

Making the Connection²⁰¹³



Corporate Social Responsibility Report

Making the Connection

What does it mean to be a good corporate citizen? For us, social, environmental and economic responsibility is at the core of everything we do. As one of Canada's leading communications providers, with deep regional roots in Manitoba and a strong national reach, we understand that being sustainable is good business, and good business builds sustainability.

MTS Allstream is committed to making a positive impact by:

- Ensuring good governance and ethical business conduct
- Exploring innovative ways to take care of our environment
- Having a diverse and engaging workplace
- Investing in the communities in which we live

While MTS Allstream has been giving back for over 100 years, we are sharing our Corporate Social Responsibility (CSR) efforts for the first time. In our ongoing journey, we are proud to present the many ways that our 5,000 people, from our Board, to management, to our interns, and our loyal retiree volunteers, are making the connection and striving to make our world better.



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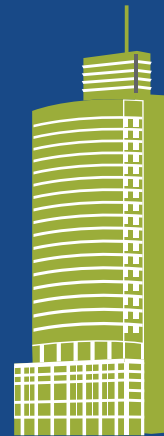
Highlights



Over
100
years in business,
employing over
5,000
people in Canada



Launched
Future First
community
INVESTMENT PROGRAM



connected
3,000th
BUILDING
to national IP-fibre
network



Received several
AWARDS &
recognitions
for good governance



WORKED TO DONATE
\$1 million
to the **UNITED WAY**

celebrated
25 years
AS MANITOBA'S
leading
WIRELESS
provider



Estimated
\$1.4 billion
ANNUAL IMPACT ON THE
Canadian economy

first
to launch
ADVANCED
wireless
(LTE)

contributed
1% OF PRE-TAX
profits to
CHARITABLE
purposes



ONLY national
competitor
TO BELL and TELUS
exclusively serving business customers
with a coast-to-coast national
IP-fibre network

Invested
\$200 million
IN MANITOBA
NETWORK
INFRASTRUCTURE

UPGRADES



first
to launch
SIP
Gateway
Trunking
in Canada

Building
\$50
million
world-class
data centre



MTS recognized by
PC Mag as the
fastest mobile network
in Winnipeg.

02

It is through people – our employees, our customers, members of the community and all our stakeholders – that we make the greatest connection to who we are as a Company. People are at the core of our business strategy, and people make our corporate social responsibility efforts come alive. That's why this year's CSR report – our first – focuses on our people, and I am proud to be sharing this report with you.

As the telecom market leader in Manitoba, and the only national competitor to the incumbents focused exclusively on the needs of business customers, we know it's important for sustainability to be integrated into everything we do, from applying social and environmental stewardship throughout our operations to reducing our impact on the environment and helping our customers, employees and stakeholders do the same.

Message from the CEO



We have been contributing to Canada's social and economic development for more than a century. This year, we contributed over \$1.4 billion to the Canadian economy, and demonstrated our philosophy of investing and giving back to the community by contributing 1% of our Company's pre-tax profits to charitable purposes. All this would not be possible without the hard work and commitment of our 5,000 employees across Canada. Together with our employees and retirees, we have contributed millions of dollars and more than one million volunteer hours over the years towards strong partnerships with more than 200 community organizations that make a difference across Canada. As a Company, we also aim to support Aboriginal communities, organizations and businesses in Manitoba, to address their telecommunications needs and enhance their connection with Manitoba's economy. This year, we provided high-speed Internet service to five remote Aboriginal communities, and will continue working to develop improved telecommunications services and infrastructure in rural and remote communities in Manitoba.

2013 also marked the launch of our exciting new community investment program, MTS *Future First: Connecting Today's Youth to Tomorrow*. Focused on helping youth build a better, brighter future in Manitoba, *Future First* is a multi-faceted community investment program that includes sponsorships, \$100,000 in annual grants, donations, scholarships, employee volunteerism and fundraising programs. The program

articulates a clear vision for MTS's ongoing contribution to the Manitoba economy – one nurtured in healthy communities that provide opportunity and optimism for our young people.

We are proud that our first CSR report was developed in accordance with the Global Reporting Initiative's 3.1 guidelines to provide transparency and address the needs of our stakeholders. Our journey for next year's CSR report has already begun as we recently completed a stakeholder engagement survey that helped us identify the most material sustainability issues to our stakeholders. We also recently developed a Supplier Code of Conduct which further expresses our values as a Company with a commitment to do business with those who engage in ethical and sustainable business conduct, including sourcing and supply chain.

I would like to close by circling back to our greatest strength as a Company – our people. There is a connectedness within our Company and to the communities we serve. There are countless personal stories illustrating this connection to be told across this Company; people who have spent their entire careers at this Company and this connection has become part of who they are and how they function in the community. The result of this connectedness, supported by our shared values, is what personally inspires us, and makes our CSR efforts remarkable.

Pierre Blouin
Chief Executive Officer

As Chair of the Company's Governance & Nominating Committee, and on behalf of the entire Board of Directors, we could not be more pleased to be part of our re-invigorated commitment to evolve our overall approach to corporate social responsibility. This 2013 CSR report, our first, is indeed an important milestone in a collective journey to improve not only what we do, but how we report to our stakeholders.

Message from the Board



We have been committed to corporate social responsibility for over a hundred years. Every year, we have seen great actions and achievements. As a stakeholder, we want you to have access to all of this information, and this is one of the reasons why we are committed to releasing an annual CSR report.

The entire Board believes sustainability is truly at its best when embedded in all areas of the Company, and your Board is working with management as we all step up to do more. The Board regularly meets by video conference and teleconference to reduce our carbon footprint, and we have enthusiastically supported a wide range of programs to support our stakeholders, such as our support to become one of the first Canadian issuers to adopt "Notice and Access" - distributing our Annual Report, Information Circular and Annual Proxy electronically. We are also proud to be a signatory to the Catalyst Accord, representing our support of enhancing diversity across Canadian boardrooms. Indeed, this year we are expecting to bring on another female director who will be a strong addition to our team. With four female directors, I am proud that we are at the leading edge of the practices of Canadian public companies.

N. Ashleigh Everett

Chair of the Governance & Nominating Committee

To solidify our commitment to CSR issues, we recently amended the Charter of the Board's Governance & Nominating Committee to include responsibility for assisting the Board in:

- Providing oversight for the company's approach to CSR, including reviewing and providing input into the significant CSR or sustainability risks, opportunities, strategies, goals, policies and practices
- Providing guidance on sustainability issues, impacts and further integrating sustainability into the Company's business
- Ensuring alignment with stakeholder expectations for the Company on material sustainability issues to create business value
- Reviewing and making recommendations concerning the Company's community investment strategies and activities
- Receiving periodic reports on the Company's social and environmental performance, progress and plans
- Reviewing and approving the release of the Company's annual CSR report

The entire Board is fully committed to these tasks and looks forward to our future CSR reports in which we will describe how we are meeting these important responsibilities.



About us

We are one of Canada's leading national communications companies, providing innovative solutions for the way Canadians live and work today. In Manitoba, MTS is the leading full-service telecommunications provider for residential and business customers with a comprehensive suite of services including the latest in wireless technology, broadband services, IPTV, voice services, home security, and an extensive range of business solutions. Allstream is the only national competitor to Bell and TELUS exclusively serving business customers with a 30,000+ route kilometre coast-to-coast IP-fibre network and innovative end-to-end IP communication solutions.

who we are



For the past 13 years, we have been recognized as a constituent on the Jantzi Social Index for leadership in social responsibility and were ranked among the top 10 in *Corporate Knights* **2014 Future 40 Responsible Corporate Leaders** in Canada. We are a proud supporter of the Catalyst Accord, making a public commitment to increasing gender diversity across Canadian Boards of Directors. We also pride ourselves on best-in-class corporate governance, including receiving an overall governance award from the EG Awards, and achieving the top telecommunications company in the *Globe and Mail's* "Board Games", and receiving the 2011 Governance Gavel Award from the Canadian Coalition for Good Governance. Our common shares are listed on the Toronto Stock Exchange (trading symbol: MBT).

The head office of the Company is located in Winnipeg, Manitoba, where we are one of the province's largest private sector employers.

The scope of this report includes the operations of MTS, Allstream and all of our affiliated companies carrying on business in Manitoba and across the country.



Customers, stakeholders and investors who want to learn more about MTS Allstream are encouraged to visit:
www.mtsallstream.com



For more information about MTS's products and services, please visit:
www.mts.ca



For more information about Allstream's products and services, please visit:
www.allstream.com

Courage Empathy Commitment Passion



Our vision

To deliver true value as seen through the eyes of our customers.

Our values

These four words came from within, and emerged after many hours of dialogue among our employees at all levels.

These four words not only describe what we stand for as a company, they also highlight the specific values that we hold up as both goals and measuring sticks.

These four words form the DNA of our Company and guide how we act and behave.

These four words are embedded into all of our processes and communications, in every aspect of how we do our jobs.

These four words guide us every day and we hold each other accountable for living our values in everything we do and say, in how we interact with our customers, our business partners, our communities and our employees.

Courage	We stand up for what is right
Empathy	We take responsible action for our internal and external communities
Commitment	We act honestly and ethically and deliver on our obligations and responsibilities
Passion	We display positive energy and engage others with our energy to do what is right

A history of “firsts”

1st

MTS Allstream carries a proud and storied history. In the over 100 years since we began connecting Canadians, we have made important technological contributions to the Canadian communications landscape – from Manitoba’s first wireline network in 1908 to today’s state-of-the-art national IP networks.

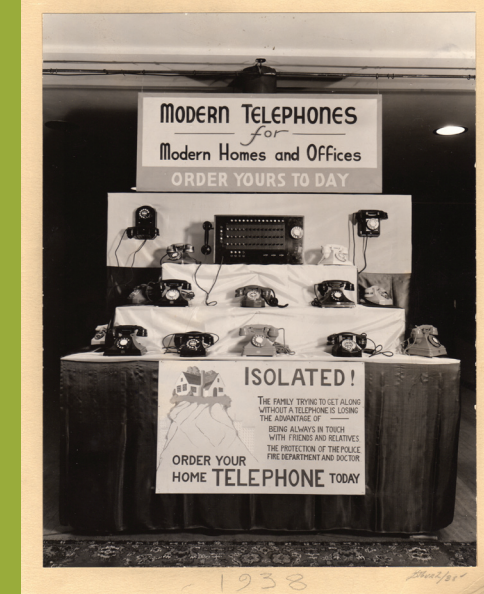
Both in Manitoba and across the country, MTS Allstream has always been an innovator; and today, we are at the forefront of trends that are re-defining the telecommunications industry in Canada. Our commitment to innovation is what has kept us thriving in a competitive world – and it’s how we’ll continue connecting Canadians with reliable, leading-edge services into the future.



As a company, we have achieved an astounding number of telecommunications “firsts”. Did you know that MTS Allstream was responsible for:

- The first centre to receive all-dial service in Canada – Brandon – in 1917
- The first major city in North America to receive all-dial service – Winnipeg – in 1926
- The first telex message, in 1956
- North America’s first use of the three-digit emergency number 999, in Winnipeg in 1956. (The number was changed to 911 in 1975, to conform with the emergency number used across North America.)
- The first microwave system for television transmission, in 1964
- The first network capable of handling switched voice or high-speed data transmissions, in 1967
- The first Canadian city to have Touch Tone Service – Brandon – in 1968
- The first offering of the 12-button phone, in 1968
- The world’s first rural fibre optics transmission – Elie and St. Eustache, Manitoba – in 1981
- The world’s first dedicated fax network, in 1987
- Canada’s first virtual private voice network (“VPN”), in 1990
- The first competitive long distance provider in Canada, in 1992
- The first Internet service provider in the world to offer 56 Kbps service across an entire national network, in 1997

- Canada's first Multiprotocol Label Switching ("MPLS")-based Internet Protocol ("IP") VPN, in 1999
- The first Canadian Internet and email service for Personal Digital Assistants ("PDAs"), in 2001
- Television service delivered over telephone lines launched in 2003 - became a leading provider in Canada.
- Canada's first hosted Microsoft Live Communications Server solution and collaboration suite using Microsoft's award-winning Real-Time Collaboration technology, in 2005
- Canada's first national IP trunking solution, in 2006
- Manitoba's first Evolution-Data Optimized ("EVDO") network, providing Internet access wherever cell phones work, in 2006
- First service provider in Canada to offer BREW applications (games and applications) for download, in 2008
- First in Canada to introduce Whole Home PVR, in 2009
- First to launch the Novatel Wireless MiFi™ 2200 Intelligent Mobile Hotspot in Manitoba, in 2009
- The first wireless provider to bring Long Term Evolution (LTE) wireless technology to Manitoba, in 2012
- The first to offer high-speed wireless Internet access in Winnipeg and Brandon, in 2013
- The first to launch Long Term Evolution (LTE) in Winnipeg and Brandon, in 2013
- Allstream's Business Internet is backed by the Allstream Service Guarantee, an industry-first that provides five commitments for ensuring smooth installation, consistent communication and service excellence, in 2013
- The first service provider in Canada to market a Cisco Powered collaboration solution over a national MPLS and SIP network, in 2013



Our stakeholders

We have identified several key stakeholder groups, including customers, employees, suppliers, community members, non-profit organizations, all levels of government, industry and trade associations, media, unions, and shareholders. These diversified groups make up our main stakeholders because they are directly or indirectly affiliated with our business activities or have a vested interest in our performance and operations.

