



Call Centre Sales Weekly Performance Executive Summary

WE August 16

Direct Sales WE August 16

Mobility National Overview

-Sunday, July 27 volume under investigation.

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Overall Direct Gross Sales																				
Gross Sales (include Outbound Sales)	5,897	5,121	5,103	4,929	4,726	5,394	5,970	90%	14%	-3%	5,502	-2%	11,352	13,298	85%	-13%	172,115	170,396	101%	-13%
Inbound (Exl. XLOB)																				
Gross Sales	2,053	1,743	1,756	1,661	1,605	2,079	2,218	94%	30%	7%	1,933	8%	4,050	4,790	85%	-9%	63,421	62,979	101%	1%
CDS																				
Gross Sales	1,995	1,680	1,701	1,577	1,542	2,017	2,157	94%	31%	7%	1,775	14%	3,913	4,657	84%	-3%	61,591	61,220	101%	17%
CDS Sales	1,871	1,545	1,543	1,455	1,441	1,880	-	-	30%	6%	1,685	12%	3,646	-	-	-7%	57,821	-	-	11%
EPP Consumer Sales	124	135	158	122	101	137	-	-	36%	16%	90	-	267	-	-	-	3,770	-	-	-
Calls Handled	13,388	12,457	12,316	10,707	11,197	12,837	14,236	90%	15%	3%	12,364	4%	26,826	30,741	87%	-2%	415,760	435,918	95%	20%
CDS Calls	13,061	12,084	11,894	10,278	10,853	12,421	-	-	14%	3%	12,152	2%	25,974	-	-	-4%	404,430	-	-	17%
EPP Consumer Calls	327	373	422	429	344	416	-	-	21%	19%	212	-	852	-	-	-	11,330	-	-	-
Close Rate	14.9%	13.5%	13.8%	14.7%	13.8%	15.7%	15.1%	104%	14%	3%	14.4%	9%	14.6%	15.1%	96%	-1%	14.8%	14.0%	105%	-2%
CDS Close Rate	14.3%	12.8%	13.0%	14.2%	13.3%	15.1%	-	-	14%	3%	13.9%	9%	14.0%	-	-	-3%	14.3%	-	-	-6%
EPP Consumer Close Rate	37.9%	36.2%	37.4%	28.4%	29.4%	32.9%	-	-	12%	-3%	42.5%	-22%	31.3%	-	-	-39%	33.3%	-	-	-67%
Order Conversion	11.7%	10.6%	10.8%	11.6%	10.8%	12.2%	-	-	13%	3%	11.9%	3%	11.3%	-	-	-7%	11.7%	-	-	-5%
Transfer Rate	45.8%	46.1%	49.3%	48.0%	50.1%	49.9%	-	-	-1%	5%	46.7%	7%	50.1%	-	-	10%	45.9%	-	-	2%
Call Volume (Without Transfers)	7,254	6,712	6,246	5,570	5,583	6,437	-	-	15%	-1%	6,595	-2%	13,380	-	-	-10%	225,127	-	-	18%
Close Rate (Without Transfers)	27.5%	25.0%	27.2%	28.3%	27.6%	31.3%	-	-	13%	9%	26.9%	16%	29.2%	-	-	8%	27.4%	-	-	-1%
Order Conversion (Without Transfers)	21.5%	19.8%	21.2%	22.3%	21.6%	24.3%	-	-	12%	8%	22.2%	9%	22.7%	-	-	1%	21.6%	-	-	-3%
Other Gross Sales																				
EPP Excellence	58	63	55	84	63	62	62	101%	-2%	-1%	158	-61%	137	132	103%	-68%	1,830	1,759	104%	-82%
XLOB																				
Gross Sales	2,992	2,583	2,522	2,445	2,428	2,545	2,710	94%	5%	-8%	3,099	-18%	5,565	6,108	91%	-24%	85,352	83,496	102%	-19%
Brs Sales																				
Gross Sales	958	817	774	772	725	694	902	77%	-4%	-19%	1,030	-33%	1,596	2,032	79%	-33%	25,439	24,733	103%	-37%
Calls Handled	18,289	16,357	16,504	16,622	16,670	16,427	17,013	97%	-1%	-3%	18,394	-11%	37,455	38,349	98%	-13%	508,157	541,298	94%	-13%
Close Rate	5.2%	5.0%	4.7%	4.6%	4.3%	4.2%	5.3%	80%	-3%	-17%	5.6%	-25%	4.3%	5.3%	80%	-23%	5.0%	4.6%	110%	-27%
BRS Serve To Sell																				
Gross Sales	692	657	711	655	691	765	590	130%	11%	11%	837	-9%	1,628	1,330	122%	-22%	21,766	20,962	104%	-22%
Calls Handled	43,278	42,389	46,106	41,747	45,152	48,577	34,721	140%	8%	14%	50,373	-4%	103,729	78,264	133%	-14%	1,313,574	1,304,282	101%	6%
Close Rate	1.6%	1.5%	1.5%	1.6%	1.5%	1.6%	1.7%	93%	3%	-3%	1.7%	-5%	1.6%	1.7%	92%	-10%	1.7%	1.6%	103%	-27%
Mobility Serve To Sell																				
Gross Sales	325	269	258	207	211	248	283	88%	18%	-17%	525	-53%	509	637	80%	-57%	11,931	12,847	93%	-14%
Calls Handled	17,843	16,648	14,711	12,271	13,414	13,545	16,630	81%	1%	-15%	20,128	-33%	30,560	37,486	82%	-37%	649,433	737,143	88%	-11%
Close Rate	1.8%	1.6%	1.8%	1.7%	1.6%	1.8%	1.7%	108%	16%	-2%	2.6%	-30%	1.7%	1.7%	98%	-32%	1.8%	1.7%	105%	-4%
Loyalty Cross-Serve																				
Gross Sales	614	546	512	481	503	490	607	81%	-3%	-15%	402	22%	1,115	1,369	81%	19%	15,428	14,588	106%	22%
Calls Handled	68,014	66,795	68,542	65,468	73,182	77,671	63,910	122%	6%	15%	67,649	15%	168,994	144,058	117%	10%	2,131,503	2,072,875	103%	-9%
Close Rate	0.9%	0.8%	0.7%	0.7%	0.7%	0.6%	1.0%	66%	-8%	-26%	0.6%	6%	0.7%	1.0%	69%	8%	0.7%	0.7%	103%	34%
Others																				
Gross Sales	403	294	267	330	298	348	328	106%	17%	2%	305	14%	717	739	97%	1%	10,788	10,365	104%	10%
Calls Handled	19,309	18,973	19,473	20,443	17,494	17,858	20,864	86%	2%	-5%	13,574	32%	40,195	47,030	85%	26%	664,683	822,345	81%	37%
Close Rate	2.1%	1.5%	1.4%	1.6%	1.7%	1.9%	1.6%	124%	14%	8%	2.2%	-13%	1.8%	1.6%	113%	-20%	1.6%	1.3%	129%	-20%

BM Sales: Gross Sales (WAC); Mobile Sales only (excludes Tablets)

Direct Sales WE August 16

Residential Central Overview

-Sunday, July 27 volume under investigation.

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Bell Direct Gross Sales																				
Gross Sales (National include Outbound)	10,069	9,499	8,941	9,648	8,592	8,780	9,750	90%	2%	-8%	10,334	-15%	19,905	21,989	91%	-20%	285,250	307,292	93%	-12%
Total BRS Sales (Exl. XLOB)																				
Gross Sales	8,766	8,242	7,708	8,537	7,538	7,669	8,365	92%	2%	-9%	9,291	-17%	17,367	18,855	92%	-22%	239,263	249,978	96%	-17%
BRS Sales Inbound																				
Gross Sales	5,031	4,523	4,275	4,752	4,280	4,240	4,861	87%	-1%	-10%	5,411	-22%	9,695	10,958	88%	-25%	133,001	140,052	95%	-23%
Calls Handled	18,247	16,328	16,487	16,598	16,638	16,374	17,013	96%	-2%	-3%	18,354	-11%	37,368	38,349	97%	-13%	506,405	541,297	94%	-13%
Close Rate	27.6%	27.7%	25.9%	28.6%	25.7%	25.9%	28.6%	91%	1%	-7%	29.5%	-12%	25.9%	28.6%	91%	-14%	26.3%	25.9%	102%	-12%
Order Conversion	-	-	0.0%	7.4%	17.0%	16.9%	-	-	0%	112%	17.7%	-4%	17.0%	-	-	-6%	10.5%	-	-	-41%
Transfer Rate	62.0%	62.4%	62.2%	60.3%	60.8%	62.4%	-	-	3%	3%	56.7%	10%	61.6%	-	-	9%	61.4%	-	-	12%
Call Volume (Without Transfers)	6,928	6,143	6,240	6,591	6,516	6,154	-	-	-6%	-7%	7,956	-23%	14,347	-	-	-23%	195,679	-	-	-26%
Close Rate (Without Transfers)	72.6%	73.6%	68.5%	72.1%	65.7%	68.9%	-	-	5%	-3%	68.0%	1%	67.6%	-	-	-3%	68.0%	-	-	4%
Order Conversion (Without Transfers)	-	-	0.0%	18.7%	43.3%	45.1%	-	-	4%	120%	40.8%	11%	44.2%	-	-	6%	27.1%	-	-	-31%
BRS S2S																				
Gross Sales	2,020	2,102	1,946	1,976	1,781	1,828	1,873	98%	3%	-8%	2,116	-14%	4,090	4,222	97%	-17%	55,495	58,394	95%	-3%
Calls Handled	39,305	38,541	40,174	36,496	37,922	40,406	34,721	116%	7%	6%	49,041	-18%	87,095	78,264	111%	-26%	1,235,337	1,304,279	95%	1%
Close Rate	5.1%	5.5%	4.8%	5.4%	4.7%	4.5%	5.4%	84%	-4%	-13%	4.3%	5%	4.7%	5.4%	87%	11%	4.5%	4.5%	100%	-5%
Loyalty Cross-Serve																				
Gross Sales	574	614	535	558	596	672	599	112%	13%	12%	770	-13%	1,402	1,349	104%	-25%	20,194	21,357	95%	-21%
Calls Handled	66,776	65,765	68,618	65,529	73,296	77,696	61,586	126%	6%	17%	58,507	33%	169,144	138,819	122%	28%	2,050,327	2,065,340	99%	7%
Close Rate	0.9%	0.9%	0.8%	0.9%	0.8%	0.9%	1.0%	89%	6%	-5%	1.3%	-34%	0.8%	1.0%	85%	-42%	1.0%	1.0%	95%	-27%
Other Gross Sales																				
BRS Care	1,112	967	932	1,230	868	897	1,011	89%	3%	-17%	936	-4%	2,128	2,279	93%	-6%	29,688	29,456	101%	3%
BRS Cable Services Team	29	30	19	21	12	29	19	156%	142%	39%	56	-48%	48	42	115%	-70%	777	624	124%	-51%
Other (TECHNICAL, TELEBEC)	0	6	1	-	1	3	2	171%	200%	36%	2	50%	4	4	102%	-56%	108	95	114%	-23%
Total XLOB																				
Gross Sales(National)	493	472	411	349	383	328	538	61%	-14%	-24%	538	-39%	804	1,189	68%	-36%	17,780	20,275	88%	-1%
BM S2S																				
Gross Sales(ON/QC)	278	249	207	173	169	136	284	48%	-20%	-39%	331	-59%	361	641	56%	-54%	11,058	13,090	84%	-16%
Calls Handled(ON/QC)	14,918	13,939	12,100	9,721	10,926	10,463	13,037	80%	-4%	-20%	17,397	-40%	24,497	30,235	81%	-40%	550,998	623,893	88%	-11%
Close Rate(ON/QC)	1.9%	1.8%	1.7%	1.8%	1.5%	1.3%	2.2%	60%	-16%	-24%	1.9%	-32%	1.5%	2.1%	70%	-22%	2.0%	2.1%	96%	-5%
CDS(Incl. EPP)																				
Gross Sales(ON/QC)	206	215	199	166	209	171	254	67%	-18%	-13%	202	-15%	416	548	76%	-8%	6,421	7,185	89%	39%
Calls Handled(ON/QC)	8,732	8,536	8,120	6,731	7,535	8,991	10,001	90%	19%	7%	8,445	6%	18,360	21,057	87%	-1%	286,050	299,999	95%	23%
Close Rate(ON/QC)	2.4%	2.5%	2.5%	2.5%	2.8%	1.9%	2.5%	75%	-31%	-19%	2.4%	-20%	2.3%	2.6%	87%	-6%	2.2%	2.4%	94%	13%

Direct Sales WE August 16

Residential - Ontario

-Sunday, July 27 volume under investigation.

