COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Communications announces the appointment of Frédéric Perron as new President of Cogeco Connexion

MONTREAL, April 30, 2020 /CNW Telbec/ - Cogeco Communications Inc. (TSX: CCA) ("Cogeco Communications") is pleased to announce the appointment of Frédéric Perron to the position of President of Cogeco Connexion, effective September 1, 2020. Frédéric will be based at Cogeco Connexion's Ontario headquarters in Burlington.

Frédéric is a seasoned and dynamic senior executive with over two decades of managerial experience at leading international telecommunications and financial services companies such as T-Mobile, Vodafone, and Capital One.

"Frédéric is a strong leader, who excels in combining strategic vision, commercial management and operational efficiency and I look forward to him joining our organization and sharing his breadth of experience," said Philippe Jetté, President and Chief Executive Officer of Cogeco Communications. "His proven track record in developing high-performance teams as well as his extensive experience in marketing, branding, sales and customer service will be strong assets as Cogeco Connexion pursues its growth and continually innovates to deliver distinctive customer experiences."

Frédéric currently serves as Chief Commercial Officer at T-Mobile Poland, where he leads a team of 3,000 people serving 7 million customers. In this role, he is responsible for marketing, brand, sales, customer service, operations, and product development. He has successfully built the company's commercial portfolio from the ground up, refreshed the brand, substantially improved the client service approach and fostered strong employee engagement. Before joining T-Mobile, Frédéric held various senior leadership roles at Rogers Communications, Vodafone, Booz & Company and Capital One.

"It is with great pleasure that I return home to Canada, to lead Cogeco's Canadian broadband operations and its trusted brand, renowned for providing excellent customer service and supporting its communities," said Frédéric Perron. "I'm truly honoured to be joining Cogeco and I look forward to working with the team as we pursue the journey to success."

ABOUT COGECO COMMUNICATIONS

Cogeco Communications Inc. is a communications corporation. It is the 8th largest cable operator in North America, operating in Canada under the Cogeco Connexion name in Québec and Ontario, and along the East Coast of the United States under the Atlantic Broadband brand (in 11 states from Maine to Florida). The Corporation provides residential and business customers with Internet, video and telephony services through its two-way broadband fibre networks. Cogeco Communications Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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