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## Cover photo:

From left to right: Michèle Jean Pierre, Montréal;  
Robert Rende, Burlington; Sonia Simard, Trois-Rivières;  
Débora Diaz, Montréal and Gary Johnson, Burlington

## Photo below:

From left to right: Glenda Lloyd, Burlington; Renée  
Leroux, Trois-Rivières; Ivan Mendoza, Montréal; Mathieu  
Désilets, Trois-Rivières; Jean-Guy Pelletier, Trois-Rivières;  
Chris Steininger, Toronto; Shawna Abbott, Toronto; Steve  
Pellan, Montréal; Marco Bazzocchi, Montréal and Alishia  
Jivraj, Burlington



## Scope of CSR Report

**The data and activities described in this report cover the 24-month period from September 1, 2011 to August 31, 2013, or “fiscal 2012” (FY2012) and “fiscal 2013” (FY2013) and pertain to Cogeco Cable Canada and Cogeco Data Services (together referred to as the “Reporting Entities”), except where specified otherwise. Excluded from the current report are Atlantic Broadband and Peer 1, unless indicated otherwise. These entities were excluded because they are recent acquisitions.**

## Forward-looking statements

Certain statements in this Report may constitute forward-looking information within the meaning of securities laws. Forward-looking information may relate to Cogeco Cable's future outlook and anticipated events, business, operations, financial performance, financial condition or results and, in some cases, can be identified by terminology such as “may”, “will”, “should”, “expect”, “plan”, “anticipate”, “believe”, “intend”, “estimate”, “predict”, “potential”, “continue”, “foresee”, “ensure” or other similar expressions concerning matters that are not historical facts. In particular, statements regarding Cogeco Cable's future operating results and economic performance, objectives and strategies are forward-looking statements. These statements are based on certain factors and assumptions including expected growth, results of operations, performance and business prospects and opportunities, which Cogeco Cable believes are reasonable as of the current date. While management considers these assumptions to be reasonable based on information currently available to Cogeco Cable, they may prove to be incorrect. Forward-looking information is also subject to certain factors, including risks and uncertainties that could cause actual results to differ materially from what Cogeco Cable currently expects. These factors include technology changes, changes in market and competition, governmental or regulatory developments, general economic conditions, the development of new products and services and the introduction of competing products having technological or other advantages, many of which are beyond Cogeco Cable's control. Therefore, future events and results may vary significantly from what management currently foresees. Cogeco Cable cautions the reader that the economic downturn experienced over the past few years, among other factors, makes forward-looking information and the underlying assumptions subject to greater uncertainty and that, consequently, they may not materialize, or the results may significantly differ from Cogeco Cable's expectations. It is impossible for Cogeco Cable to predict with certainty the impact that the current economic uncertainties may have on future results. For more information on these risks and uncertainties, the reader should refer to the “Uncertainties and Main Risks Factors” section of Cogeco Cable's Annual Report for the year ended August 31, 2013, which is available at [sedar.com](http://sedar.com). The reader should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While management may elect to, Cogeco Cable is under no obligation (and expressly disclaims any such obligation) and does not undertake to update or alter this information at any particular time, except as may be required by law.



## Who we are

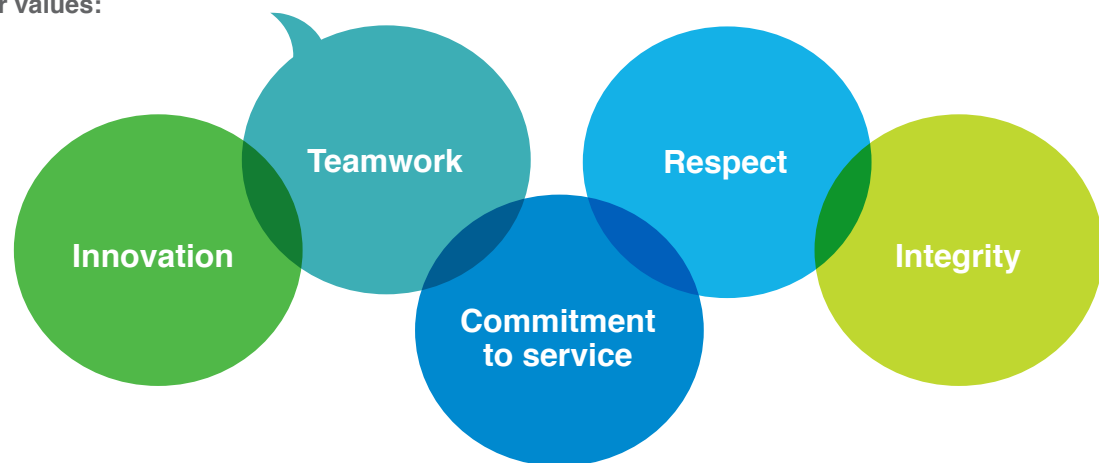
**Cogeco Cable Inc.** (“Cogeco Cable” or “Corporation”) is a telecommunications corporation and the 11<sup>th</sup> largest fibre coaxial cable operator in North America, operating in Canada through its subsidiary Cogeco Cable Canada in Québec and Ontario, and in the United States through its subsidiary Atlantic Broadband in Western Pennsylvania, South Florida, Maryland/Delaware and South Carolina. Through its two-way broadband cable networks, Cogeco Cable provides its residential and business customers with Analogue and Digital Television, High Speed Internet and Telephony services to approximately 2.5 million primary service units (“PSU”).

Through its subsidiary Cogeco Enterprise Services, the holding company of Cogeco Data Services and Peer 1 Network Enterprises, Cogeco Cable also provides to its commercial customers a suite of IT hosting, information and communications technology services (data centre, colocation, managed hosting, cloud infrastructure and connectivity), with 20 data centres, extensive fibre networks in Montréal and Toronto, as well as points-of-presence in North America and Europe.

**Cogeco Cable Canada G.P. Inc.** (“Cogeco Cable Canada”) provides its residential and business customers with Analogue and Digital Television, High Speed Internet (“HSI”) and Telephony services. As at August 31, 2013, Cogeco Cable Canada provides services to approximately 1.98 million PSU on its cable network in the territories it serves. Cogeco Cable Canada focuses on the satisfaction of residential and business customers’ varied electronic communication needs by investing in state-of-the-art broadband network facilities, delivering a wide range of services over these facilities with high speed and reliability at attractive prices, and striving to provide superior customer service and growing profitability.

**Cogeco Cable Canada’s Mission:**  
**Powerful connections for our customers.**  
**Genuine connections with our customers.**

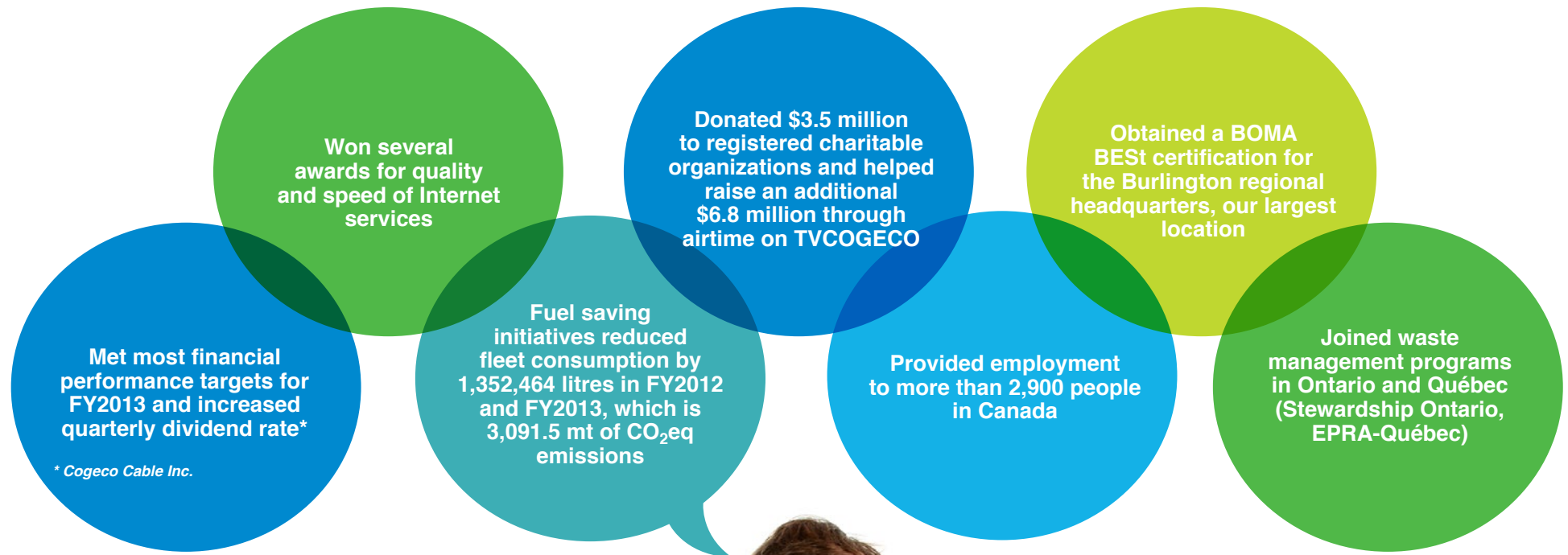
**Our values:**



**Cogeco Data Services Inc.** (“CDS”) provides its clients with a suite of information and communications technology (“ICT”) solutions, including data centre, managed IT, cloud, connectivity and voice services. Five advanced data centre facilities combined with wholly-owned all-optical networks in Toronto and Montréal enhance its ability to deliver flexible single-point ICT solutions. Backed by industry-leading service levels, CDS delivers next generation customized ICT solutions to some of Canada’s most prominent public and private sector organizations.

**Cogeco Data Services’ mission:**  
**To set an unbeatable standard for service in the information and communications technology sector.**

## Fiscal 2012 and 2013 highlights Cogeco Cable Canada and CDS



\* Cogeco Cable Inc.



## Message to our stakeholders

**We made a commitment in 2011 to strengthen our corporate social responsibility program. We have worked towards this by better managing our environmental footprint and evolving our corporate sustainability programs in line with best practices. We are now publishing our second corporate social responsibility report, with a much wider scope than the previous report, thereby demonstrating our willingness to disclose more information on our internal programs.**

This report details the progress made to date on meeting our commitments:

- We implemented key performance indicators in our Canadian cable operations to measure our performance under the economic, social and environmental dimensions of corporate social responsibility;
- We track our performance against key performance indicators monthly or quarterly, according to data availability;
- We put in place a measurement system for our greenhouse gas (GHG) emissions, and submitted the emission values and control initiatives to the Carbon Disclosure Project (“CDP”) for FY2011 and FY2012. We are pleased with our results.

This report provides a comprehensive view of our sustainability performance, including many successful initiatives to reduce GHG emissions associated with our waste, facilities and fleet management. These and other initiatives had a positive impact on our FY2012 and FY2013 financial results. In FY2012, we established reduction objectives in a number of areas and are pleased to report performance improvements in the areas tracked.

As a corporation with deep roots in smaller urban centres and rural areas, we are well aware of our vital role in the social and economic development of the communities we serve. Our contribution takes many forms – salaries and related benefits, fulfilling jobs, donations and sponsorships, and collaboration with numerous grassroots community organizations, among others. The economic and social performance sections of this report provide an overview of what we bring to local communities and we are very proud to share this information.

Going forward, we will strive to seek an appropriate balance between our economic, environmental and social responsibility objectives. By the end of FY2014, we expect to have completed the implementation of an environmental management system that will help us achieve our goals. By managing the social, economic and environmental impact of our operations, we will continue to make a positive contribution to the communities we serve.

We invite your comments and look forward to reporting on our future progress.



**Louis Audet**

President and Chief Executive Officer  
Cogeco Cable Inc.



**Jan Peeters**

Chairman of the Board  
Cogeco Cable Inc.

# Corporate social responsibility and governance

According to the Global Reporting Initiative (GRI), the global authority in these matters, corporate social responsibility is “a firm’s accountability to internal and external stakeholders for organizational performance towards the goal of sustainable development.” The GRI is a non-profit organization that promotes sustainability. It provides companies and organizations with a comprehensive sustainability reporting framework that is widely used around the world.

Under this reporting framework, the analysis of a firm’s performance should include the three dimensions of corporate social responsibility – economic, social, environmental – as well as governance. We have adopted GRI 3.1 methodology for this report, with some modifications to the basic grid such as including a discussion of our responsibility towards customers under a separate heading.

***“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”***

***- United Nations  
Brundtland Commission, 1987***

## Engaging our stakeholders

Our stakeholder groups have not changed since our initial report published in January 2012. In FY2013, we embarked upon a more formal stakeholder engagement process for our employees and key leaders. For employees, we utilized a survey method to obtain feedback on their areas of interest for the report. We have included additional indicators to this report as a result of the engagement process.

Decisions regarding the content of this report were based on a comparison of internal key performance indicators (KPI) that are reviewed regularly by Senior Management with those of the GRI. In addition, new indicators were added following the outcome of our stakeholder engagement process. Stakeholder engagement is an important element of the GRI’s Sustainability Reporting Guidelines. This process helps us understand what is valuable to our stakeholders, so we can improve our measurement and reporting on these issues. Employees, community relations, our green committees, investor relations and our senior leader responsible for sustainable development were consulted in a formal process in order to define CSR topics they consider most relevant for the CSR report. The final KPI selection was determined by our Corporate Social Responsibility Steering Committee based on the impact of the indicators on our organization and their value to stakeholders.

The following table presents our key stakeholders.