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	OL%	YoY%
Bell Direct Gross Sales																				
Gross Sales (include Outbound Sales)	6,023	5,902	5,609	6,183	5,351	5,403	6,510	83%	1%	-6%	6,859	-21%	12,362	14,363	86%	-23%	174,654	190,539	92%	-13%
Total BRS Sales (Exl. XLOB)																				
Gross Sales	5,404	5,290	5,003	5,624	4,758	4,836	5,781	84%	2%	-6%	6,330	-24%	11,045	12,718	87%	-25%	152,790	161,125	95%	-16%
BRS Sales Inbound																				
Gross Sales	2,956	2,789	2,677	3,013	2,563	2,539	3,271	78%	-1%	-6%	3,538	-28%	5,880	7,197	82%	-28%	81,140	86,110	94%	-23%
Calls Handled	9,930	8,843	9,235	8,950	8,707	8,784	-	-	1%	-2%	10,118	-13%	19,888	-	-	-15%	277,721	-	-	-12%
Close Rate	29.8%	31.5%	29.0%	33.7%	29.4%	28.9%	-	-	-2%	-4%	35.0%	-17%	29.6%	-	-	-16%	29.2%	-	-	-12%
Order Conversion	-	-	0.0%	9.4%	19.5%	19.4%	-	-	0%	106%	21.3%	-9%	19.6%	-	-	-8%	12.2%	-	-	-39%
Transfer Rate	58.8%	58.2%	58.6%	56.7%	55.5%	57.3%	-	-	3%	0%	52.2%	10%	56.5%	-	-	7%	57.9%	-	-	14%
Call Volume (Without Transfers)	4,087	3,700	3,822	3,875	3,875	3,752	-	-	-3%	-2%	4,841	-22%	8,646	-	-	-21%	116,892	-	-	-25%
Close Rate (Without Transfers)	72.3%	75.4%	70.0%	77.8%	66.1%	67.7%	-	-	2%	-4%	73.1%	-7%	68.0%	-	-	-9%	69.4%	-	-	4%
Order Conversion (Without Transfers)	-	-	0.0%	21.6%	43.8%	45.4%	-	-	4%	105%	44.5%	2%	45.2%	-	-	-1%	28.9%	-	-	-29%
BRS S2S																				
Gross Sales	1,283	1,420	1,296	1,351	1,201	1,263	1,337	94%	5%	-3%	1,571	-20%	2,776	2,943	94%	-23%	37,368	39,998	93%	-5%
Calls Handled	24,895	24,520	25,536	23,547	24,507	27,406	-	-	12%	14%	34,069	-20%	57,728	-	-	-29%	770,991	-	-	-4%
Close Rate	5.2%	5.8%	5.1%	5.7%	4.9%	4.6%	-	-	-6%	-14%	4.6%	0%	4.8%	-	-	8%	4.8%	-	-	-1%
Loyalty Cross-Serve																				
Gross Sales	399	440	394	420	420	461	449	103%	10%	6%	543	-15%	989	988	100%	-20%	14,427	14,794	98%	-15%
Calls Handled	33,665	34,280	35,411	33,517	36,199	39,325	-	-	9%	18%	31,600	24%	84,507	-	-	19%	1,037,857	-	-	-1%
Close Rate	1.2%	1.3%	1.1%	1.3%	1.2%	1.2%	-	-	1%	-10%	1.7%	-32%	1.2%	-	-	-33%	1.4%	-	-	-14%
Other Gross Sales																				
BRS Care	756	623	618	820	572	565	722	78%	-1%	-16%	651	-13%	1,383	1,588	87%	-14%	19,345	20,175	96%	-1%
BRS Cable Services Team	10	18	17	20	1	8	-	-	700%	-38%	26	-69%	16	-	-	-82%	497	-	-	-29%
Other (TECHNICAL, TELEBEC)	-	-	1	-	1	-	1	-	-	-	1	-	1	2	51%	-75%	13	47	27%	-62%
Total XLOB																				
Gross Sales	272	268	274	232	244	215	333	65%	-12%	-14%	292	-26%	528	726	73%	-25%	9,001	10,545	85%	-6%
BM S2S																				
Gross Sales	178	160	153	135	136	119	192	62%	-13%	-22%	187	-36%	301	423	71%	-34%	5,738	6,809	84%	-19%
Calls Handled	10,745	10,099	8,804	8,429	9,091	9,320	-	-	3%	-5%	11,259	-17%	21,078	-	-	-21%	339,653	-	-	-12%
Close Rate	1.7%	1.6%	1.7%	1.6%	1.5%	1.3%	-	-	-15%	-18%	1.7%	-23%	1.4%	-	-	-16%	1.7%	-	-	-9%
CDS (incl. EPP)																				
Gross Sales	94	108	121	97	108	96	140	68%	-11%	-3%	105	-9%	227	303	75%	-10%	3,263	3,736	87%	31%
Calls Handled	5,002	4,961	4,757	3,796	4,249	5,147	-	-	21%	5%	4,691	10%	10,439	-	-	0%	170,082	-	-	26%
Close Rate	1.9%	2.2%	2.5%	2.6%	2.5%	1.9%	-	-	-27%	-7%	2.2%	-17%	2.2%	-	-	-10%	1.9%	-	-	4%

Direct Sales WE August 16

Residential - Quebec

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Bell Direct Gross Sales																				
Gross Sales (include Outbound Sales)	3,970	3,530	3,270	3,396	3,189	3,301	3,232	102%	4%	-13%	3,423	-4%	7,399	7,563	98%	-15%	108,604	115,924	94%	-10%
Total BRS Sales (Exl. XLOB)																				
Gross Sales	3,295	2,893	2,649	2,856	2,733	2,778	2,575	108%	2%	-13%	2,914	-5%	6,205	6,081	102%	-15%	84,791	88,241	96%	-19%
BRS Sales Inbound																				
Gross Sales	2,019	1,694	1,559	1,705	1,685	1,659	1,578	105%	-2%	-15%	1,834	-10%	3,736	3,727	100%	-18%	50,620	53,485	95%	-25%
Calls Handled	7,047	6,311	6,080	6,038	6,776	6,410	-	-	-5%	-4%	6,608	-3%	14,813	-	-	-3%	189,412	-	-	-12%
Close Rate	28.7%	26.8%	25.6%	28.2%	24.9%	25.9%	-	-	4%	-12%	27.8%	-7%	25.2%	-	-	-16%	26.7%	-	-	-15%
Order Conversion	-	-	-	6.5%	16.3%	16.4%	-	-	0%	46%	15.9%	3%	16.2%	-	-	-6%	9.9%	-	-	-46%
Transfer Rate	66.2%	68.2%	67.9%	66.9%	67.7%	70.2%	-	-	4%	7%	63.4%	11%	68.8%	-	-	11%	67.1%	-	-	10%
Call Volume (Without Transfers)	2,380	2,005	1,950	1,997	2,192	1,912	-	-	-13%	-16%	2,417	-21%	4,624	-	-	-20%	62,315	-	-	-26%
Close Rate (Without Transfers)	84.8%	84.5%	79.9%	85.4%	76.9%	86.8%	-	-	13%	2%	75.9%	14%	80.8%	-	-	2%	81.2%	-	-	1%
Order Conversion (Without Transfers)	-	-	-	19.6%	50.5%	55.0%	-	-	9%	68%	43.4%	27%	51.9%	-	-	14%	30.2%	-	-	-35%
BRS S2S																				
Gross Sales	732	679	640	617	575	560	549	102%	-3%	-18%	542	3%	1,301	1,296	100%	-3%	17,978	18,737	96%	1%
Calls Handled	11,644	10,768	11,386	9,128	10,019	8,972	-	-	-10%	-19%	12,929	-31%	21,171	-	-	-33%	381,784	-	-	11%
Close Rate	6.3%	6.3%	5.6%	6.8%	5.7%	6.2%	-	-	9%	0%	4.2%	49%	6.1%	-	-	44%	4.7%	-	-	-9%
Loyalty Cross-Serve																				
Gross Sales	175	168	139	137	171	211	151	140%	23%	28%	227	-7%	408	357	114%	-36%	5,687	6,536	87%	-34%
Calls Handled	20,638	19,615	20,183	19,022	22,929	24,239	-	-	6%	20%	16,708	45%	52,774	-	-	39%	626,529	-	-	21%
Close Rate	0.8%	0.9%	0.7%	0.7%	0.7%	0.9%	-	-	17%	7%	1.4%	-36%	0.8%	-	-	-54%	0.9%	-	-	-45%
Other Gross Sales																				
BRS Care	350	334	309	396	291	324	296	109%	11%	-19%	281	15%	725	700	104%	13%	10,132	9,436	107%	9%
BRS Cable Services Team	19	12	2	1	11	21	-	-	91%	167%	30	-30%	32	-	-	-54%	280	-	-	-68%
Other (TECHNICAL,TELEBEC)	0	6	0	-	-	3	1	343%	-	33%	0	-	3	2	152%	-25%	94	47	199%	276%
Total XLOB																				
Gross Sales	212	196	132	107	134	92	204	45%	-31%	-46%	241	-62%	249	458	54%	-52%	8,478	9,561	89%	4%
BM S2S																				
Gross Sales	100	89	54	38	33	17	91	19%	-48%	-76%	144	-88%	60	214	28%	-82%	5,320	6,167	86%	-11%
Calls Handled	4,173	3,840	3,296	1,292	1,835	1,143	-	-	-38%	-66%	6,138	-81%	3,419	-	-	-76%	211,345	-	-	-10%
Close Rate	2.4%	2.3%	1.6%	2.9%	1.8%	1.5%	-	-	-17%	-31%	2.3%	-37%	1.8%	-	-	-23%	2.5%	-	-	-2%
CDS(incl. EPP)																				
Gross Sales	112	107	78	69	101	75	113	66%	-26%	-24%	97	-23%	189	244	77%	-5%	3,158	3,393	93%	48%
Calls Handled	3,730	3,575	3,363	2,935	3,286	3,844	-	-	17%	10%	3,754	2%	7,921	-	-	-3%	115,968	-	-	19%
Close Rate	3.0%	3.0%	2.3%	2.4%	3.1%	2.0%	-	-	-37%	-31%	2.6%	-24%	2.4%	-	-	-1%	2.7%	-	-	25%

Direct Sales WE August 16

Residential - Atlantic

-Sunday, July 27 volume under investigation.
-Order conversion missing for Aug 16.

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Bell Direct Gross Sales																				
Gross Sales (include Outbound Sales)	1,812	1,657	1,833	1,792	1,633	1,644	1,616	102%	1%	-11%	1,947	-16%	3,735	3,894	96%	-26%	56,727	56,253	101%	-18%
Inbound																				
Gross Sales	1,638	1,476	1,651	1,663	1,545	1,538	1,401	110%	0%	-10%	1,802	-15%	3,493	3,383	103%	-25%	54,822	53,306	103%	-15%
BRS Sales Inbound																				
Gross Sales	880	813	900	899	847	839	781	107%	-1%	-6%	995	-16%	1,895	1,885	101%	-22%	29,396	29,482	100%	-15%
Calls Handled	2,631	2,459	2,421	2,660	2,160	2,585	2,358	110%	20%	5%	3,039	-15%	5,401	5,693	95%	-23%	85,201	86,965	98%	-16%
Close Rate	33.4%	33.1%	37.2%	33.8%	39.2%	32.5%	33.1%	98%	-17%	-11%	32.7%	-1%	35.1%	33.1%	106%	1%	34.5%	33.9%	102%	1%
Order Conversion	20.1%	19.5%	22.0%	20.3%	22.7%	-	-	-	-	-	18.5%	-	-	-	-	-	-	-	-	-
BRS Care																				
Gross Sales	546	506	586	572	497	518	429	121%	4%	-9%	572	-9%	1,163	1,036	112%	-19%	18,332	18,058	102%	-13%
Calls Handled	14,416	13,748	14,585	14,873	12,719	14,316	12,814	112%	13%	1%	17,288	-17%	30,466	30,939	98%	-23%	524,876	576,272	91%	-16%
Close Rate	3.8%	3.7%	4.0%	3.8%	3.9%	3.6%	3.4%	108%	-7%	-10%	3.3%	9%	3.8%	3.4%	114%	6%	3.5%	3.1%	111%	3%
BRS Loyalty Sales																				
Gross Sales	212	157	165	192	201	181	191	95%	-10%	-24%	235	-23%	435	461	94%	-45%	7,094	5,766	123%	-16%
Calls Handled	7,638	7,490	8,110	8,211	7,000	7,685	6,973	110%	10%	-1%	7,484	3%	16,619	16,837	99%	-10%	277,953	271,899	102%	-6%
Close Rate	2.8%	2.1%	2.0%	2.3%	2.9%	2.4%	2.7%	86%	-18%	-24%	3.1%	-25%	2.6%	2.7%	96%	-39%	2.6%	2.1%	120%	-11%



Direct Sales WE August 16

Residential - MTS

-Sunday, July 27 volume under investigation.
-Order conversion missing for Aug 16.