Stakeholder Engagement

Ways we engage

We are committed to providing open communication channels to our stakeholders to understand their opinions, primary concerns and interests. This feedback helps us make informed and well-balanced decisions. We engage our stakeholders in various ways such as: Quarterly earnings with investors, shareholder meetings, investor conference presentations and tours, investor meetings, roadshows, direct communication and surveys with our customers and employees, participating in external surveys, and consulting with subject matter experts in the industry and trade associations, among other efforts.

CSR stakeholder engagement survey

What our stakeholders think matters to us and to our long-term business success. In 2014, we implemented a stakeholder engagement survey to ensure accountability, legitimacy and stakeholder involvement in our future CSR initiatives. This survey provided an opportunity for our stakeholders to contribute to the development of our future CSR reporting framework, including content priority and the overall direction of our CSR reporting.

The stakeholder engagement survey consisted of seven questions, and was deployed online for a three week period. The survey was anonymous, and stakeholders were asked to:

- Identify their affiliation to us
- Provide their overall opinion of CSR issues
- Indicate whether or not they have read our previous corporate reports and public disclosures
- Evaluate GRI indicator materiality as it applies to us

Materiality refers to the significance of indicators to our social, economic and environmental performance, as perceived by our stakeholders. This perspective helps to ensure that our future CSR report content will be tailored to what our audience wants to know about.

What were the total numbers of respondents to the survey?

Target Response Rate: 200

Actual Response Rate: 435

exceeded target by 218%

Target Primary Stakeholder: 68%

Actual Primary Stakeholder: 77.17%

exceeded target by 9.17%

Primary Stakeholders*

Survey-Respondent Breakdown

Residential Customers: 26.67%

Enterprise/Business Customers: 6.67%

Supplier/Vendor: 1.21%

Employees: 32.32%

Shareholders/Investors: 10.30%

*Primary Stakeholder is defined as a stakeholder that has a financial stake in the company.

Top 10 Most Material Indicators to Stakeholders

1. Labour Practices
2. Customer Privacy
3. Corruption
4. Social Policy
5. Child Labour
6. Social Training and Education
7. Occupational Health and Safety
8. Forced and Compulsory Labour
9. Social Monitoring and Follow-Up
10. Community

Investing in the Sustainability Professionals of Tomorrow



In 2013, we partnered with Environment & Business students from the University of Waterloo's School of Environment, Enterprise and Development (SEED) to help develop key components of our CSR reporting strategy and framework. Our goal was to provide the students with an opportunity to gain meaningful experience with sustainability related initiatives. Our employees worked closely with the students for eight months to provide them with ongoing mentorship and advice on the research project.

The project resulted in the successful creation and implementation of our CSR Stakeholder Engagement Survey, and helped us to be able to create this CSR report and plan for future CSR reports to be done in accordance with the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines. We are committed to continuing with initiatives like these which exemplify the multitude of benefits that come from industry partnering with leading educational institutions in working to ensure the future success of Canada's young people.

Good governance is not just about making correct decisions; it's about making good decisions that reflect accountability, transparency, lawfulness, equity, and the engagement of stakeholders. We are continually striving to set and meet the highest standards of corporate governance, providing our shareholders and other stakeholders assurance of the integrity of our Company. This is reflected in 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.

Making the Connection

Governance

Governance structure

As of May 2014, our Board of Directors consists of 11 business and community leaders. The Board has been carefully chosen for nomination in order to maintain its independence and also to ensure that it has a solid base of experience and expertise. The Board is the highest governing authority within our management structure.

Our Board is connected with the daily operations of our company. It meets regularly with various stakeholders, and also takes the time to meet our people within the company through meet-and-greets and site tours.

The Board's responsibilities include the following:

- Review and approval of our strategic direction, financial objectives and overall policy decisions
- Oversight of executive compensation, performance evaluation and succession plans
- Monitoring financial and operational performance, risks, business conduct and ethics and internal auditing controls
- Effective Board governance and director education
- Timely and accurate disclosure of shareholder information

The Board has four standing Committees:

- The Audit Committee
- The Governance and Nominating Committee
- The Human Resources and Compensation Committee
- Strategic Committee

Gregory Hanson
Corporate Director



Jocelyne Côté-O'Hara
Corporate Director



David Leith
Chair



Pierre Blouin
Chief Executive Officer



Carol Stephenson
Corporate Director



Hon. Gary Filmon
Corporate Director



Sanford Riley
President and CEO
Richardson Financial Group



Ashleigh Everett
President and Corporate Secretary
Royal Canadian Securities Ltd.



Kishore Kapoor
Corporate Director



Samuel Schellenberg
Corporate Director



The Board also took a number of steps this year to strengthen our governance processes and ensure that we are providing active and expert oversight and direction. The Audit Committee led a competitive Request-For-Proposal ("RFP") for the routine process of changing the Company's auditors for 2014, and the Human Resources and Compensation Committee undertook a similar process which resulted in the engagement of an independent compensation consultant to ensure it was receiving the best and most effective independent representation. In addition, the Governance and Nominating Committee retained third-party consultation in the search for potential new Directors, based on the Company's existing analysis of needs and capabilities, including diversity considerations.



Ethics and integrity

MTS Allstream has a strong foundation built on honest and ethical business conduct. Guided by our core values and the principles of corporate social responsibility, we foster a culture of integrity and ethical behaviour. In addition, we are partners with Ethics Point, a third-party organization, to design our business conduct and ethics reporting – our external anonymous whistleblowing hotline – to create a non-threatening environment in which both internal and external stakeholders can report potential violations.

Catalyst Accord

MTS Allstream joined Catalyst Canada in 2012 in its call to action for Canadian corporations to increase the overall proportion of board seats held by women. By signing the Catalyst Accord, MTS Allstream confirmed its historical practice of supporting and advancing successful women executives.

Our long-standing and awarded success as a diverse employer allows MTS Allstream to leverage

a wide range of talents and perspectives within its senior management team. Continuing to have women properly represented as MTS Allstream corporate directors will ensure similar benefits are extended into our shareholders' boardroom. As of May 2014, four of the eleven directors on the Board eligible for election at our 2014 AGM, 36%, are women. Our diversity has been recognized as "best in class".



Proud Signatory of the Catalyst Accord



Governance Awards



13 Consecutive Years



Honourable Mention
for Best Overall
Corporate Governance



MTS Allstream ranked
among the top 10

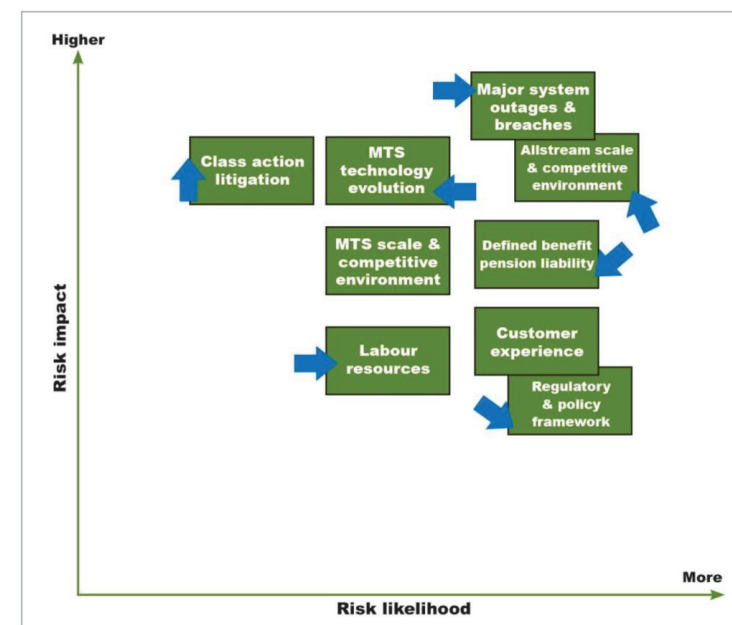


2013 Board Games
Ranked #1 Telecom Provider
Top 6th Percentile Overall

Risks and uncertainties

Risk management practices are part of our standard operations, across all of our businesses. Our Audit Committee charter requires an annual review of our risk management program for the identification and management of our principal risks and respective mitigation strategies. The Audit Committee must be satisfied with two procedural matters. First, it assesses whether our risk management program is appropriate. Second, with the support of our Enterprise Risk Management (ERM) team, it ensures that each of the key risks and associated mitigations are identified at the executive level and delegated for more detailed review, oversight and monitoring by either the full Board or one of the Board's standing committees. In addition, the Board charter requires all directors be involved in the monitoring of all of the Company's key risks and their respective mitigation plans. Our directors must have a solid and substantive understanding of the principal risks facing the Company. Consequently, a majority of Board and committee meetings have agenda items devoted to risk discussions. Our Board believes that risks and opportunities are related and need to be considered together. When the Board or a committee is asked to approve key strategic matters (such as budgets, outlook or decisions), a discussion surrounding the associated risks and opportunities also occurs. In that sense, risks and the associated mitigations are an integral and necessary part of normal business planning.

The table below represents how our perceived principal risks are organized and ranked.



MTS Allstream has the following policies and practices in place to ensure best practices in corporate governance:

Please click on each link for more information:

- [Corporate Disclosure Policy and Practices](#)
- [Fraud Policy](#)
- [Business Conduct & Ethics](#)
- [Conflict of Interest Guidelines](#)
- [Insider Trading Policy](#)
- [Business Conduct & Ethics Reporting](#)
- [Privacy Code](#)
- [Auditor Independence Policy](#)

Doing “good” is good for business

We continue to focus on producing solid revenue and customer growth in strategic areas, maintaining reliable cash flows that support the dividend, and improving customer experience.

Making the Connection

Economy



Allstream connected the 3,000th building “on-net” this year

In Manitoba, MTS makes capital investments on average of \$200 million each year to expand our networks, adopt new technology and improve our business operations. In 2013, MTS also announced a \$2 million investment to bring 350 Wi-Fi access points to community facilities in the City of Winnipeg. This year, we are breaking ground on a \$50 million commercial, multi-tenant data centre – the first and only of its kind in Manitoba. We believe access to a locally operated, secure and reliable data centre, connected to the best high-speed wired and wireless networks in Manitoba, will be a big part of what Manitoba business – and governments at all levels – will need going forward, to deliver cloud-based services to Manitobans in what is an increasingly global digital marketplace.

Nationally, Allstream connected the 3,000th building to its 30,000+ route kilometre national high-performance IP fibre-optic network, allowing better control of the end-to-end customer experience and the ability to deliver more profitable services. Allstream has also allocated funding for strategic

investments in the next generation of our IP data network, and has launched innovative products that are expected to help Canadian businesses achieve significant savings on voice services, such as SIP Gateway. We also further expressed accountability to our customers by extending the Allstream Service Guarantee to the Business Internet product line. The Allstream Service Guarantees include industry-leading commitments on performance, service and price to our customers, which truly set us apart in the Canadian business communications market.

