

WHY INVEST IN TELUS

INVEST IN THE COMPANY THAT INVESTS IN PEOPLE

Putting customers first

Focusing relentlessly on delivering exceptional customer experiences to further differentiate our competitive position

Proven growth strategy

Driving profitable revenue and customer growth through the collective efforts of our highly engaged team

Commitment to operational efficiency

Amplifying our cost efficiency efforts and enhancing our effectiveness in serving our growing customer base

Our social purpose

Leveraging our technology to create meaningful outcomes for the benefit of our customers and communities

Technology leadership

Enhancing our world-class broadband networks to elevate the customer experience, enhance reliability and sustain future growth

Disciplined capital allocation

Balancing investments to support long-term growth with returning capital to shareholders

Robust shareholder returns

Delivering on our multi-year dividend growth model by returning more than \$1.2 billion to our shareholders in 2018

Strong financial profile

Maintaining a strong balance sheet and investment grade credit ratings, enabling ready access to capital markets

Transparent disclosure

Providing award-winning financial, corporate governance and sustainability disclosure



the future is friendly®

telus.com/annualreport
telus.com/rapportannuel