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Bell Direct Gross Sales																				
Gross Sales (include Outbound Sales)	591	611	542	652	569	631	565	112%	11%	8%	437	44%	1,361	1,297	105%	19%	17,237	16,801	103%	9%
BRS Inbound Sales																				
Gross Sales	427	437	390	436	396	427	407	105%	8%	5%	327	31%	921	934	99%	11%	12,062	11,749	103%	4%
Calls Handled	1,067	1,145	1,032	1,149	1,003	1,154	1,078	107%	15%	10%	1,302	-11%	2,449	2,476	99%	-17%	33,472	34,587	97%	-16%
Close Rate	40.0%	38.2%	37.8%	37.9%	39.5%	37.0%	37.7%	98%	-6%	-4%	25.1%	47%	37.6%	37.7%	100%	34%	36.0%	34.0%	106%	25%
Order Conversion	26.1%	24.9%	26.0%	25.8%	25.0%	-	-	-	-	-	18.3%	-	-	-	-	-	-	-	-	-
Transfer Rate	39.2%	41.1%	41.5%	37.1%	38.5%	39.9%	-	-	4%	3%	45.1%	-11%	39.0%	-	-	-12%	39.9%	-	-	-11%
Call Volume (Without Transfers)	649	674	604	723	617	693	-	-	12%	8%	715	-3%	1,493	-	-	-9%	20,106	-	-	-9%
Close Rate (Without Transfers)	65.8%	64.8%	64.6%	60.3%	64.2%	61.6%	-	-	-4%	-3%	45.7%	35%	61.7%	-	-	23%	60.0%	-	-	15%
Order Conversion (Without Transfers)	42.8%	42.3%	44.4%	41.1%	40.7%	-	-	-	-	-	33.3%	-	-	-	-	-	-	-	-	-
BRS Serve to Sell																				
Gross Sales	110	128	101	148	124	141	100	140%	14%	11%	88	60%	307	231	133%	38%	3,495	3,154	111%	5%
Calls Handled	3,577	3,668	3,627	4,153	3,704	3,894	3,348	116%	5%	5%	3,387	15%	8,626	7,690	112%	15%	113,220	108,885	104%	4%
Close Rate	3.1%	3.5%	2.8%	3.6%	3.3%	3.6%	3.0%	121%	8%	5%	2.6%	39%	3.6%	3.0%	119%	20%	3.1%	2.9%	107%	1%
BRS Retention																				
Gross Sales	34	27	25	28	31	37	29	129%	19%	39%	22	68%	73	66	111%	-25%	931	941	99%	11%
Calls Handled	3,283	3,559	3,715	3,933	3,528	3,945	3,232	122%	12%	13%	2,868	38%	8,289	7,423	112%	30%	106,210	99,935	106%	12%
Close Rate	1.0%	0.8%	0.7%	0.7%	0.9%	0.9%	0.9%	106%	7%	23%	0.8%	22%	0.9%	0.9%	99%	-42%	0.9%	0.9%	93%	-1%

*Inbound Gross Sales include BRS Sales, BRS Serve to Sell and Retention

*Bell Direct Gross Sales doesn't include OB

*Sales data now sourced from GM as of May 1, 2023

Direct Sales WE August 16

Virgin National Overview

-Sunday, July 27 volume under investigation.

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Overall Direct Gross Sales																				
Gross Sales (include Outbound Sales)	2,823	2,741	2,616	2,549	2,453	2,423	2,951	82%	-1%	-13%	3,233	-25%	5,545	6,683	83%	-21%	91,999	95,349	96%	-13%
Mobility Sales	1,097	1,010	964	991	887	947	1,158	82%	7%	-10%	1,405	-33%	2,089	2,601	80%	-29%	39,650	40,554	98%	-18%
Residential Sales	1,726	1,731	1,652	1,558	1,566	1,476	1,793	82%	-6%	-15%	1,828	-19%	3,456	4,082	85%	-15%	52,349	54,795	96%	-8%
Inbound																				
Gross Sales	2,325	2,221	2,101	2,129	2,102	2,073	2,432	85%	-1%	-9%	3,006	-31%	4,716	5,447	87%	-28%	80,883	83,973	96%	-19%
Virgin Household Sales																				
Gross Sales	1,788	1,648	1,595	1,703	1,529	1,577	1,805	87%	3%	-8%	2,267	-30%	3,544	4,035	88%	-29%	61,283	62,750	98%	-24%
Mobile Phone Gross Sales	931	818	784	801	720	807	967	83%	12%	-5%	1,303	-38%	1,727	2,146	80%	-36%	35,769	36,881	97%	-20%
Residential Gross Sales	857	830	811	902	809	770	838	92%	-5%	-11%	964	-20%	1,817	1,889	96%	-20%	25,514	25,870	99%	-29%
Calls Handled	7,571	7,248	7,118	7,714	7,254	6,881	7,942	87%	-5%	-6%	8,685	-21%	16,109	17,698	91%	-16%	259,076	263,061	98%	-3%
Mobility Calls Handled	5,334	5,157	4,918	5,380	5,005	4,774	5,773	83%	-5%	-7%	5,498	-13%	11,065	12,811	86%	-11%	192,412	194,621	99%	9%
Residential Calls Handled	2,237	2,091	2,200	2,334	2,249	2,107	2,168	97%	-6%	-5%	3,187	-34%	5,044	4,887	103%	-27%	66,664	68,440	97%	-28%
Close Rate	23.6%	22.7%	22.4%	22.1%	21.1%	22.9%	22.7%	101%	9%	-2%	26.1%	-12%	22.0%	22.8%	96%	-15%	23.7%	23.9%	99%	-21%
Mobility Close Rate	17.5%	15.9%	15.9%	14.9%	14.4%	16.9%	16.8%	101%	18%	2%	23.7%	-29%	15.6%	16.8%	93%	-29%	18.6%	18.9%	98%	-27%
Residential Close Rate	38.3%	39.7%	36.9%	38.6%	36.0%	36.5%	38.7%	95%	2%	-6%	30.2%	21%	36.0%	38.7%	93%	9%	38.3%	37.8%	101%	-2%
Transfer Rate	45.3%	43.8%	43.7%	43.5%	45.5%	44.0%	-	-	-3%	0%	44.9%	-2%	45.0%	-	-	1%	40.9%	-	-	-7%
Mobility Transfer Rate	46.4%	44.7%	46.7%	47.1%	47.4%	46.0%	-	-	-3%	0%	47.0%	-2%	47.1%	-	-	-1%	41.3%	-	-	-14%
Residential Transfer Rate	42.6%	41.4%	36.8%	35.3%	41.4%	39.4%	-	-	-5%	0%	41.4%	-5%	40.5%	-	-	2%	39.9%	-	-	11%
Call Volume (Without Transfers)	4,142	4,075	4,011	4,356	3,952	3,854	-	-	-2%	-6%	4,782	-19%	8,855	-	-	-17%	153,041	-	-	2%
Mobility Call Volume (Without Transfers)	2,857	2,850	2,620	2,847	2,634	2,578	-	-	-2%	-7%	2,913	-12%	5,853	-	-	-10%	112,940	-	-	24%
Residential Call Volume (Without Transfers)	1,285	1,225	1,391	1,509	1,318	1,276	-	-	-3%	-5%	1,869	-32%	3,002	-	-	-28%	40,101	-	-	-32%
Close Rate (Without Transfers)	43.2%	40.4%	39.8%	39.1%	38.7%	40.9%	-	-	6%	-2%	47.4%	-14%	40.0%	-	-	-14%	40.0%	-	-	-25%
Mobility Close Rate (Without Transfers)	32.6%	28.7%	29.9%	28.1%	27.3%	31.3%	-	-	15%	2%	44.7%	-30%	29.5%	-	-	-29%	31.7%	-	-	-35%
Residential Close Rate (Without Transfers)	66.7%	67.8%	58.3%	59.8%	61.4%	60.3%	-	-	-2%	-6%	51.6%	17%	60.5%	-	-	11%	63.6%	-	-	4%
Ontario																				
Gross Sales	751	705	745	821	732	749	-	-	2%	1%	987	-24%	1,705	-	-	-18%	26,484	-	-	-27%
Mobile Phone Gross Sales	368	294	300	317	270	335	-	-	24%	3%	479	-30%	690	-	-	-28%	13,509	-	-	-25%
Residential Gross Sales	383	411	445	504	462	414	-	-	-10%	-1%	508	-19%	1,015	-	-	-9%	12,975	-	-	-28%
Calls Handled	2,983	2,984	2,964	2,987	2,851	2,715	-	-	-5%	-7%	3,273	-17%	6,344	-	-	-9%	108,537	-	-	5%
Mobility Calls Handled	2,066	2,019	1,929	1,949	1,818	1,789	-	-	-2%	-9%	1,956	-9%	4,048	-	-	-4%	78,491	-	-	26%
Residential Calls Handled	917	965	1,035	1,038	1,033	926	-	-	-10%	-4%	1,317	-30%	2,296	-	-	-17%	30,046	-	-	-27%
Close Rate	25.2%	23.6%	25.1%	27.5%	25.7%	27.6%	-	-	7%	9%	30.2%	-9%	26.9%	-	-	-9%	24.4%	-	-	-30%
Mobility Close Rate	17.8%	14.6%	15.6%	16.3%	14.9%	18.7%	-	-	26%	13%	24.5%	-24%	17.0%	-	-	-25%	17.2%	-	-	-41%
Residential Close Rate	41.8%	42.6%	43.0%	48.6%	44.7%	44.7%	-	-	0%	3%	38.6%	16%	44.2%	-	-	10%	43.2%	-	-	-2%
Quebec																				
Gross Sales	713	643	572	600	513	559	-	-	9%	-17%	837	-33%	1,218	-	-	-38%	22,018	-	-	-27%
Mobile Phone Gross Sales	239	224	206	202	166	203	-	-	22%	-12%	381	-47%	416	-	-	-49%	9,479	-	-	-23%
Residential Gross Sales	474	419	366	398	347	356	-	-	3%	-20%	456	-22%	802	-	-	-30%	12,539	-	-	-29%
Calls Handled	2,503	2,138	2,146	2,119	2,378	2,178	-	-	-8%	-5%	3,076	-29%	5,198	-	-	-25%	74,535	-	-	-14%
Mobility Calls Handled	1,422	1,240	1,274	1,207	1,458	1,257	-	-	-14%	-4%	1,810	-31%	3,090	-	-	-25%	45,050	-	-	-9%
Residential Calls Handled	1,081	898	872	912	920	921	-	-	0%	-7%	1,266	-27%	2,108	-	-	-25%	29,485	-	-	-21%
Close Rate	28.5%	30.1%	26.7%	28.3%	21.6%	25.7%	-	-	19%	-13%	27.2%	-6%	23.4%	-	-	-17%	29.5%	-	-	-15%
Mobility Close Rate	16.8%	18.1%	16.2%	16.7%	11.4%	16.1%	-	-	42%	-9%	21.0%	-23%	13.5%	-	-	-32%	21.0%	-	-	-16%
Residential Close Rate	43.8%	46.7%	42.0%	43.6%	37.7%	38.7%	-	-	2%	-14%	36.0%	7%	38.0%	-	-	-6%	42.5%	-	-	-10%
Virgin S2S																				
Gross Sales	376	410	383	289	412	328	458	72%	-20%	-19%	563	-42%	799	1,032	77%	-32%	14,661	16,089	91%	4%
Calls Handled	11,491	10,036	11,162	8,977	11,068	10,614	9,596	111%	-4%	0%	12,046	-12%	24,039	21,630	111%	-7%	363,752	381,551	95%	1%
Close Rate	3.3%	4.1%	3.4%	3.2%	3.7%	3.1%	4.8%	65%	-17%	-19%	4.7%	-34%	3.3%	4.8%	70%	-27%	4.0%	4.2%	96%	3%
Other Gross Sales																				
Virgin Loyalty	161	163	123	137	161	168	169	100%	4%	12%	176	-5%	373	380	98%	5%	4,939	5,134	96%	1%

¹ BM Sales: Gross Sales (WAC); Mobile Sales only (excludes Tablets)