MTS celebrates 25 years as Manitoba's leading wireless provider

Since the first cell phone call was placed in 1988, MTS's wireless network has grown to encompass over 200 cell sites that simultaneously support over one million calls, millions of texts, and terabytes of data every day. A pioneer for communications technology in Manitoba, MTS continues to invest in Manitoba to deliver the most trusted and reliable wireless service.

MTS 25th Wireless Celebration



MTS Wireless employees, past and present.



- 1988 MTS launched cellular service
- 2001 MTS became the first Canadian company to offer Internet and e-mail service for PDA devices
- 2006 MTS was the first to offer high-speed wireless Internet access in Winnipeg and Brandon
- 2011 MTS launched its 4G HSPA+ wireless network and made high-speed wireless data available to 97 per cent of Manitoba's population
- 2013 MTS was the first to launch LTE in Winnipeg and Brandon
- 2013 MTS expanded 4G LTE wireless network and introduced LTE roaming in Canada, and internationally



MTS builds \$50-million world-class data centre

In May 2014, MTS broke ground on a commercial data centre in Manitoba, designed to meet the highest industry standards in security and reliability. This 70,000 square foot facility will be the only data centre of its size in Manitoba, and includes 25,000 square feet of dedicated space for customers to securely host IT equipment. Our data centre will serve multiple customers and – thanks to Manitoba's cooler climate, lower real estate costs and abundant supply of clean, economical energy – we'll be able to offer competitive rates. The data centre is expected to be fully operational by mid-2015.

MTS Allstream contributes \$1.4 billion to the economy each year in a number of ways, including:

- Paying \$444.3 million for the salaries and benefits of nearly 5,000 employees
- Paying \$51.9 million in property, business, sales and payroll taxes
- Purchasing products and services from suppliers
- Delivering on dividends and shareholder equity transactions
- Paying interest on long-term debt and other interest expense
- Making cash and value-in-kind contributions to our communities
- Partnering with local businesses as much as possible to help deliver our services
- Supporting local sports teams

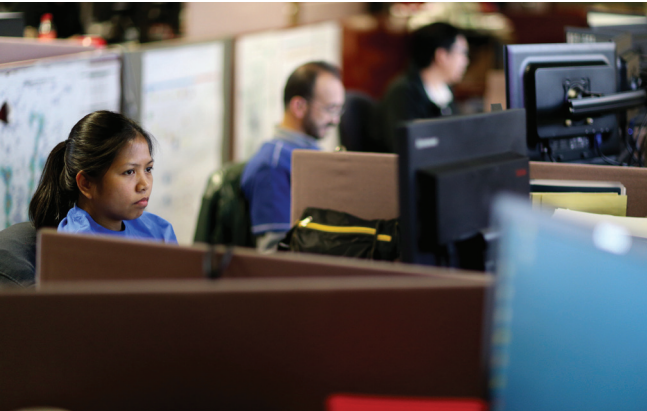


Workplace

We recognize the value and importance of our employees, and managing talent within our Company is a priority. To create a dynamic, healthy and rewarding workplace for all employees, our employment policies not only comply with all relevant legislation, but seek to go beyond that in order to ensure that the working environment within all areas of our business embraces diversity and offers fairness and equality of opportunity in every respect.

Making the Connection
People

We are committed to employee development and empowerment through continuous improvement, including educational assistance through tuition reimbursement and investment in learning and development. With over 3,000 of our employees belonging to a labour union (representing approximately 60% of our total workforce), we are dedicated to fostering productive relationships that encourage an environment of open dialogue before, during and after collective bargaining. Our Company has experienced no labour disruptions since 1999.



EMPLOYEE APPRECIATION

Employee Appreciation Week is a special time of year when we recognize our employees and thank them for their dedication and hard work. Thousands of our employees participate in appreciation events across the country, and a Wall of Fame, along with videos with leaders and employees expressing their appreciation, are featured on a dedicated website for thanking our employees.

The Power of YOU

The power of YOU program recognizes the difference that employees make day-to-day for our customers, for each other and for the Company. Through the power of YOU, we celebrate important career milestones and acknowledge successes and accomplishments. The power of YOU includes three programs: loyalty^{YOU}, appreciate^{YOU} and excellence^{YOU}.

TEL-1-MORE



Tel-1-More is a lead-generation program, used for all types of customer referrals – both consumer and business. With Tel-1-More, employees can benefit from their own sales efforts. This program encourages all non-sales employees to spread the word about MTS’s products and services and to submit their customer referrals online for an opportunity to earn a reward while helping the company’s bottom line.

THE EMPLOYEE REFERRAL NETWORK



The Employee Referral Network encourages employees to make their external contacts aware of employment opportunities at MTS Allstream. As a result, employees have the ability to play a valuable role in our mission to attract, hire and develop the right people in an environment where their talents can thrive. Our Employee Referral Network compensates employees who refer new talent to our company.



PROUD PARTNER

Our Company believes in attracting, developing and maintaining a talented and diverse workforce to achieve our potential, and to represent the communities we serve. As part of our ongoing efforts to support diversity in our workplace, MTS Allstream joined Pride at Work Canada as a National Partner in 2013. This national organization is committed to improving the climate of inclusiveness in the workplace for the LGBTQ community and also acts as a resource centre. As part of our commitment to Pride at Work Canada, we are also enhancing our recruitment processes to include outreach to the LGBTQ community, as well as ensuring that diversity is part of the conversation in our recruiting and hiring practices. We are also strengthening our Respectful Workplace Policy to provide a better understanding of what constitutes harassment, as well as explicitly stating the obvious – that discrimination against any group, including LGBTQ, is unacceptable and contrary to our values.



Employee Profile:
Sue Harrison,
Director of Strategy
Planning & Analysis,
Allstream

Sue Harrison, Allstream Director of Strategy Planning & Analysis, received a Canadian Women in Communications Leadership Excellence Award in 2012 for generously sharing her experience and knowledge to help colleagues achieve their professional goals.

“It is an honour to be recognized for doing something that I enjoy (mentoring), and knowing that it makes a difference,” said Sue. “As a mentor I have the chance to share my experience and guidance, helping others envision the possibilities and watching them deliver beyond what they thought was possible. In return, not only do I get to see each person develop their confidence and achieve their goals, I also learn more about myself.”

Sue continued to make a difference in 2013 and she was honoured with a Bronze Stevie Award for Women in Business in the category of Women Helping Women, having been nominated for her outstanding leadership and dedication in mentoring women in the telecommunications field. She has also volunteered her time in support of our Emerging Leaders development program.

Externally, Sue participates on the CanWIT Toronto board (CanWIT is the Canadian Advanced Technology Alliance’s Women in Technology advisory group for which MTS Allstream was a national partner in 2013), as well as representing Allstream on the Information Technology Association of Canada (ITAC) Diversity Subcommittee.

Women like Sue play an important role in our organization – taking time to develop and foster skills in others so that they too can become innovative leaders in telecommunications. We could not be prouder of Sue!

Diversity by the numbers

Representation rate as a percentage of total workforce in 2012

MTS	
Women	43.6%
Aboriginal People	7.0%
Persons with Disabilities	3.4%
Visible Minorities	11.2%

Allstream	
Women	33.4%
Aboriginal People	0.9%
Persons with Disabilities	1.2%
Visible Minorities	26.1%

Women in Communications and Technology



Leaders like these three women are fundamental to the success of our company. From Left to Right, Lesley McFarlane, Pat Solman and Lina Lawrence, with CEO Pierre Blouin.



We are a long-time diamond sponsor of Women in Communications and Technology (WCT), formerly known as Canadian Women in Communications, a not-for-profit organization that supports the advancement of women in the communications, digital media and technology sectors by providing networking, mentoring and educational opportunities.

We have a history of employing leaders who have been recognized by WCT for their achievements. Lina Lawrence, Director of IT Business Services for Allstream, Lesley McFarlane, Director Quality and Scheduling for MTS, and Pat Solman, Vice-President, Consumer Sales and Service at MTS, have all previously been honoured with an award of similar merit.

Employee Engagement

What our employees think matters to us

We do regular “engagement surveys” to measure employee opinions about our work environment

We work together to develop and communicate action plans

We set measurable goals to improve employee engagement

We set accountabilities for leaders to take action on improving employee engagement within their teams

2012 Employee Engagement Survey

- Achieved 90% participation rate
- 84% of employees are favourable on the overall Employee Engagement Index – which is above the Canadian National norm and the Global Telecommunications norm
- We continue to strive for, and are within reach, of the High Performance norm



Employee development and empowerment

We strive to be a workplace focused on the development of all employees. Some of our professional development initiatives include:

My Performance & Learning Campus Continuous learning enables our employees to grow and tap into their full potential. My Performance & Learning Campus is our online resource designed to help employees capture and track their goals, all of their learning activities as well as address development needs. My Performance & Learning Campus offers a broad range of learning offerings including almost 5,000 online learning titles, an extensive number of simulation exercises on a variety of topics as well as formal classroom-based programs. In addition, through the My Profile

section, employees can add information on their skills, abilities, knowledge, and career goals. In 2013, over 3,200 individual employees accessed nearly 15,000 learning activities.

Emerging Leaders Program

The Emerging Leaders Program is a structured development opportunity program aimed at individual contributors with potential and interest in leading people. The program includes a self-assessment, a targeted development plan, and monthly group mentorship meetings. Participants for the program are non-supervisory employees nominated and selected by VPs and their leaders.

Front Line Leadership Essentials

The Front Line Leadership Essentials Program is a structured program that is required development for all new front-line leaders. The program consists of instructor-led workshops, leadership eLearning courses and Human Resource topics to help build consistent leadership knowledge and skills across MTS and Allstream. The Front Line Leadership Essentials Program helps new leaders make a successful transition to a supervisory position. It provides a solid understanding of a leader's role and corporate responsibilities and provides a foundation and skills to develop our leaders.

The Accountable Leader

The Accountable Leader program equips our leaders with the mindset, skillset and tool-kit to lead their team towards successfully executing our strategies and effectively shape the future. It is intended to assist leaders in reinforcing a values-based high-performing leadership culture with full accountability, which is critical to our success. In addition, it provides increased competence in change and conflict management, influence and collaboration skills.

Leadership Edge Program

The Leadership Edge Program identifies front-line leaders and newly appointed directors who are selected by the Senior Leadership Team to create a ready talent pool of qualified leaders for future lateral front line leader roles and possibly director level roles. The program includes a 360° assessment, a development plan with some stretch goals, potential development opportunities and working with a coach and mentor.

SkillSoft Leadership Advantage Program

The SkillSoft Leadership Advantage program offers comprehensive and interactive resources for flexible, real-time learning available to all directors and vice-presidents.

Walk-a-Mile-in-My-Shoes program

Ever wanted to experience a day in the life of a colleague on the front lines of the company? Or wish your customer service role was more understood? Our Walk-a-Mile-in-My-Shoes program is a personal development learning opportunity that enables employees to observe how another employee's job-role impacts their customer. The day-in-the-life experience may include spending the day with a customer service employee or riding along with a technician during their workday.



Employee direct and indirect benefits

There are benefits to being an MTS Allstream employee! Our Employee Share Ownership Plan (ESOP) permits all eligible employees to become owners of our Company by acquiring shares through payroll deductions. The Company will match 25% of these contributions. In addition, all of our employees participate in our variable pay plan that provides employees with the opportunity to be rewarded for the Company’s success.

We also offer employees comprehensive benefits packages ranging from pension plans, to a variety of mandatory and voluntary benefits such as life insurance, basic accident insurance, dental coverage, long-term disability coverage, group health, dependent life insurance, and voluntary accident insurance. Employees also have the choice of joining our Group RRSP. Retired employees are also offered a range of benefit choices. All benefits are subject to meeting plan eligibility requirements.

Succession planning with the MTS Graduate EDGE Program

The MTS Graduate EDGE Program (Enhanced Development Growth Experience) is designed to attract and retain high potential students and graduates from universities and colleges to help grow our future workforce. Through strategic partnerships, MTS has built an exciting program where new graduates and international students can benefit from the following core initiatives:

- The *Future First* scholarship program, designed to encourage students to study in areas of high demand in the telecom industry
- The Summer Student & Co-op Program that gives students the opportunity to complement academic study with paid work experience
- The Internationally Educated IT Professionals

Internship (IEITP) Program and Internationally Educated Engineers Qualification (IEEQ) Program that each provide individuals from other countries the ability to obtain gainful employment while becoming accredited in a new country. IEEQ is a pathway for internationally-educated engineers to meet partial licensing requirements for professional engineering practice in Manitoba.

