

Remarks by Darren Entwistle | President and CEO, TELUS

Investing in British Columbia, Prince George, B.C.

Thursday, April 12, 2012



Good morning and thank you all for joining us today. I would like to welcome our distinguished guests:

- Minister of Justice and Attorney General and the MLA for Prince George-Valemount, Shirley Bond;
- Minister of Labour, Citizens' Services and Open Government, Dr. Margaret MacDiarmid; and
- Prince George Mayor Shari Green.

On behalf of the 600 TELUS team members and retirees who call Prince George home, I am delighted to share with you our three-year capital investment plan for British Columbia, including our exciting initiatives taking place right here in Prince George.

TELUS recently announced we are investing \$3 billion across British Columbia over the next three years to implement new technology solutions and build state-of-the-art facilities for the benefit of our fellow citizens.

Our strategic investments and community partnerships are enabling our company to deliver successive technology advancements for the benefit of all British Columbians.

Building on the 320 rural communities we have already connected with broadband across our province, we are now further expanding our networks for the benefit of our fellow citizens through our partnership with the Government of B.C.

Indeed, we are investing \$350 million to bridge the digital divide so that 97 per cent of all British Columbians have access to High Speed Internet, making B.C. the most connected province in Canada.

This investment will see fibre optic connectivity realised in 450 schools, providing our students and teachers with a global technology advantage in the information age.



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Over 100 communities will have faster Internet speeds and importantly, we will extend wireless coverage along 1,700 kilometres of remote highways, improving safety for the travelling public.

Ultimately, these investments will provide businesses, educators, students, health professionals and families with the tools they need to build strong, healthy and sustainable communities.

Through our partnership with the All Nations Trust Company, we are creating the circumstances to connect 50 First Nations communities over the next three years.

In an age when youth are captivated by social media, this digital technology will also enable the preservation of First Nations' stories, traditions and languages that can be passed on to future generations.

Indeed our investments will create hundreds of new jobs, supporting economic and community development in every region of this province.

Today, I am pleased to announce that we are investing over \$103 million in Northern B.C. over the next three years, including \$60 million right here in Prince George.

Our 2012 investments will stretch across the North connecting remote communities such as:

- Cluculz Lake;
- Kitwanga;
- Hansard;
- Wet'suwet'en; and
- Reid Lake to broadband Internet for the first time.

The TELUS team is extremely grateful to the magnificent community of Prince George and indeed all the communities in Northern British Columbia who partner with us for the benefit of our fellow citizens.

By the end of this year, we will extend our 4G LTE wireless network to Prince George, empowering citizens here with the fastest and most advanced wireless technology in the world.

Notably, TELUS is one of only five per cent of wireless carriers in the world to deploy 4G LTE technology.

Additionally, we will expand our Optik TV footprint by 3,000 homes in Prince George to 28,000.

More than half a million Canadians have now subscribed to TELUS TV, earning our company the distinction of being the fastest growing IPTV provider in the world.

By the end of 2012, our Optik TV services will reach 1.3 million homes in B.C.



Our team members in Prince George play a remarkable role in this global success.

In 2011, as part of our \$11 million investment in Prince George, we expanded our Customer Care Centre to meet the growing demand for Optik TV.

This resulted in the hiring of 150 new team members in Prince George; bringing our total employee base in your community to nearly 400.

In 2012, we will create more jobs for Prince George, with the hiring of an additional 70 team members, supporting the economic and social well-being of the region.

I can think of very few other communities so deserving of these investments.

Our team members in Prince George are renowned for their passion as brand ambassadors for our world-leading technology and services.

We have offered three friends and family referral programmes in this community and each time we set the bar, the Prince George team smashed it.

Their extraordinary passion and commitment have resulted in nearly 4,000 new customer activations for smartphones, TELUS Satellite and Optik TV.

Our team's outstanding success in referring new customers in Prince George is advancing our national growth strategy whilst simultaneously benefiting the social well-being of this community.

The 13 top team members who referred the most sales each won the opportunity to direct \$5,000 to a local charity of their choice.

As a result, our team members have contributed \$65,000 to help those in need in the Prince George region.

We are also contributing to causes that resonate with our customers through our TV for Good and Phones for Good community campaigns.