Direct Sales WE August 16

Outbound National Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL %	YoY%	YTD	Aug OL	Var Aug OL %	YoY%
Outbound Direct Gross Sales																				
Gross Sales	2,354	2,299	2,370	2,174	1,821	2,035	2,651	77%	12%	-11%	1,347	51%	4,602	6,159	75%	21%	65,317	76,240	86%	13%
Mobility Sales	1,018	987	1,005	1,013	860	910	1,233	74%	6%	-12%	572	59%	2,099	2,855	74%	38%	27,223	27,595	99%	-18%
Residential Sales	1,336	1,312	1,365	1,161	961	1,125	1,419	79%	17%	-11%	775	45%	2,503	3,304	76%	10%	38,094	48,645	78%	53%
Sales Outbound Household (Bell)																				
Gross Sales	1,421	1,394	1,461	1,412	1,196	1,389	1,636	85%	16%	-1%	737	88%	3,085	3,750	82%	34%	46,082	52,352	88%	35%
Mobile Phone Gross Sales	661	657	684	683	544	627	848	74%	15%	-9%	300	109%	1,401	1,944	72%	62%	19,460	18,971	103%	4%
Residential Gross Sales	760	737	777	729	652	762	788	97%	17%	6%	437	74%	1,684	1,806	93%	17%	26,622	33,381	80%	72%
RPCs	43,452	43,169	43,637	40,618	36,591	38,752	52,011	75%	6%	-9%	18,978	104%	88,047	119,201	74%	53%	1,382,604	1,698,478	81%	43%
Close Rate	3.3%	3.2%	3.3%	3.3%	3.3%	3.6%	3.1%	114%	10%	9%	3.9%	-8%	3.5%	3.1%	111%	-13%	3.3%	3.1%	108%	-6%
Mobility Close Rate	1.5%	1.5%	1.6%	1.7%	1.5%	1.6%	1.6%	99%	9%	1%	1.6%	2%	1.6%	1.6%	98%	6%	1.4%	1.1%	126%	-27%
Residential Close Rate	1.7%	1.7%	1.8%	1.8%	1.8%	2.0%	1.5%	130%	10%	17%	2.3%	-15%	1.9%	1.5%	126%	-24%	1.9%	2.0%	98%	20%
Prod Hours	6,392	6,688	6,650	6,936	6,530	6,473	7,885	82%	-1%	-3%	3,042	113%	15,149	18,072	84%	69%	196,070	231,042	85%	39%
RPC per Hour	6.8	6.5	6.6	5.9	5.6	6.0	6.6	91%	7%	-7%	6.2	-4%	5.8	6.6	88%	-10%	7.1	7.4	96%	3%
Ontario																				
Gross Sales	581	612	628	617	617	687	-	-	11%	8%	297	131%	1,480	-	-	64%	20,890	-	-	27%
Mobile Phone Gross Sales	262	292	328	307	275	347	-	-	26%	7%	115	202%	715	-	-	110%	9,080	-	-	3%
Residential Gross Sales	319	320	300	310	342	340	-	-	-1%	8%	182	87%	765	-	-	37%	11,810	-	-	55%
RPCs	26,696	26,139	27,761	26,881	23,453	24,425	-	-	4%	-9%	12,737	92%	55,102	-	-	71%	813,404	-	-	56%
Close Rate	2.2%	2.3%	2.3%	2.3%	2.6%	2.8%	-	-	7%	18%	2.3%	21%	2.7%	-	-	-4%	2.6%	-	-	-19%
Mobility Close Rate	1.0%	1.1%	1.2%	1.1%	1.2%	1.4%	-	-	21%	18%	0.9%	57%	1.3%	-	-	23%	1.1%	-	-	-34%
Residential Close Rate	1.2%	1.2%	1.1%	1.2%	1.5%	1.4%	-	-	-5%	18%	1.4%	-3%	1.4%	-	-	-20%	1.5%	-	-	-1%
Quebec																				
Gross Sales	831	778	824	788	575	669	-	-	16%	-12%	375	78%	1,567	-	-	21%	24,195	-	-	67%
Mobile Phone Gross Sales	390	361	348	371	265	247	-	-	-7%	-30%	120	106%	648	-	-	57%	9,391	-	-	42%
Residential Gross Sales	441	417	476	417	310	422	-	-	36%	4%	255	65%	919	-	-	5%	14,804	-	-	88%
RPCs	16,756	17,030	15,876	13,737	13,138	14,327	-	-	9%	-9%	5,548	158%	32,945	-	-	40%	560,644	-	-	39%
Close Rate	5.0%	4.6%	5.2%	5.7%	4.4%	4.7%	-	-	7%	-3%	6.8%	-31%	4.8%	-	-	-13%	4.3%	-	-	21%
Mobility Close Rate	2.3%	2.1%	2.2%	2.7%	2.0%	1.7%	-	-	-15%	-23%	2.2%	-20%	2.0%	-	-	12%	1.7%	-	-	3%
Residential Close Rate	2.6%	2.4%	3.0%	3.0%	2.4%	2.9%	-	-	25%	15%	4.6%	-36%	2.8%	-	-	-25%	2.6%	-	-	36%
Sales Outbound Household (Virgin)																				
Gross Sales	498	520	515	420	351	350	519	67%	0%	-32%	227	54%	829	1,236	67%	64%	11,116	11,376	98%	84%
Mobile Phone Gross Sales	166	192	180	190	167	140	191	73%	-16%	-30%	102	37%	362	455	80%	53%	3,881	3,674	106%	4%
Residential Gross Sales	332	328	335	230	184	210	328	64%	14%	-34%	125	68%	467	781	60%	73%	7,235	7,702	94%	216%
RPCs	15,722	16,196	15,329	11,989	8,111	8,481	15,395	55%	5%	-41%	9,565	-11%	20,623	36,657	56%	-13%	306,474	324,281	95%	-2%
Close Rate	3.2%	3.2%	3.4%	3.5%	4.3%	4.1%	3.4%	122%	-5%	14%	2.4%	74%	4.0%	3.4%	119%	87%	3.6%	3.5%	103%	88%
Mobility Close Rate	1.1%	1.2%	1.2%	1.6%	2.1%	1.7%	1.2%	133%	-20%	18%	1.1%	55%	1.8%	1.2%	141%	75%	1.3%	1.1%	112%	6%
Residential Close Rate	2.1%	2.0%	2.2%	1.9%	2.3%	2.5%	2.1%	116%	9%	12%	1.3%	89%	2.3%	2.1%	106%	98%	2.4%	2.4%	99%	224%
Prod Hours	2,209	2,379	2,292	2,114	1,521	1,572	2,257	70%	3%	-26%	1,479	6%	3,766	5,375	70%	10%	42,823	50,394	85%	2%
RPC per Hour	7.1	6.8	6.7	5.7	5.3	5.4	6.8	79%	1%	-20%	6.5	-17%	5.5	6.8	80%	-21%	7.2	6.4	111%	-4%
Atlantic Sales Outbound																				
Gross Sales	188	191	196	145	103	128	231	55%	24%	-22%	156	-18%	281	551	51%	-40%	2,125	3,351	63%	-59%
Mobile Phone Gross Sales	14	10	14	16	15	22	17	132%	47%	68%	11	100%	39	40	98%	-22%	220	404	54%	-63%
Residential Gross Sales	174	181	182	129	88	106	215	49%	20%	-30%	145	-27%	242	511	47%	-43%	1,905	2,948	65%	-59%
RPCs	5,410	4,851	4,887	4,608	4,750	3,683	6,303	58%	-22%	-22%	1,514	143%	10,421	15,008	69%	84%	57,825	97,640	59%	-41%
Close Rate	3.5%	3.9%	4.0%	3.1%	2.2%	3.5%	3.7%	95%	60%	0%	10.3%	-66%	2.7%	3.7%	73%	-68%	3.7%	3.4%	107%	-31%
Mobility Close Rate	0.3%	0.2%	0.3%	0.3%	0.3%	0.6%	0.3%	226%	89%	115%	0.7%	-18%	0.4%	0.3%	141%	-58%	0.4%	0.4%	92%	-38%
Residential Close Rate	3.2%	3.7%	3.7%	2.8%	1.9%	2.9%	3.4%	85%	55%	-10%	9.6%	-70%	2.3%	3.4%	68%	-69%	3.3%	3.0%	109%	-30%
Prod Hours	747	738	762	881	935	835	1,014	82%	-11%	16%	371	125%	2,103	2,414	87%	67%	10,624	18,956	56%	-62%
RPC per Hour	7.2	6.6	6.4	5.2	5.1	4.4	6.2	71%	-13%	-33%	4.1	8%	5.0	6.2	80%	11%	5.4	5.2	106%	55%
MTS Sales Outbound																				
Gross Sales	30	26	37	58	42	42	51	82%	0%	11%	-	-	109	118	92%	-	1,200	1,377	87%	-
Mobile Phone Gross Sales	10	7	11	18	24	16	23	71%	-33%	7%	-	-	49	52	95%	-	451	420	107%	-
Residential Gross Sales	20	19	26	40	18	26	29	90%	44%	14%	-	-	60	66	90%	-	749	956	78%	-
RPCs	1,428	1,320	993	1,203	950	1,392	1,981	70%	47%	10%	-	-	2,813	4,540	62%	-	48,565	56,898	85%	-
Close Rate	2.1%	2.0%	3.7%	4.8%	4.4%	3.0%	2.6%	116%	-32%	2%	-	-	3.9%	2.6%	149%	-	2.5%	2.4%	102%	-
Mobility Close Rate	0.7%	0.5%	1.1%	1.5%	2.5%	1.1%	1.1%	101%	-55%	-3%	-	-	1.7%	1.1%	153%	-	0.9%	0.7%	126%	-
Residential Close Rate	1.4%	1.4%	2.6%	3.3%	1.9%	1.9%	1.5%	128%	-1%	4%	-	-	2.1%	1.5%	146%	-	1.5%	1.7%	92%	-
Prod Hours	393	363	307	347	281	401	540	74%	43%	12%	-	-	823	1,238	66%	-	11,620	12,080	96%	-
RPC per Hour	3.6	3.6	3.2	3.5	3.4	3.5	3.7	95%	3%	-3%	-	-	3.4	3.7	93%	-	4.2	4.7	89%	-
BRS Upsell Outbound																				
Gross Sales	217	168	161	139	129	126	213	59%	-2%	-25%	227	-44%	298	504	59%	-42%	4,794	7,784	62%	-62%
Mobile Phone Gross Sales	167	121	116	106	110	105	154	68%	-5%	-13%	159	-34%	248	365	68%	-32%	3,211	4,126	78%	-68%
Residential Gross Sales	50	47	45	33	19	21	59	36%	11%	-54%	68	-69%	50	139	36%	-66%	1,583	3,658	43%	-38%
RPCs	11,510	14,674	11,508	13,557	10,715	8,491	10,865	78%	-21%	-20%	8,161	4%	22,315	25,674	87%	4%	233,890	336,313	70%	-51%
Close Rate	1.9%	1.1%	1.4%	1.0%	1.2%	1.5%	2.0%	76%	23%	-6%	2.8%	-47%	1.3%	2.0%	68%	-44%	2.0%	2.3%	89%	-23%
Mobility Close Rate	1.5%	0.8%	1.0%	0.8%	1.0%	1.2%	1.4%	87%	20%	8%	1.9%	-37%	1.1%	1.4%	78%	-35%	1.4%	1.2%	112%	-35%
Residential Close Rate	0.4%	0.3%	0.4%	0.2%	0.2%	0.2%	0.5%	46%	39%	-43%	0.8%	-70%	0.2%	0.5%	41%	-67%	0.7%	1.1%	62%	26%
Prod Hours	1,676	2,250	1,818	2,260	1,827	1,451	1,920	76%	-21%	-13%	1,347	8%	3,796	4,537	84%	10%	38,955	59,589	65%	-45%
RPC per Hour	6.9	6.5	6.3	6.0	5.9	5.9	5.7	103%	0%	-7%	6.1	-3%	5.9	5.7	104%	-6%	6.0	5.6	106%	-11%

