)	172	56	58	90	(32)	131	78	23	54	(24)
Adjusted operating profit (loss) margin	8.3%	10.0%	12.3%	15.5%	(6.9%)	7.2%	14.3%	5.2%	11.4%	(6.5%)
Additions to property, plant and equipment	60	28	12	11	9	94	28	23	29	14

Key Performance Indicators

We measure the success of our strategy using a number of key performance indicators that are defined and discussed in our 2014 Annual MD&A and this earnings 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);
- Average revenue per user (ARPU); and
- Capital intensity.

Commencing in the first quarter of 2015, we began disclosing postpaid ARPA as one of our key performance indicators.

Postpaid average revenue per account - Wireless

Postpaid ARPA helps us identify trends and measure our success in attracting and retaining multiple-device accounts. A single Wireless postpaid account typically provides subscribers with the advantage of allowing for the pooling of plan attributes across multiple devices and on a single bill. Each Wireless postpaid account is represented by an identifiable billing account number. A single Wireless postpaid account may include more than one identifiable telephone number and receive monthly Wireless services for a variety of connected devices including smartphones, basic phones, tablets, and other devices. Wireless postpaid accounts under our various brand names are considered separate accounts. We calculate Wireless postpaid ARPA by dividing total Wireless postpaid network revenue (monthly) by the average number of Wireless postpaid accounts for the same time period.

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 a measurement 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 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 (deduct)</i> income taxes, other expense (income), finance costs, restructuring, acquisition and other, depreciation and amortization, stock-based compensation, and impairment of assets.</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>Adjusted net income: Net income <i>add (deduct)</i> stock-based compensation, restructuring, acquisition and other, impairment of assets, (gain) on sale of investments, (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 <i>divided by</i> 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. 	<p>Adjusted operating profit <i>deduct</i> additions to property, plant and equipment, interest on borrowings net of capitalized interest, and cash income taxes.</p>	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. 	<p>Total long-term debt <i>add (deduct)</i> 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.</p>	Long-term debt
Adjusted net debt / 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> 12 months trailing adjusted operating profit (defined above).</p>	Long-term debt divided by net income