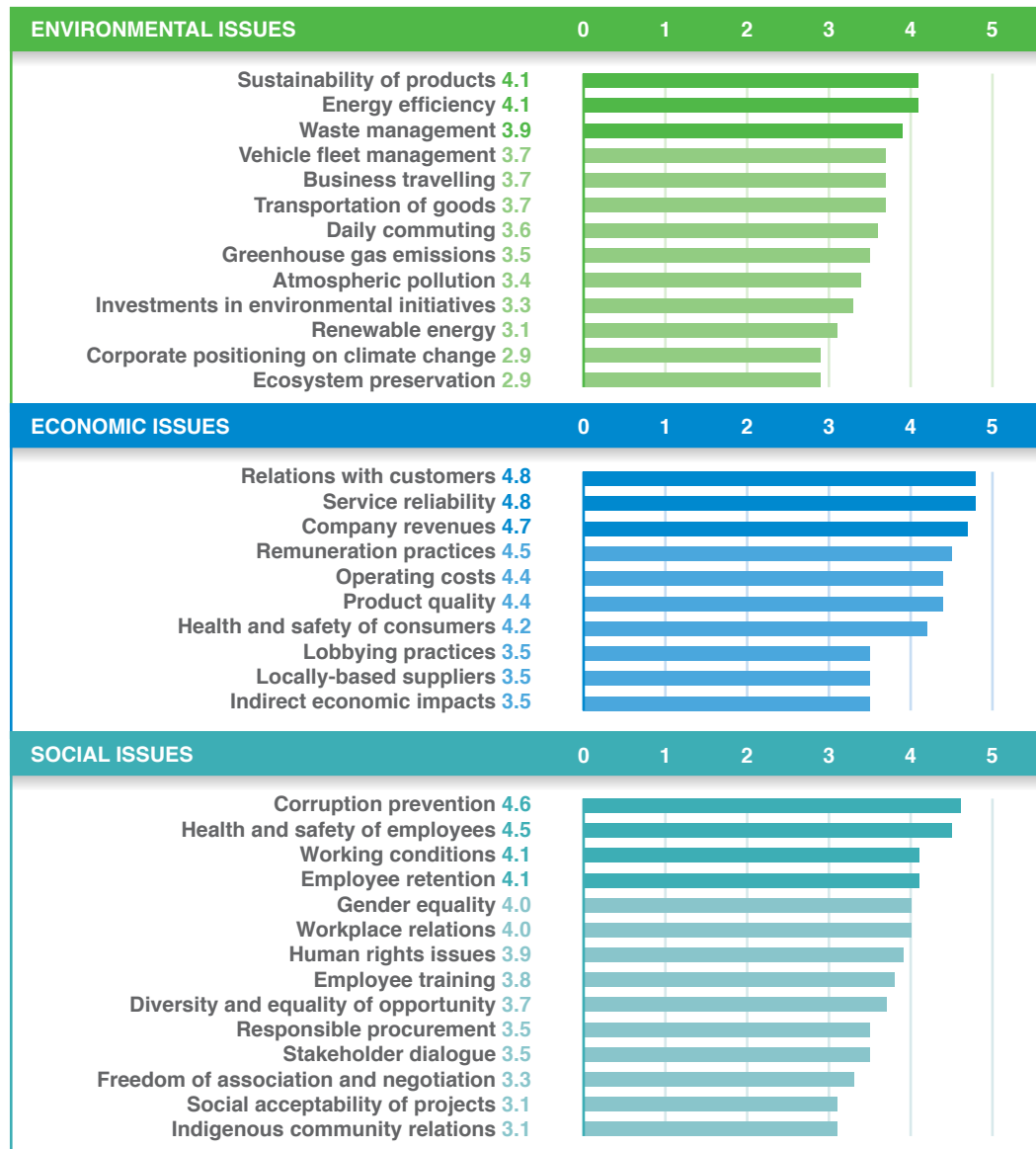
### INTERNAL

- Employees
- Green committee leaders
- Senior Management
- Board of Directors

### EXTERNAL

- Customers
- Regulators
- Community organizations
- Suppliers
- Investment community
- Shareholders

The following table shows the level of importance our key stakeholders attach to various issues on a scale of 0 – 5, with 5 being the highest importance.



The subjects considered most relevant for the CSR report were:

**Environmental: sustainability of products, energy efficiency, waste management**

**Economic: relations with customers, service reliability, company revenues**

**Social: corruption prevention, health and safety of employees, working conditions, employee retention**

All of the data pertain to Cogeco Cable Canada and Cogeco Data Services operations (together referred to as the “Reporting Entities”).

This report has been subjected to a formal internal audit review in order to assess the overall reasonableness of data published in this report.

Based on our understanding of the GRI guidelines, we believe we are already contributing to sustainable development in many key areas. Supported by our corporate social responsibility management structure and a sound corporate governance framework, we expect to improve our performance going forward in line with the expectations of our stakeholders, our corporate values and our business objectives. The table below sets out some of the key areas in which our Reporting Entities can advance their CSR objectives and make a positive contribution towards sustainability.



## Advancing our corporate social responsibility objectives

### ENVIRONMENTAL

- Adapting products and services to be more energy efficient
- Monitoring and reducing emissions and waste
- Decreasing the impact of business travel
- Decreasing use of materials, energy and water
- Ensuring responsible disposal of electronic waste
- Ensuring compliance with environmental legislation
- Influencing suppliers to consider the environmental impact of their products and their transportation

### ECONOMIC

- Meeting customer needs
- Broadening access to our services
- Creating shareholder value
- Being responsible for our products and services
- Contributing to regional economic development
- Investing in our communities
- Encouraging innovation

### SOCIAL

- Maintaining honest business practices, respectful of the public interest (anti-corruption practices)
- Providing a healthy and safe workplace
- Providing quality employment
- Contributing to the vitality of local communities
- Protecting customers' personal information
- Respecting gender equality and human rights

## Corporate social responsibility management

Our Code of Ethics and our CSR Policy are the foundation of our corporate social responsibility framework. Our CSR policy was adopted in June 2013 and integrates our corporate social responsibility objectives articulated around six pillars.

### THE PILLARS OF OUR CORPORATE SOCIAL RESPONSIBILITY POLICY

- Managing our ecological footprint
- Taking part in developing communities
- Taking part in developing our employees
- Integrating the best CSR practices
- Being transparent in communicating our CSR activities
- Ensuring the Corporation's growth

Through our CSR policy, we are committed to **managing our ecological footprint** by encouraging the optimal and efficient use of resources and by reducing waste, notably electronic waste. We also measure our emissions of pollutants and GHG, in order to manage them and reduce our impact on climate change.

We **take part in developing communities** by maintaining strong ties with the communities where we operate. We contribute to local initiatives and events through our community television services (TVCOGECO) in the markets served. As well, we contribute to collective well-being through donations and sponsorships. We also endeavour to support

local development by purchasing locally, in line with our procurement policy and by promoting community volunteering and involvement.

We are committed to **taking part in developing our employees** by offering competitive work conditions that favour employee well-being, health, safety and diversity. We contribute to a work environment that is free of any form of discrimination or harassment and encourage awareness and socially responsible behaviour among our employees. We also promote and implement programs and processes that favour professional development.

We strive to **integrate the best CSR practices** by continually looking for improvements and drawing from best practices in the fields of broadcasting, telecommunications and data services. We wish to work with our suppliers to promote integration of sustainable development principles in their operations, and will favour suppliers who demonstrate sound management of their environmental and social impacts.

We are **transparent in communicating our CSR activities**. We are committed to publishing a CSR Report in accordance with the GRI standard every two years. We also report our GHG emissions annually through the Carbon Disclosure Project (CDP). We promote the CSR Policy with our employees, customers and suppliers.

We **ensure the Corporation's growth** by maintaining open and respectful relationships with our customers through superior customer service that we can offer and honest product marketing, as

well as by integrating proper governance practices in all of our activities. We aim to be an employer in tune with our employees, in order to attract talent and contribute to their professional growth. We adopt best business practices possible in any sector in accordance with our Code of Ethics.

Four additional policies and procedures provide further guidelines: Procurement Policy, Health and Safety Policy, Cogeco Privacy Policy and Cogeco Privacy Commitment.

For the scope of this report, CSR was under the purview of the Corporate Social Responsibility Steering Committee ("CSR Steering Committee"), which is chaired by the President and CEO of Cogeco Cable Canada. The CSR Steering Committee is responsible for the implementation of the CSR strategy at Cogeco Cable Canada and also oversees CDS's sustainability practices. Senior leaders are members of this committee, which meets at least quarterly. This committee is responsible for determining KPIs and setting objectives for the economic, social and environmental dimensions of corporate social responsibility.

## Governance

Proper governance is a priority for our Corporation. The quality of our Board of Directors, our corporate governance principles and guidelines, and our record of compliance with all applicable securities laws and regulations governing public corporations in Canada, including disclosure requirements, assure our shareholders and other stakeholders of the integrity and thoroughness of the Corporation.

Cogeco Cable Inc. was once again ranked among Canada's best-in-class corporations for governance by the *Globe & Mail* in its 2012 *Report on Business Corporate Governance Survey*. We rose 16 levels, reaching the 77<sup>th</sup> position.

## Governance structure

### Reorganizations

Cogeco Cable Inc. had a transformational year in FY2013. The Corporation completed two major acquisitions and made Cogeco Cable Canada, a self-standing operating unit for its Canadian cable operations. Following the acquisition of PEER 1, the Corporation created Cogeco Enterprise Services Inc., which became the holding company of the PEER 1 group of companies and CDS.

### Board Committees

The Board of Directors of Cogeco Cable is responsible for approving the CSR philosophy, strategies and policies of the Corporation. The Board is responsible for establishing all Board Committees, the appointment of members on such Committees, their qualification, compensation and their good standing. The Board has established four standing committees – Audit, Corporate Governance, Human Resources and Strategic Opportunities – and delegates certain of its duties and responsibilities to them.

The Board delegated to the Corporate Governance Committee the responsibility to review environmental risks facing the Corporation in the context of its global business and affairs and to oversee the implementation by management of appropriate systems to manage environmental risks.

The Audit, Human Resources and Corporate Governance committees are comprised of members who are independent as defined by applicable securities laws and regulations.

To assist the Corporate Governance Committee and the Board with their determination of independence of directors and that they have no direct or indirect material relationship with the Corporation as described

## Corporate Social Responsibility Steering Committee

**The CSR Steering Committee, which is chaired by the President and CEO of Cogeco Cable Canada and whose participants include senior managers, meets at least quarterly. Progress on initiatives is submitted to Cogeco Cable's Board of Directors on a quarterly basis. Louise St-Pierre, recently named President and CEO of Cogeco Cable Canada, is responsible for the CSR strategy for Canadian cable operations.**



in National Instrument 52-110 – Audit Committees of the Canadian Securities Administrators, all directors complete, on an annual basis, a detailed questionnaire about their business relationships and shareholdings. All of the Corporation's directors are independent, with the exception of Mr. Louis Audet, President and Chief Executive Officer, and one of the shareholders of Gestion Audem Inc., which is the controlling shareholder of the Corporation. Cogeco Cable, therefore, complies with corporate governance guidelines which stipulate that the board of a corporation should have a majority of independent directors.

The Corporate Governance Committee oversees the size and composition of the Board, and advises the Board on the competencies and skills that the Board, as a whole, and individual directors should possess in the context of the Corporation's global business and affairs and determines the competencies, skills and qualities that should be sought. The objective of the Corporate Governance Committee is to maintain the composition of the Board such as to optimize its mix of skills, experience and other factors and to encourage strong guidance of the Corporation in its ongoing business operations and longer term strategy. This process is assisted by a peer to peer assessment of directors that the Board undertakes every year, under the leadership of the Board Chair and the Chair of the Corporate Governance Committee that may identify any potential gap in skills or experience.

As at August 31, 2013, the Cogeco Cable Inc. Board of Directors was comprised of six men and two women directors, with no representation by visible minorities. All directors were over 50 years old.

Unless otherwise determined by the Board, when a director is being recruited, an ad hoc committee composed of the Board Chair, the Chairs of the Human Resources and Corporate Governance Committees and the President and CEO of the Corporation initiate the process by seeking input and suggestions from individual Board members and conducts a search with the assistance of a professional search firm. The ad hoc committee takes into account the qualities or experience that a candidate should possess and that may include such considerations as educational background, any special training of relevance, business experience in or outside the cable, telecom, enterprise services and media sectors, national or international exposure, directorial experience, diversity and other factors. Against that backdrop, the ad hoc committee brings the proposed candidate forward to the Human Resources and Corporate Governance Committees for assessment prior to his or her submission to the Board. The Board approves the final choice of candidates for nomination and proposed election by shareholders.

The Board Chair and Corporate Governance Committee Chair conduct an annual formal review of Board and Committee effectiveness (including director's individual contributions). They develop annually with the Corporate Secretary a questionnaire which facilitates a written evaluation of the performance and effectiveness of the Board and each of the Board Committees as well as peer to peer assessments based on broad areas of business knowledge and work habits and self-assessments on the part of individual Board members of his or her own skills and qualifications. The questionnaire covers such matters as the operation of the Board and its Commit-

tees, the adequacy and timeliness of the information provided to directors, the effectiveness of meetings and performance of Board and Committee members.

### Shareholder feedback

The Board regards it as important to enable shareholders and other stakeholders to comment on subjects concerning the Corporation. Individual queries, comments or suggestions can be made verbally, by e-mail at [boardofdirectors@cogeco.com](mailto:boardofdirectors@cogeco.com) or by mail c/o the Corporate Secretary's Office of the Corporation at 5 Place Ville-Marie, Suite 1700, Montréal, Québec, H3B 0B3. Shareholders' comments, observations from analysts, the press or the public are considered and, where appropriate, brought to the attention of and included in the deliberations of the Board.

At the annual shareholders meeting of the Corporation to be held on January 14, 2014, the shareholders will be called upon to vote for the first time on an advisory resolution to accept the Board's approach on executive compensation.

### Code of Ethics

Revised in FY2010, COGECO's Code of Ethics (the "Code") sets out the principles which should guide the behaviour of all persons who are part of the COGECO Group or who contribute to its operations, image and reputation. The Code deals with such matters as respect for individuals, customers, society, the environment, business standards, corporate policies and the law. It addresses the issues prescribed by the Corporate Governance Guidelines such as conflicts of interest, protection and proper use of corporate assets and opportunities, confidentiality of corporate

information, compliance with laws and regulations, reporting of illegal or unethical behaviour and fair dealing with the Reporting Entities' security holders, customers, suppliers and employees. The Code applies to all directors, officers, employees, representatives and agents of the Reporting Entities and its subsidiaries as well as to consultants and subcontractors and its subsidiaries, particularly in their contractual relationship with the Reporting Entities or its subsidiaries.

The roles and responsibilities of the various stakeholders in the application of the Code have also been clarified and the internal reporting procedures have been further detailed. Significant reports relating to accounting or auditing matters are raised promptly with the Chair of the Audit Committee by the Vice President, Internal Audit. The Vice President, Internal Audit otherwise informs the Audit Committee on a quarterly basis on the number and scope of any reports that may be received relating to these matters. The chair of the Audit Committee then informs the Board of any significant report received.

Significant reports on matters other than accounting or auditing matters are to be raised promptly with the Chair of the Corporate Governance Committee by the Vice President, Internal Audit. The Vice President, Internal Audit otherwise provides an annual summary of reported violations or concerns and their resolution to the Corporate Governance Committee who then report annually to the Board on the application of the Code.