1 BM Sales: Gross Sales (WAC); Mobile Sales only (excludes Tablets)

Direct Sales WE August 16

Small Business Wireline

	Previous Weeks					Current Week					SBIZ		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL %	YoY%	YTD	Aug OL	Var Aug OL %	YoY%
Overall Direct Gross Sales																				
Gross Sales (exclude Echot & OB Wireless)	1,378	1,218	1,239	1,194	1,038	1,072	1,483	72%	3%	-12%	1,283	-16%	2,364	3,110	76%	-19%	42,848	50,308	85%	-15%
Central Inbound																				
Gross Sales	1,129	985	998	962	812	891	1,156	77%	10%	-10%	931	-4%	1,914	2,439	78%	-15%	33,845	38,763	87%	-12%
Calls Handled	12,460	12,602	11,677	11,201	10,076	11,623	12,591	92%	15%	-1%	13,184	-12%	23,860	26,415	90%	-18%	430,813	444,832	97%	-4%
Sales Inbound																				
Gross Sales	584	478	537	538	499	496	706	70%	-1%	-7%	525	-6%	1,081	1,498	72%	-17%	18,809	23,398	80%	-12%
Internet	288	236	241	255	261	264	-	-	1%	1%	260	2%	564	-	-	-11%	9,007	-	-	-8%
Calls Handled (Source - IVR)	1,680	1,620	1,541	1,611	1,419	1,628	-	-	15%	5%	1,822	-11%	3,355	-	-	-16%	53,063	-	-	-20%
Calls Handled (Destination)	1,410	1,401	1,364	1,440	1,254	1,465	1,678	87%	17%	12%	1,647	-11%	2,946	3,558	83%	-19%	45,673	56,027	82%	-13%
Overflow	270	219	177	171	165	163	-	-	-1%	-30%	175	-7%	409	-	-	11%	7,390	-	-	-47%
Close Rate	41.4%	34.1%	39.4%	37.4%	39.8%	33.9%	42.1%	80%	-15%	-17%	31.9%	6%	36.7%	42.1%	87%	3%	41.2%	41.8%	99%	1%
Internet Close Rate	20.4%	16.8%	17.7%	17.7%	20.8%	18.0%	-	-	-13%	-9%	15.8%	14%	19.1%	-	-	10%	19.7%	-	-	6%
Order Conversion	28.8%	23.8%	24.7%	23.7%	27.8%	23.3%	-	-	-16%	-14%	21.4%	9%	25.2%	-	-	4%	27.3%	-	-	2%
Transfer Rate	33.1%	33.5%	35.4%	32.4%	31.8%	35.5%	-	-	12%	5%	38.5%	-8%	33.5%	-	-	-10%	34.2%	-	-	0%
Call Volume (Without Transfers)	943	932	881	974	855	945	-	-	11%	9%	1,013	-7%	1,960	-	-	-14%	30,072	-	-	-13%
Close Rate (Without Transfers)	61.9%	51.3%	61.0%	55.2%	58.4%	52.5%	-	-	-10%	-15%	51.8%	1%	55.2%	-	-	-3%	62.5%	-	-	1%
Order Conversion (Without Transfers)	43.1%	35.7%	38.3%	35.0%	40.8%	36.2%	-	-	-11%	-12%	34.7%	4%	37.9%	-	-	-2%	41.5%	-	-	2%
Ontario																				
Gross Sales	402	305	393	387	334	368	-	-	10%	2%	370	-1%	761	-	-	-14%	13,003	-	-	-13%
Calls Handled	830	783	830	896	708	877	-	-	24%	12%	1,037	-15%	1,723	-	-	-21%	27,208	-	-	-16%
Close Rate	48.4%	39.0%	47.3%	43.2%	47.2%	42.0%	-	-	-11%	-9%	35.7%	18%	44.2%	-	-	10%	47.8%	-	-	3%
Quebec																				
Gross Sales	182	173	144	151	165	128	-	-	-22%	-27%	155	-17%	320	-	-	-22%	5,806	-	-	-10%
Calls Handled	436	468	400	408	431	448	-	-	4%	11%	436	3%	933	-	-	-9%	13,924	-	-	-6%
Close Rate	41.7%	37.0%	36.0%	37.0%	38.3%	28.6%	-	-	-25%	-34%	35.6%	-20%	34.3%	-	-	-14%	41.7%	-	-	-4%
Loyalty Inbound																				
Gross Sales	194	198	170	151	91	124	128	97%	36%	-21%	121	2%	284	267	106%	-2%	5,028	4,842	104%	-30%
Calls Handled	2,731	2,654	2,800	2,219	1,754	2,063	2,397	86%	18%	-19%	3,020	-32%	4,362	4,998	87%	-31%	91,130	82,841	110%	-24%
Close Rate	7.1%	7.5%	6.1%	6.8%	5.2%	6.0%	5.3%	112%	16%	-2%	4.0%	50%	6.5%	5.3%	122%	42%	5.5%	5.8%	94%	-7%
Care Inbound																				
Gross Sales	351	309	291	273	222	271	321	84%	22%	-8%	285	-5%	549	674	81%	-18%	10,008	10,523	95%	2%
Calls Handled	8,319	8,547	7,513	7,542	7,068	8,095	8,516	95%	15%	3%	8,517	-5%	16,552	17,860	93%	-14%	294,010	305,964	96%	7%
Close Rate	4.2%	3.6%	3.9%	3.6%	3.1%	3.3%	3.8%	89%	7%	-11%	3.3%	0%	3.3%	3.8%	88%	-5%	3.4%	3.4%	99%	-5%
MTS																				
Gross Sales	39	23	45	43	34	42	69	61%	24%	10%	63	-33%	79	131	60%	-37%	1,407	1,508	93%	-19%
Calls Handled	629	687	691	603	445	712	837	85%	60%	19%	730	-2%	1,245	1,590	78%	-18%	22,494	22,177	101%	-6%
Close Rate	6.2%	3.3%	6.5%	7.1%	7.6%	5.9%	8.3%	71%	-23%	-8%	8.6%	-32%	6.3%	8.3%	77%	-23%	6.3%	6.8%	92%	-13%
Atlantic																				
Gross Sales	120	133	122	108	110	84	153	55%	-24%	-33%	170	-51%	216	315	69%	-29%	4,769	6,175	77%	-10%
Calls Handled	1,639	1,489	1,611	1,530	1,268	1,639	1,655	99%	29%	10%	1,764	-7%	3,158	3,409	93%	-18%	53,017	63,045	84%	-12%
Close Rate	7.3%	8.9%	7.6%	7.1%	8.7%	5.1%	9.2%	55%	-41%	-39%	9.6%	-47%	6.8%	9.2%	74%	-13%	9.0%	9.8%	92%	2%
Other																				
Gross Sales	33	35	21	31	24	15	47	32%	-38%	-39%	73	-79%	49	99	49%	-58%	968	1,199	81%	-39%
Outbound																				
Gross Sales	60	53	62	69	68	43	58	74%	-37%	-24%	53	-19%	121	125	97%	-23%	2,076	2,664	78%	-44%
Wireless Gross Sales	3	11	9	19	10	3	-	-	-70%	-59%	7	-57%	15	-	-	-40%	217	-	-	-31%
Wireline Gross Sales	57	42	53	50	58	40	58	69%	-31%	-19%	46	-13%	106	125	85%	-20%	1,859	2,664	70%	-45%
RPCs	1,368	1,429	1,810	1,795	1,878	2,087	1,638	127%	11%	18%	2,792	-25%	4,298	3,531	122%	-31%	61,647	82,688	75%	-38%
Close Rate	4.4%	3.7%	3.4%	3.8%	3.6%	2.1%	3.5%	58%	-43%	-36%	1.9%	9%	2.8%	3.5%	79%	13%	3.4%	3.2%	105%	-10%
Wireless Close Rate	0.2%	0.8%	0.5%	1.1%	0.5%	0.1%	-	-	-73%	-65%	0.3%	-43%	0.3%	-	-	-12%	0.4%	-	-	10%
Wireline Close Rate	4.2%	2.9%	2.9%	2.8%	3.1%	1.9%	3.5%	54%	-38%	-31%	1.6%	16%	2.5%	3.5%	70%	17%	3.0%	3.2%	94%	-12%
Prod Hours	305.0	351.0	312.0	326.0	343.0	345.0	-	-	1%	-11%	460.0	-25%	748.0	-	-	-33%	13,234.0	-	-	-11%
RPC per Hour	4.5	4.1	5.8	5.5	5.5	6.0	-	-	10%	32%	6.1	0%	5.7	-	-	3%	4.7	-	-	-30%

Direct Sales WE August 16

Small Business Wireless

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
SB Mobility Overall Sales																				
Gross Sales (include Outbound Sales)	462	390	417	477	412	418	512	82%	1%	-11%	732	-43%	918	1,058	87%	-42%	17,023	15,553	109%	-7%
Small Sales	435	378	390	446	368	385	512	75%	5%	-12%	719	-46%	833	1,058	79%	-47%	15,270	15,553	98%	-14%
Consumer Postpaid Sales	27	12	27	31	44	33	-	-	-25%	7%	13	154%	85	-	-	166%	1,753	-	-	161%
SB Mobility Overall AGAs																				
AGA (include OB Wireless)	323	211	260	259	254	229	276	83%	-10%	-21%	218	5%	512	573	89%	7%	9,270	8,028	115%	2%
Small AGA	308	211	242	243	235	211	276	76%	-10%	-23%	212	0%	474	573	83%	3%	8,338	8,028	104%	-4%
Consumer Postpaid AGA	15	0	18	16	19	18	-	-	-5%	14%	6	200%	38	-	-	100%	932	-	-	142%
SBIZ																				
Gross Sales	365	305	297	358	297	356	432	82%	20%	-4%	590	-40%	734	888	83%	-42%	13,662	13,036	105%	-12%
Small Sales	338	294	270	327	254	326	432	75%	28%	-4%	578	-44%	653	888	74%	-47%	11,917	13,036	91%	-19%
Consumer Postpaid Sales	27	11	27	31	43	30	-	-	-30%	-2%	12	150%	81	-	-	161%	1,745	-	-	162%
Calls Handled	1,527	1,365	1,437	1,447	1,338	1,595	1,652	97%	19%	10%	2,267	-30%	3,242	3,394	96%	-29%	53,313	61,577	87%	-18%
Consumer Overflow	1	-	-	-	-	-	-	-	-	-	96	-	-	-	-	-	5,210	-	-	-25%
Close Rate	23.9%	22.3%	20.7%	24.7%	22.2%	22.3%	26.2%	85%	1%	-13%	26.0%	-14%	22.6%	26.2%	87%	-19%	25.6%	21.2%	121%	7%
Small Close Rate	22.1%	21.5%	18.8%	22.6%	19.0%	20.4%	26.2%	78%	8%	-13%	25.5%	-20%	20.1%	26.2%	77%	-26%	22.4%	21.2%	106%	-2%
Consumer Postpaid Close Rate	2700.0%	-	-	-	-	-	-	-	-	-	12.5%	-	-	-	-	-	33.5%	-	-	248%
Order Conversion	16.0%	14.3%	14.4%	15.6%	15.2%	14.4%	-	-	-5%	-14%	12.7%	13%	14.8%	-	-	10%	16.1%	-	-	17%
Transfer Rate	42.4%	40.6%	44.1%	38.5%	41.1%	41.9%	-	-	2%	2%	38.9%	8%	41.3%	-	-	4%	40.4%	-	-	-9%
Call Volume (Without Transfers)	882	811	804	890	788	927	-	-	18%	8%	1,386	-33%	1,903	-	-	-31%	31,771	-	-	-12%
Close Rate (Without Transfers)	41.4%	37.6%	36.9%	40.2%	37.7%	38.4%	-	-	2%	-11%	42.6%	-10%	38.6%	-	-	-17%	43.0%	-	-	0%
Order Conversion (Without Transfers)	27.7%	24.0%	25.7%	25.4%	25.8%	24.7%	-	-	-4%	-13%	20.8%	19%	25.2%	-	-	13%	26.9%	-	-	9%
AGA	264	165	190	200	204	182	238	76%	-11%	-24%	185	-2%	412	494	83%	8%	7,855	6,859	115%	-1%
Small AGA	249	165	172	184	185	167	238	70%	-10%	-26%	179	-7%	377	494	76%	4%	6,926	6,859	101%	-9%
Consumer Postpaid AGA	15	0	18	16	19	15	-	-	-21%	-5%	6	150%	35	-	-	84%	929	-	-	143%
Ontario																				
Gross Sales	195	137	153	186	137	162	-	-	18%	-11%	341	-52%	345	-	-	-47%	6,142	-	-	-21%
Calls Handled	625	593	611	589	498	670	-	-	35%	11%	929	-28%	1,309	-	-	-28%	22,226	-	-	-21%
Close Rate	31.2%	23.1%	25.0%	31.6%	27.5%	24.2%	-	-	-12%	-20%	36.7%	-34%	26.4%	-	-	-27%	27.6%	-	-	0%
Quebec																				
Gross Sales	89	72	57	94	92	113	-	-	23%	14%	142	-20%	225	-	-	-39%	4,213	-	-	2%
Calls Handled	427	351	381	358	413	437	-	-	6%	13%	676	-35%	927	-	-	-33%	15,046	-	-	-13%
Close Rate	20.8%	20.5%	15.0%	26.3%	22.3%	25.9%	-	-	16%	2%	21.0%	23%	24.3%	-	-	-8%	28.0%	-	-	17%
West																				
Gross Sales	81	96	87	78	68	81	-	-	19%	-9%	107	-24%	164	-	-	-34%	3,307	-	-	-6%
Calls Handled	475	421	445	500	427	488	-	-	14%	6%	662	-26%	1,006	-	-	-25%	16,041	-	-	-17%
Close Rate	17.1%	22.8%	19.6%	15.6%	15.9%	16.6%	-	-	4%	-14%	16.2%	3%	16.3%	-	-	-12%	20.6%	-	-	14%
XLOB																				
Gross Sales	94	74	111	100	105	59	80	74%	-44%	-34%	135	-56%	169	170	99%	-43%	3,144	2,517	125%	20%
Sb Sales																				
Gross Sales	66	31	64	60	47	23	64	36%	-51%	-52%	129	-82%	74	138	54%	-73%	1,642	1,740	94%	4%
Calls Handled	1,410	1,401	1,364	1,440	1,254	1,465	1,678	87%	17%	12%	1,647	-11%	2,946	3,558	83%	-19%	45,673	56,027	82%	-13%
Close Rate	4.7%	2.2%	4.7%	4.2%	3.7%	1.6%	3.8%	41%	-58%	-57%	7.8%	-80%	2.5%	3.9%	65%	-67%	3.6%	3.1%	116%	19%