- The Graduate Development & Advancement Program (GDAP) that provides participants with employment opportunities and a well-developed curriculum that reinforces a values-based high performing culture with full accountability. This includes technical development in their given fields and professional development, including riding exercises, networking opportunities, lunch & learn seminars, one-on-one mentoring and mentorship cafés.

Occupational health and safety

Employee well-being is a top priority, and health and safety is an inseparable part of how MTS Allstream does business. We have two key policies that reflect this: the Health & Safety policy, and the Respectful Workplace policy.

We also offer an Employee & Family Assistance Program through our provider, Ceridian’s Lifeworks. MTS Allstream employees and their immediate family members (typically those who are eligible for coverage under our employee benefit plans) can access these online and in-person resources. There is no charge to eligible individuals who use the program.

Lastly, MTS employees in Manitoba can take advantage of MTS Fitness, which offers a wide variety of programs and services to support their sustained health and well-being. MTS Fitness brings wellness directly to our employees in the workplace and offers gym and fitness facilities at three Winnipeg work locations. Allstream employees receive a special corporate rate with major gym partners.



Employee Profile: Vito Mangialardi, Director of Business Continuity Management, MTS Allstream

MTS Allstream’s Vito Mangialardi, Director of Business Continuity Management, was appointed as Vice Chair of the Canadian Telecommunications Emergency Preparedness Association (CTEPA) for 2014.

In this role, Vito will promote a shared understanding, commitment and vision for telecom emergency preparedness. This includes response, recovery and restoration best practices to address unexpected threats that could impact the integrity of the telecom industry and essential services. Vito will also play a key role in facilitating support for those in a crisis and will focus on building strong working relationships with other affiliates through information sharing between wireline and wireless members and all levels of government.

“This appointment as Vice Chair of CTEPA was a result of succession planning with executive position for members with the greatest term of membership and experience with telecom emergency preparedness and planning (response, recovery and restoration) best practices,” said Vito. “This great honour gives me the opportunity to work with the Chair to introduce, facilitate and shape CTEPA’s evolution as we move to develop the next generation of leaders and practitioners in emergency preparedness and to support the integrity of telecom (wireline and wireless).”

Vito is a highly respected leader in the world of emergency planners. In 2012, he was recognized for his outstanding achievement and contribution to the Business Continuity Management profession when he was bestowed with a National Award for Business Continuity Management from the Canadian Centre for Emergency Preparedness. Vito also led our Company’s corporate emergency planning program to win the 2009 Award of Excellence for Business Continuity Management by the Disaster Recovery Institute of Canada.

We are proud of the leadership role Vito has taken on and feel very fortunate to have Vito’s dedication and expertise as a part of our Company.

Nobody has done more to connect Manitobans

Customers

Whether watching your favourite TV show in Winnipeg or transporting your company’s mission-critical IP data across high-bandwidth pipes from Montreal to Vancouver, we continue to focus on finding new ways to enhance customer experience by providing first class communication services to Canadians and taking a customer-driven approach to everything we do.

In Manitoba, MTS is the leading telecom provider with our 4G HSPA+ wireless network offering 97% of the province’s population access to high-speed wireless data, while our 4G LTE wireless network provides incredibly-fast wireless data speeds covering more than 800,000 Manitobans. Our industry-leading fibre optic network provides 12 rural communities with access to MTS Ultimate TV and ultra-fast high-speed Internet, and over 85% of the province of Manitoba has access to our high-speed Internet. In addition, we offer wireless Internet access at over 470 access points throughout Manitoba. Nobody has done more to connect Manitobans.



MTS is recognized by PC Mag as the fastest mobile network in Winnipeg.

Across Canada, Allstream is the only national provider of competitive, innovative, end-to-end IP communication solutions exclusively for business customers, supported by our 30,000+ route kilometre national high-performance IP fibreoptic network. Independent survey research among Canadian businesses confirms Allstream’s industry-leading customer satisfaction ratings for the sixth year in a row. Allstream’s services and solutions are backed by customer service, performance and pricing guarantees that are unique in the industry.



Privacy

An excellent reputation is a fragile commodity; it takes years to build. MTS Inc. and Allstream Inc. (collectively, the Company) each have a Guide for Business Conduct & Ethics which holds its employees to the highest standard of respect, honesty, and courtesy in their conduct with customers and with each other. This includes the obligation to safeguard confidential and personal information of customers, employees and others. In addition, we have a robust privacy management program in place. Our Privacy Code sets the foundation for our handling of personal information and it is regularly reviewed and updated to ensure it remains current with applicable privacy and personal information protection laws. Our employees and other members of the Company are required to annually sign off on their obligations under the [Guide for Business Conduct & Ethics](#) and the Privacy Code, which serves as a regular reminder of the Company’s adherence to these high standards of conduct and personal information protection when conducting company business.

Our Company has two dedicated Privacy Officers who are charged with the responsibility of ensuring compliance with our [Privacy Code](#), and Company compliance with the privacy management program. Their responsibilities include:

- Understanding the types of personal information that the Company collects and where it is held
- Developing internal policies that address obligations under the law regarding the collection, use and storage of personal information
- Conducting risk assessments on products, services and strategies to ensure compliance with privacy laws
- Ensuring employees are aware of, and ready to act on, privacy obligations
- Establishing and monitoring privacy breach and incident management response protocols
- Investigating and resolving actual or threatened breaches of privacy
- Monitoring and managing the protocols around how personal information is handled by third parties engaged by the Company

Our Privacy Officers are involved in industry privacy groups dedicated to staying on top of privacy trends and issues, and they regularly consult with privacy authorities, such as the federal Office of the Privacy Commissioner in the event of privacy incidents that may come up from time to time.

Product responsibility and accessibility

MTS continues to enhance its services for all Manitobans, and offers a number of initiatives to better serve our customers:

- Parental controls on MTS TV to enable parents to filter inappropriate content
- My Remote for MTS TV, allowing customers to program their remote control to provide easy, one-button access to enable accessibility and enhanced features such as Described Video Services (DVS), and Closed Captioning (CC)
- A \$15 Accessibility Credit for customers with accessibility requirements. The monthly credit is available on many of our 4G smartphone plans
- T9-1-1 Service, giving deaf, deafened, hard of hearing and speech impaired customers the ability to communicate with emergency services using wireless text messaging
- MTS IP Relay is an operator-assisted service that enables DHHSI customers who have difficulty speaking to make and receive text-based calls from their personal computers

Bill 35 in Manitoba and the CRTC Wireless Code of Conduct

On September 15, 2012, Bill 35, *The Consumer Protection Amendment Act* (Cell Phone Contracts), came into effect. Bill 35 added new consumer protection laws to provide fair and clear cell phone contracts. These laws were designed to help customers better understand cell phone contracts. Specifically, this bill further protected consumers by outlining to cell phone providers when contract terms can be changed, what fees should and should not be allowed, and how these changes must be communicated. MTS supports the new consumer protection legislation in Manitoba, and has made all the necessary changes to ensure we fully comply.

MTS also supported the design and adoption of the CRTC's *Wireless Code* that came into effect in December 2013. The *Wireless Code* establishes basic rights for all wireless consumers and puts some new requirements on service providers. The *Wireless Code* significantly limits cancellation fees and requires a service provider to unlock phones, to offer a trial period for wireless contracts, and to set default caps on data charges.

MTS has always worked hard to ensure customers are entering into cell phone contracts clearly understanding the terms and conditions associated with their cell phone service. Even before these new legislations came into effect, our wireless business strategy was already in compliance with many of the new regulations. We made our contracts even better by providing more information in our contracts on what's included in our monthly plans. We also now give customers written notice of amendments, extensions or upcoming contract expiry, and cancellation fees are determined based on the type of hardware selected and the number of months left on the contract.

Awards

NAV CANADA

Supplier Recognition Award of Excellence

Allstream received the Supplier Performance Award from NAV CANADA reflecting our commitment to providing excellent customer service and innovative solutions.



Allstream received the *Customer Satisfaction Excellence Gold Star* from Cisco



MTS received the 2014 *Best in Class Marketing Award* from the BMMA for accessibility features on MyRemote from MTS



MTS received the *Performance Management Award - Large Centre* from Manitoba Excellence in Contact Centre Achievement (MECCA)

Community



“Very few organizations in Manitoba are as deeply rooted as MTS. We have been serving Manitobans for more than a century and with this comes a genuine commitment to support our province through community involvement. Together with our employees, we have contributed millions of dollars and more than one million volunteer hours over the past 75 years towards initiatives and organizations that make a difference in Manitoba - from supporting the United Way to developing authentic partnerships with more than 200 community organizations. That's pretty amazing!”

- Roslyn Dally, Manager,
Community Investment and
Employee Volunteerism

Our Partners in the Community





The Heart of Our Company

Together with our employees across Canada, we make financial, value-in-kind, and volunteer contributions to over 200 charities, educational and non-profit organizations, including nearly 30 festivals, in the communities where we live and operate. We are proud of our history of giving back and we are deeply committed to partnering with organizations to make our communities stronger.

2013 Highlights

Launched
Future First
community
INVESTMENT PROGRAM
focused on YOUTH

contributed
1% OF PRE-TAX
profits to
CHARITABLE
purposes



\$25,000 donated in support of relief efforts for floods in Alberta and **\$20,000** to help support Typhoon Haiyan relief in the Philippines

Worked to donate
\$1 million
to the **UNITED WAY**



MTS VOLUNTEERS
celebrated their

75th
anniversary

MTS *Future First*: Connecting Today's Youth to Tomorrow



MTS *Future First* video

In 2013, we proudly launched MTS *Future First*: Connecting Today's Youth to Tomorrow – a multi-faceted community investment program. We chose young people as our focus after consulting with employees and community leaders. With our refined focus on youth, we worked, and continue to work with our community partners to align our sponsorships and donations to support Manitoba's young people. We believe the future strength of our province depends in a large part on the ability of our young people to reach their full potential. Together, we are helping make Manitoba a better place, putting the future first, for ourselves and for our children.

Manitoba's youth currently face many challenges – issues ranging from poverty, lack of access to education and healthcare support, and accessibility challenges. In fact, Manitoba's level of child poverty continues to rank among the highest in Canada. There are many organizations in the community working to remove these barriers, as well as providing growth and development opportunities to young people through education, the arts, recreation and sport. Through *Future First*, we intend to provide support to these organizations and help provide the means to create new initiatives.



MTS *Future First* includes sponsorships and donations, grants, scholarships, employee volunteerism and fundraising programs. Our new community grants program will provide \$100,000 of direct investment to youth-serving organizations annually. Valued at \$10,000 each, ten grants will be awarded annually to organizations focused on bettering the lives of Manitoba's young people under the age of 24. We will also offer five multi-year scholarships annually to youth who wish to pursue a career in the telecommunications industry.

"In getting to know the MTS Future First program, we were very impressed by the focus of the grant. It is a tremendous benefit for programs that are working on making a difference for marginalized youth. We know that with a leg up and people who believe in them, young people can face their challenges and overcome barriers, many of which seem insurmountable. We have 20 years of stories to attest to that. Thanks for making this available as it will provide opportunities for youth to experience some successes."

Lila Goodspeed, Chair, Manitoba A.L.I.V.E.
(A Leadership Initiative in Volunteer Efforts)

We're proud of the wonderful youth initiatives we supported in 2013!

Investors Group Field

As the exclusive telecommunications provider to the Investors Group Field, home of the Winnipeg Blue Bombers, we donate 100 tickets each year to youth-serving agencies to distribute to young people who may not otherwise have a chance to attend a CFL football game.



Kidsfest

We support the annual Winnipeg International Children's Festival that provides entertainment for young people and families.



Variety, the Children's Charity

MTS provides in-kind services for Variety's office and Camp Brereton, which provides a fully accessible camp experience for all children.



Winnipeg Symphony Orchestra MTS Rising Stars

We contribute to a program which brings 300 students together to perform with WSO musicians.



WINNIPEG SYMPHONY ORCHESTRA

Gimli Film Festival MTS Digital Media Camp

A five-day film immersion camp for Manitoba youth that provides them with an opportunity to learn how to create a short film, under the guidance of some of Manitoba's most notable filmmaking industry professionals.