In 2010, all employees of the COGECO group were asked for the first time to complete a mandatory on-

line training session to review the new terms set out by the Code of Ethics and the steps for reporting Code violations. In 2013, a refresher course for Code of Ethics e-learning training was launched. As at August 31, 2013, 78% of employees were trained, for a total of 1,134 hours of training. Every new employee is systematically required to perform this training session upon being hired.

### Public policy positions and compliance

Cogeco Cable Canada operates in a highly regulated environment and is involved in various regulatory proceedings before the Canadian Radio-television and Telecommunications Commission ("CRTC"). We also participate in consulting forums with Industry Canada and make representations before Parliamentary Committees and other federal agencies such as the Competition Bureau.

Cogeco Cable Canada counts among its valuable resources a team comprised of experienced regulatory experts dedicated to advancing and defending the interests of Cogeco Cable Canada and its customers through streamlined and smart regulations. All our lobbyists as well as their activities are registered in the Registry of Lobbyists. Some of the Corporation's public policy positions are reported in the Cogeco Cable Annual Report or Annual Information Form.

We endeavour to adhere to best business practices. In FY2012 and FY2013, no legal actions were undertaken against the Reporting Entities for anticompetitive behaviour, anti-trust and monopoly practices. We strive to comply with applicable laws and regulations in Canada. Where non compliance issues are identified, they are remediated within

reasonable timeframes. In FY2012 and FY2013, Cogeco Cable Canada and CDS did not receive any fines for breach of any material laws or statutes in Canada.

### A subset of our commitments to external initiatives

#### WE SUBSCRIBE TO AND SUPPORT THE FOLLOWING INITIATIVES AND ORGANIZATIONS:

- Global Reporting Initiative
- Carbon Disclosure Project
- BOMA Canada
- Business Council for Sustainability (BCS), Conference Board of Canada
- Cable Television Community Channel Standards
- Canada Media Fund
- Local Programming Improvement Fund
- Cogeco Program Development Fund
- Canadian Women in Communications (CWC)
- Burlington Chamber of Commerce (Member of the Board of Directors)
- Oakville Chamber of Commerce (Member of the Board of Directors)
- Burlington Economic Development Corporation (Member of the Board of Directors)
- Cable & Telecommunications Association for Marketing (Member of the Board of Directors)
- YMCA
- Orchestre Symphonique de Trois-Rivières (Member of the Board of Directors)
- Council of Chief Privacy Officers, Conference Board of Canada
- CableLabs
- Domaine Forget (Member of the Board of Directors)



# 01 Economic performance

Maintaining a strong financial performance is critical for the continued growth of our Corporation. It allows us to provide shareholders, who are the owners of our business, a return on their investment through dividends and capital appreciation. We have been able to access capital markets, providing the means to invest in our networks and thus provide our customers with state-of-the-art services at competitive prices. In fact, our financial success is in the best interests of all our stakeholders because a growing and profitable business is the foundation for wealth creation and our ability to provide quality employment and support to local community organizations and activities on a sustainable basis.

From left to right: Kristel Dickau, Burlington; Sophie Deshaies, Trois-Rivières; Louise Desilets, Montréal; Étienne Fournier, Montréal; Ramses Munoz, Montréal; James Busher, Toronto and Fudjika Bloncourt, Montréal



**2013 financial performance**

We ended FY2013 with results meeting or exceeding most of our objectives. Driven by two major acquisitions, organic growth and rate increases implemented in FY2013, Cogeco Cable's consolidated revenue in FY2013 rose by 32.5% to reach \$1,692.5 million.

Operating costs increased by 32.9% to reach \$902.4 million. This increase is mainly attributable to two recent acquisitions, partly offset by cost reduction initiatives as well as a decrease in operating expenses in Canadian cable services related to the deployment and support costs incurred in FY2012 for the migration of television service customers from analogue to digital. As a result of revenue growth exceeding the increase in operating costs, FY2013 consolidated operating income before depreciation and amortization for Canadian operations amounted to \$780.5 million, 32.5% higher than in the prior year. The operating margin remained the same at 46.1% when compared to FY2012.

Capital expenditures were made with little government financial support. During the year, we recorded tax credits related to research and development costs in the amount of \$690,000.

For FY2014, our primary focus will be strengthening our competitive positioning and continuously

improving our processes and practices to drive sales growth, further enhance customer service and achieve higher customer retention. We expect to achieve growth in revenue and operating income before amortization, driven mainly by the full-year impact from the recent acquisitions, organic growth and recent rate increases in the Canada and US cable segments.

**Capital spending and acquisitions**

FY2013 was marked by the conclusion of two major acquisitions and the restructuring of our Canadian Cable services segment. In November 2012, we completed the acquisition of Atlantic Broadband, serving approximately 485,000 PSU and providing Analogue and Digital Television as well as HSI and Telephony service in Western Pennsylvania, South Florida, Maryland/Delaware, and South Carolina. In January 2013, we completed the acquisition of Peer 1 Network Enterprises Inc. (PEER 1), one of the world's leading web hosting providers, specializing in managed hosting dedicated servers, colocation and cloud services through a high-performance fibre network connected to 16 state-of-the-art data centres in Canada, the USA and the UK. In early August 2013, the Canadian cable services segment was reorganized into a self-standing unit named Cogeco Cable Canada under the leadership of President and Chief Executive Officer Louise St-Pierre. With these acquisitions, we have

diversified our geographical risk and enhanced growth opportunities, opening up new markets where penetration rates are below par and opportunities for growth and value creation abound.

Our strong performance in FY2013 rested primarily on our capacity to renew and enhance our products and services and satisfy our customers. The robust product offering by our Canadian Cable segment was further enhanced to meet the growing demand for improved data transfer speeds and capacities and accessibility through mobile platforms, enabling our customers "anytime, anywhere" experiences. In addition, to better meet the needs of a growing ethnic community in our key services areas, we added 54 new multicultural channels in 12 new channel packages in Ontario with programs in nine languages. Cogeco customers in Ontario now benefit from a wider access to the best TV in entertainment, music and variety of programming in their native language. Furthermore, to enhance customers' quality and viewing experience, we expanded our High definition (HD) TV programming line to 150 HD channels in the majority of our Ontario market. Overall, 66 new HD channels including Disney, TMN Fest, ABC Spark, Travel & Escape, Food Network and Discovery were added free for customers of the equivalent standard definition channel. We also expanded content available on our On demand Online service for our digital television customers who now have a choice of more than 3,000 of their favourite shows and movies that they can watch online when they want, wherever they are in Canada.

***Detailed information on Cogeco Cable's financial performance and operations is available in our Annual Report and Annual Information Form for the fiscal year ended August 31, 2013 at [cogeco.ca](http://cogeco.ca).***

CDS opened its fourth data centre in Barrie, Ontario, to respond to growing demand from our corporate customers in the Greater Toronto Area. With this new addition and the acquisition of Peer 1, our total number of data centres increased from three to 20.

### Economic benefits

All data in this table are expressed in Canadian dollars and cover consolidated Cogeco Cable operations. This includes results of Cogeco Cable Canada, Cogeco Data Services, PEER 1 Hosting and Atlantic Broadband.

#### Direct economic value generated by the Corporation

(in thousands of \$)

	FY2012	FY2013
Revenue	1,277,698	1,692,466
<b>Economic value distributed</b>		
Operating costs	679,161	902,374
Payments to providers of capital		
- Financial expenses	64,007	128,314
- Dividends	48,656	50,591
Corporate income taxes	78,656	62,842
<b>Total consolidated capitalization</b>		
Debt	833,309	2,865,856
Equity	1,188,431	1,344,092

For FY2013, Cogeco Cable Canada revenue amounted to \$1,226.3 million, an increase of 3.2% compared to \$1,188.7 million in FY2012, primarily as a result of rate increases implemented in June and July 2012 in Québec and Ontario and the full-year impact of PSU earned in FY2012 and FY2013. For the fiscal year ended August 31, 2013, operating expenses amounted to \$615.2 million, an increase of \$0.5 million when compared to FY2012.

Financial results for CDS are included in Cogeco Enterprise Services, the holding company of CDS and Peer 1 Network Enterprises. The results are published in the 2013 Annual Report.

Our activities generate significant economic benefits in Canadian communities. The most visible and direct contribution we make to local communities is through employee wages and benefits. We also pay income, sales and payroll taxes to the federal and provincial governments, as well as property taxes on our real estate in Québec and Ontario. Finally, local businesses benefit directly from our purchases of goods and services, and indirectly from increased activity related to our ongoing network modernization and expansion projects.

In FY2012 and FY2013, the Reporting Entities' cash donations and sponsorships totalled \$3.5 million. The role we play in local communities, however, exceeds this financial contribution. Our products and services are vital to a vibrant economy and society.

They are key enablers of efficiency and progress in most fields of human endeavour – business, social, academic, medical, etc. By bringing the latest telecommunication technologies to our territories, we promote job creation by local businesses by helping them become more competitive in regional, national and global markets.

### Supporting local communities

From our informal engagement with various community stakeholders, four themes emerge clearly. The common denominator is the social and economic development of their communities and the desire to see more direct and indirect benefits from our presence in these communities. Local stakeholders care deeply about these issues:

- Ensuring sustainable community development and growth;
- Contributing to the local economy through hiring locally;
- Providing high-speed Internet access and high capacity;
- Ensuring greater availability of competitive business solutions.

We are meeting expectations on stakeholder issues, and being well recognized for our services, as reflected by the awards we received in FY2012 and FY2013 in several communities (see Customers section on page 21), as well as the business acquisitions which have greatly expanded our capacity to serve business customers.



## Local hiring

Cogeco Cable Canada's regional headquarters and Contact Centres are located in Burlington, Ontario, and Trois-Rivières, Québec. While local hiring is not a formal policy, a vast majority of our employees are recruited locally. We seek employees in the proximity of our stores and offices and choose them primarily based on their values, commitment to customer service and competence. We use many local community partners for recruiting. In Ontario, the current recruitment process involves posting job vacancies with Burlington Economic Development Corporation, McMaster University Career Centres, Sheridan College Career Centres, YMCA Career Centre and Regional Municipality of Halton Employment Services Department. In Québec, several initiatives are in place to attract employees from local communities; jobs were posted in small communities such as Cacouna, Whitworth, Gespeg, Listuguj, Wendake, Wôlinakl, Betsiamites, Essipit, La Romaine, Mingan, Natashquan, Pakuashipi and Uashat-Malietenam. The following table provides a portrait of our recruitment.

### Total Recruitment in FY2012 and FY2013

	FY2012	FY2013
Ontario	101	167
Québec*	123	98
<b>TOTAL</b>	<b>224</b>	<b>265</b>

\*The Quebec data also include employees recruited for the Cogeco Cable Inc and Cogeco Inc head offices.

CDS aims to hire locally (within the Greater Toronto Area and Greater Montréal Area) but extends their candidate search outside their immediate area if no suitable candidates are found.



## Smart Cities

Our telecommunication products and services, combined with our community engagement, allow communities to develop and diversify their local economy through the implementation of high-speed internet.

Cogeco Cable Canada and Magog Technopole are working towards the rollout of new telecommunication technologies that will serve Magog residents, businesses, industries and institutions. Cogeco Cable Canada is committed to bringing significantly more advanced telecommunication technologies to the Magog area by the spring of 2014, providing download speeds that are 10 times faster than the current average speed used in Magog. In accordance with the City's recently announced revitalization plan, Cogeco Cable Canada's new telecommunication technologies will support a Wi-Fi network accessible to everyone in downtown Magog, bringing more people into the city centre in the interests of merchants and their customers.



## Procurement practices

Our procurement activities are mostly centralized in the corporate office in Montréal. One of our objectives was to understand the sustainability practices of our key suppliers. In FY2012, we conducted a social and environmental assessment of our major suppliers in order to identify potential risks in our supply chain. We reviewed the practices declared by 21 of our major suppliers who voluntarily filled out a questionnaire on their social and environmental practices. This exercise allowed us to identify improvement areas and develop recommendations, such as the adoption of a sustainable procurement policy, development of specific clauses in requests for proposals, and training and awareness programs for employees on sustainable development issues.

The current Procurement Policy is to be revised in order to recognize the important role that suppliers play in our CSR efforts, especially with regards to the environmental and social impacts of their activities. This is intended to be implemented in FY2014. Consequently, all other parameters of the acquisition of goods or services being equivalent, we strive to favour suppliers whose vision, processes and procedures are in compliance with the Reporting Entities' CSR policy and who have or will have measures in place to promote environmental protection, pollution prevention, and the reduction of the environmental footprint of their activities, goods and services.

## Risks and opportunities

We are committed to adopting a proactive approach to climate change and continue to manage our carbon emissions. Some risk areas we consider relating to climate change include fuel and energy taxes, regulations, carbon cap and trade schemes and general environmental regulations. All could have a negative impact on our operations from a cost perspective. The risk drivers include changes to mean and extreme temperatures, changes in precipitation and frequency and severity of storms, ice and snow. Networking maintenance costs could increase due to extreme weather and heat waves and/or severe snow or ice storms. If global average temperatures increase, it will mean additional cooling could be necessary in our facilities hosting electronic equipment (head-ends for example). This would affect our operating costs as well as our GHG emissions. Furthermore, additional usage of cooling systems could impact the need for additional maintenance on our systems and energy consumption, resulting in a cost increase and additional GHG emissions.



## Community partnership at Innovate Burlington

**Innovate Burlington is a not-for-profit organization led by Burlington Economic Development Corporation (BEDC), in partnership with the City of Burlington, Burlington Chamber of Commerce, The Centre for Skills Development & Training and McMaster University. Innovate Burlington hires recent university graduates who have studied disciplines such as business and marketing. New graduates are partnered with businesses in the Burlington area, working in fields such as market research, strategic business planning and marketing.**

**TVCOGECO offered positions to two recent graduates working on the promotion of our community channels in Ontario. While we benefit from the fresh thinking of young professionals, the individuals take away new skills and experiences. Innovate Burlington's goal is to provide solid partnerships with companies, in turn creating interesting and challenging work for the young professionals.**

# 02 Customers

We aim for excellence in our ability to meet the needs of our residential and business customers – every day, with each customer. We recognize that customer service is a key brand attribute that has the potential to differentiate Cogeco services from those of our competitors. We also know that superior customer service earns customer loyalty and retention. Our commitment to our customers is a core value, and we strive to walk the talk every day.