Online Sales WE August 16

Mobility Online National Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Bell Mobility Online Gross Sales																				
Gross Sales	1,451	1,199	1,234	1,228	1,216	1,371	1,617	85%	13%	2%	1,628	-16%	2,849	3,585	79%	-20%	47,418	48,581	98%	-9%
eShop Sales	604	511	580	577	583	731	657	111%	25%	24%	899	-19%	1,445	1,491	97%	-23%	23,814	26,356	90%	-17%
eChat Sales(incl. XLOB)	847	688	654	651	633	640	961	67%	1%	-15%	729	-12%	1,404	2,095	67%	-16%	23,604	22,225	106%	1%
eShop																				
Gross Sales (Web & App)	604	511	580	577	583	731	657	111%	25%	24%	899	-19%	1,445	1,491	97%	-23%	23,814	26,356	90%	-17%
Web Sales	338	282	370	351	345	365	-	-	6%	9%	521	-30%	789	-	-	-26%	13,599	-	-	-23%
App Sales	266	229	210	226	238	366	-	-	54%	42%	378	-3%	656	-	-	-20%	10,215	-	-	-5%
Shop Traffic (Web & App)	277,178	283,751	288,250	266,298	289,188	323,386	329,256	98%	12%	19%	345,437	-6%	685,806	747,495	92%	-14%	9,308,070	11,270,123	83%	-31%
Web Traffic	252,586	260,587	265,503	245,185	265,466	296,019	-	-	12%	20%	308,849	-4%	628,360	-	-	-11%	8,452,024	-	-	-31%
App Traffic	24,592	23,164	22,747	21,113	23,722	27,367	-	-	15%	9%	36,588	-25%	57,446	-	-	-34%	856,046	-	-	-39%
Close Rate (Web & App)	0.22%	0.18%	0.20%	0.22%	0.20%	0.23%	0.20%	113%	12%	4%	0.26%	-13%	0.21%	0.20%	106%	-11%	0.26%	0.23%	109%	22%
Web CR	0.13%	0.11%	0.14%	0.14%	0.13%	0.17%	-	-	-5%	-9%	0.17%	-27%	0.13%	-	-	-17%	0.16%	-	-	10%
App CR	1.08%	0.99%	0.92%	1.07%	1.00%	1.34%	-	-	33%	30%	1.03%	29%	1.14%	-	-	22%	1.19%	-	-	55%
BM eChat																				
Gross Sales	552	471	432	426	416	418	650	64%	0%	-16%	394	6%	928	1,405	66%	-5%	15,402	14,270	108%	-6%
Chats Assisted	4,520	4,156	4,314	4,412	4,274	4,095	5,192	79%	-4%	-8%	4,687	-13%	9,548	11,222	85%	-7%	123,339	120,378	102%	-27%
Close Rate	12.2%	11.3%	10.0%	9.7%	9.7%	10.2%	12.5%	82%	5%	-9%	8.4%	21%	9.7%	12.5%	78%	2%	12.5%	11.9%	105%	29%
BRS eChat XLOB																				
Gross Sales	274	199	198	203	203	213	286	75%	5%	-7%	293	-27%	450	636	71%	-26%	7,416	7,224	103%	21%
Chats Assisted	4,583	4,452	4,559	4,882	4,625	4,039	4,976	81%	-13%	-12%	8,622	-53%	9,911	11,073	90%	-47%	172,026	195,867	88%	-29%
Close Rate	6.0%	4.5%	4.3%	4.2%	4.4%	5.3%	5.7%	92%	20%	6%	3.4%	55%	4.5%	5.7%	79%	41%	4.3%	3.7%	117%	71%
Other eChat XLOB Gross Sales																				
Atlantic eChat	13	13	10	7	6	5	14	35%	-17%	-60%	34	-85%	11	32	35%	-85%	512	496	103%	-23%
MTS eChat	8	5	14	15	8	4	11	38%	-50%	-64%	8	-50%	15	22	68%	-21%	274	235	117%	15%
Activity																				
Online Channel Mix%	5.8%	5.6%	5.9%	5.5%	5.4%	5.1%	-	-	-6%	-5%	6.3%	-20%	5.1%	-	-	-23%	6.1%	-	-	-10%
eShop Channel Mix%	2.4%	2.4%	2.8%	2.6%	2.6%	2.7%	-	-	5%	15%	3.5%	-23%	2.6%	-	-	-26%	3.1%	-	-	-17%
eChat Channel Mix%	3.4%	3.2%	3.2%	2.9%	2.8%	2.4%	-	-	-15%	-21%	2.8%	-17%	2.5%	-	-	-19%	3.1%	-	-	0%
Direct Traffic Mix%	29.8%	29.2%	32.1%	30.3%	28.4%	27.9%	-	-	-1%	-11%	25.1%	11%	28.1%	-	-	8%	26.7%	-	-	24%
Search Traffic Mix%	50.7%	48.4%	47.2%	50.9%	50.0%	47.2%	-	-	-6%	-3%	54.7%	-14%	48.9%	-	-	-3%	50.7%	-	-	28%
Digital/Social Traffic Mix%	11.8%	15.9%	16.2%	14.7%	14.7%	13.4%	-	-	-9%	2%	12.3%	9%	14.3%	-	-	-4%	16.3%	-	-	-52%
Other Traffic Mix%	7.7%	6.5%	4.5%	4.2%	7.0%	11.5%	-	-	64%	66%	7.9%	46%	8.8%	-	-	4%	6.2%	-	-	21%
Error Rate%																				
App Existing Customer Error Rate%	13.3%	11.1%	10.7%	12.0%	11.0%	14.2%	-	-	29%	20%	34.7%	-59%	11.7%	-	-	-62%	15.9%	-	-	-48%
App New Customer Error Rate%	7.1%	10.7%	9.0%	8.8%	8.8%	8.1%	-	-	-7%	-5%	23.3%	-65%	8.8%	-	-	-67%	16.4%	-	-	-37%
Web Existing Customer Error Rate%	8.9%	24.5%	11.4%	11.5%	4.6%	10.9%	-	-	136%	-5%	19.7%	-45%	6.9%	-	-	-64%	10.2%	-	-	-52%
Web New Customer Error Rate%	6.5%	7.5%	7.3%	7.4%	7.4%	5.5%	-	-	-25%	-25%	11.0%	-50%	6.5%	-	-	-45%	9.2%	-	-	-45%

*YTD Traffic and CR targets are Web only Jan-Apr and Web & App May onwards.



Online Sales WE August 16

Residential Online Central Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	OL%	YoY%
Bell Residential Online Gross Sales																				
Gross Sales	2,520	2,119	2,013	2,548	2,325	2,287	3,257	70%	-2%	-8%	2,831	-19%	5,253	7,228	73%	-18%	68,053	76,132	89%	-4%
eShop Sales	1,533	1,104	1,087	1,560	1,425	1,406	2,015	70%	-1%	-5%	1,661	-15%	3,254	4,475	73%	-12%	39,658	46,088	86%	5%
eChat Sales(Incl. XLOB)	987	1,015	926	988	900	881	1,241	71%	-2%	-12%	1,170	-25%	1,999	2,753	73%	-25%	28,395	30,044	95%	-15%
eShop																				
Gross Sales (Web & App)	1,533	1,104	1,087	1,560	1,425	1,406	2,015	70%	-1%	-5%	1,661	-15%	3,254	4,475	73%	-12%	39,658	46,088	86%	5%
Web Sales	1,329	957	948	1,394	1,257	1,334	-	-	6%	4%	1,520	-12%	2,963	-	-	-13%	33,707	-	-	-2%
App Sales	204	147	139	166	168	72	-	-	-57%	-65%	141	-49%	291	-	-	-9%	5,951	-	-	77%
Shop Traffic (Web & App)	299,282	263,800	288,340	363,624	399,655	418,096	453,975	92%	5%	33%	429,705	-3%	923,575	1,008,136	92%	-2%	9,752,938	10,422,543	94%	5%
Web Traffic	293,311	259,030	284,049	359,185	394,366	412,646	-	-	5%	34%	424,754	-3%	911,433	-	-	-2%	9,553,303	-	-	4%
App Traffic	5,971	4,770	4,291	4,439	5,289	5,450	-	-	3%	2%	4,951	10%	12,142	-	-	5%	199,635	-	-	26%
Close Rate (Web & App)	0.51%	0.42%	0.38%	0.43%	0.36%	0.34%	0.44%	76%	-6%	-29%	0.39%	-13%	0.35%	0.44%	79%	-11%	0.41%	0.44%	92%	0%
Web CR	0.45%	0.37%	0.33%	0.39%	0.32%	0.32%	-	-	1%	-22%	0.36%	-10%	0.33%	-	-	-11%	0.35%	-	-	-6%
App CR	3.42%	3.08%	3.24%	3.74%	3.18%	1.32%	-	-	-58%	-65%	2.85%	-54%	2.40%	-	-	-13%	2.98%	-	-	41%
BRS eChat																				
Gross Sales	885	896	827	890	805	811	1,091	74%	1%	-9%	1,005	-19%	1,804	2,429	74%	-22%	24,925	25,969	96%	-17%
Chats Assisted	4,583	4,452	4,559	4,882	4,625	4,039	4,976	81%	-13%	-12%	8,622	-53%	9,911	11,073	90%	-47%	172,026	195,867	88%	-29%
Close Rate	19.3%	20.1%	18.1%	18.2%	17.4%	20.1%	21.9%	92%	15%	2%	11.7%	72%	18.2%	21.9%	83%	49%	14.5%	13.3%	109%	17%
BM eChat XLOB																				
Gross Sales	102	119	99	98	95	70	150	47%	-26%	-31%	165	-58%	195	324	60%	-46%	3,470	4,075	85%	13%
Chats Assisted	4,520	4,156	4,314	4,412	4,274	4,095	5,192	79%	-4%	-8%	4,687	-13%	9,548	11,222	85%	-7%	123,339	120,378	102%	-27%
Close Rate	2.3%	2.9%	2.3%	2.2%	2.2%	1.7%	2.9%	59%	-23%	-25%	3.5%	-51%	2.0%	2.9%	71%	-42%	2.8%	3.4%	83%	55%
Activity																				
Online Channel Mix%	10.1%	8.7%	8.7%	10.4%	10.4%	9.9%	-	-	-5%	0%	9.0%	9%	10.0%	-	-	8%	9.1%	-	-	9%
eShop Channel Mix%	6.1%	4.5%	4.7%	6.4%	6.4%	6.1%	-	-	-5%	2%	5.3%	14%	6.2%	-	-	15%	5.3%	-	-	19%
eChat Channel Mix%	4.0%	4.1%	4.0%	4.0%	4.0%	3.8%	-	-	-5%	-5%	3.7%	2%	3.8%	-	-	-2%	3.8%	-	-	-3%
Direct Traffic Mix%	27.3%	28.4%	27.7%	22.7%	19.2%	19.0%	-	-	-1%	-25%	14.7%	29%	19.2%	-	-	7%	24.2%	-	-	2%
Search Traffic Mix%	44.3%	46.8%	44.3%	42.7%	39.9%	38.8%	-	-	-3%	-10%	45.8%	-15%	39.4%	-	-	-14%	48.3%	-	-	-13%
Digital/Social Traffic Mix%	19.3%	22.5%	26.5%	33.6%	39.5%	40.9%	-	-	3%	56%	37.3%	10%	40.1%	-	-	18%	21.9%	-	-	12%
Other Traffic Mix%	9.1%	2.3%	1.5%	1.0%	1.3%	1.3%	-	-	1%	-76%	2.2%	-42%	1.2%	-	-	-43%	5.6%	-	-	273%
Error Rate%																				
App Existing Customer Error Rate%	10.1%	9.9%	4.8%	5.5%	5.4%	6.1%	-	-	11%	-31%	7.3%	-17%	5.4%	-	-	-40%	9.4%	-	-	-25%
Web Existing Customer Error Rate%	4.2%	5.1%	7.6%	7.0%	5.6%	6.3%	-	-	12%	-1%	8.5%	-25%	5.5%	-	-	-32%	5.9%	-	-	-20%
Web New Customer Error Rate%	1.6%	2.5%	2.2%	1.7%	3.0%	2.6%	-	-	-14%	29%	2.3%	12%	2.8%	-	-	-21%	1.7%	-	-	-53%

*YTD Traffic and CR targets are Web only Jan-Apr and Web & App May onwards.

Online Sales WE August 16

Residential – Ontario Online Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	OL%	YoY%
Bell Residential Online Gross Sales																				
Gross Sales	1,352	1,309	1,214	1,642	1,400	1,450	-	-	4%	3%	1,699	-15%	3,282	-	-	-15%	41,615	-	-	-4%
eShop Sales	788	629	666	1,006	840	884	-	-	5%	11%	948	-7%	2,006	-	-	-6%	23,101	-	-	9%
eChat Sales(incl. XLOB)	564	680	548	636	560	566	-	-	1%	-7%	751	-25%	1,276	-	-	-27%	18,514	-	-	-16%
eShop																				
Gross Sales (Web & App)	788	629	666	1,006	840	884	-	-	5%	11%	948	-7%	2,006	-	-	-6%	23,101	-	-	9%
Web Sales	692	554	580	911	747	833	-	-	12%	19%	860	-3%	1,835	-	-	-5%	19,744	-	-	3%
App Sales	96	75	86	95	93	51	-	-	-45%	-49%	88	-42%	171	-	-	-11%	3,357	-	-	57%
Shop Traffic (Web & App)	169,810	156,045	168,734	209,809	226,099	233,542	-	-	3%	33%	248,378	-6%	521,247	-	-	-3%	5,474,969	-	-	6%
Web Traffic	166,364	153,222	166,110	206,997	222,795	230,163	-	-	3%	34%	245,330	-6%	513,650	-	-	-3%	5,354,172	-	-	6%
App Traffic	3,446	2,823	2,624	2,812	3,304	3,379	-	-	2%	6%	3,048	11%	7,597	-	-	8%	120,797	-	-	30%
Close Rate (Web & App)	0.46%	0.40%	0.39%	0.48%	0.37%	0.38%	-	-	2%	-17%	0.38%	-1%	0.38%	-	-	-3%	0.42%	-	-	2%
Web CR	0.42%	0.36%	0.35%	0.44%	0.34%	0.36%	-	-	8%	-11%	0.35%	3%	0.36%	-	-	-2%	0.37%	-	-	-2%
App CR	2.79%	2.66%	3.28%	3.38%	2.81%	1.51%	-	-	-46%	-52%	2.89%	-48%	2.25%	-	-	-18%	2.78%	-	-	21%
BRS eChat																				
Gross Sales	495	587	489	582	515	517	-	-	0%	-5%	624	-17%	1,158	-	-	-21%	16,222	-	-	-19%
Chats Assisted	3,728	3,746	3,756	4,115	3,805	3,379	-	-	-11%	-11%	7,515	-55%	8,246	-	-	-49%	145,986	-	-	-28%
Close Rate	13.3%	15.7%	13.0%	14.1%	13.5%	15.3%	-	-	13%	6%	8.3%	84%	14.0%	-	-	56%	11.1%	-	-	12%
BM eChat XLOB																				
Gross Sales	69	93	59	54	45	49	-	-	9%	-21%	127	-61%	118	-	-	-59%	2,292	-	-	11%
Chats Assisted	3,795	3,500	3,650	3,732	3,471	3,398	-	-	-2%	-9%	3,988	-15%	7,880	-	-	-9%	104,529	-	-	-26%
Close Rate	1.8%	2.7%	1.6%	1.4%	1.3%	1.4%	-	-	11%	-13%	3.2%	-55%	1.5%	-	-	-55%	2.2%	-	-	51%
Activity																				
Online Channel Mix%	9.1%	8.6%	8.3%	10.5%	10.1%	10.2%	-	-	1%	8%	8.2%	24%	10.0%	-	-	15%	9.0%	-	-	9%
eShop Channel Mix%	5.3%	4.1%	4.6%	6.4%	6.0%	6.2%	-	-	3%	16%	4.6%	35%	6.1%	-	-	28%	5.0%	-	-	24%
eChat Channel Mix%	3.8%	4.4%	3.8%	4.1%	4.0%	4.0%	-	-	-1%	-2%	3.6%	9%	3.9%	-	-	-1%	4.0%	-	-	-5%
Direct Traffic Mix%	28.7%	29.8%	28.8%	23.7%	20.6%	20.6%	-	-	0%	-24%	15.0%	38%	20.7%	-	-	12%	25.9%	-	-	12%
Search Traffic Mix%	45.0%	45.8%	43.4%	42.1%	39.2%	38.7%	-	-	-1%	-12%	44.9%	-14%	39.0%	-	-	-14%	48.8%	-	-	-15%
Digital/Social Traffic Mix%	17.6%	21.9%	26.1%	33.0%	38.7%	39.1%	-	-	1%	64%	37.5%	4%	38.9%	-	-	17%	19.8%	-	-	13%
Other Traffic Mix%	8.7%	2.6%	1.7%	1.2%	1.5%	1.5%	-	-	1%	-70%	2.6%	-43%	1.5%	-	-	-45%	5.5%	-	-	223%

*YTD Traffic and CR targets are Web only Jan-Apr and Web & App May onwards.