[MTS Media Camp video 2013](#)

Special Olympics Manitoba

We provide support to Special Olympics Manitoba to help introduce children aged 2 to 7 to sport, creating a safe environment for them to develop movement skills through play. MTS also funds the youth programs that trains athletes over the age of 13.



Computers for Schools Manitoba

An organization that updates computers and donates them to schools, libraries and not-for-profit learning organizations. MTS provides volunteers and in-kind contributions.



Sponsorships and donations

Through our history, we have provided sponsorship support of venues and landmarks, as well as events, in the communities where we have a presence. We sponsor the MTS Centre in Winnipeg, home of the Winnipeg Jets, and the MTS Iceplex, a 172,000 square foot facility built to serve the Winnipeg community, including amateur athletes. We are also the exclusive telecommunications provider of the Investors Group Field, the home stadium of the Winnipeg Blue Bombers.

MTS continues to sponsor the Canadian Centre for Child Protection and is a proud founding partner of cybertip.ca, the national tip line for reporting online sexual exploitation of children.

Allstream supported a number of events in the communities in which it operates, including the Gastown Grand Prix in Vancouver, and the Calgary Stampede in Calgary. Allstream also continued its sponsorship of the Allstream Centre, Toronto's greenest conference centre, which provides an environmentally-friendly, technologically-advanced meeting and conference venue. Since 2008, Allstream has been instrumental in transforming this historic building (formerly the Automotive Building on the grounds of Toronto's Exhibition Place) into a showplace of cutting-edge technology and leading environmental design. The Centre has received a number of awards in recent years for environmental stewardship, architectural conservation and craftsmanship.



When every Canadian is connected: Allstream's sponsorship of the Toronto 2015 Pan Am/Parapan Am Games



As the Official Managed IP Communications Supplier and Official Hosted Collaboration Solutions Supplier for the TORONTO 2015 Pan Am/Parapan Am Games, Allstream will provide services to connect the Organizing Committee, athletes, officials, volunteers and broadcasters at the Games with advanced telecommunication tools enabling them to collaborate and share information. “Allstream’s advanced IP networking solutions will enable TO2015 to quickly and easily engage with sponsors, partners, suppliers and volunteers and will truly help make these Games the most connected Games ever,” said Allstream President Michael Strople. “Our entire team at Allstream is excited to showcase our network and expertise in managing complex technology environments to this world-class event.” Strople continued. To further our connection to the Pan Am/Parapan Am Games, Allstream is allowing employees to take paid days off work to volunteer at the event!



Scholarships and support for educational institutions

An educated, dynamic workforce is vital to developing vibrant economies and healthy communities. In 2013, we continued to support – through scholarships, support for specialized programming or capital funding – a number of educational institutions in Manitoba, including the Aboriginal Business Education Partners’ program, the University of Manitoba, Red River College, University of Winnipeg, Assiniboine Community College, Brandon University, the Université de Saint-Boniface and the Asper Foundation.

Together with the Canadian Engineering Memorial Foundation (CEMF), 2013 marked the creation of the Allstream Information and Communications Technology Scholarship supporting Canadian women in engineering. Starting in 2014, the Allstream Information and Communications Technology Scholarship will be awarded annually to a woman studying engineering full-time in an accredited engineering undergraduate program with an interest in information and communications technology. The Scholarship celebrates the accomplishments and leadership of female engineering students. The Foundation was established in 1990 in memory of the 14 women killed at École Polytechnique in Montreal on December 6, 1989.



UNIVERSITY OF MANITOBA



RED RIVER COLLEGE
OF APPLIED ARTS, SCIENCE AND TECHNOLOGY

Why we support the Canadian Museum for Human Rights: Interview with Pierre Blouin

The Canadian Museum for Human Rights (CMHR) is the first museum solely dedicated to the evolution, celebration and future of human rights, and the only national museum to be based outside the Ottawa area. MTS has been the CMHR’s official telecommunications provider since 2010, pledging a support package of financial and in-kind services totaling \$1.5 million over five years (2010-2014). This gift consists of in-kind donations toward communications infrastructure and a state-of-the-art telecommunications network, voice and data communications equipment, and cutting edge wireless technology, as well as a cash contribution.

Pierre Blouin, our CEO, explains why supporting the CMHR is important to us at MTS Allstream.

What moved you to support the Canadian Museum for Human Rights?

The Canadian Museum for Human Rights will become the universal symbol of Canada’s commitment to human rights, and that excites us. The museum encourages us all to think about human rights issues and strengthens our country both socially and economically. MTS is proud to be the official telecommunications sponsor of the museum, and we look forward to providing world-class communications solutions that will help the museum share its message with people around the world.

What do you hope the Canadian Museum for Human Rights will accomplish?

I believe the museum will encourage us all to think about human rights issues and it will especially be an excellent resource for youth – engaging them in a conversation about the importance of respect and diversity, and encouraging them to make a difference in the world. As a national museum, we believe it strengthens Manitoba both socially and economically, while placing Winnipeg on the world stage.



Working together with Manitoba's Aboriginal community

We have always believed in supporting the diverse organizations that help make Manitoba a wonderful place to live, work, and play. After all, Manitoba is more than a market to MTS – it is our home, and home to thousands of our employees and their families. Working together with the Assembly of Manitoba Chiefs, the Manitoba Métis Federation and the Aboriginal Chamber of Commerce, MTS explores opportunities to create shared experiences to enhance the participation of Aboriginal people, communities, and businesses in Manitoba's economy.

With a focus on employment, education and training, business development and procurement, and information technology and communication, MTS works in support of our Aboriginal communities. Part of our commitment includes the implementation of improved telecommunications services and infrastructure in rural and remote communities.

We also encourage and nurture support for Aboriginal entrepreneurs by developing a procurement program that enhances the ability of qualified Aboriginal businesses to supply products and services to the company.

We support employment, education and training by:

- Providing two annual scholarships to students enrolled in the University of Manitoba's Asper School of Business Aboriginal Business Education Partners program
- Enhancing our own recruitment networks to source qualified candidates for scholarship programs and employment opportunities
- Being involved with community networking events and committees, such as the Manitoba Aboriginal Youth Achievement Awards and the Provincial Association on Native Employment advisory committee
- Awarding scholarships and bursaries to students enrolled in fields of study related to the telecommunications industry, such as the MTS Telecommunications Award at Red River College and the Aboriginal Awards Program at Brandon University
- Sponsoring the Aboriginal Youth Information Communication Technology Challenge (Tech Trek) at the Information & Communication and Technologies Association of Manitoba



We are proud supporters of the Manito Ahbee Festival and Aboriginal Peoples Choice Music Awards, and also provide financial support to Manitoba-based Aboriginal organizations, including:

- Aboriginal Business Education Program
- Aboriginal Chamber of Commerce Corporate membership
- Assembly of Manitoba Chiefs
- Bunibonibee Cree Nation
- Fisher River Cree Nation
- Information and Communication Technologies Association of Manitoba
- Indigenous Leadership Development Institute
- MKO Santa Express
- Manitoba Metis Federation
- Manitoba Keewatinowi Okimakanak
- Ma Mawi Wi Chi Itata Centre
- National Council of Indigenous Elders
- Northern Association of Community Councils
- Norway House Cree Nation
- Red Road to Healing
- Rossbrook House
- Sam Anderson & Friends Golf Tournament (proceeds to support youth)
- Southeast Resource Development Council Corp.
- University of Manitoba's Excellence in Aboriginal Business Leadership Awards
- Vision Quest Conference and Tradeshow

Walk a Mile in My Moccasins

In an effort to build stronger relationships between Aboriginal and non-Aboriginal people, MTS employees can participate in the Walk a Mile in My Moccasins workshop. The experiential workshop discusses Aboriginal protocol, Aboriginal culture and values, history and residential schools and its impact on the workplace. It allows the participants to experience, feel and imagine what it is like to be an Aboriginal person in today's society.

The objectives of Walk a Mile in my Moccasins are:

- To understand and appreciate the significance of the Medicine Wheel
- To learn Aboriginal values and traditions
- To understand and realize the impact of Aboriginal policies, practices and residential school on today's workplace and society
- To share personal stories and experiences of Aboriginal people
- To be more effective in working with Aboriginal people
- To build better relationships between Aboriginal and non-Aboriginal people



Ma Mawi Wi Chi Itata hamper drive

Ma Mawi Wi Chi Itata Centre (Ma Mawi) is Canada's largest community-based, Aboriginal-led agency supporting the healthy growth and development of Aboriginal children, youth and families in Winnipeg. MTS has a long-standing relationship with the Ma Mawi Wi Chi Itata Centre with its Christmas Hamper Drive. We sponsor this event, not only with monetary sponsorship for delivery of approximately 200 hampers to Aboriginal families, but with numerous MTS volunteers. We also support the centre's annual New Year's Eve party for children. The event ensures a safe, happy and memorable night for children who may otherwise be at risk.

MTS pledges support to break the cycle of domestic violence in Manitoba

\$150,000 funding commitment to help Aboriginal women overcome the effects of family violence



North Point Douglas Women's Centre; Shannon Buck, Program Founder, Red Road to Healing and Traditional Teachings, outside of the North Point Douglas Women's Centre – one of the locations where the RRHTT program will be offered.

In November 2013, MTS announced a three-year, \$150,000 funding commitment to the Red Road to Healing and Traditional Teachings ('RRHTT') program, a domestic violence healing and prevention initiative that delivers culturally-based education and support to Aboriginal women in Manitoba recovering from the effects of family violence.

Designed by local domestic violence expert, advocate and survivor, Shannon Buck, the innovative program has been identified by the Government of Canada's Department of Justice as a promising practice to reduce violence and increase the safety of Aboriginal women in Canada. Through traditional teachings, sharing circles, drumming, elders' teachings, sweat lodge ceremonies and one-on-one support and counseling, RRHTT helps participants to heal and reduce their vulnerability to repeat violence.

Ms. Buck will deliver the program in partnership with the North Point Douglas Women's Centre, an agency that serves women who experience high levels of marginalization and violence. "Families can be devastated by the effects of violence for generations," said Ms. Buck. "This program helps women on their journey to heal and allows them to pass their learning on to their children, helping to break the cycle of abuse."

The RRHTT program will be offered in early 2014, with three dates in Winnipeg and a number of "train the trainer" opportunities in rural and northern Manitoba being delivered each year. By training and supporting community-based service providers to deliver their own program, the initiative will serve hundreds more women.

"MTS's generous contribution underscores the Company's commitment to Manitoba and making a difference in our communities," said Kerri Irvin-Ross, Minister of Family Services. "The Manitoba government is committed to working with our community partners, public and private. Only by working together can we end domestic violence and build a province where all families are healthy and strong. We appreciate MTS's support of this important program and their recognition of the positive impact it will have for all Manitobans."

MTS's support for the RRHTT program complements the Company's long-standing commitment to the Manitoba Justice CELL Program for Abuse and Stalking Victims, as well as its support of the Canadian Centre for Child Protection.

In times of need



MTS Allstream supported relief efforts for two major natural disasters that occurred in 2013. We provided a monetary contribution of \$20,000 to the Canadian Red Cross to support flood relief efforts in Calgary. Allstream employees worked day and night in Alberta to ensure our nation-wide network and services continued to perform for our customers and colleagues. Allstream also fully supported Ella West, one of its directors and an experienced Red Cross volunteer, while she led local emergency disaster relief efforts in Calgary through the crisis. To show support in Manitoba for Calgarian flood victims, we enabled our wireless customers to make a \$5 donation to help those in affected regions in Alberta through our text-to-donate service. MTS Allstream donated \$20,000 in 2013 to the Canadian Red Cross to support relief efforts for the people affected by Typhoon Haiyan in the Philippines, and enabled MTS TV customers to stay connected with loved ones in the Philippines through free previews of two Philippine television channels and free residential and small business long-distance calling to the Philippines.