From left to right: Patricia Burton, Trois-Rivières; Edith St-Jacques, Trois-Rivières; Patrick Ng, Montréal; Sharon Atkins, Burlington; Marion Smith, Burlington; André Houle, Trois-Rivières and Cynthia Fulton, Burlington



### Management approach and policy

Respect for customers is one of the underlying principles of our Code of Ethics. It is motivated by the depth of our connection with our customers and encompasses clarity, honesty, integrity, responsiveness, care, efficiency and courtesy in all customer relations, and general respect for customers. We apply these principles not only to the extent prescribed by laws and regulations and in accordance with established standards of service, but also in light of our commitment to provide superior customer service.

Direct responsibility for residential and commercial customer care for Cogeco Cable Canada is divided between the Vice President of Customer Experience and the Vice President of Business Development and Sales. Annually, our teams develop plans that set priorities and establish initiatives focused on raising the standard of performance in satisfying customers. Investing in local Contact Centres in Burlington, Ontario and Trois-Rivières, Québec, both staffed by employees who are hired locally, is a concrete example of an initiative to connect with our customers.

### New initiatives and awards

Understanding our customers' needs and finding just the right solution for them is a constant preoccupation. Supporting this strategy, we continue to leverage our customer centric brand signature *"How can we help you?"* designed to effectively evoke our unique capacity for close customer relationships. Our focus has been to extend our engagement and support to customers to more touch-points. Capabilities have been built to communicate with our customers through social media, including Twitter and Facebook. We have redesigned our Ontario stores to create closer connections in a friendly environment and promote easier access to our knowledgeable service agents.

We have enhanced our website design and functionality to respond to the growing preference

of customers for more self-service. Our new support section, which now features both traditional FAQs (frequently asked questions) and a new technology enabling intelligent response to FAQs, has provided over 50,000 responses to inquiries each month. We have also added enhanced city-based service outage reporting on our public websites to ensure real-time incident messaging for our customers.

Listening to our customers is a foundational principle in our commitment to provide the best service possible. In Spring 2013, Cogeco Cable Canada participated in J.D. Power's first-ever survey of customer satisfaction for TV and Internet Service Providers in Eastern Canada. Over 6,000 customers were surveyed on-line in English and French-language options. Out of six major service providers, survey results ranked Cogeco with the 2<sup>nd</sup> best customer satisfaction for High-Speed Internet



Services and 3<sup>rd</sup> best for Cable TV in all of Eastern Canada (Ontario, Québec and Atlantic Provinces). Key drivers of performance included the cost of service, customer service and billing. We also have gained valuable customer insight as to where we need to focus improvements.

At the same time we know our customers' needs are dynamic and we must remain active in our listening. To this end we introduced new customer surveying technology through Service Quality Measurement (SQM), North America's leader in voice of customer first call resolution management, in September

2013 to provide enhanced, real-time, agent level web-based reporting tools to address customer needs. Each day, surveys are initiated seeking customer feedback on the quality of services and support that our 900+ associates provide. For example, we survey customer satisfaction daily through Customer Satisfaction Surveys (CSAT), Courtesy calls, SQM First call resolution surveys, in addition to communication at our storefronts, in our call centre, through email and social media. This significantly enhances our ability to track and refine our service offering while reinforcing our core value of commitment to customers.

### Cogeco Data Services

CDS business is founded on building great relationships with our customers. In our view, meaningful relationships create real value for our customers. Our commitment to this approach means nurturing a culture of insatiable curiosity, real teamwork and a meaningful, productive dialogue with our customers.

CDS conducts customer satisfaction surveys periodically. At present, the customer satisfaction survey is the formal channel for customers to provide feedback. The survey is reviewed periodically to ensure it evolves with the CDS business, while remaining consistent in order to provide historical and tracking data. Customer lists and contacts are provided to Northstar by CDS and include customer contacts in the markets the company serves. Telephone interviews are completed with randomly selected CDS customers.

Cogeco Data Services overall satisfaction rating is 8.2 out of 10. CDS meets or exceeds the expectations of 93% of its customers. Field Technicians and Network Performance rank highest in satisfaction with scores of 8.5 and 8.7, respectively. In addition, a majority of respondents indicate that Cogeco Data Services builds relationships better than competitors. The key drivers of this high satisfaction level have been attributed to the organization's responsiveness and commitment to customer service.



Won Oakville Beaver readers award for Best Internet Service for 11<sup>th</sup> consecutive year.  
(August 2013)



## Prizes and awards

### INTERNET SERVICE:

#### (FY2012)

- Won Best Internet Provider with Burlington Post Readers for 10<sup>th</sup> consecutive year.
- Won North Oakville Today award for Best Internet Provider.
- Won View Magazine's Beat of Greater Hamilton readers survey for Best Internet Provider for the 3<sup>rd</sup> consecutive year.
- Won St. Catharines Standard Best Internet Provider readers choice award.
- Won Diamond Award for Hamilton News readers Best Internet Service Provider for 3<sup>rd</sup> consecutive year.
- Won Diamond Award from Milton's Readers Choice Canadian Champions, for the 2<sup>nd</sup> consecutive year.
- Won 2011 Readers Choice Award from Cornwall Standard Freeholder for Favourite Internet Provider.
- Won Peterborough Examiner Favorite Internet Service Provider award.
- Won Oakville Beaver readers award for Best Internet Service for 10<sup>th</sup> consecutive year.
- Won 'Favourite Internet Provider' award from Hamilton Spectator readers.
- Won 'Best Internet Provider' award from Flamborough Review readers.
- Won Niagara Review 'Best Internet Provider' Award for 3<sup>rd</sup> consecutive year.

#### (FY2013)

- Won Niagara Review 'Best Internet Provider' Award for 4<sup>th</sup> consecutive year.
- Won Oakville Beaver readers award for Best Internet Service for 11<sup>th</sup> consecutive year.
- Won Hamilton Spectator readers 'Favourite Internet Provider' award for the 2<sup>nd</sup> consecutive year.
- Won 'Best Internet Provider' award from Flamborough Review readers for 2<sup>nd</sup> consecutive year.
- Won Best Telecommunication provider, Stéréo Plus 2013, Annual conference.
- Won Best Internet Provider from the Hamilton Community News.
- Won Best Internet Service from the Welland Tribune.
- Won Best Internet Provider from Burlington Post readers for 11<sup>th</sup> consecutive year.
- Won Diamond Award from Milton's Readers Choice Canadian Champions for the 3<sup>rd</sup> consecutive year.

Best Telecommunication  
provider, Stéréo Plus 2013,  
Annual conference



### TV SERVICE: (FY2012)

- Won Best TV Service Provider award from Kingston This Week.
- Won Best Television Provider award from North Oakville Today.
- Won Michelle-Leblanc Prize for the production with the most impact on the community from Beauce Sartigan.tv
- Received Ontario Sport Awards Corporate Sport Citation in 2012 for TV Cogeco involvement in supporting sport.

### TELEPHONE SERVICE: (FY2012)

- Won Kingston This Week award for Best Telephone Company.

### DATA SERVICES: (FY2012)

- Won International ECHO Award (Merit), DMA International ECHO™ Awards Competition, response marketing for the WE speak IT advertising campaign.
- CMA Award (Silver), Canadian Marketing Association Awards for excellence in marketing for the WE speak IT advertising campaign.

### CUSTOMER SERVICE: (FY2013)

- Top three internet and television service provider - customer satisfaction category, in Eastern Canada, National research study, J.D. Power.
- Won 1<sup>st</sup> prize in Customer Service category from the Chamber of Commerce and Industry Les Maskoutains, St-Hyacinthe.
- Won Gold Star in the Customer Service category, Rimouski.
- Won Silver Star in the Store Presentation category, Rimouski.

## Product responsibility

We strive to ensure that our product labeling and marketing practices are fair. We want to provide appropriate information related to our products and services. When selling a product, we seek to do so in a fair and relevant manner. We act in compliance with labelling and marketing regulations. Our products and services respect all regulations and labelling requirements. Our offers of products and services and their terms are clearly established and verifiable by customers. This is in line with our values and our commitment to offer respectful and honest customer service.

We respect the Do Not Call List (DNCL) established by the CRTC regarding potential clients and have an additional DNCL internal list. We are subjected to the Canadian Code of Advertising Standards developed by Advertising Standards Canada. Our product publicity, communications and promotions respect regulations imposed by the *Loi de protection du consommateur* in Québec and *Consumer Protection Act*, 2002 in Ontario, as well as the *Competition Act*, administered by the Competition Bureau.

We have been the subject of very few complaints related to marketing communications. In FY2012, Cogeco Cable Canada received one complaint from a customer through Advertising Standards Canada requesting that we “improve clarity” of some information on one of its advertisements. In the past 10 years, a total of four complaints have been filed with the Advertising Standards Canada in reference to our advertising practices. These have always



## Special Events Team helps communities

The Community Relations Special Events Team completed 22 Free Community BBQ's in FY2013, which contributed over \$22,000 to the local communities visited. Approximately \$1,000 of product was purchased for each Community BBQ from local vendors for such items as sausages, hot dogs, buns, condiments, soft drinks, propane, napkins, and cooking utensils. In instances where there was food left over, it was donated to the local food bank. The Special Events Team also significantly impacted the local communities economically with travel-related expenses from completing 55 away events in FY2013 alone. The team stayed at local hotels, and ate meals at restaurants based in the communities visited.

been addressed and resolved to the satisfaction of all parties. We have no other incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion and sponsorship.

### Quality products

In order to make the internet a safer environment, we provide our residential customers with an Internet Security Service, including a parental control feature and other security features, free of charge, for most of our Internet packages.

Our digital TV services, including Video on Demand (VOD), also include parental control. VOD licensees have a responsibility to ensure that the programming they provide is of high quality and meets general community standards within the context of a discretionary service. Cogeco digital cable and VOD services require set-top boxes for each customer's television set. Each Cogeco set-top box has the capability of locking out programming by rating and channel. This provides each of our cable and VOD customers with the ability to block reception of unwanted programming.

These features enable parents to prevent their children from accessing shows or movies that meet defined criteria. We use the Canadian Broadcast Standards Council (CBSC) rating system provided by TV broadcasters (adopted by the CRTC), as well as the provincial and US rating systems. The rating is visible for all customers. Exclusions can be made on different categories: violence, sexuality, coarse language, substance use, etc. Customers have full control over this feature, according to their own preferences.

In our choice of programming on VOD, we follow our voluntary Code of Conduct that addresses issues such as violence, gender representation, ethics, and advertising to children. We also adhere to the Pay-per-view code regarding violence.

Furthermore, we script 95% of our VOD content to make it available for hearing impaired persons. Finally, we provide our customers with local Canadian content in both English and French.

### Customer privacy

We take privacy very seriously because we recognize how important it is to our customers. For this reason, we have taken steps to ensure that the personal information they provide us is protected by a range of business procedures and security safeguards – physical, technological and organizational. These are designed to ensure that customer information is kept confidential and used only for the purposes for which it was collected.

Two years ago, Cogeco Cable Canada created the role of Chief Privacy Officer (CPO), currently held by our Vice President, Legal Affairs, to look into privacy matters closely and to ensure thorough compliance with privacy laws and regulations, to monitor such standards, and to handle our customers' questions, requests and concerns. The CPO works closely with the Internal Audit team to track and monitor any deviations from the privacy policies and procedures as well as applicable legislation, and to develop remediation plans. Cogeco Cable Canada is also committed to developing awareness for both its customers and employees through various means so as to ensure, in the best possible way,

the protection of our customers' and employees' personal information.

Some of those measures include bill messages, elaboration of privacy procedures and communication thereof to the audience targeted, publication of articles in the Cogeco eNewsletter (in Ontario and Québec), banners on **cogeco.ca** website and, more specifically, messages posted on our internal portal.

We are also committed to providing transparency to our customers with respect to practices for handling personal information. To that end, our Privacy Policy is a formal statement of rights for our customers, and obligations for Cogeco Cable Canada, concerning minimum requirements for the protection of personal information provided to Cogeco Cable Canada. It is intended to establish responsible and transparent practices for the management of personal information and to satisfy the requirements of both rules established by the CRTC and the *Personal Information Protection and Electronic Documents Act* (PIPEDA). It explicitly follows the general format and principles set out in Schedule 1 to that legislation.

We review and update our privacy practices, procedures, policies and documents as required to remain current with rules and regulations, new technologies, standards and customer concerns. To view our Privacy Policy as well as our Privacy Commitment, please visit **cogeco.ca**.

We also monitor for any threats to the security of customers' personal information as well as our own information, and are working towards minimizing such risks. To that effect, we have developed and implemented an Electronic Information Security Policy, and related security standards, to protect the data of our customers, as well as ours.

We strive to comply with applicable laws and regulations in Canada. Where non-compliance issues are identified, they are remediated within reasonable timeframes. In FY2012 and FY2013, Cogeco Cable Canada and CDS did not receive any fines for any breaches of material laws or statutes concerning the provision and use of our products and services. In 2013, Cogeco Cable Canada received one request for information regarding a complaint filed with the Office of the Privacy Commissioner (OPC) by a customer. Cogeco Cable Canada is still awaiting further information as to whether the OPC will start a formal investigation regarding this complaint.

At the beginning of 2013, Cogeco Cable Canada experienced a privacy issue when one of its customer databases used in an Internet contest was compromised. The accessed information did not contain any sensitive customer or financial information. The Cogeco Cable Canada management team addressed this situation in a timely manner in order to curtail access to this

information, thus limiting potential exposure. Remediation plans were diligently and efficiently deployed through technical, organizational and physical measures following the occurrence of the incident to avoid similar situations. Proactively, the OPC was contacted and provided with information about the breach and to seek guidance on customer notification. Since the notification to customers, Cogeco Cable Canada has not received calls from them in relation to this incident nor has there been communication from the OPC in this regard. Our Internal Audit team has been engaged to provide an assessment to reduce the risk of future occurrence.

### Product sustainability

The environmental impact of our products and services has not yet been assessed. However, we are aware of the potential impact of our products and services on GHG emissions, on customers' energy consumption, as well as on the waste they generate. The importing of electronic equipment and components from abroad also increases the environmental footprint of our products. Concerned by the energy consumption of certain products, we currently monitor the proportion of ENERGY STAR digital boxes installed in our customers' homes and will continue to promote energy efficient equipment. In FY2012, 17% of customer premise equipment installed was Energy Star certified and we increased the proportion to 23% in FY2013.

