

April 22, 2025

SENT VIA EMAIL

To: Unifor members, employee-shareholders of Bell Canada and its affiliates

Re: Exercise your right to vote at BCE's virtual Annual General Meeting - May 8

Dear Unifor members and BCE shareholders,

As employees of Bell Canada and its subsidiaries, you represent a large number of shareholders of BCE. Together you hold a unique dual power:

1. To deliver the highly skilled labour that builds the networks connecting this country and serves customers across Canada.
2. **To make your voice heard** in the strategic decisions of the company. We strongly encourage you to fully exercise this power **by participating in BCE's virtual Annual General Meeting (AGM)**, which will take place on **May 8, 2025, at 9:30 a.m. (Eastern Time)**.

As a shareholder, you should have received the related documentation. If you have not, we invite you to consult the [official information and procedures on the website](#).

A company turning its back on its workforce

In 2024, BCE announced the **elimination of more than 4,800 positions** – approximately 9% of its total workforce – in an already difficult economic context for Canadian workers. Despite this devastating decision, **Bell's leadership awarded itself over \$5 million in bonuses**. Unifor has condemned this shocking contradiction.

[Unifor condemns massive workforce](#)

[Unifor denounces executive bonuses](#)

Why your vote matters!

The AGM agenda includes several critical items:

1. An advisory vote on executive compensation

Unifor urges you, if eligible, to vote AGAINST the advisory resolution on executive compensation to clearly express your opposition to executive excesses in a time of massive cuts.

2. Election of board members
3. Three shareholder proposals

How to vote if you are a registered shareholder?

You may vote by proxy before **noon on May 6, 2025**, or live during the virtual AGM. The voting options are:

1. **Online:** <https://www.meeting-vote.com/>
2. **By phone, email, or mail:** as outlined in your voting documents
3. **Live (virtually):** on May 8, starting at 9:30 a.m., at <https://bce.lumiconnect.com/400-188-704-030> (ET)

We are counting on your engagement to send a clear message: Workers deserve respect, recognition, and stability — not punitive measures disguised as hollow cost-cutting strategies.

In solidarity,



Lana Payne
National President



Daniel Cloutier
Quebec Director



Jean-Stéphane Mayer
Assistant to the National President

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