Online Sales WE August 16

Residential – Quebec Online Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	OL%	YoY%
Bell Residential Online Gross Sales																				
Gross Sales	1,032	695	669	728	750	682	-	-	-9%	-27%	940	-27%	1,600	-	-	-24%	22,273	-	-	-8%
eShop Sales	613	363	298	381	414	375	-	-	-9%	-32%	532	-30%	890	-	-	-26%	12,578	-	-	-4%
eChat Sales(incl. XLOB)	419	332	371	347	336	307	-	-	-9%	-20%	408	-25%	710	-	-	-21%	9,695	-	-	-12%
eShop																				
Gross Sales (Web & App)	613	363	298	381	414	375	-	-	-9%	-32%	532	-30%	890	-	-	-26%	12,578	-	-	-4%
Web Sales	505	291	245	310	339	354	-	-	4%	-20%	479	-26%	770	-	-	-28%	9,984	-	-	-16%
App Sales	108	72	53	71	75	21	-	-	-72%	-80%	53	-60%	120	-	-	-6%	2,594	-	-	112%
Shop Traffic (Web & App)	87,027	75,075	82,257	105,830	121,317	126,370	-	-	4%	29%	129,099	-2%	278,062	-	-	-4%	2,929,700	-	-	2%
Web Traffic	84,565	73,170	80,626	104,238	119,363	124,318	-	-	4%	30%	127,207	-2%	273,577	-	-	-4%	2,852,231	-	-	1%
App Traffic	2,462	1,905	1,631	1,592	1,954	2,052	-	-	5%	-3%	1,892	8%	4,485	-	-	-2%	77,469	-	-	36%
Close Rate (Web & App)	0.70%	0.48%	0.36%	0.36%	0.34%	0.30%	-	-	-13%	-47%	0.41%	-28%	0.32%	-	-	-23%	0.43%	-	-	-6%
Web CR	0.60%	0.40%	0.30%	0.30%	0.28%	0.28%	-	-	0%	-38%	0.38%	-24%	0.28%	-	-	-25%	0.35%	-	-	-17%
App CR	4.39%	3.78%	3.25%	4.46%	3.84%	1.02%	-	-	-73%	-79%	2.80%	-63%	2.68%	-	-	-4%	3.35%	-	-	55%
BRS eChat																				
Gross Sales	386	306	331	303	286	286	-	-	0%	-17%	370	-23%	633	-	-	-23%	8,517	-	-	-14%
Chats Assisted	855	706	803	767	820	660	-	-	-20%	-14%	1,107	-40%	1,665	-	-	-36%	26,024	-	-	-36%
Close Rate	45.1%	43.3%	41.2%	39.5%	34.9%	43.3%	-	-	24%	-3%	33.4%	30%	38.0%	-	-	21%	32.7%	-	-	33%
BM eChat XLOB																				
Gross Sales	33	26	40	44	50	21	-	-	-58%	-47%	38	-45%	77	-	-	1%	1,178	-	-	16%
Chats Assisted	725	656	664	680	803	697	-	-	-13%	0%	699	0%	1,668	-	-	8%	18,500	-	-	-31%
Close Rate	4.6%	4.0%	6.0%	6.5%	6.2%	3.0%	-	-	-52%	-47%	5.4%	-45%	4.6%	-	-	-6%	6.4%	-	-	69%
Activity																				
Online Channel Mix%	10.6%	7.8%	8.0%	8.5%	9.0%	7.9%	-	-	-13%	-17%	9.1%	-13%	8.3%	-	-	-7%	7.9%	-	-	4%
eShop Channel Mix%	6.3%	4.1%	3.6%	4.5%	5.0%	4.3%	-	-	-13%	-23%	5.1%	-16%	4.6%	-	-	-9%	4.5%	-	-	8%
eChat Channel Mix%	4.3%	3.7%	4.5%	4.1%	4.1%	3.6%	-	-	-12%	-10%	3.9%	-10%	3.7%	-	-	-4%	3.5%	-	-	0%
Direct Traffic Mix%	22.8%	22.5%	22.6%	17.8%	15.3%	14.9%	-	-	-2%	-23%	11.9%	25%	15.1%	-	-	0%	18.6%	-	-	-3%
Search Traffic Mix%	44.7%	47.3%	44.0%	41.2%	37.8%	36.1%	-	-	-5%	-11%	42.8%	-16%	37.0%	-	-	-11%	46.8%	-	-	-11%
Digital/Social Traffic Mix%	28.2%	27.8%	31.9%	39.9%	45.7%	47.8%	-	-	4%	39%	43.4%	10%	46.7%	-	-	13%	28.5%	-	-	7%
Other Traffic Mix%	4.3%	2.4%	1.5%	1.1%	1.2%	1.2%	-	-	0%	-78%	1.9%	-34%	1.2%	-	-	-34%	6.1%	-	-	318%

*YTD Traffic and CR targets are Web only Jan-Apr and Web & App May onwards.

Online Sales WE August 16

Residential – Atlantic Online Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	OL%	YoY%
Bell Residential Online Gross Sales																				
Gross Sales	299	302	305	362	322	282	-	-	-12%	-14%	407	-31%	703	-	-	-24%	10,537	-	-	0%
eShop Sales	132	111	123	173	169	146	-	-	-14%	5%	170	-14%	355	-	-	-2%	3,947	-	-	21%
eChat Sales	167	191	182	189	153	136	-	-	-11%	-29%	237	-43%	348	-	-	-38%	6,590	-	-	-10%
eShop																				
Gross Sales	132	111	123	173	169	146	-	-	-14%	5%	170	-14%	355	-	-	-2%	3,947	-	-	21%
Close Rate	0.4%	0.4%	0.4%	0.5%	0.5%	0.4%	-	-	-18%	-7%	0.5%	-22%	0.4%	-	-	-6%	0.4%	-	-	24%
Shop Traffic	34,916	28,834	30,832	33,312	34,278	36,075	-	-	5%	13%	32,704	10%	79,363	-	-	4%	1,113,346	-	-	-2%
eChat																				
Gross Sales	167	191	182	189	153	136	233	58%	-11%	-29%	237	-43%	348	509	68%	-38%	6,590	6,007	110%	-10%
Chats Assisted	463	484	518	515	471	502	552	91%	7%	7%	657	-24%	1,097	1,206	91%	-28%	16,120	16,750	96%	-21%
Close Rate	36.1%	39.5%	35.1%	36.7%	32.5%	27.1%	42.2%	64%	-17%	-33%	36.1%	-25%	31.7%	42.2%	75%	-13%	40.9%	35.9%	114%	13%
Activity																				
Online Channel Mix%	6.9%	6.8%	6.7%	8.2%	8.1%	6.2%	-	-	-24%	-13%	7.9%	-21%	7.3%	-	-	0%	7.1%	-	-	8%
eShop Channel Mix%	3.0%	2.5%	2.7%	3.9%	4.3%	3.2%	-	-	-25%	7%	3.3%	-3%	3.7%	-	-	28%	2.6%	-	-	32%
eChat Channel Mix%	3.8%	4.3%	4.0%	4.3%	3.9%	3.0%	-	-	-23%	-27%	4.6%	-35%	3.6%	-	-	-19%	4.4%	-	-	-2%
Direct Traffic Mix%	32.4%	34.6%	33.9%	33.9%	28.5%	28.9%	-	-	1%	-12%	27.4%	5%	29.0%	-	-	5%	30.2%	-	-	-21%
Search Traffic Mix%	43.0%	49.1%	47.9%	45.9%	45.1%	45.3%	-	-	0%	-2%	61.5%	-26%	45.3%	-	-	-25%	48.7%	-	-	-3%
Digital/Social Traffic Mix%	10.2%	15.2%	17.7%	19.8%	25.9%	25.2%	-	-	-3%	46%	9.8%	156%	25.1%	-	-	138%	17.0%	-	-	59%
Other Traffic Mix%	14.3%	1.2%	0.5%	0.4%	0.5%	0.6%	-	-	31%	-83%	1.2%	-47%	0.6%	-	-	-46%	4.1%	-	-	353%

*YTD Traffic and CR targets are Web only Jan-Apr and Web & App May onwards.



Online Sales WE August 16

Residential – MTS Online Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Bell Residential Online Gross Sales																				
Gross Sales	95	87	94	108	91	65	-	-	-29%	-29%	68	-4%	180	-	-	5%	2,609	-	-	16%
eChat																				
eChat Sales	95	87	94	108	91	65	144	45%	-29%	-29%	68	-4%	180	301	60%	5%	2,609	2,723	96%	16%
Chats Assisted	288	277	302	276	280	260	392	66%	-7%	-3%	286	-9%	617	818	75%	-5%	8,521	8,931	95%	1%
Close Rate	33.0%	31.4%	31.1%	39.1%	33%	25%	37%	68%	-23%	-27%	24%	5%	29%	37%	79%	11%	31%	30%	100%	15%