We will work with our suppliers towards the development of customer end-products that minimize impact on the environment, such as more energy-efficient set top boxes or products that generate less waste. We recognize that our suppliers have an important role in mitigating the environmental impacts of our operations.





# 03 Environmental performance

At Cogeco, respecting the environment is a fundamental aspect of our corporate ethics. We are committed to progressively reducing our environmental footprint in the communities in which we operate and to achieve an improved balance between our environmental and economic objectives. Increasingly aware of the great potential of sound environmental stewardship, we strive to reflect our caring for the environment in all of our activities and operations.

From left to right: Russell Thacker, Burlington; Janie Quenneville, Trois-Rivières; Gabriel Beaulieu, Trois-Rivières; Douglas Beeson, Montréal; Janet Santilli, Burlington; Evans Brindle, Trois-Rivières and Kathleen McMeekin, Montréal



## Management approach and policy

Respect for the environment is one of the fundamental principles of Cogeco Cable and we adhere to it in all our activities, business relationships and dealings with other stakeholders.

Our environmental policy was replaced with a CSR Policy in June 2013. This new policy has a broader scope and covers six main objectives.

- Managing our ecological footprint
- Taking part in developing communities
- Taking part in developing our employees
- Integrating the best CSR practices
- Being transparent in communicating our CSR activities
- Ensuring the Corporation's growth

The most senior position with operational responsibility for our environmental performance is our President and CEO of Cogeco Cable Canada. In FY2013, our environmental initiatives focused on these key areas:

- Measuring our GHG emissions
- Decreasing our environmental impact by establishing carbon reduction goals
- Pursuing our efforts in implementing responsible procurement practices
- Adopting new environmental practices in the Burlington regional headquarters, in accordance with the BOMA BEST certification program
- Complying with new environmental regulation on electronic waste management in Québec
- Consolidating our environmental initiatives in an environmental management system
- Promoting environmental awareness throughout the Reporting Entities

We also worked on extending environmental management practices to CDS and disclosing their performance in the bi-annual CSR report and annual CDP report.

We allocate permanent human resources for the development of our CSR strategy and programs. Regional grassroots green committees help Cogeco Cable Canada create and promote environmental activities and initiatives. They play a crucial role in building an organizational culture where caring for the environment is a reflex at work and at home. Team members are volunteers from different departments who dedicate their time to developing activities and initiatives to reduce environmental impact. In recent years, Cogeco Cable Canada's green committees have been active in Trois-Rivières, Burlington and Montréal. Since FY2012, the Burlington green committee also supports environmental initiatives in surrounding operations centres through a pairing program. Burlington green committee employees are teamed up with counterparts in other locations to stimulate project development in Ontario facilities.

In FY2012, the green committees organized various activities to raise employee awareness on social and environmental issues through conferences, friendly environmental competitions and contests, fund-raising for local non governmental organisations and project development. For example, waste reduction projects included an inventory of recycling infrastructure in Burlington, Montréal and Trois-Rivières, removing most nonreusable cups from our office premises in these locations and organizing a used books and CDs exchange.

Green committee activities during FY2013 included obtaining a BOMA BEST certification for the Burlington regional headquarters building, introducing organic matter collection at our Montréal head office, expanding the carpooling program in Burlington and organizing several environmental awareness events in Trois-Rivières. Every year, committees also actively organize actions for Earth Week, Earth Hour and World Car-free Day.



## The Bay Area Restoration Council

Funds raised by the Burlington green committee during various events in Spring 2013 were donated to the Bay Area Restoration Council (BARC). Cogeco Cable Canada values community-driven initiatives addressing water body preservation and has doubled the amount raised by the green committee. BARC was presented with a cheque in the amount of \$4,000. This donation will allow the pursuit of their restoration activities and environmental awareness mission.

BARC is a not-for-profit organization that assesses and promotes clean-up projects in Burlington Bay and its watershed.

## Energy and carbon

The environmental impact of our operations results mainly from GHG emissions related to the energy we use in our facilities and the fuel consumed by our vehicle fleet. The servers and systems we use to run our network and data centres operate around the clock, 24 hours a day, 7 days a week, accounting for the bulk of our energy requirements. Business travel also accounts for some GHG emissions, although volumes are much lower than those related to our energy and fuel consumption.

### GHG inventory

We conducted our fourth GHG inventory in FY2013. We continue to use a GHG emissions calculator tool developed by *Planetair*, a not-for-profit organization. The data was collected internally and calculations were based on the methodology of the ISO14064 standard and the Greenhouse Gas Protocol of the World Business Council for Sustainable Development.

Our methodology has been improved since FY2011. Our scope was broadened to include more energy consumption activities, additional electricity consuming infrastructure and refrigerant gas emissions. We were able to partially recalculate our base year FY2011 emissions in order to reflect these changes. Electricity consumption for Cogeco Cable Canada operations was revised for FY2011 and FY2012 to match the extended scope used for FY2013 calculations.

Our GHG emissions are distributed among three categories, following international standards:

- Scope I – Direct emissions (fuel used by our vehicle fleet, natural gas and diesel consumption in our facilities)
- Scope II – Indirect emissions (electricity consumption)
- Scope III – Other indirect emissions sources (business travel and subcontractors' vehicle fleet and refrigerant gas)

The data for scope III emissions includes an estimate of the fuel consumption of our subcontractors. We estimated subcontractors' fuel consumption based on the number of vehicles in their fleets dedicated to Cogeco work and the annual average amount of fuel consumed per vehicle in Cogeco Cable Canada's fleet.

Cogeco Cable Canada's base year for environmental programs and GHG emissions reduction is FY2011. For CDS, we consider FY2012 to be the base year of environmental performance monitoring. GHG emissions have been compiled since then.

We filed a CDP report for FY2012 and will file the FY2013 emissions in a subsequent report in spring 2014. For FY2012, we computed GHG emissions at

19,326 mt for our Cogeco Cable Canada and CDS operations combined. In FY2013, we decreased our annual global emissions by 8.9% to 17,603 mt.<sup>1</sup>

An analysis of emissions by emitting source type illustrates the difference between Cogeco Cable Canada and CDS operations. For Cogeco Cable Canada, vehicle fleets – combined internal and subcontractor fleets – are the most significant source of GHG emissions in FY2013 (scope I and III emissions). They represent 50% of our total emissions. CDS emissions are mainly related to running their facilities, with 79% of emissions from energy consumption.

Cogeco Cable Canada's electricity consumption also accounts for a large share of its emissions, particularly in Ontario. Over 99% of electricity emissions relate to electricity consumed in Ontario and the balance in Québec, reflecting the higher emission factor for electricity generated in Ontario. Virtually all of the electricity we consume in our Québec facilities is hydro-electric, one of the cleanest renewable energy sources.

### Emissions by Scope

Emissions are expressed in CO<sub>2</sub> equivalent (in metric tons)

COGECO CABLE CANADA OPERATIONS			
	FY2011 *	FY2012	FY2013
Scope 1	5,521	6,001	5,094
Scope 2	8,023	6,196	6,156
Scope 3	4,861	4,524	4,060
<b>TOTAL</b>	<b>18,405</b>	<b>16,721</b>	<b>15,310</b>

CDS OPERATIONS		
	FY2012	FY2013
Scope 1	224	442
Scope 2	1,823	1,481
Scope 3	558	370
<b>TOTAL</b>	<b>2,605</b>	<b>2,293</b>

\*Additional emissions sources were included in the GHG inventory in FY2012 and FY2013.

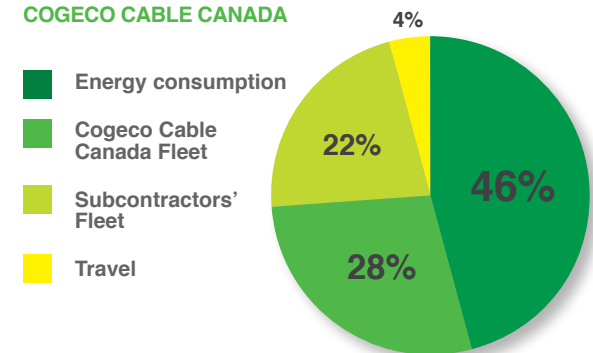
<sup>1</sup> For FY2013, the direct energy consumed by Cogeco Cable Canada and CDS combined represents 83,040 Gj. The indirect energy consumed (electricity) represents 295,409 Gj. For FY2012, the direct energy consumed by Cogeco Cable Canada and CDS combined represents 88,739 Gj. The indirect energy consumed (electricity) represents 247,971 Gj.

## Emissions by source type

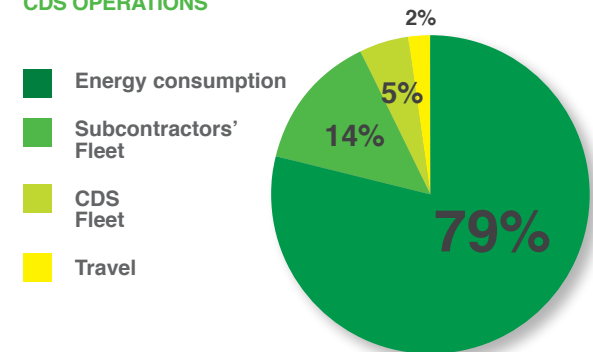
COGECO CABLE CANADA OPERATIONS					
	Base year FY2011	FY2012		FY2013	
		Emissions (in mt of CO <sub>2</sub> eq)	% of total emissions	Emissions (in mt of CO <sub>2</sub> eq)	% of total emissions
<b>Facilities</b>					
Electricity – Ontario	7,984	6,153	36.7%	6,108	39.8%
Electricity – Québec	39	43	0.3%	48	0.3%
Other energy consumption	-	515	3.0%	864	5.6%
Refrigerant gas	-	-	-	-	-
<b>Subtotal</b>	<b>8,023</b>	<b>6,711</b>	<b>40.1%</b>	<b>7,020</b>	<b>45.8%</b>
<b>Travel</b>					
Business trips – Train	5	6	0.04%	4	0.03%
Business trips – Air	598	763	4.6%	638	4.2%
<b>Subtotal</b>	<b>603</b>	<b>769</b>	<b>4.6%</b>	<b>642</b>	<b>4.2%</b>
<b>Fleet</b>					
Cogeco Cable Canada Fleet	5,521	5,486	32.9%	4,230	27.7%
Subcontractors' Fleet	4,258	3,755	22.5%	3,418	22.3%
<b>Subtotal</b>	<b>9,779</b>	<b>9,241</b>	<b>55.4%</b>	<b>7,648</b>	<b>50.0%</b>
<b>TOTAL</b>	<b>18,405</b>	<b>16,721</b>	<b>100%</b>	<b>15,310</b>	<b>100%</b>
CDS OPERATIONS (Base year for CDS is 2012)					
<b>Facilities</b>					
Electricity – Ontario		1,823	70.0%	1,480	64.6%
Electricity – Québec		-	-	1	0.04%
Other energy consumption		103	4.0%	339	14.8%
Refrigerant gas		40	1.5%	-	-
<b>Subtotal</b>		<b>1,966</b>	<b>75.5%</b>	<b>1,820</b>	<b>79.4%</b>
<b>Travel</b>					
Business trips – Train		1	0.02%	-	-
Business trips – Air		42	1.7%	57	2.47%
<b>Subtotal</b>		<b>43</b>	<b>1.7%</b>	<b>57</b>	<b>2.47%</b>
<b>Fleet</b>					
CDS Fleet		121	4.6%	103	4.5%
Subcontractors' Fleet		475	18.2%	313	13.7%
<b>Subtotal</b>		<b>596</b>	<b>22.8%</b>	<b>416</b>	<b>18.2%</b>
<b>TOTAL</b>		<b>2,605</b>	<b>100%</b>	<b>2,293</b>	<b>100%</b>

## 2013 GHG emissions per source

## COGECO CABLE CANADA



## CDS OPERATIONS





**Managing our environmental performance**

In FY2011, we identified reduction objectives that are measured on a regular basis. These objectives serve as guidelines for the development of initiatives aimed at reducing our environmental footprint. The three main categories relate to our direct and indirect GHG emissions resulting from electricity consumption in our facilities and fuel consumption related to our vehicle fleet and air travel. The following objectives concern our Cogeco Cable Canada operations only.

**Cogeco Cable Canada targets**

As of FY2012, Cogeco Cable Canada modified its key performance indicator for growth to a Primary Service Units ("PSU") concept instead of a revenue-generating units ("RGU") concept. PSU expansion is an important driver of revenue growth and measures the success of the marketing strategy and the competitiveness of the service offerings and pricing. We have adjusted our environmental performance as well to monitor our performance on a PSU basis.

**Air travel**

**Decrease air travel by 10% per PSU over five years**

**Facilities**

**Decrease energy consumption by 2% per PSU over five years**

**Vehicles**

**Decrease total vehicle emissions by 500 tons of CO<sub>2</sub> over five years**

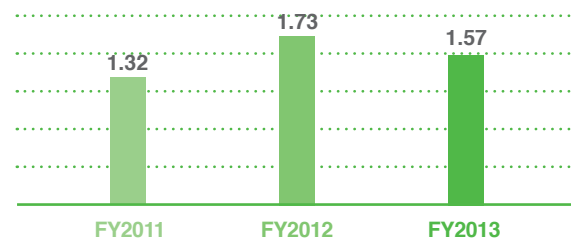
**GHG reduction initiatives****Air travel**

**Target: Decrease air travel by 10% per PSU over five years**

Air travel is an important source of our GHG emissions. In FY2012 and FY2013, we have targeted the most frequent flyers in Cogeco Cable Canada and informed them of the impact of air travel on our carbon footprint. Some adjustments were also made to bring employees physically closer to the locations they frequently travel to. Collaboration and teleconferencing tools are available for cross-facility teams to meet without traveling.

However, air travel increased in comparison to our FY2011 numbers. Our air travel mileage per PSU increased 19% and our related CO<sub>2</sub> emissions per PSU rose by 7%. This increase was generated by additional travel due to major projects. Mileage per PSU was lower in FY2013 than the previous year and we will continue to work towards achieving our target by FY2016.