Our organization worked to donate \$1 million to the United Way in 2013

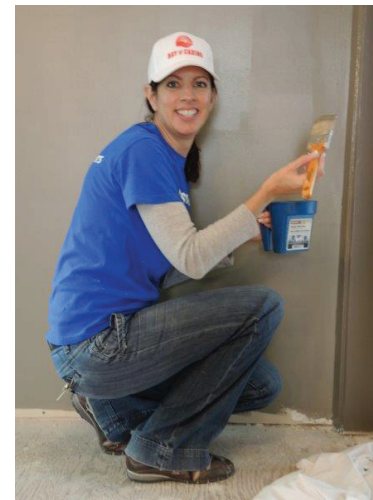
Our employees have big hearts. We recognize and appreciate our many volunteers, both current employees and retirees, who give generously to the community by donating their time and money every year.

In 2013, MTS and our employees raised more than \$600,000 for the United Way of Winnipeg campaign – a record amount. The Company also supports the work of the MTS Volunteers organization through financial and in-kind support, including the provision of a special work facility as well as access to the MTS fleet of vehicles. Through the MTS Volunteers' programs, our employees, retirees and their families contribute to community causes and events, and have been improving the quality of life of Manitobans since its establishment as Chapter 50 of the Telephone Pioneers of America in 1938. That tradition continues under *Future First*. Our MTS Volunteers generously donated their time to numerous community events throughout 2013, including the Manitoba Marathon, Backpacks for Schools, Ride for Juvenile Research Diabetes Foundation, the MS Bike Tour, among others. Notably in 2013, our MTS Volunteers celebrated their 75th anniversary of giving back to the community.

Allstream participated in the United Way's 2013 national fundraising campaign, raising almost \$300,000. The United Way of Greater Toronto recognized Allstream for its efforts with an Award of Excellence for employee fundraising.

Allstream's employees also organized and donated their time, ideas and money to raise funds for several charities this past year, including the SickKids Hospital, Brain Tumour Foundation, Red Door Shelter, Kiwanis Club, National Kids Cancer Ride, Movember and many other causes.

In October 2013, Allstream hosted a fundraising event in honour of International Day of the Girl and in support of Plan Canada's "Because I am a Girl" campaign which raises funds for programs in more than 50 developing countries that help give children, families and communities the tools they need to break the cycle of poverty.



Employee giving and volunteerism





Employee Profile:
Louise Rausch,
IT department,
MTS



In 2013, Louise Rausch, an employee with MTS's IT department for 33 years and a member of Team MTS Biking Bison, won the title of "Top Provincial Rookie Fundraiser" at the 2013 MS Bike Tour. Louise, a first time MS bike tour participant, wanted to honour her neighbour living with multiple sclerosis. One of the most challenging parts of the experience for Louise was asking for sponsorship and raising money.

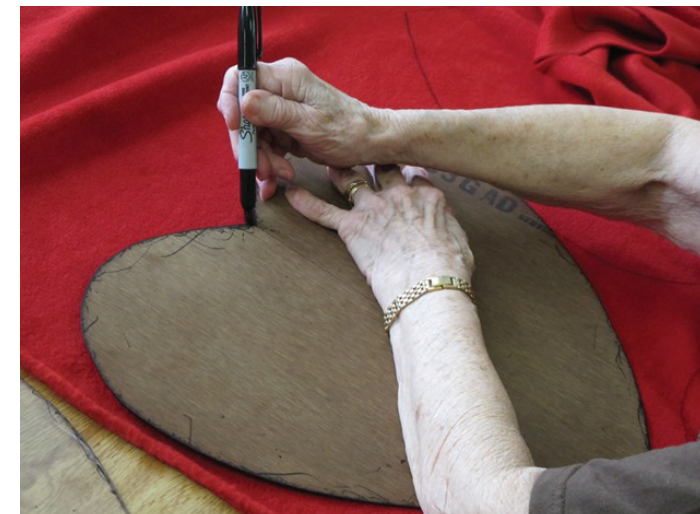
"Every little bit added up," said Louise Rausch, "I started with a \$500 goal but when I reached that, I thought I'd raise another \$500 so I could get the special MS edition cycling jersey given to individuals who fundraise \$1,000 or more."

Louise rode her bike and knocked on doors of homes around her community asking for support in the bike tour. Louise single-handedly raised a total of \$5,165.85 making her the top fundraiser on her team and placing 6th overall among individual fundraisers in Manitoba for the MS Bike Tour.

Louise is gearing up to ride again in 2014, organizing many fundraising activities, and aiming to reach an individual total of \$10,000. Her commitment, dedication and passion exemplifies the spirit and sense of connectedness typical of our employees. MTS Allstream salutes Louise and all of our dedicated volunteers.

MTS Volunteers Heart Pillow Project

(in support of St. Boniface
Hospital Foundation)



Fran Vannevel is known for creating the Heart Pillow Project, which provides cardiac surgery patients at the St. Boniface Hospital with handmade heart-shaped pillows for use during post-operative deep-breathing and coughing exercises. Since 2010, the MTS Volunteers have made over 3,000 pillows, providing comfort to those recovering from open-heart surgery.



MTS Volunteers Heart Pillow Project

MTS Volunteers celebrate their 75th anniversary of giving back to the community

Since 1938, The MTS Volunteers comprised of MTS employees, retirees and their families have contributed more than one million hours to charitable organizations across Manitoba. They have played an important role as ambassadors for MTS, demonstrating commitment, caring, and passion – values MTS strives to uphold every day. The group has raised and donated tens of thousands of dollars to non-profit and charitable organizations throughout Manitoba including:

- Ronald McDonald House Manitoba
- Boys and Girls Clubs of Winnipeg
- Society for Manitobans with Disabilities
- Heart and Stroke Foundation of Manitoba
- CancerCare Manitoba Foundation
- Children’s Hospital Foundation of Manitoba
- Variety, the Children’s Charity of Manitoba

As part of MTS’s corporate giving program, MTS supports the work of the MTS Volunteers through financial and in-kind support, including the provision of a special work facility for the MTS Volunteers, as well as access to the MTS fleet of vehicles.

Over the course of their history, the MTS Volunteers have been recognized individually and as a group, with numerous awards and accolades, including the Queen Elizabeth II Diamond Jubilee Medal, Premier’s Volunteer Service Award, Mayor’s Volunteer Service Award and the Gold Medal Award for Innovation by Industry Canada.



Left to Right, Barb Culbertson - MTS Volunteers Liaison, City of Winnipeg Mayor Sam Katz, former Minister of Healthy Living Jim Rondeau, Joan Ferris - MTS Volunteers Winnipeg Council President, Kelvin Shepherd - President, MTS, and Eric Nazar with the MTS Volunteers’ 1928 Manitoba Government Telephone truck.



Ladybug Foundation founder Hannah Taylor receives MTS-sponsored Canadian Red Cross Young Humanitarian Award

MTS is proud to sponsor the Red Cross’ *Power of Humanity Awards* and present the *Young Humanitarian Award*, in recognition of the spirit of good will and humanitarianism among Manitoba’s youth and the work that they have done to benefit others. In 2013, Ladybug Foundation founder, Hannah Taylor, was presented with the Canadian Red Cross’s 2013 *Young Humanitarian Award*.

At age five, Hannah was moved by the sight of a homeless man digging through a dumpster and shortly thereafter started to raise funds for Canada’s homeless. At age eight, Hannah founded The Ladybug Foundation, and has, since then, helped to raise millions of dollars for the plight of the homeless across Canada. At age 10, she founded a second charity, The Ladybug Foundation Education Program, which distributes a resource package called MakeChange to schools to inspire and empower young people to help “make change” happen.

Between her charity and schoolwork, Hannah authored a children’s book, entitled *Ruby’s Hope*, and became a member of the jury of the World’s Children’s Prize for the Rights of the Child based in Stockholm, Sweden. She also was responsible for declaring January 31 “National Red Scarf Day” in Canada to raise awareness of homelessness issues, in conjunction with her annual Walk a Mile in Their Shoes event to support people who are homeless and hungry.

Good policy and environmental education go hand-in-hand

Good policy helps us reduce our carbon footprint and the environmental impact of our operations. Our [Environmental Policy](#) and [Environment Management System](#) provide guidance for environmental compliance and management, and also highlight key principles including:

- Reporting to MTS Allstream's executive and Board of Directors on environmental matters affecting the company
- Minimizing the creation of waste
- Maximizing the principles of reduce, reuse and recycle
- Disposing of waste in an environmentally sound manner
- Encouraging the use of innovative technology, products and services that minimize environmental impacts.

Making the Connection

Environment

In 2013, we were named one of the most improved respondents in the Carbon Disclosure Project (CDP) Canada 200 Climate Change Report, with a 69% increase in our climate disclosure score. The CDP report tracks how Canada's largest and most influential listed companies are acting in response to a changing climate.

We also take environmental responsibility one step further by offering education and incentives to help our customers, employees and stakeholders be more green.

We work together to help enable green behaviours by:

- Engaging employees on Earth Hour and Earth Day
- Recognizing environmental leadership through the most prestigious category/level for our employee appreciation program
- Offering employees in Toronto the Metropass Volume Incentive Program (VIP), and participating in the City of Winnipeg's EcoPass program which results in over 6,000 company-subsidized public transit passes being issued each year
- Being a partner to the City of Montreal's Sustainable Development Strategy since 2007
- Contributing to the operations and services of the Green Action Centre in Manitoba, a non-profit, non-governmental hub for greener living
- Being the title sponsor of the state-of-the-art Allstream Centre
- Supporting the operations of FortWhyte Alive, a non-profit organization that promotes awareness and understanding of the natural world and actions leading to sustainable living. Our support not only enables this mandate, but actions such as MTS's 2013 FortWhyte Alive Free Family Pass Giveaway engage employees and their families in sustainability
- Sponsoring Waste Reduction Week through our participation in the Canadian Wireless Telecommunications Association's (CWTA) RecycleMyCell program.

Greenhouse Gas (GHG) Emissions

20%^{BY} 2020

We set a reduction target on our GHG emissions of 20% by 2020. We made progress in reducing our total GHG emissions from operations. Our 2013 GHG emissions from operations were 13,299 tonnes, a reduction of over 20% from the 2008 baseline of 17,326 tonnes due to improvements to our fleet.

We introduced more eco-friendly vehicles to our fleet over the past number of years, including two Nissan Leaf electric cars and eight environmentally-friendly hybrid vehicles. In addition, we have “right-sized” our fleet and increased efficiency by assigning more pool vehicles. This has resulted in a 17% improvement in fuel consumption compared to 2008,

and a 10% reduction in fleet size. MTS also completed the Fleet and Routing Optimization Enablers Project across the entire MTS fleet in 2013. The project focused on installing GPS systems in all MTS vehicles in order to reduce our carbon footprint by managing and monitoring fuel consumption and providing more efficient routing. MTS was recognized by the Manitoba Chapter of the Project Management Institute (PMI) for our 2013 Fleet Optimization Project as a Project of the Year Runner-Up. This project helped reduce GHG emissions by over 450 tonnes, reduce travel by 1 million kilometres, and reduce fuel consumption by approximately 5%, compared to 2012.



We have also relaunched *The Ride Exchange Carpool Program*. This corporate-wide, online tool assists employees in finding co-workers to be carpool partners. In addition to assisting employees make their commute easier, improve work-life balance, and reduce GHG emissions, we have also opened up new teleworking opportunities with priority for employees who have been impacted by an office relocation.