Online Sales WE August 16

Virgin Mobility Online National Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
Virgin Mobility Online Gross Sales																				
Gross Sales	1,017	830	770	730	753	706	1,258	56%	-6%	-22%	975	-28%	1,634	2,656	62%	-26%	31,757	33,263	95%	-19%
eShop Sales	429	294	318	271	278	306	579	53%	10%	-14%	369	-17%	644	1,158	56%	-24%	12,613	14,723	86%	-35%
eChat Sales	588	536	452	459	475	400	679	59%	-16%	-27%	606	-34%	990	1,498	66%	-28%	19,144	18,540	103%	-2%
eShop																				
Gross Sales (Web & App)	429	294	318	271	278	306	579	53%	10%	-14%	369	-17%	644	1,158	56%	-24%	12,613	14,723	86%	-35%
Web Sales	287	189	191	162	182	172	-	-	-5%	-26%	369	-53%	385	-	-	-54%	8,775	-	-	-55%
App Sales	142	105	127	109	96	134	-	-	40%	11%	-	-	259	-	-	-	3,838	-	-	-
Shop Traffic (Web & App)	137,764	138,717	142,839	148,066	163,970	178,750	212,436	84%	9%	29%	239,665	-25%	385,880	424,669	91%	-18%	5,091,830	4,813,613	106%	7%
Web Traffic	114,931	117,095	120,505	124,585	138,634	154,758	-	-	12%	33%	239,657	-35%	329,071	-	-	-30%	4,319,216	-	-	-9%
App Traffic	22,833	21,622	22,334	23,481	25,336	23,992	-	-	-5%	8%	8	299800%	56,809	-	-	334071%	772,614	-	-	262694%
Close Rate (Web & App)	0.31%	0.21%	0.22%	0.18%	0.17%	0.17%	0.27%	63%	1%	-33%	0.15%	11%	0.17%	0.27%	61%	-7%	0.25%	0.31%	81%	-39%
Web CR	0.25%	0.16%	0.16%	0.13%	0.13%	0.11%	-	-	-15%	-45%	0.15%	-28%	0.12%	-	-	-35%	0.20%	-	-	-50%
App CR	0.62%	0.49%	0.57%	0.46%	0.38%	0.56%	-	-	47%	2%	-	-	0.46%	-	-	-	0.50%	-	-	-
Virgin Household eChat																				
Mobility Gross Sales	588	536	452	459	475	400	679	59%	-16%	-27%	606	-34%	990	1,498	66%	-28%	19,144	18,540	103%	-2%
Chats Assisted (VDS Chat Type)	2,934	2,608	2,598	2,430	2,589	2,302	3,349	69%	-11%	-16%	2,595	-11%	5,535	7,389	75%	-7%	90,654	90,606	100%	28%
Close Rate	20.0%	20.6%	17.4%	18.9%	18.3%	17.4%	20.3%	86%	-5%	-13%	23.4%	-26%	17.9%	20.3%	88%	-22%	21.1%	20.5%	103%	-24%
Activity																				
Online Channel Mix%	15.0%	14.4%	13.1%	10.8%	10.7%	9.1%	-	-	-15%	-28%	5.5%	65%	9.8%	-	-	51%	10.8%	-	-	27%
eShop Channel Mix%	6.3%	5.1%	5.4%	4.0%	4.0%	4.0%	-	-	0%	-21%	2.1%	89%	3.9%	-	-	57%	4.3%	-	-	1%
eChat Channel Mix%	8.7%	9.3%	7.7%	6.8%	6.8%	5.2%	-	-	-24%	-32%	3.4%	51%	5.9%	-	-	48%	6.5%	-	-	53%
Direct Traffic Mix%	39.2%	42.0%	41.2%	40.6%	37.5%	44.4%	-	-	18%	13%	17.5%	154%	40.9%	-	-	117%	30.8%	-	-	-9%
Search Traffic Mix%	50.1%	44.7%	47.3%	46.4%	47.5%	41.3%	-	-	-13%	-16%	40.9%	1%	44.7%	-	-	0%	46.8%	-	-	-3%
Digital/Social Traffic Mix%	7.4%	8.5%	8.8%	9.3%	12.1%	11.4%	-	-	-6%	53%	35.6%	-68%	11.6%	-	-	-64%	17.3%	-	-	43%
Other Traffic Mix%	3.3%	4.7%	2.6%	3.7%	2.9%	3.0%	-	-	2%	-33%	6.0%	-51%	2.9%	-	-	-33%	5.1%	-	-	-6%
Error Rate%																				
App Existing Customer Error Rate%	18.0%	23.4%	18.8%	5.8%	11.6%	7.0%	-	-	-40%	-59%	18.0%	-61%	8.6%	-	-	-88%	20.0%	-	-	-24%
App New Customer Error Rate%	28.7%	6.1%	11.1%	5.9%	5.0%	13.0%	-	-	162%	5%	0.0%	-	9.0%	-	-	-55%	21.6%	-	-	8%
Web Existing Customer Error Rate%	1.2%	1.5%	1.4%	2.1%	1.4%	0.4%	-	-	-73%	-68%	0.0%	-	0.9%	-	-	-	1.1%	-	-	-37%
Web New Customer Error Rate%	0.0%	1.5%	1.1%	0.2%	1.0%	0.7%	-	-	-28%	32%	0.0%	-	0.7%	-	-	-	0.7%	-	-	-61%

*YTD Traffic and CR targets are Web only Jan-Apr and Web & App May onwards.

Online Sales WE August 16

Virgin Residential Online National Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	OL%	YoY%
Virgin Residential Online Gross Sales																				
Gross Sales	377	306	247	291	298	363	385	94%	22%	-10%	633	-43%	730	863	85%	-47%	13,897	15,843	88%	-30%
eShop Sales	191	98	28	40	82	183	118	155%	123%	7%	367	-50%	277	262	106%	-65%	7,418	9,049	82%	-36%
eChat Sales	186	208	219	251	216	180	268	67%	-17%	-22%	266	-32%	453	601	75%	-23%	6,479	6,794	95%	-21%
eShop																				
Gross Sales(Web)	191	98	28	40	82	183	118	155%	123%	7%	367	-50%	277	262	106%	-65%	7,418	9,049	82%	-36%
Shop Traffic(Web)	76,901	73,614	90,114	91,506	80,946	81,793	112,927	72%	1%	-2%	81,849	0%	186,513	251,302	74%	-1%	2,423,523	2,520,606	96%	15%
Close Rate(Web)	0.25%	0.13%	0.03%	0.04%	0.10%	0.22%	0.10%	214%	121%	9%	0.45%	-50%	0.15%	0.10%	142%	-65%	0.31%	0.36%	85%	-44%
Virgin Household eChat																				
Residential Gross Sales	186	208	219	251	216	180	268	67%	-17%	-22%	266	-32%	453	601	75%	-23%	6,479	6,794	95%	-21%
Chats Assisted (VIS Chat Type)	924	881	953	971	985	746	980	76%	-24%	-23%	2,518	-70%	1,984	2,200	90%	-68%	27,136	27,074	100%	-34%
Close Rate	20.1%	23.6%	23.0%	25.8%	21.9%	24.1%	27.3%	88%	10%	1%	10.6%	128%	22.8%	27.3%	84%	138%	23.9%	25.1%	95%	20%
Activity																				
Online Channel Mix%	11.3%	9.4%	8.3%	9.7%	9.8%	11.9%	-	-	22%	-1%	14.9%	-20%	10.5%	-	-	-29%	13.2%	-	-	-18%
eShop Channel Mix%	5.7%	3.0%	0.9%	1.3%	2.7%	6.0%	-	-	123%	17%	8.6%	-30%	4.0%	-	-	-53%	7.1%	-	-	-25%
eChat Channel Mix%	5.6%	6.4%	7.4%	8.3%	7.1%	5.9%	-	-	-17%	-15%	6.2%	-5%	6.5%	-	-	3%	6.2%	-	-	-8%
Direct Traffic Mix%	35.8%	34.7%	26.9%	24.9%	25.8%	26.4%	-	-	2%	8%	14.2%	86%	26.4%	-	-	93%	16.2%	-	-	-9%
Search Traffic Mix%	37.9%	39.5%	39.4%	38.3%	31.9%	29.4%	-	-	-8%	-24%	43.9%	-33%	31.3%	-	-	-24%	40.5%	-	-	-2%
Digital/Social Traffic Mix%	23.6%	23.8%	31.9%	35.1%	40.1%	42.1%	-	-	5%	22%	39.3%	7%	40.3%	-	-	-6%	39.5%	-	-	4%
Other Traffic Mix%	2.8%	2.0%	1.8%	1.6%	2.2%	2.0%	-	-	-7%	-12%	2.5%	-19%	2.1%	-	-	-1%	3.9%	-	-	22%
Error Rate%																				
Web Existing Customer Error Rate%	13.1%	8.9%	6.5%	11.0%	10.2%	5.4%	-	-	-47%	-50%	13.3%	-59%	6.9%	-	-	-48%	11.7%	-	-	-4%
Web New Customer Error Rate%	25.5%	13.4%	18.8%	27.1%	28.2%	27.7%	-	-	-1%	13%	19.2%	44%	27.4%	-	-	52%	21.2%	-	-	32%



Online Sales WE August 16

Lucky Mobility Online National Overview

	Previous Weeks					Current Week					2024		August MTD				August YTD			
	WE 12JUL	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	OL%	YoY%	YTD	Aug OL	OL%	YoY%
Lucky Mobility Online Gross Sales																				
Gross Sales	3,538	3,184	2,993	4,188	4,359	4,782	-	-	10%	29%	3,376	42%	10,289	-	-	31%	124,775	-	-	27%
Shop Traffic(Web)	49,504	59,584	61,887	75,884	83,425	89,212	-	-	7%	56%	57,138	56%	195,209	-	-	48%	1,576,487	-	-	6%
Close Rate	7.1%	5.3%	4.8%	5.5%	5.2%	5.4%	-	-	3%	-17%	5.9%	-9%	5.3%	-	-	-11%	7.9%	-	-	20%
Online Channel Mix%	11.6%	10.3%	10.0%	11.8%	15.0%	15.4%	-	-	3%	28%	12.5%	23%	14.7%	-	-	20%	13.1%	-	-	4%
Direct Traffic Mix%	4.0%	3.4%	3.2%	3.1%	2.8%	3.2%	-	-	14%	-11%	25.2%	-87%	3.0%	-	-	-89%	15.5%	-	-	-43%
Search Traffic Mix%	59.7%	48.7%	46.7%	45.0%	43.6%	41.6%	-	-	-5%	-21%	54.6%	-24%	43.0%	-	-	-18%	57.6%	-	-	-2%
Digital/Social Traffic Mix%	7.9%	26.5%	28.5%	32.4%	31.9%	34.0%	-	-	7%	74%	18.2%	87%	33.0%	-	-	69%	12.1%	-	-	4%
Other Traffic Mix%	28.4%	21.4%	21.6%	19.5%	21.7%	21.2%	-	-	-2%	-12%	1.9%	1002%	21.1%	-	-	992%	14.7%	-	-	496%
Shop (New Members/Logged-Out)																				
Gross Sales	860	855	781	1,146	1,202	1,332	-	-	11%	36%	699	91%	2,819	-	-	88%	41,130	-	-	129%
Shop Traffic(Web)	41,950	52,167	54,474	67,115	75,481	81,237	-	-	8%	64%	47,162	72%	176,700	-	-	63%	1,302,845	-	-	11%
Close Rate	2.1%	1.6%	1.4%	1.7%	1.6%	1.6%	-	-	3%	-17%	1.5%	11%	1.6%	-	-	16%	3.2%	-	-	108%
Shop (Existing Members/Logged-In)																				
Gross Sales	2,678	2,329	2,212	3,042	3,157	3,450	-	-	9%	27%	2,677	29%	7,470	-	-	18%	83,645	-	-	5%
Shop Traffic(Web)	7,554	7,417	7,413	8,769	7,944	7,975	-	-	0%	2%	9,976	-20%	18,509	-	-	-20%	273,642	-	-	-10%
Close Rate	35.5%	31.4%	29.8%	34.7%	39.7%	43.3%	-	-	9%	24%	26.8%	61%	40.4%	-	-	47%	30.6%	-	-	16%



Online Sales WE August 16

Small Business Online National Overview

	Previous Weeks				Current Week					2024		August MTD				August YTD			
	WE 19JUL	WE 26JUL	WE 02AUG	WE 09AUG	WE 16AUG	Aug OL	% to OL	WoW%	8 Wk Var %	SW LY	YoY%	MTD	Aug OL	Var Aug OL%	YoY%	YTD	Aug OL	Var Aug OL%	YoY%
SMB Online Overall Sales																			
Gross Sales	84	111	100	134	94	-	-	-30%	-14%	90	4%	236	-	-	24%	3,997	-	-	2%
Wireless Sales	49	58	52	63	43	-	-	-32%	-16%	6	617%	112	-	-	367%	1,671	-	-	63%
Wireline Sales	35	53	48	71	51	-	-	-28%	-13%	84	-39%	124	-	-	-25%	2,326	-	-	-20%
Small Business Mobility eShop																			
Gross Sales(Web)	6	11	12	5	7	-	-	40%	-25%	-	-	17	-	-	-	169	-	-	-
Shop Traffic(Web)	179	160	182	162	204	-	-	26%	20%	0	-	418	-	-	-	3,277	-	-	-
Close Rate(Web)	3.35%	6.88%	6.59%	3.09%	3.43%	-	-	11%	-38%	-	-	4.07%	-	-	-	5.16%	-	-	-
Small Business eChat																			
Gross Sales	78	100	88	129	87	95	92%	-33%	-13%	90	-3%	219	193	113%	15%	3,828	3,591	107%	-3%
Wireless Gross Sales	43	47	40	58	36	16	225%	-38%	-14%	6	500%	95	33	292%	296%	1,502	776	193%	46%
Wireline Gross Sales	35	53	48	71	51	79	64%	-28%	-13%	84	-39%	124	161	77%	-25%	2,326	2,815	83%	-20%
Total Chat Assisted	120	-	-	-	-	381	-	-	-	361	-	-	775	-	-	10,066	11,251	89%	-24%
Wireless Chats Assisted	17	-	-	-	-	-	-	-	-	48	-	-	-	-	-	1,421	-	-	3%
Wireline Chats Assisted	103	-	-	-	-	-	-	-	-	313	-	-	-	-	-	8,645	-	-	-27%
Total Close Rate	65.0%	-	-	-	-	25.0%	-	-	-	24.9%	-	-	25.0%	-	-	38.0%	31.9%	119%	28%
Wireless Close Rate	252.9%	-	-	-	-	-	-	-	-	12.5%	-	-	-	-	-	105.7%	-	-	41%
Wireline Close Rate	34.0%	-	-	-	-	-	-	-	-	26.8%	-	-	-	-	-	26.9%	-	-	10%
Small Business Mobility Activity																			
Direct Traffic Mix%	51.4%	51.3%	62.1%	50.0%	49.0%	-	-	-2%	-10%	-	-	51.0%	-	-	-	52.0%	-	-	-
Search Traffic Mix%	39.7%	40.6%	33.0%	38.3%	38.2%	-	-	0%	4%	-	-	37.6%	-	-	-	37.5%	-	-	-
Digital/Social Traffic Mix%	6.7%	7.5%	2.7%	6.8%	8.3%	-	-	23%	31%	-	-	6.9%	-	-	-	6.5%	-	-	-
Other Traffic Mix%	2.2%	0.6%	2.2%	4.9%	4.4%	-	-	-11%	81%	-	-	4.5%	-	-	-	4.1%	-	-	-
Error Rate%																			
Web Customer Error Rate%	5.7%	0.0%	0.0%	2.1%	4.9%	-	-	131%	160%	0.0%	-	3.2%	-	-	-	2.7%	-	-	-