**Air Travel Mileage per PSU**  
COGECO CABLE CANADA (km per PSU)

**Facilities**

**Target: Decrease energy consumption by 2% per PSU over five years**

In order to reach our 2016 target, Cogeco Cable Canada is adopting more energy efficient practices. Our newly adopted CSR policy encourages the optimal and efficient use of resources, including energy. In addition, since Ontario electricity has a high emissions factor, we are looking into programs to decrease our energy consumption particularly in Ontario, as well as means to offset the related GHG emissions. For example, in FY2013, we focused on the performance of the Burlington regional headquarters. An energy audit was performed, which highlighted sectors of high potential for energy reduction and suggested several opportunities for facility improvement measures. The facilities management team, along with the local green committee, defined an energy management plan that identified eight main actions to implement in our Burlington regional headquarters. This plan is designed to produce a measurable reduction in our energy consumption and increase employee leadership towards energy conservation.

**Electricity Consumption per PSU**  
COGECO CABLE CANADA (kWh per PSU)



Because of the retirement of coal-fired electrical plants in Ontario, our CO<sub>2</sub> emissions related to our facilities operations have decreased 16% per PSU. However, as shown in the previous graph, the total electricity consumption per PSU for Cogeco Cable Canada has not yet achieved a significant reduction. However, we are starting to see the impact of our energy efficiency measures on the Ontario division's performance.

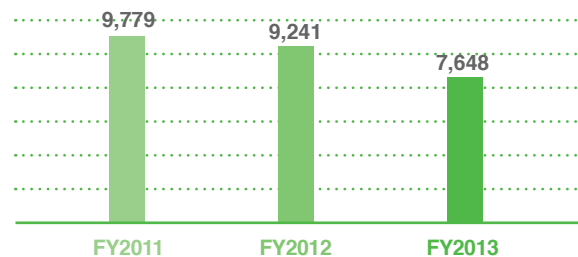
Further energy efficiency measures will be put in place in the years to come.

## Vehicles

### Target: Decrease total vehicle emissions by 500 mt of CO<sub>2</sub> over five years

Vehicle emission reduction significantly exceeds our fixed target of a 500 mt decrease from FY2011 to FY2016. In only three years, we have achieved a cumulative reduction of 2,669 mt of CO<sub>2</sub>eq emissions, including both our corporate and subcontractor vehicle fleets. This represents a reduction of 22%. When considering only our fleet, emissions have been reduced from 5,521 mt to 4,230 mt, a decrease of 23%.

### Emissions Related to Vehicle Fleets COGECO CABLE CANADA (CO<sub>2</sub> eq)



In our Cogeco Cable Canada operations alone, we have been monitoring fuel consumption since FY2009 and our fleet has gradually reduced the total amount of fuel consumed. As of August 31, 2013, we have reduced fuel consumption by 1,352,464 litres since 2011, which represents a saving of \$1,730,131.

We have achieved such reductions with the implementation of various programs, such as monitoring idle-time, adding auxiliary batteries in vehicles and reducing the size of our service vehicles.

### Idle-time

All of our vehicles are equipped with a Global Positioning System (GPS) that allows us to calculate each driver's idle-time. Our performance in reducing idle-time is monitored monthly. In order to decrease daily idle-time for customer facing technicians (CFT) and network facing technicians (NFT), Cogeco has been monitoring and reporting on daily idle-time averages since FY2011. The targets for daily average idle-time are now 20 minutes for the CFTs and 40 minutes for the NFTs, respectively.

On average, between FY2011 and FY2013, the NFTs decreased their daily amount of idle-time by 26% and the CFTs decreased daily idle-time averages by 40%. In FY2013, the NFTs met the target for idle-time 63% of the time and the CFTs, 92% of the time. Cogeco continues to encourage its teams to decrease vehicle idle-time and monitor this metric.

To help reach our idle-time objectives, several programs have been implemented such as an auxiliary battery program, modifications to our aerial lift trucks to operate on battery generated power and an eco-driving program.

### Auxiliary batteries

In addition to the efforts made by CFTs and NFTs, idle-time has been reduced by implementing alternate power supplies for the operation of trucks with electric equipment. A large proportion of our service vehicles are now equipped with auxiliary batteries, which are used to power some of the tools our employees use at customer homes. This allows technicians to operate their electrical equipment such as rotating lights without having to leave the engine running. In addition, all new hydraulic lifts

IDLE TIME REDUCTION				
	FY2011/target (in minutes)	FY2012/target (in minutes)	FY2013/target (in minutes)	% reduction FY2013 from FY2011
Idle time NFT				
Québec	67/45	48/45	49/40	26%
Ontario	50/45	48/45	37/40	26%
Idle time CFT				
Québec	38/25	20/25	17/20	55%
Ontario	18/25	13/25	13/20	25%

on Cogeco Cable Canada trucks in Ontario are now fitted with auxiliary batteries and can be operated electrically. This has contributed significantly towards enabling our NFTs to meet their idle-time reduction targets.

#### **Reduction of vehicle size**

Since FY2010, we have reduced the size of our service vehicles, resulting in lower fuel consumption and emissions. Our policy is to purchase 4-cylinder vehicles, mainly for urban areas, instead of 6 or 8 cylinders. Approximately 26% of Cogeco Cable Canada's fleet was comprised of lower fuel consumption vehicles at the end of FY2013. In addition, we perform regular maintenance on our vehicles to preserve the good condition of our fleet.

#### **Equipment self-install**

We have put in place a process that enables our customers to self-configure their equipment. This allows customers to do so at the time of their choosing and avoids us having to send a technician to the customer's residence. We estimate that this initiative avoided the consumption of 2,420,619 litres of gasoline in FY2012 and FY2013. This represents 5,533 CO<sub>2</sub>e emissions avoided by the equipment self-install process. The estimate was based on the average distance travelled to a customer site and the fuel consumption associated with such travel.

#### **Waste management**

We have extended our waste management initiatives and diverted from landfills significant amounts of the waste produced by our operations. Some of our facilities now have substantial control of waste produced. We strive to control our waste and have

implemented waste management processes in our manned facilities. One such example is our Burlington regional headquarters, where the diversion rate has increased from 40% in FY2011 to 88% in FY2013. This diversion rate includes waste generated by normal operations, warehouse activities and electronic waste returned to the Burlington warehouse through our e-waste management program. Waste programs for construction waste and dangerous waste are in place but are not included in the diversion rate. The Montréal head office is located in a Level 3 BOMA building, with advanced waste management programs covering most recyclable materials, including organic matter collection by the end of FY2013.

In our Trois-Rivières regional headquarters, the diversion rate is not monitored but thorough waste management programs are in place. These include the recycling of paper, glass, plastic and metal items, as well as the proper disposal of dangerous waste and electronic equipment. Construction waste is generally collected and separated by contractors and disposed of in appropriate sites.

We are still implementing measures to monitor and control the amount of waste diverted at all operations.

In CDS facilities, waste material is separated into four categories: waste, paper products, organic waste and bottles, cans, plastics. Items such as used furniture, doors and lighting fixtures were donated to ReStore – Habitat for Humanity to have them refurbished and reused. Special collections are also in place such as for empty toner cartridges.



### **Cogeco's first BOMA-certified building**

On August 8, 2013, our Burlington regional headquarters was accredited with a BOMA BEST certification. Over the last few years, the facilities management team along with the local green committee have implemented environmental best practices, including energy, waste and water management, pollution control and environmental health and safety programs.

The success of these programs is intimately linked to the everyday collaboration of employees and visitors at the 950 Syscon Road facility.

"This is an important first step, and recognition of the importance Cogeco places on operating its business and facilities in an environmentally responsible manner," said Ken Smithard, Vice President, Performance & Organizational Efficiency.

We will continue to improve our environmental management through new processes and programs that will have a positive impact on our work environment and communities.

## Equipment waste

Since FY2010, Cogeco Cable Canada operations have had processes in place to collect obsolete telecommunications and cable equipment from our customers. These materials are redirected for assessment to our warehouses in Trois-Rivières, Burlington, Niagara Falls, Oakville or Sarnia.

The equipment that can no longer be redeployed is brought to organizations who partner with us to recycle and resell our obsolete electronic equipment. In Québec, we collaborate with *Service d'intégration au travail de la Mauricie* (SIT), which provides social integration to people with mental illnesses by employing them in its facilities. In Ontario, our partner is *REfficient*, a company that assists businesses in responsibly managing obsolete and excess electronic equipment.



Both partnerships enable us to divert a large amount of e-waste from landfills and ensure reuse and responsible recycling. In FY2012 and FY2013, we diverted more than 824 mt of equipment from landfills (FY2012: 499 tonnes, FY2013: 325 mt). In total, 1,399,062 units of electronic equipment were recovered in FY2012 and FY2013.

As of July 14, 2013, a new regulation came into force in Québec to guide companies in their management of electronic waste. Cogeco joined EPRA-Québec, the Electronic Products Recycling Association, in order to meet the new government requirements. Cogeco works with EPRA-Québec for the environmental management of its electronic waste in Québec and pays an environmental handling fee for equipment marketed in the province.

## E-billing and paper management

We have implemented numerous initiatives to reduce our paper consumption. One of the most promising long-term is e-billing.

We encourage our customers to choose electronic billing, an environmentally friendly way of receiving monthly statements. By the start of FY2014, over 7% of our customers in Québec and over 9% in Ontario had opted for this service. E-billing helps us reduce the quantity of paper used in our administrative operations and is almost carbon-free. Our objective is to increase the number of e-billing customers in future years.

Additional paper reduction initiatives include pre-authorized payments, introduction of electronic pay stubs for employees, as well as setting the default print control on most printers in the corporate head office to double-sided.

We are also looking into ways to reduce the amount of paper and corrugated cardboard and other materials sent to customers, such as advertising or excess packaging for equipment. We are a member of Éco Entreprises Québec and Stewardship Ontario Bluebox programs. These organizations collect fees from companies that produce products and packaging materials which are collected by municipalities through their curbside recycling services. These fees help to fund the costs of collecting, transporting, recycling and safely disposing of waste across Québec and Ontario.

The following tables present the weight of packaging and other materials sent to consumers in FY2010 and FY2011.

### WEIGHT OF PACKAGING STEWARDSHIP ONTARIO PROGRAM

Entity	2012 - weight of packaging
Cogeco Cable Canada	466,096 kg
Cogeco Data Services	1,753 kg

### WEIGHT OF PACKAGING DECLARED TO ÉCO ENTREPRISES QUÉBEC

	FY2011 weight of packaging	FY2012 weight of packaging
Cogeco Cable Canada	403,323 kg	202,612 kg





## The Halton Conservation Children's Water Festival

The Halton Conservation Children's Water Festival combines Ontario curriculum requirements and offers fun, hands-on learning activity centres that are displayed throughout the event in a natural outdoor setting. This Festival educates 4,200 students from grades 2-5 across Halton Region about the importance of our water. Nearly 60 interactive activity centres teach the children about water conservation and protection, water health and safety, water science and technology, and water and society.

### Water management

We consider our water discharges to be minimal, with little impact on local water bodies or related habitats. We are currently unable to provide detailed information pertaining to water use in all our facilities, since not all are equipped with metering systems. We plan to develop our water consumption monitoring programs in the future.

We are nevertheless mindful of conserving water and have integrated this principle in our policies. Our CSR policy includes a commitment for optimal use of water. Our Trois-Rivières and Burlington regional headquarters have low water use equipment and we expect all future building construction to take water conservation features into account.

### Biodiversity

We have not yet established the full impact of our activities, products and services on biodiversity. The most direct impact we have identified is the construction and maintenance of our network. When we are required to dig trenches, such as for the installation of new optical fibre, we follow procedures to respect species at risk. We have come across specific species preservation issues, particularly in South Western Ontario and have collaborated with designated NGOs and authorities to respect the protocol in order to diminish the risk to biodiversity.

## Spills

We have not received any fines or sanctions for non-compliance with environmental laws and regulations in our operating territories. We experienced an oil spill in FY2013 at our Trois-Rivières regional headquarters. A contractor's vehicle experienced an issue with a hydraulic lift and spilled approximately 100 litres of oil. Appropriate clean-up measures were undertaken to remove and properly dispose of the contaminated soil. The clean-up was overseen by a representative of the Québec Ministry of Sustainable Development, Environment, Wildlife and Parks.

Like other companies who require cooling for sensitive electronic equipment, we can be exposed to leaks of refrigerant gases. A procedure is in place for equipment maintenance and we perform annual leak test monitoring (leak test) as required by Canadian federal regulation. During a regular maintenance routine, a leak was detected April 2<sup>nd</sup>, 2012 following a report of a low pressure in the system. An electronic leak detector was used to identify the leak. The remaining refrigerant was recovered, the equipment was repaired and several follow-up pressure tests were conducted over the following days in order to validate that the repair was successful.

## Risk management

Our overall economic performance depends on multiple external factors that we do not control, including environmental catastrophes. We view climate change as a potential risk to our network infrastructure and facilities. In addition, extreme weather could affect the well-being of our employees on the road. The Reporting Entities are committed to being a responsible corporate citizen in the battle against global warming by measuring, monitoring and lowering GHG emissions, as well as adopting best practices to reduce our overall environmental footprint.

To mitigate risks, we have implemented Business Continuity, Disaster Recovery and Emergency Management programs which are reviewed on a regular basis. We are also monitoring the evolution of the carbon market. As the carbon market slowly emerges and GHG emission thresholds are lowered by both provincial and federal governments, this could adversely impact our operating costs.

## Environmental risk assessment and inspections

Environmental assessments are performed annually for 20% of our facilities, on a rotational basis, by independent third parties, covering areas such as storage tanks and other storage facilities, batteries, air conditioning fluids, waste and visual evidence of spills or leaks. Once such assessments are completed, our facilities team manages remediation activities, if any, which are performed within a 10-month timeframe.

We perform annual leak testing of any equipment greater than 5.7 mt that contains halocarbons, as well as FM200 fire extinguishing systems. We have modified our management process to help us improve how we monitor our equipment and keep track of halocarbon emissions.

We strive to comply with applicable laws and regulations in Canada. Where non-compliance issues are identified, they are remediated within reasonable timeframes. In FY2012 and FY2013 we did not receive any fines for non-compliance with any environmental laws and regulations in Canada.

Cogeco Cable Canada cares about reducing our general impact on the environment and on the communities we serve. In FY2013, we began working on an environmental management system which will help us better manage the impacts of our products and services. We expect to complete the implementation of this system by the end of FY2014.

# 04 Social performance

Respect for our employees and local communities is part of our core values. We view our employees as key factors of our success and we strive to provide competitive compensation and benefits, safe working conditions, training and advancement opportunities, and an inclusive and diverse workplace. The quality of our relationships with the communities we serve has always been a top priority. We actively support community-based not-for-profit organizations and activities through donations and sponsorships, by increasing their visibility and reach through TVCOGECO, and by other means.

