COGECO COMMUNICATIONS

News release

For immediate release

Cogeco launches mobile service in 13 markets with an introductory one-year free offer

MONTRÉAL, July 30, 2025 /CNW/ - Cogeco Communications Inc. (TSX: CCA) announced today the official launch of its mobile service in Canada, marking a significant expansion of its service offering. A complete rollout to all Cogeco markets, which will provide more wireless choices to millions of Canadian consumers, is planned for fall 2025.

"For almost 70 years, Cogeco has been deeply rooted in regional markets. The launch of Cogeco Mobile is not just a new chapter, it's a bold declaration of our unwavering commitment to be a competitive force in Canada." said Frédéric Perron, President and CEO.

"We know that network coverage is important for mobile users, which is why we've partnered with national and international mobile networks to launch a mobile service, in addition to building infrastructure where it makes sense over time," stated Nancy Audette, Chief Growth Officer. "To show our appreciation for our customers' loyalty, we are launching our new mobile service with an exclusive, time-limited offer: mobile plans starting at $0 for the first year and the peace of mind that comes with rollover data, no commitments, no activation fees, and no surprise overages. This is mobile made easy, and mobile made smart."

Cogeco Mobile is now available in the following markets to new and existing Cogeco Internet subscribers who bring their own device:

- **Québec:** Alma, Magog, Rimouski, Saint-Georges, Saint-Hyacinthe, Saint-Sauveur, Sept-Îles and Trois-Rivières
- **Ontario:** Brockville, Chatham, Cobourg, Cornwall and Welland

Cogeco mobile plans are built to provide competitive pricing and customer-friendly features, in addition to an exceptionally attractive launch offer. For additional information, customers are encouraged to visit Cogeco's website at: cogeco.ca.

About Cogeco Communications Inc.

Cogeco Communications Inc. is a leading telecommunications provider committed to bringing people together through powerful communications and entertainment experiences. We provide world-class Internet, wireless, video and wireline phone services to 1.6 million residential and business subscribers in Canada and thirteen states in the United States. Our services are marketed under the Cogeco and oxio brands in Canada, and under the Breezeline brand in the U.S. We take pride in our strong presence in the communities we serve and in our commitment to a sustainable future. Cogeco Communications Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

Forward-looking statements

Certain statements contained in this press release may constitute forward-looking information within the meaning of securities laws. Forward-looking information may relate to Cogeco Communications' future outlook and anticipated events, business, operations, financial performance, financial condition or results and, in some cases, can be identified by terminology such as "may"; "will"; "should"; "expect"; "plan"; "anticipate"; "believe"; "intend"; "estimate"; "predict"; "potential"; "continue"; "foresee"; "ensure" or other similar expressions concerning matters that are not historical facts. Particularly, statements relating to the planned timing of the mobile service offering rollout are forward-looking statements and are subject to certain assumptions and factors, including risks and uncertainties, which may change. For more exhaustive information on these risks and uncertainties, the reader should refer to the "Uncertainties and main risk factors" section of the Cogeco Communications' fiscal 2024 annual

MD&A and of the fiscal 2025 third-quarter MD&A. The reader should not place undue importance on forward-looking information contained in this press release and the forward-looking statements contained in this press release represent Cogeco Communications' expectations as of the date of this press release (or as of the date they are otherwise stated to be made) and are subject to change after such date. While management may elect to do so, Cogeco Communications is under no obligation (and expressly disclaims any such obligation) and does not undertake to update or alter this information at any particular time, whether as a result of new information, future events or otherwise, except as required by law.

Information:

Isabelle Famery
Manager, External Communications
Cogeco Communications Inc.
Tel.: 514-764-4600
media@cogeco.com

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