Partnership with City of Montreal's Sustainable Development Plan

Since 2007, we have shared a vision with the City of Montreal for a sustainable metropolis. We renewed our partnership in 2010 with the introduction of Montreal's Community Sustainable Development Plan 2010-2015, and are proud of our commitment to help:

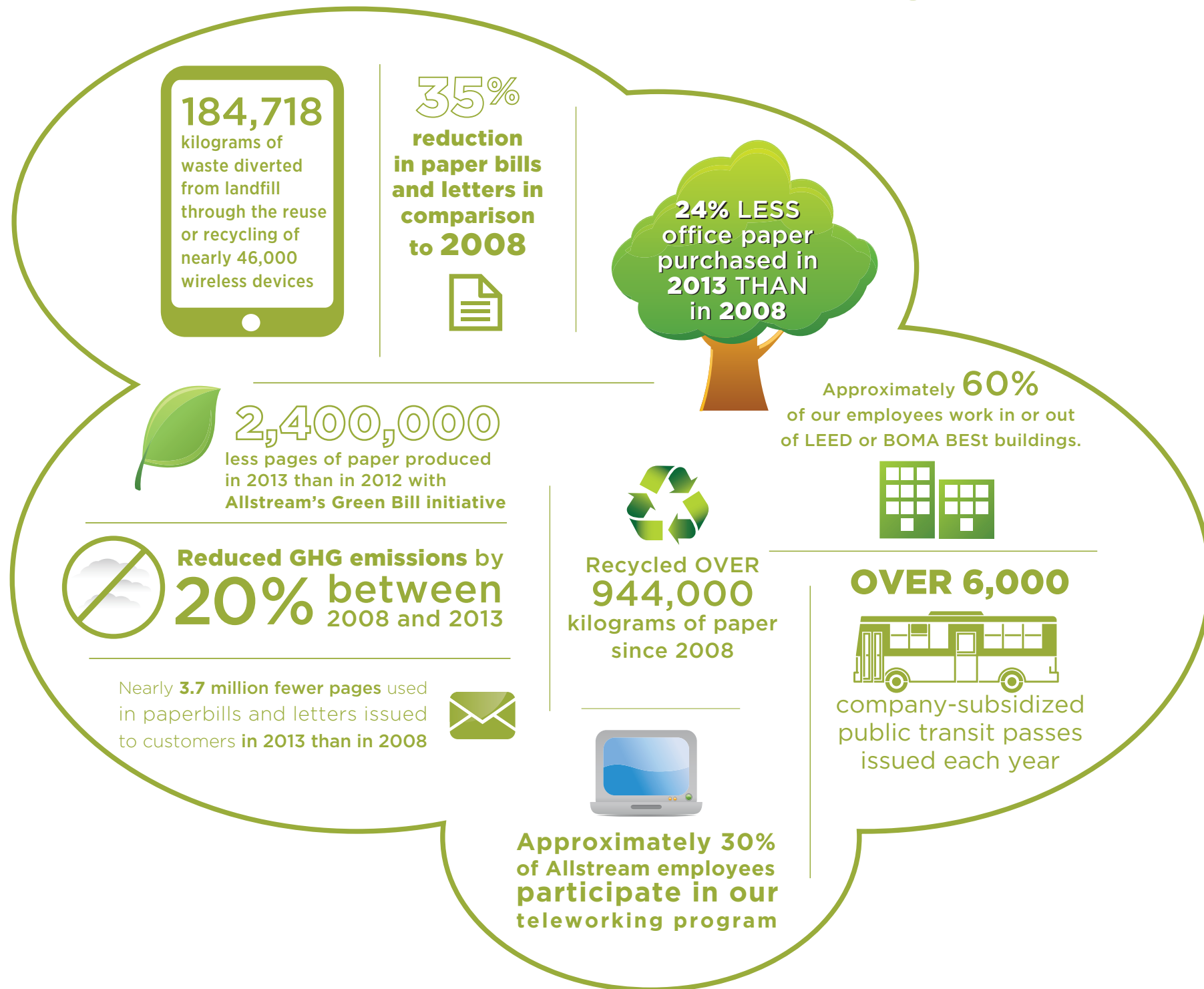
- Develop and implement a plan to reduce Montreal's greenhouse gas emissions
- Reduce automobile dependency
- Reduce GHGs from existing and newly constructed residential, commercial or institutional buildings
- Increase the environmental performance of its conventional vehicle fleet
- Take part in climate change awareness campaigns
- Minimize the use of heating oil in buildings
- Promote Montreal as a place for families
- Stimulate demand for green technology, products and services
- Demonstrate equity

Reduce, Reuse, Recycle

Tires, cable, network equipment, wireless devices, batteries, oil. Oh yes, and paper. The principle of reduce, reuse and recycle is integrated throughout our operations. We also carefully consider the type and volume of paper purchased, as well as how we use that paper with customers. The paper we purchase for the office is made of 30% post-consumer material, and the amount of office paper we purchased on an annual basis has steadily declined.

Allstream's *Green Bill* initiative was undertaken in 2012 to reduce paper consumption, enhance the customer experience and reduce operating costs. The results of these efforts are significant, with 2,400,000 fewer pages of paper consumed in 2013 than in 2012, and a cost savings of over \$100,000.

MTS also continues to make improvements to online self-service capabilities with MyAccount on MTS.ca. As a result, over 175,000 customers have subscribed to MyAccount since the service was launched in 2008, the number of subscriptions to MyAccount increased by 22% from 2012 to 2013, nearly 105,000 customers have signed up for MTS e-bill since 2008, and nearly 27,000 new e-bill subscriptions were added in 2013, a 35% increase over 2012.



MTS Wireless Devices Recycling Program in support of Future First

Recycle your device, reduce e-waste and raise money for the MTS Future First program

MTS has diverted 184,718 kilograms of waste from landfill through the reuse or recycling of nearly 46,000 wireless devices since we first joined the Canadian Wireless Telecommunications Association's (CWTA) RecycleMyCell program. However, we believe we can do even better, and that is why we are launching the MTS Wireless Devices Recycling Program in support of the Future First program.

The MTS Wireless Devices Recycling Program will continue to reduce the impact that wireless products have on the environment at the end of their useful life by providing an excellent option for MTS customers to responsibly dispose of their wireless products at all MTS Connect stores. Wireless products and accessories will be sent to a Canadian recycling facility to be refurbished or dismantled, depending on the model and its condition. The materials can then be used to produce new mobile devices and a variety of other items. Proceeds from the MTS Wireless Devices Recycling Program will be channeled towards the MTS Future First program focused on bettering the lives of youth in Manitoba.

We recycle more than just paper - In 2013, we recycled:

1,800 tires

1,100 batteries

44,000 litres of oil

2,900 crushed filters

1,500 kilograms of plastic

OVER 215,000 kilograms of network equipment, cable, wire and other materials



Forward-Looking Statements

This Report includes forward-looking statements and information

(collectively, “the statements”) about our expectations of what we will do in the future, which are subject to risks, uncertainties and assumptions. As a consequence, actual results in the future may differ materially from any conclusion, forecast or projection in such forward-looking statements.

Therefore, forward-looking statements should be considered carefully and undue reliance should not be placed on them. Examples of statements that constitute forward-looking information may be identified by words such as “believe”, “expect”, “project”, “should”, “anticipate”, “could”, “target”, “forecast”, “intend”, “plan”, “outlook”, “see”, “set”, “pending” and other similar terms.

Factors that could cause anticipated opportunities and actual results to differ materially include, but are not limited to, matters identified throughout this Report and matters contained in our public disclosure record. Please note that forward-looking statements reflect our expectations as at May 12, 2014. We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

You will also find more information about us, including our Annual Management’s Discussion and Analysis for the year ended December 31, 2013 and Annual Information Form for the year ended December 31, 2013, on our website at www.mtsallstream.com and on SEDAR at www.sedar.com. Unless otherwise stated, all figures are as of December 31, 2013 and all amounts are expressed in Canadian dollars.

Report Profile 11

Global Reporting Initiative (GRI)

Our first CSR report has been developed in accordance with the Global Reporting Initiative's (GRI) G3 Sustainability Reporting Guidelines. The GRI is a non-profit organization that provides companies and organizations with a comprehensive sustainability reporting framework that is widely used around the world. According to the GRI, corporate social responsibility is "a firm's accountability to internal and external stakeholders for organizational performance towards the goal of sustainable development."

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 an Application Level C report as per the GRI framework. This 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 68 of this document.

Scope

This Corporate Social Responsibility (CSR) or "Sustainability" report is the first report for Manitoba Telecom Services Inc., and includes the operations of MTS, Allstream and all of their affiliates. The data and activities in this report cover the 12-month period from January 1, 2013 to December 31, 2013.

Assurance

This report was prepared by internal resources with dedicated responsibilities for one or more aspects of CSR across the Company, including collecting and communicating information on our CSR priorities and progress. To ensure accuracy, it has been reviewed and validated by internal subject matter experts and senior leadership. This being our first corporate social responsibility report, comparative data on progress may be available in subsequent editions. We believe the information in this report to be accurate; however, no external verification has been undertaken.

The financial information presented in our 2013 Annual Report, 2013 Financial Statements and summarized in this CSR Report has been audited by Deloitte LLP.

Contact us

We want to know how we can improve our reporting, so please email us at CorpComm@mtsallstream.com

Environmental responsibility

Please consider the environment by viewing this report online at www.mtsallstream.com/csr.

By not printing this report, we are saving:

- 2,104 lbs of wood, which is equivalent to seven trees that supply enough oxygen for four people annually
- 3,073 gallons of water, which is enough water for 179 eight-minute showers
- 2 million BTUs of energy, which is enough energy to power the average household for nine days
- 187 lbs of solid waste, which would fill 41 garbage cans
- 638 lbs of emissions, which is the amount of carbon consumed by seven tree seedlings grown for 10 years

MTS Allstream’s
Corporate Social
Responsibility
Report 2013

was prepared in accordance with the Global Reporting Initiative’s G3.1 guidelines. This is a self-declared level C report containing information on at least 20 indicators.

GRI Index

GRI Index

MTS Allstream’s Corporate Social Responsibility Report 2013 was prepared in accordance with the Global Reporting Initiative’s G3.1 guidelines. This is a self-declared level C report containing information on at least 20 indicators.

GRI	GRI indicator description	Reported	Location or Explanation
1.0	Strategy and Analysis		
1.1	Statement from the most senior decision-maker of the organization	Fully	Message from the CEO (p.7)
1.2	Key impacts, risks and opportunities	Fully	2013 highlights (p.5), 2013 Annual Report (p.36-43)
2.0	Organizational Profile		
2.1	Name of organization	Fully	Report Profile (p.65)
2.2	Primary brands, products, and/or services	Fully	Who We Are (p.11)
2.3	Operational structure	Fully	Who We Are (p.11), 2013 Annual Report (p.9)
2.4	Location of headquarters	Fully	Who We Are (p.11)
2.5	Countries of operation	Fully	Who We Are (p.11)
2.6	Nature of ownership and legal form	Fully	Who We Are (p.11), Report Profile (p.65)
2.7	Markets served	Fully	Who We Are (p.11), 2013 Annual Report (p.11-14)
2.8	Scale of organization	Fully	Who We Are (p.11), 2013 highlights (p.5), 2013 Annual Report (p.9-14)
2.9	Significant changes regarding size, structure or ownership	Fully	2013 Annual Report (p.9-14)
2.10	Awards received	Fully	Governance (p.20), People (p.36)
3.0	Report Parameters		
3.1	Reporting period	Fully	Forward-Looking Statements (p.62), Report Profile (p.65)
3.2	Date of most recent report	Fully	Report Profile (p.65)
3.3	Reporting cycle	Fully	Report Profile (p.65)
3.4	Contact point on the report	Fully	Report Profile (p.65)
3.5	Process for defining report content	Fully	Contents (p.3), Stakeholder Engagement (p.17), Report Profile (p.65)
3.6	Boundary of report	Fully	Report Profile (p.65)
3.7	Limitations on scope or boundary of report	Fully	Report does not include AAA Alarms, Epic Information Solutions.
3.8	Basis for reporting on other entities	Fully	Report Profile (p.65)
3.9	Data measurement and techniques	Fully	Report Profile (p.65) For this report, internal subject matter experts were responsible for compiling and providing information and verifying its accuracy and reliability. Members of MTS Allstream’s executive team and the Board reviewed and approved content.
3.10	Explanation of re-instatements of information provided in earlier reports	Fully	This is MTS Allstream’s first CSR Report.
3.11	Significant changes from previous	Fully	This is MTS Allstream’s first CSR Report.