From left to right: Nolan Leiska, Burlington; Patrick Carignan, Trois-Rivières; Shaun Salisbury, Burlington and Dave Provencher, Trois-Rivières





## Workplace

We offer our employees a safe work environment, competitive remuneration and a comprehensive benefits package. We provide a challenging, progressive and diverse work environment built on collaboration and respect. We believe in continuous learning and support professional development and provide internal growth opportunities as they arise. Employees are encouraged to take ownership and accountability for their career growth. We believe there are no limits to what individuals can achieve and we are committed to helping employees reach their full potential.

### Management approach and policies

We subscribe to the highest standards of labour/management relations, as reflected in our Human Resources policies and practices, as well as our track record as a good employer. We are committed to fully comply with applicable laws and regulations.

In the management of our human resources, we abide by the following Canadian guidelines:

- Labour Code
- Labour Standards Regulations
- Occupational Health and Safety Regulations
- Human Rights Act
- Charter of Rights and Freedoms
- Employment Equity Act
- Employment Equity Regulations
- Privacy Act
- Personal Information Protection and Electronic Documents Act

In addition, our Human Resources policies are consistent with international standards such as the Universal Declaration of Human Rights and the International Labour Association Declaration on fundamental principles and rights at work. These standards promote respect for the freedom of association, the right to collective bargaining, elimination of forced and compulsory labour, abolition of child labour and elimination of any type of workplace discrimination. We adhere to these standards.

Our Human Resources Department is responsible of ensuring understanding and compliance with policies, procedures and guidelines, including but not limited to the following areas:

- Hiring and staffing
- Compensation
- Work environment
- Vacations, holidays and leaves of absence
- Respect in the workplace
- Employment equity
- Personal information
- Electronic information security
- Corporate disclosure
- Gifts and entertainment
- Use of social media

Responsibility for compliance with applicable Canadian labour codes, Health and Safety and human rights legislation is under our Vice President, Human Resources. Human Resources matters are reported to our management committee and, as appropriate, to our Human Resources Committee and our Board of Directors. We also provide regular reports to government departments as required by applicable laws and regulations.

## Cogeco Program for the national 'Take our Kids to Work Day'

Community Relations once again coordinated the Cogeco Program for national 'Take our Kids to Work Day' in FY2012 and FY2013. Cogeco has been running this official program for 10 years. In FY2012, we included a tour of the Contact Centre and a visit with HR to talk about interview techniques and resumé building strategies. In addition, kids received hands-on experience at the TVCOGECO studio and an overview of the Community Relations Special Events Team.

## Ethics

We have always sought to develop a genuine connection with our customers. This is fostered when a business operates with integrity, respect for others, responsiveness and accountability – all of which have been fundamental values of Cogeco since its creation. These values are the basis for our Code of Ethics ("the Code"), which is based on eight principles: Personal Respect, Respect for Customers, Respect for Society, Respect for the Environment, Respect for the Corporation and its interests, Compliance with Law, Compliance with Business Standards and Compliance with Corporate Policies and Procedures.

The Code serves as a reference to promote ethics and respect for human rights in the workplace. It is also our reference to prevent incidents of fraud or corruption throughout the Corporation. The Code specifically promotes adherence to the best



business practices possible in any sector and the prevalence of honesty, transparency, loyalty and efficiency in Cogeco's dealings with people and businesses.

All new employees receive mandatory training on the Code when they are hired. Once a year during their formal evaluation process, all employees are required to sign off on their understanding of the Code. A refresher training is required every second year for all employees. Failure to adhere to the Code may result in disciplinary action up to and including termination of employment and/or legal action.

All employees have an immediate responsibility to report in good faith any actual or perceived violations of the Code to their manager, Human Resources representative, the Legal Department or the Internal Audit Department. Employees who may be uncomfortable reporting violations through these channels may do so anonymously through our Ethics Line, which is operated by a specialized external provider independent of the COGECO Group and is accessible 24 hours a day, 7 days a week. The Ethics Line may also be used by non-employees.

In addition to the Code, CDS has adopted a policy on harassment, discrimination and violence-free workplace. The purpose of this policy is to describe Cogeco Data Services' commitment to providing a safe and healthy workplace for all its employees, customers and business partners, free from any form of harassment, discrimination or violence. It also specifies the procedure to follow in case of any situation of harassment, discrimination or violence.

#### WORKFORCE PROFILE\*

<b>Number of employees</b>	
<b>Cogeco Cable Canada*</b>	<b>2,677</b>
<b>Cogeco Data Services</b>	<b>231</b>
<b>TOTAL</b>	<b>2,908</b>
<b>Number of employees unionized</b>	
<b>Cogeco Cable Canada*</b>	<b>648</b>
<b>Cogeco Data Services</b>	<b>70</b>
<b>TOTAL</b>	<b>718 (24%)</b>
<b>Proportion of men and women</b>	
<b>Cogeco Cable Canada*</b>	<b>63% men / 37% women</b>
<b>Cogeco Data Services</b>	<b>77% men / 23% women</b>

\* Cogeco Cable Canada employee numbers include employees under Cogeco Cable Canada and Cogeco Cable Inc, as at August 31, 2013.

#### Labour and management relations

Employees are either covered by a collective agreement or have a signed offer letter. As at August 31, 2013, the total number of employees for Cogeco Cable Canada and Cogeco Data Services was 2,908 people. Portions of CDS and Cogeco Cable Canada employees are unionized and both entities have collective agreements in place. Cogeco Cable Canada's current collective agreement became effective December 20, 2010 and expires December 31, 2014. CDS's current collective agreement became effective February 1, 2013 and expires January 31, 2017.

In FY2012, Cogeco Cable Canada was subject to one complaint to the Canadian Human Rights Commission (CHRC) filed by an ex-employee. After investigation and having examined the information submitted, the CHRC decided the complaint was unfounded. There were no additional incidents of discrimination, violation of indigenous peoples' rights and human rights involving the Reporting Entities in FY2012 and FY2013.

#### Compensation and benefits

We offer competitive total compensation to attract and retain performing employees. Included are competitive base salaries and numerous benefits such as a bonus program encouraging the achievement of personal professional goals and participation in corporate results.

In addition, we sponsor different pension plan types to provide for the long-term economic well-being of our employees. We sponsor defined benefit pension plans for employees, which provide pensions based on the number of years of service and the salary of each participant. In addition, we sponsor a contributory pension plan as well as a collective RRSP. Registered defined benefit pension plans are financed in accordance with the requirements of the Pension Plan Documents. Participation for all plans is mandatory after the waiting period indicated in the plans. We also offer and sponsor a competitive group insurance program that provides all permanent employees with life insurance for both employees and their family. Also included are accidental death and dismemberment insurance, short term and long-term disability plans, health insurance including emergency out-of-country coverage, and a dental plan.

Employees may also participate in a share purchase plan, allowing them to contribute up to 7% of their annual base salary and annual commissions, if applicable. The employer contribution is 25% of the employee contribution and the employer portion is automatically vested.

Cogeco's Employee Assistance Program was designed to help employees and their family members resolve challenges and problems of a personal nature.

The Program helps employees to:

- achieve personal well-being
- manage relationships and family issues
- address workplace challenges
- tackle addictions
- research child and elder care resources
- obtain financial and legal clarity
- understand nutrition and focus on their health.

Through the Employee Assistance Program, employees have access to consulting and information services from external professionals. Such services are confidential. Employees can receive support over the telephone, in person, online, and through a variety of issue-based health and wellness resources. The cost of this program is assumed by the Reporting Entities.

## Occupational health and safety

We are determined to provide and maintain a healthy and safe working environment in order to ensure the well-being of all our employees, volunteers, business partners, and the general public. This commitment is materialized through the implementation of an Occupational Health and Safety Program, where we implement training and development programs for safety and accident prevention. This includes monitoring the success of programs designed to reduce or eliminate risks and accidents or hazards. We also provide employees with appropriate training, information and protective equipment. Our employees and partners are required to adopt safe work methods, use protective equipment as required and abide by all of our safety guidelines.

## Health & Safety committees

Our approach to Health and Safety (H&S) includes the establishment of workplace committees, health and safety representatives and policy committees, as appropriate and according to applicable federal laws and regulations. Workplace committees are present in all Cogeco Cable Canada locations with more than 20 employees. Throughout Québec and Ontario, 13 workplace committees participate in the implementation and monitoring of safety programs in Cogeco Cable Canada operations. In smaller locations with less than 20 employees, a health and safety representative plays a similar role as these committees. Hence, all locations have H&S representation. Approximately 150 employees participated in health and safety committees in FY2013, which corresponds to 6% of Cogeco Cable Canada employees.



Cogeco Data Services' Joint H&S Committee meets on a regular basis to ensure that all health and safety concerns are managed in an appropriate fashion. It also communicates to all staff members regarding workplace hazards, safety measures, safe work procedures and all safety compliance information as required under occupational health and safety regulations. It is composed of three unionized team leaders and four non-unionized employees in management positions.

In addition, our Québec and Ontario regions and CDS each have their own Health and Safety Policy Committees, which play a leadership role for specific issues within each region. Cogeco is vitally interested in the health and safety of its employees, and has adopted appropriate policies to ensure that our Joint Health and Safety Committee (JHSC) meets or exceeds all compliance regulations regarding occupational health and safety.

At all times, the JHSC will work towards the resolution and safe elimination or control of hazards in the workplace. At minimum, the JHSC meets nine times per year. Some of the duties of the JHSC are to ensure that workplace health and safety, hazard

identification and risk assessment inspections are conducted. They review all health and safety concerns as brought forth by staff members, and as indicated by accident/injury reports, and make recommendations for the improvement of health and safety within the organization. The JHSC reviews and revises the Reporting Entities' H&S policies, and safe work procedures as necessary.

### Health and Safety performance

The following table presents the number and frequency rate of disabling accidents that occurred at Cogeco Cable Canada and CDS in FY2012 and FY2013. A disabling accident (or disabling injury) is a work-related injury or illness that causes loss of time from work beyond the day or shift it occurred or where the employee has to perform modified duties. Human Resources and Skills Development Canada (HRSDC) uses the same indicator to produce statistics for employers under federal jurisdiction, which allows for a good benchmarking. There are 16 different types of industrial sectors under federal jurisdiction, including Communications. The most recent data available from HRSDC are from 2007 [www.labour.gc.ca/eng/health\\_safety/pubs\\_hs/oiafje.shtml](http://www.labour.gc.ca/eng/health_safety/pubs_hs/oiafje.shtml).

	COGECO CABLE CANADA		CDS	
	FY2012	FY2013	FY2012	FY2013
Number of disabling accidents	49	36	0	0
Disabling accident frequency rate*	2.29	1.64	0	0

\* The disabling frequency rate reflects the number of disabling accidents per 200,000 man hours.

At Cogeco Cable Canada, our frequency rate of 1.64 decreased significantly in FY2013 (by 27%) compared to FY2012. Our rate is lower compared to that of employers under federal jurisdiction (2.13). However, our frequency rate is higher than that of the Communications sector (0.82). In FY2013, we changed the methodology used to track lost days related to occupational injuries or illness. In the past, only days lost related to the current fiscal year were tracked. Because the absence of an employee could extend over two fiscal years, FY2013 lost days are the result of current or previous fiscal year occupational injuries or illness. This is a better reflection of the impact of severe injuries. The cumulative number of lost days for FY2013 is 492 for a severity rate of 22.45 days per 200,000 man hours. The lost days are expressed in working days and they begin the day after the occurrence. For both CDS and Cogeco Cable Canada, no fatalities or occupational diseases were recorded in FY2012 and FY2013.

In FY2013, Cogeco Cable Canada also started to track in a more detailed manner, near misses and work accidents resulting in first aid treatment, pain or physician consultation but not causing lost time or modified duties. The frequency rate in FY2013 for that type of accident is 3.83. The global rate for all type of accidents reported in FY2013 is 5.47.

Over the past few years, we put a significant amount of focus onto providing health and safety training for our employees. For example, in FY2012 and FY2013, the Corporation provided 3,938 hours of such training covering topics from working at

heights, to workplace inspections, driver safety, ergonomics and general office safety, to name but a few. This corresponds to an average amount of 1.4 hours of training per employee.

### Diversity and equal opportunity

We strongly believe that diversity is an essential asset in our organization's performance. We are committed to providing equal opportunities to all individuals regardless of cultural and individual differences. We strive to build teams which reflect the diverse profiles and backgrounds of both the customers and communities we serve, firmly believing that this distinguishes Cogeco from competitors and contributes to our signature of excellence.

Continuous progress through different initiatives has been carried out to strengthen our ability to attract and develop our talent through human resources strategies, programs and practices pursuant to Cogeco's Triennial Equity plan FY2011-2013.

Increasing our visibility as an employer committed to a more inclusive workplace through partnerships with specialized organizations also highlights our efforts and engagement towards the achievement of our goals. Awareness, communication, contribution and empowerment of our talent are key elements to our success.

Continuous efforts are equally deployed to increase the representation of women in senior positions. A formal network of women (Senior Directors/VPs of several Cogeco entities) was created by the

President and CEO of Cogeco Cable Canada. This network meets six times a year with a view to sharing best practices, knowledge transfer, increased collaboration between departments, discussing career progression, mentorships, how to increase the number of women in our organization, etc. This leadership initiative was well received by all members because it creates a demonstration of willingness of senior management to create a forum where people can share ideas and contribute to build a more diverse organization. It is also seen as a leadership development initiative.

In August 2013, Cogeco Cable Canada became a free-standing unit with full operating responsibilities for Canadian cable operations. Louise St-Pierre was promoted to the position of President and Chief Executive Officer of Cogeco Cable Canada. At the same time, two women were promoted to vice president positions – one as Vice President, Legal Affairs and Chief Privacy Officer, and the other as Vice President, Marketing and Product Development within Louise St-Pierre's organization.

REPRESENTATION OF WOMEN IN SENIOR MANAGEMENT POSITIONS* AT COGECO		
Gender	Number	Percentage of representation
Men	17	65%
Women	9	35%

\* Minimum VP positions

## Training and education

We value our employees and wish to be part of their professional development. Managers are responsible for managing the training requirements and related budgets for their employees. Every employee defines performance objectives with their supervisor and they mutually agree on a training program, as necessary. Training is fully paid by the Reporting Entities and occurs during working hours.