With every new customer who signs up for Optik TV or purchases a new smartphone, we donate funds to a local charity in that customer's community.

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This has enabled us to contribute nearly \$8 million to local, grassroots fundraising projects across Canada, including \$144,500 to help rebuild the Cameron Street Replica Bridge in Prince George.

Today, I am pleased to announce that we are launching an exciting new TV for Good campaign that will fund a new technology lab at the Prince George Library.

The SkyLab will offer citizens a multi-media learning environment equipped with computers, lap top stations and lounge areas.

Indeed, the Skylab will further Prince George's reputation as the Information Gateway to the North, and support citizens in their desire to read, learn and discover.

As important as our infrastructure investments have been to our success, our commitment to local communities is near and dear to our hearts.

TELUS believes deeply in the symbiotic relationship between the success of business and the welfare of our communities.

We embrace a simple philosophy – we give, where we live.

Since 2000, our TELUS family has donated over \$100 million and, more importantly, volunteered 2.4 million hours, with our hearts and our hands, to B.C. community and charitable organisations.

At this time, I would like to ask Margaret Jones-Bricker and Les Waldie from the Canadian Cancer Society, as well as Chris Jensen, to join me.

It is with tremendous pride that we present the Canadian Cancer Society with this cheque for \$373,400 to help fund the construction of the Kordyban Lodge.

We are honoured to have the opportunity to help create a comfortable and supportive home away from home for cancer patients and their loved ones who must travel to Prince George for medical treatment.

In addition to our contribution to Kordyban Lodge, TELUS and our team members will contribute a further \$30,000 this year, for a total contribution of over \$400,000 in 2012 alone to local charities.

Since 2000, TELUS, our team members and retirees here in Prince George have now contributed more than \$1 million to local charities and community organisations.



More importantly, our Prince George team has volunteered an extraordinary 108,000 hours with their hands and their hearts, supporting local charities such as the Prince George Hospice Society, KidSport, Habitat For Humanity, Big Brothers and Big Sisters and the Prince George Family YMCA to name but a few.

At TELUS, we believe passionately that charitable giving decisions should be owned locally particularly given that our philanthropic investments originate from our customers.

This is why we have launched eight TELUS Community Action Teams in Canada, including right here in Northern B.C.

Since their inception in 2007, the Community Action Teams have contributed over \$1 million to more than 360 community projects, including the Prince George Family YMCA, the Fort St. John Public Library Association and the Smithers Central Park Building Society.

This generosity is complemented by the remarkable efforts of the 187 TELUS Community Ambassadors here in Prince George.

Our Ambassadors are lending a helping hand to citizens less fortunate by creating hundreds of care items such as Comfort Kits for the homeless and backpacks filled with school supplies for children in need.

The TELUS team is also reaching out to the residents of Burns Lake after the devastating fire and mill closure.

Notably, we are contributing funds to the local food bank and providing \$200,000 worth of phone credits to customers in an effort to make their lives a little easier during a difficult time.

We are inspired by the passion displayed by residents of this region who are dedicated to creating the circumstances to make life better for their fellow citizens.

Many of you know TELUS team member Aja Rodger.

Aja is a resident of Burns Lake and a volunteer firefighter who provided trauma counseling for Burns Lake families following the Babine mill fire.

Aja is with us today and I want to take this opportunity to say thank you for your courage.

I am humbled by the magnitude of the contributions made by our team members, retirees and charitable partners.



Moreover, I am grateful for our customers who enable us to give back to our local communities.

Ladies and gentlemen, at TELUS we believe it will take all of us to inspire economic and community development throughout our province.

I would like to thank our customers in Prince George for your business, which is enabling TELUS to build upon our commitment to British Columbians with these significant technology and community investments in your home region.

It is my honour to now invite Mayor Green to say a few words.

Mayor Green, thank you for joining us today. We truly appreciate your kind support and commitment to the TELUS team.

I would now like to invite MLA for Prince George-Valemount, Shirley Bond to say a few words.

Minister Bond, thank you for celebrating with us today.

I would like to share with you this video, which highlights the selfless efforts of our colleagues and friends in creating sustainable communities across British Columbia.

As beautiful and powerful as this video is, it does not begin to adequately capture the passion and selfless efforts of our team members in helping their fellow British Columbians in need.

Thank you for coming.

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