

Number of Subscribers	Subscribers at End of Q4 2023	2024									
		Q1		Q2		Q3		Q4		YEAR	
		Net Additions	Subscribers to Date	Net Additions	Subscribers to Date	Net Additions	Subscribers to Date	Net Additions	Subscribers to Date	Net Additions	Subscribers to Date
Bell Mobility <sup>[1]</sup>	10,287,046	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		25,208	10,206,452	—	—	—	—	—	—	25,208	10,206,452
Prepaid	864,216	-20,039	844,177	—	—	—	—	—	—	-20,039	844,177
Postpaid	9,422,830	45,247	9,362,275	—	—	—	—	—	—	45,247	9,362,275
IoT	2,732,548	66,406	2,798,954	—	—	—	—	—	—	66,406	2,798,954
Rogers Wireless <sup>[2][3]</sup>	11,609,000	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		61,000	11,504,000	—	—	—	—	—	—	61,000	11,504,000
Prepaid	1,111,000	-37,000	1,018,000	—	—	—	—	—	—	-37,000	1,018,000
Postpaid	10,498,000	98,000	10,486,000	—	—	—	—	—	—	98,000	10,486,000
SaskTel Mobility <sup>[4][5][6]</sup>	667,653	Jan-Mar Q4		Apr-Jun Q1		Jul-Sept Q2		Oct-Dec Q3			
		-1,607	666,046	—	—	—	—	—	—	-1,607	666,046
TELUS Mobility <sup>[5][7]</sup>	9,801,000	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		45,000	9,846,000	—	—	—	—	—	—	45,000	9,846,000
IoT	3,114,000	101,000	3,215,000	—	—	—	—	—	—	101,000	3,215,000
Vidéotron <sup>[5][6]</sup>	3,764,900	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		60,200	3,825,100	—	—	—	—	—	—	60,200	3,825,100
Total prepaid	1,975,216	-57,039	1,862,177	—	—	—	—	—	—	-57,039	1,862,177
Total postpaid	19,920,830	143,247	19,848,275	—	—	—	—	—	—	143,247	19,848,275
Total IoT (reported)	5,846,548	167,406	6,013,954	—	—	—	—	—	—	167,406	6,013,954
Total unclassified <sup>[5]</sup>	14,233,553	103,593	14,337,146	—	—	—	—	—	—	103,593	14,337,146
<b>Total Subscribers<sup>[8]</sup></b>	<b>36,129,599</b>	<b>189,801</b>	<b>36,047,598</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>189,801</b>	<b>36,047,598</b>
Total mobile + IoT (reported)	41,976,147	357,207	42,061,552	—	—	—	—	—	—	357,207	42,061,552

<sup>1</sup> In Q1 2024, Bell adjusted its mobile phone postpaid subscriber to remove 105,802 very low to non-revenue generating business market subscribers.

<sup>2</sup> In January 2024, Rogers adjusted its prepaid mobile phone subscribers to remove 56,000 Fido prepaid subscribers as it stopped selling new plans for this service as of that date.

<sup>3</sup> In January 2024, Rogers adjusted its postpaid mobile phone subscriber base to remove 110,000 Cityfone subscribers, as it stopped selling new plans for this service as of that date.

<sup>4</sup> SaskTel reports on a fiscal calendar beginning April 1, 2021, ending March 31, 2022.

<sup>5</sup> SaskTel, TELUS and Vidéotron do not breakdown prepaid and postpaid subscribers.

<sup>6</sup> SaskTel and Vidéotron do not report net additions in their quarterly financial reports. Net additions for these carriers have been calculated by the Association.

<sup>7</sup> In Q1 2024, Telus reduced its mobile phone subscriber base by 283,000 to remove a subset of public services customers to provide a more meaningful reflection of the underlying performance of its mobile phone business. Telus also applied this adjustment to its final subscriber counts at the end of Q4 2023.

<sup>8</sup> Total subscribers is not inclusive of 3,144,000 subscriptions reported by TELUS as M2M or connected devices in relation to the Internet of Things (IoT), and 2,798,954 subscriptions reported by Bell as mobile connected device subscribers, which include IoT units.

Source: Company Reports

This list only includes Canadian providers who publish subscriber data and does not contain additional numbers for providers who do not publish such data, e.g. Eastlink or Tbaytel. Totals for Bell, Rogers, TELUS and Vidéotron include their respective flanker brands.