As new products and services are implemented, we endeavour to ensure appropriate training is provided. In Québec, we adhere to the *Loi favorisant le développement de la formation de la main-d'œuvre* (Act to foster the development of manpower training) and dedicate at least 1% of our annual payroll to the training of our employees.

We also provide a Continuing Education Assistance Program. The objectives of the program are to help employees develop skills and knowledge in view of their current or future position with the corporation. The program financially supports the employee's development initiatives, through courses followed outside working hours. The program refunds 90% of employees' expenses for any individual course or program that leads to a diploma or certificate followed at an accredited educational institution.

## Other programs

The Cogeco Cable Home Agent Program, initiated in FY2009 for our Customer Care Service Representatives provides more flexibility, and a better work-life balance since they work from home. This in turn contributes to higher employee engagement. In FY2013, 55 Customer Care Service

Representatives worked from home (compared to 40 in FY2011). The program is also beneficial to the environment since it avoids GHG emissions associated with vehicle travel to work. We are pleased to offer this flexibility to our Customer Care Service Representatives and plan to continue to grow this program in FY2014 and beyond.

CDS employees have a formal telework internal policy which enables employees to telework when opportunities exist for improved employee performance, reduced commuting miles or organization savings, while meeting customer needs.

## Sustainable Kingston wins TVCOGECO Star Award

Sustainable Kingston was a winner in the 2012 TVCOGECO Star Awards in the "Community Impact" category. TVCOGECO and Sustainable Kingston began their partnership in 2011 in order to help educate and engage the public about the Sustainable Kingston plan. This included two seasons of a short documentary series, participation in public events, and a public presentation and exhibitor's booth at the first annual Sustainable Kingston Forum, held in January 2012. Season two of the television series aired in 2012-2013 on the newsmagazine program K-Town Source. A new series began in fall 2013.





## Communities

We have always been close to our communities, beginning over 50 years ago when we were a small family-owned business in Trois-Rivières, Québec. The territories served by Cogeco Cable



### A sold-out event for Jane Goodall!

September 19, 2012

Cogeco helped BurlingtonGreen bring Jane Goodall to Burlington through our sponsorship of two events. This very special guest spoke at the Imprints Youth Environmental Conference as well as the BurlingtonGreen Eco Awards celebration. The former involves establishing workshops to empower young environmentalists to take action and save the planet, while the latter recognizes local individuals, businesses and governmental groups in their significant efforts in creating a clean and healthy world for tomorrow. Both events each attracted 600 students.

Canada are located outside the large urban centres of Québec and Ontario, comprised mainly of suburban areas and regional centres, as well as rural communities. From the beginning, we have been an important contributor to the social and economic development of the communities covered by our telecommunications network. True to our values, our support for our communities has expanded and we look forward to doing even more in the years ahead.

### Management approach and policies

Cogeco Cable Canada provides support to our communities in many ways – cash donations, sponsorships, in-kind contributions and promotion of activities, events and causes through the broadcasting reach of TVCOGECO. In FY2012 and FY2013, Reporting Entities' cash donations and sponsorships totalled \$3.5 million. Our principal focus areas are the health, well-being, culture and education sectors. All activities or events must support a non-profit cause and the organizations behind them must be registered charities. Political and religious groups or institutions are excluded.

SPONSORSHIPS AND DONATIONS	FY2012	FY2013
<b>Sponsorships</b>	\$486,000	\$516,000
<i>This includes amounts directed to Chambers of Commerce of:</i>	\$70,000	\$66,690
<b>Donations</b>	\$1,089,000	\$1,400,000
<b>TOTAL</b>	<b>\$1,575,000</b>	<b>\$1,916,000</b>

Responsibility for community relations is under the Vice-President, Programming and Community Relations. Regional community coordinators are based in Québec and Ontario.



### Memorial Hospital Foundation

On June 26, 2012, Cogeco made a donation of \$408,600, including both cash and TVCOGECO in-kind services, to the Joseph Brant Memorial Hospital Foundation which has been providing a wide range of services to the Burlington community for the past 50 years.

From left to right: Hospital Foundation President Anissa Hilborn, Hospital VP Public Affairs Mario Joannette, Glenda Lloyd, Hospital Foundation Chair Brian Torsney, Louise St-Pierre, Claudette Paquin, Brent Scowen and Tim Caddigan.

**TVCOGECO: Visibility multiplier**

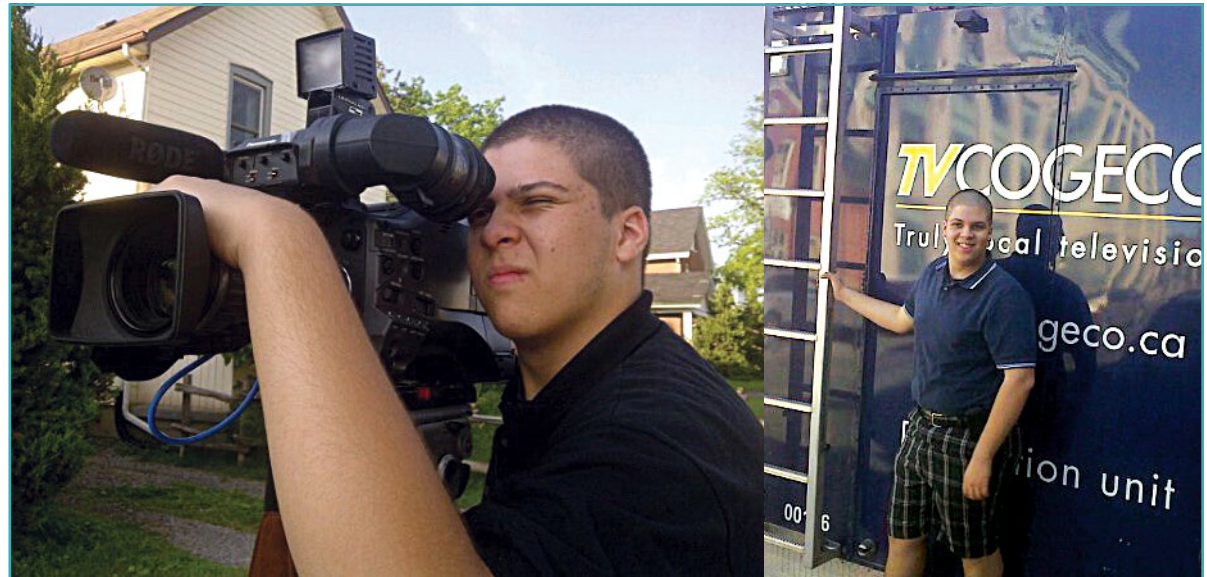
TVCOGECO, our unique community local television service, is a powerful complement to our donation and sponsorship activities by providing broad visibility to local community activities and interests.

It is dedicated to in-depth coverage of local people, places, events and issues of interest to each of the communities that TVCOGECO services in Canada. TVCOGECO is funded by a regulated percentage of gross cable revenue.

In Ontario and Québec, there are 36 stations working to produce close to 12,000 hours of local programming annually. Stations cover sporting events, politics, festivals, news, business and social issues. In FY2013, these stations helped raise well over \$6.8 million for local groups and charities through TV auctions, telethons and other fund-raising events. Reflecting its mission, TVCOGECO's slogan is "Truly local television" in Ontario and "*C'est vous*" in Québec. Of cable viewers surveyed, 94% believed the service adds value to their communities and 47% identified TVCOGECO as a factor in remaining a Cogeco Cable Canada customer.

**TVCOGECO: Developing talent**

Producing TVCOGECO's shows is a community effort involving Cogeco Cable Canada and many volunteers and students. Staff producers direct the activities of many highly trained community volunteers who commit their time to bring you stories, people, places and events in our community. In FY2013, an average of approximately 1000 volunteers, as well

**Volunteering at TVCOGECO**

Lucas Chittick from Peterborough, Ontario began volunteering at TVCOGECO while in high school. With access to equipment and training provided by staff, Lucas excelled and quickly mastered many roles on studio and mobile productions. He even produced some of his own material and used his experience and new skills to bolster his application for post-secondary studies. Lucas is currently enrolled in the Broadcasting program at Niagara College. In his last year of high school, Lucas was valedictorian and went on to win a Civic Award, presented by Peterborough City Council for his involvement in his community – through his role at TVCOGECO.

as 70 students on co-op education placements, were involved in TVCOGECO content production.

TVCOGECO provides excellent opportunities to volunteers, young and not so young, to experience the world of television production. In some cases,

the experience turns into a passion and translates into potential careers.

Cogeco provides the facilities, equipment and expert staff to make the experience educational and rewarding. Volunteering at TVCOGECO

is an excellent way to learn about how media works. Volunteers appear as on-air hosts, camera operators, editors, directors and producers. They work with modern broadcast equipment and benefit not only from training in television but also from learning about the communities in which they live.

### Promoting sustainability

TVCOGECO produces and broadcasts a wide array of TV shows which reflect local community interests. Many telethons and fundraising events are broadcast, as well as programs on a wide variety of topics relating to social and environmental issues, often rooted in local experiences or presenting regional stories. For example, TVCOGECO in North Bay regularly covers various issues involving social or environmental topics: responsible boating against invasive species, battery collection, responsible outdoor land use, indigenous affairs, street crime, police use of force, Idle No More movement, among others. In Windsor, we produced a number of segments on our Plugged In program relating to bullying, homosexuality and gay rights, social justice and poverty. In the Brockville/Smith Falls area, we have produced programs with a local environmental organization called Sustainable North Grenville. In Niagara, staff produced a total of 43 news stories involving social or environmental topics that aired on The Source program, from September 2012 to August 2013.



**Wake up  
Canada**  
with **David Suzuki**

**Available on  
COGECO VOD  
Channel 602**

**TVCOGECO**

**Wake up Canada**

TVC Windsor hosted *Wake Up Canada with David Suzuki* on April 25, 2013 live at 10 a.m. David and two other young environmentalists spoke to 7,000 students in attendance at the WFCU Centre. The program was shown across Ontario on TVCOGECO and on Rogers TV. It was also available on TVCOGECO VOD.



## Report profile

### Scope

The data and activities described in this report cover the 24-month period from September 1, 2011 to August 31, 2013.

All of the data pertains to Cogeco Cable Canada and Cogeco Data Services, unless indicated otherwise. All data were calculated in compliance with protocols set out by the Global Reporting Initiative (GRI), unless specified otherwise.

This report was published on the Corporation's web site on January 14, 2014.

### Content

Decisions regarding the content of this report were based on a comparison of internal Key Performance Indicators (KPI) that are reviewed regularly by management with those of the Global Reporting Initiative (GRI 3.1.), as well as information derived from stakeholder engagement, both formal and informal. The final KPI selection was determined by the stakeholder engagement process detailed in this report based on the impact of the indicators on the organization and their value to stakeholders.

As this is our second corporate social responsibility report, we have provided comparative data where available and will continue to report progress in subsequent editions, which we expect to publish every second year. The Corporation believes the information in this report to be accurate. This report has been subjected to a formal internal audit review in order to assess the overall reasonableness of data published herein; however, no external audit was undertaken.

### GRI application level

Based on the content of this report and our understanding of the GRI guidelines and protocol indicators, we declare this to be a Level B report. This grade is not an actual rating of our performance or the implementation of our corporate social responsibility initiatives.

### GRI content index

The GRI content Index is on page 46 of this document.

### Format

This document is available in PDF format only. It has been formatted for easy reference. Readers may download specific sections or the entire report.

## Contact

We look forward to hearing from you. If you have any comments, questions or suggestions regarding this report, please contact us at:

**CSR-RSE@cogeco.com.**

### Additional Information

Visit **cogeco.ca** for:

- **FY2011 CSR Report (preceding CSR Report)**
- **Cogeco Group Code of Ethics**
- **FY2013 Annual Report**
- **FY2012 Annual Report**
- **FY2013 Annual Information Form**
- **FY2012 Annual Information Form**

Visit **sedar.com** for:

- **FY2013 Management Information Circular**
- **FY2012 Management Information Circular**

### Illustrations

This report is illustrated with the smiling faces of Cogeco employees. During fall 2013, employees were invited to participate in an inclusive photoshoot at our three major offices. Talented TVCOGECO photographer Pierre-Yves St-Onge took photos of close to 100 employees who volunteered for the project.



Thank you to all employees from Cogeco Cable Canada offices in Trois-Rivières, Burlington and Montréal, as well as employees from Cogeco Data Services in Toronto, who participated in this project.



# GRI index

The Cogeco Cable Inc. 2013 Corporate Social Responsibility Report was prepared in accordance with Global Reporting Initiative G3.1 guidelines. This is a level B report containing information on 38 indicators. The minimum requirement is 20 indicators.

TOPIC	GRI INDICATORS	PAGE(S)
Strategy and analysis	1.1 – 1.2	6-9
Organizational profile		
• Company description	2.1 – 2.9	4-6
• Awards	2.10	21, 31
Report Parameters		
• Report profile	3.1 – 3,4	44
• Report scope	3.5 – 3.11	3, 8, 27, 44
• GRI index	3.12	45-46
• Verification process	3.13	8
Governance, commitments, and engagement		
• Governance	4.1 – 4.10	9-12
• Commitment to external initiatives	4.11 – 4.13	12, 17, 34
• Stakeholder engagement	4.14 – 4.17	7-8
Economic Indicators		
• Economic Performance	EC1, EC2, EC3	14-17, 34, 37-38
• Market Presence	EC6, EC7	16-17
• Indirect economic impacts	EC9	15-17, 22, 36, 41-43
Social Indicators		
• Employment	LA1*, LA2*	16, 37
• Labor / Management relations	LA4	37

\* Partially covered

## GRI index (cont'd)

TOPIC	GRI INDICATORS	PAGE(S)
<b>Social Indicators (cont'd)</b>		
• Occupational health and safety	LA6, LA7, LA8	38-39
• Training and education	LA11	39-40
• Diversity and equal opportunity	LA13*	10-11, 39-40
• Human rights	HR3	11-12, 36-37
• Non-discrimination	HR4	37
• Corruption	SO3	11-12
• Public policy	SO5*, SO6	12, 41
• Compliance	SO7, SO8	12
• Marketing communications	PR6, PR7	19, 22-24
• Product responsibility	PR8, PR9	19-20, 24
<b>Environmental Indicators</b>		
• Energy	EN3, EN4, EN5*, EN6, EN7*	24, 27-31, 40
• Biodiversity	EN12	33
• Emissions, effluents and waste	EN16, EN17, EN20, EN22*, EN23*	27-31
• Products and services	E N26*	24
• Compliance	EN28	34

\* Partially covered