	report in the scope, boundary of measurement methods applied		
3.12	Table identifying GRI standard disclosures	Fully	This index.
3.13	Policy and practices regarding external assurance	Not	No external verification has been undertaken.
4.0	Governance, Commitments and Engagement		
4.1	Governance structure	Fully	Governance (p.19), 2014 Information Circular
4.2	Indicate whether Chair of highest governance body is also an executive officer	Fully	The roles of Board Chair and CEO are separate. The Chair of Manitoba Telecom Services Inc. is non-independent and not an executive officer. 2014 Information Circular
4.3	Independent and/or non-executive members	Fully	The Board had 10 members as of December 31, 2013, of which 10 were independent. Seven members were male and three members were female. 2014 Information Circular
4.4	Mechanisms to provide recommendations or direction to highest governance body	Fully	Shareholders: investor.relations@mtsallstream.com 2014 Information Circular Employees: internal email address
4.5	Linkage between compensation for members of the highest governance body, senior managers and executives, and the organization's performance (including social and environmental performance)	Fully	Manitoba Telecom Services Inc. fosters a "pay for performance" culture by placing strong emphasis on incentive compensation for its executives. Performance goals are based on financial and customer experience metrics. Executive compensation is not linked to environmental performance targets. 2014 Information Circular
4.6	Processes for highest governance body to ensure conflicts of interest are avoided	Fully	Governance (p.21), 2014 Information Circular
4.7	Process for determining the composition, qualifications and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity	Fully	2014 Information Circular
4.8	Mission and value statements, codes of conduct, and principles relevant to economic, environmental and social performance	Fully	Who We Are (p.13), Governance (p.19)
4.9	Procedures of highest governance body for overseeing the organization's identification and management of economic, environmental and social performance	Fully	Message from the Board (p.9), Governance (p.19), 2014 Information Circular
4.10	Process for evaluation the highest	Fully	2014 Information Circular

	governance body's own performance		
4.11	Explanation of whether and how precautionary approach or principle is addressed	Not	
4.12	Externally developed social charters, principles, or other initiatives to which the organization subscribes or endorses	Fully	Catalyst Accord, Pride at Work Canada. Significant investments in community initiatives. We are also developing and implementing a Supplier Code of Conduct in 2014.
4.13	Significant memberships in associations and/or advocacy organizations	Fully	MTS Inc. is involved in many associations and multi-stakeholder projects. Governance (p.19), People (pg.27)
4.14	List of stakeholders engaged by organization	Fully	Stakeholder Engagement (p.17)
4.15	Basis for identification and selection of stakeholders with whom to engage	Fully	Stakeholder Engagement (p.17)
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group	Partially	Stakeholder Engagement (p.17)
4.17	Key topics and concerns raised through stakeholder engagement and how the organization has responded	Partially	Stakeholder Engagement (p.17)
	Management Approach and Performance Indicators		
Aspect	Economic performance		
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments	Fully	Economy (p.23), Community (p.37), 2013 Annual Report
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change	Fully	Reported in our 2013 CDP Climate Change Response
EC3	Coverage of the organization's defined benefit plan obligations	Fully	People (p.32), 2013 Annual Report
EC4	Significant financial assistance received from government	Not	
Aspect	Market presence		
EC5	Range of ratios of standard entry level wage by gender compared to local minimum wage at significant locations of operation	Not	
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation	Not	
EC7	Procedures for local hiring and	Not	

	proportion of senior management hired from the local community at significant locations of operation		
Aspect	Indirect economic impacts		
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement	Not	
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts	Not	
	Environmental Performance Indicators		
Aspect	Materials		
EN1	Materials used by weight or volume	Partially	Environment (p.57)
EN2	Percentage of materials used that are recycled input materials	Partially	Environment (p.57)
Aspect	Energy		
EN3	Direct energy consumption by primary energy source	Not	
EN4	Indirect energy consumption by primary source	Not	
EN5	Energy saved due to conservation and efficiency improvements	Not	
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives	Partially	Economy (p.23), Environment (p.57)
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	Not	
Aspect	Water		
EN8	Total water withdrawal by source	Not	
EN9	Water sources significantly affected by withdrawal of water	Not	
EN10	Percentage and total volume of water recycled and reused	Not	
Aspect	Biodiversity		
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	Not	
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas	Not	
EN13	Habitats protected or restored	Not	
EN14	Strategies, current actions, and future plans for managing impacts	Not	

	on biodiversity		
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk	Not	
Aspect	Emissions, effluents and waste		
EN16	Total direct and indirect greenhouse gas emissions by weight	Fully	Greenhouse Gas (GHG) Emissions (p. Reported in our 2013 CDP Climate Change Response
EN17	Other relevant indirect greenhouse gas emissions by weight	Not	
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	Fully	Environment (p.58) Reported in our 2013 CDP Climate Change Response
EN19	Emissions of ozone-depleting substances by weight	Not	
EN20	NOx, SOx, and other significant air emissions by type and weight	Not	
EN21	Total water discharge by quality and destination	Not	
EN22	Total weight of waste by type and disposal method	Partially	Environment (p.57)
EN23	Total number and volume of significant spills	Fully	No significant spills to report in 2013.
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally	Not	
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff	Not	
Aspect	Products and services		
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	Fully	Environment (p.57), Reported in our 2013 CDP Climate Change Response
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	Not	
Aspect	Compliance		
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	Fully	No significant fines or non-monetary sanctions for non-compliance with environmental laws and regulations to report in 2013.
Aspect	Transport		
EN29	Significant environmental impacts of transporting products and other goods and materials used for the	Fully	Environment (p.58), Reported in our 2013 CDP Climate Change Response

	organization's operations, and transporting members of the workforce		
Aspect	Overall		
EN30	Total environmental protection expenditures and investments by type	Not	
	Social Performance Indicators: Labour Practices and Decent Work		
Aspect	Employment		
LA1	Total workforce by employment type, employment contract, and region, broken down by gender	Partially	People (p.27)
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region	Not	
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations	Partially	People (p.27)
LA15	Return to work and retention rates after parental leave, by gender	Not	
Aspect	Labour/Management relations		
LA4	Percentage of employees covered by collective bargaining agreements	Fully	People (p.27)
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements	Not	
Aspect	Occupational health and safety		
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs	Not	
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region and by gender	Not	
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	Not	
LA9	Health and safety topics covered in formal agreements with trade unions	Not	
Aspect	Training and education		

LA10	Average hours of training per year per employee by gender, and by employee category	Not	
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	Fully	People (p.27)
LA12	Percentage of employees receiving regular performance and career development reviews, by gender	Not	
Aspect	Diversity and equal opportunity		
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity	Partially	Governance (p.19), People (p.27)
Aspect	Equal remuneration for women and men		
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation	Not	
	Social Performance Indicators: Human Rights		
Aspect	Investment and procurement practices		
HR1	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening	Not	
HR2	Percentage of significant suppliers, contractors and other business partners that have undergone human rights screening, and actions taken	Not	
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained	Not	
Aspect	Non-discrimination		
HR4	Total number of incidents of discrimination and corrective actions taken	Not	
Aspect	Freedom of association and collective bargaining		
HR5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective	Not	

	bargaining may be violated or at significant risk, and actions taken to support these rights		
Aspect	Child Labour		
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor	Not	
Aspect	Prevention of forced and compulsory labour		
HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labour	Not	
Aspect	Security practices		
HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations	Not	
Aspect	Indigenous rights		
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	Not	
Aspect	Assessment		
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments	Not	
Aspect	Remediation		
HR11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms	Not	
	Social Performance Indicators: Society		
Aspect	Local communities		
SO1	Percentage of operations with implemented local community engagement, impact assessments, and development programs	Not	
SO9	Operations with significant potential or actual negative impacts on local communities	Not	
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local	Not	

	communities		
Aspect	Corruption		
SO2	Percentage and total number of business units analyzed for risks related to corruption	Not	
SO3	Percentage of employees trained in organization's anti-corruption policies and procedures	Not	
SO4	Actions taken in response to incidents of corruption	Not	
Aspect	Public policy		
SO5	Public policy positions and participation in public policy development and lobbying	Not	
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country	Not	
Aspect	Anti-competitive behaviour		
SO7	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes	Not	
Aspect	Compliance		
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	Not	
	Social Performance Indicators: Product Responsibility		
Aspect	Customer health and safety		
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures	Not	
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes	Not	
Aspect	Product and service labelling		
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements	Not	
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and	Not	

	labeling, by type of outcomes		
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	Not	
Aspect	Marketing communications		
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship	Not	
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes	Not	
Aspect	Customer privacy		
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	Not	
Aspect	Compliance		
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	Not	
	Telecommunication Sector Specific Indicators: Internal Operations		
Aspect	Investment		
IO1	Capital investment in telecommunication network infrastructure broken down by Country/Region	Fully	Economy (p.23), <u>2013 Annual Report</u>
IO2	Net costs for service providers under the Universal Service Obligation when extending service to geographic locations and low-income groups, which are not profitable. Describe relevant legislative and regulatory mechanisms	Not	
Aspect	Health and safety		
IO3	Practices to ensure health and safety of field personnel involved in the installation, operation and maintenance of masts, base stations, laying cables and other outside plant. Related health and safety issues include working at	Not	

	heights, electric shock, exposure to EMF and radio frequency fields, and exposure to hazardous chemicals		
IO4	Compliance with ICNIRP (International Commission on Non-Ionising Radiation Protection) standards on exposure to radiofrequency (RF) emissions from handsets	Not	
IO5	Compliance with ICNIRP (International Commission on Non-Ionising Radiation Protection) guidelines on exposure to radiofrequency (RF) emissions from base stations	Not	
IO6	Policies and practices with respect to Specific Absorption Rate (SAR) of handsets	Not	
Aspect	Infrastructure		
IO7	Policies and practices on the siting of masts and transmission sites including stakeholder consultation, site sharing, and initiatives to reduce visual impacts. Describe approach to evaluate consultations and quantify where possible	Not	
IO8	Number and percentage of stand-alone sites, shared sites, and sites on existing structures	Not	
	Telecommunication Sector Specific Indicators: Providing Access		
Aspect	Access to products and services		
PA1	Polices and practices to enable the deployment of telecommunications infrastructure and access to telecommunications products and services in remote and low population density areas. Include an explanation of business models applied	Fully	Economy (p.23), People (p.34), <u>2013 Annual Report</u>
PA2	Policies and practices to overcome barriers for access and use of telecommunication products and services including: language, culture, illiteracy, and lack of education, income, disabilities, and age. Include an explanation of business models applied	Not	
PA3	Policies and practices to ensure availability and reliability of telecommunications products and services and quantify, where possible, for specified time periods	Not	

	and locations of down time		
PA4	Quantify the level of availability of telecommunications products and services in areas where the organization operates. Examples include: customer numbers/market share, addressable market, percentage of population covered, percentage of land covered	Fully	Economy (p.23), Customers (p.34), <u>2013 Annual Report</u>
PA5	Number and types of telecommunication products and services provided to and used by low and no income sectors of the population. Provide definitions selected. Include explanation of approach to pricing, illustrated with examples such as price per minute of dialogue/bit of data transfer in various remote, poor or low population density areas	Not	
PA6	Programs to provide and maintain telecommunication products and services in emergency situations and for disaster relief	Not	
Aspect	Access to Content		
PA7	Policies and practices to manage human rights issues relating to access and use of telecommunications products and services. For example:	Not	
	Participation in industry initiatives or individual initiatives related to Freedom of Expression	Not	
	Legislation in different markets on registration, censorship, limiting access	Not	
	Interaction with governments on security issues for surveillance purposes	Not	
	Interaction with national and local authorities and own initiatives to restrict criminal or potentially unethical content	Not	
	Protecting vulnerable groups such as children	Not	
Aspect	Customer relations		
PA8	Policies and practices to publicly communicate on EMF related issues. Include information provides at points of sales material	Not	
PA9	Total amount invested in programs and activities in electromagnetic field research. Include description of programs currently contributed to and funded by the reporting	Not	

	organization		
PA10	Initiatives to ensure clarity of charges and tariffs	Not	
PA11	Initiatives to inform customers about product features and applications that will promote responsible, efficient, cost effective, and environmentally preferable use	Fully	People (p.27), Environment (p.57)
	Telecommunication Sector Specific Indicators: Technology Applications		
TA1	Provide examples of the resource efficiency of telecommunication products and services delivered	Not	
TA2	Provide examples of telecommunication products, services and applications that have the potential to replace physical objects (e.g. a telephone book by a database on the web or travel by videoconferencing)	Not	
TA3	Disclose any measures of transport and/or resource changes of customer use of the telecommunication products and services listed above. Provide some indication of scale, market size, or potential savings.	Not	
TA4	Disclose any estimates of the rebound effect (indirect consequences) of customer use of the products and services listed above, and lessons learned for future development. This may include social consequences as well as environmental.	Not	
TA5	Description of practices relating to intellectual property rights and open source technologies	Not	

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