Guidelines for the Quebecor Fund's Selection of Programs

QUEBECOR FUND

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1. ABOUT THE QUEBECOR FUND

Founded in 1999, the Quebecor Fund's mission is to support the development, production, marketing and exportation of high-quality content, as well as its distribution on various platforms.

The Quebecor Fund was created through Videotron Ltd., which provides over seven million dollars annually in broadcasting distribution undertaking contributions to the Canadian industry.

To date, through the **Television Production Assistance Program**, the '**Creation of Intellectual property Support Component**', and the '**Production of Intellectual Property for the International Market Support Component**' — and through the **Film Production Assistance Program**, the Quebecor Fund has helped producers and distributors produce numerous high-quality projects that have been broadcast on over 40 different Canadian networks and over 30 international networks. Please refer to our list of funded projects and producer for further information.

Furthermore, through its **Export Assistance Program** (EXAP), the Quebecor Fund also supports initiatives aimed at developing and marketing audiovisual content adapted to markets outside of Quebec and internationally.

The Quebecor Fund, a non-profit organization (NPO), is a private fund incorporated under the Canada Not-for-profit Corporations Act. Any recovery of equity investment and loans, as well as all return on investment and financing fees are reinvested in the Fund.

BOARD OF DIRECTORS

The Board of Directors is comprised of six (6) members from the media, entertainment and communications industry. The number of board members from the broadcasting distribution undertaking, Videotron, is limited to a maximum of one third of the total number of directors. The Board of Directors makes all decisions regarding the Quebecor Fund, including its general policy, and in doing so, takes into account the guidelines specified on its website. The Board of Directors bears sole responsibility for its decisions regarding financing. The Quebecor Fund's day-to-day business activities are managed by one of the directors, who is designated by the Board.

2. PROGRAMS

The Quebecor Fund currently manages three main programs :

- The Television Production Assistance Program, comprising two components:
  - Creation of Intellectual Property Support
  - Production of Intellectual Property Intended for International Markets Support
- The Film Production Assistance Program
- The Export Assistance Program (EXAP)

For more information regarding the program's main guidelines, please refer to the tables attached to the end of each program and component description.

GENERAL RULES

General Eligibility Criteria

Applicants must have a legal personality operating in Quebec or Canada, depending on the program, be under Quebec or Canadian control, and have a head office in Quebec or Canada.

The applicant must hold all rights permitting the development, production, broadcasting and distribution of the production, and have a permanent financial interest in the project. To demonstrate that this requirement is respected, the applicant must provide the Quebecor Fund with the chain of intellectual property rights.

In the case of a co-production, the sum of the rights of each co-producer must total all the rights of any nature, including copyright, to permit the development, production, broadcasting and distribution of the production, without any time or territorial restrictions. The chain of intellectual property must demonstrate that this requirement is respected.

An international co-production approved by Telefilm Canada/SODEC as a co-production subject to a formal agreement, is eligible if all other criteria established by the Quebecor Fund are met.

Projects or business models for which a financial contribution is requested may come from either one or several producers, distributors or broadcasters, as long as the project, whether for television, film or multi-platform, is dealt with as a single project and that a single application is filed with the Quebecor Fund. Moreover, if a project is filed as a co- production or partnership, a single representative must be given full authority in dealing with the Quebecor Fund. Throughout the process, any transmission of documents must combine and include all aspects of the project.

The project must be produced by Canadian artists, with the acknowledgment that the production must obtain the certification of Canadian Production as established by the accreditation system of the Canadian Radio-television and Telecommunications Commission (CRTC).

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2. PROGRAMS (CONTINUED)

To be eligible for a financial contribution, the applicant must prove that a programming undertaking (PU) has acquired or will acquire (in the case of an EXAP) a broadcasting licence, in accordance with industry standards, and submit a written commitment by the PU to the Quebecor Fund indicating that it will broadcast the production in Canada within two (2) years of the production end date. The payment of the licence must be made entirely in cash and may not be paid in part in services.

Sports programming projects (CRTC category 6); current affairs-type reports (CRTC category 3) and news programming (CRTC category 1); promotional projects, such as infomercials and editorial advertising, internal content projects and other promotional interlude programming commonly used by PUs.

The Quebecor Fund has established a permanent funding allocation for producers in Official Language Minority Communities (OLMC) and producers representing Canadians from diverse communities.

This allocation corresponds to 10% of the regulatory contributions received from its BDU Vidéotron, as well as contributions from online audiovisual companies. This allocation will be distributed 50% to OLMC producers and 50% to producers representing diverse communities, as per CRTC requirements.

DEFINITIONS

Official Language Minority Community

An Official Language Minority Community (OLMC) is a group of people whose chosen language is one of the official languages of Canada, but not the majority language spoken in its province or territory — namely, French-speaking communities living outside Quebec.

Communities reflecting diversity

Communities reflecting diversity refers to the following communities (defined separately below): a) Indigenous Peoples of Canada (i.e., First Nations, Inuit, and Métis Nation communities). b) Racialized Communities (i.e., Afro-descendant or Black people and non-white or non-European people); c) members of the 2SLGBTQ+ community; and d) people with disabilities.

2. PROGRAMS (CONTINUED)

Production Rules

The Quebecor Fund logo and a credit referring to the financial support of the Quebecor Fund, as specified in many financial agreements, must appear, if applicable, in the television program credits, feature film credits, on the website, within all multi-platform components, and in all of the production's advertising and promotional material.

QUEBECOR
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Please visit our website to download different versions of the Quebecor Fund logo: *fondsquebecor.ca/en/logo/*

Administrative Procedures

All completed applications will be evaluated as soon as possible, approximately within eight (8) weeks of the official filing date if applicable.

Applications will be evaluated based on program guidelines, content quality, the proposed project's creative, multi-platform, interactive, technical and financial aspects, its marketing plan, and its multi-platform distribution, among other things.

The Quebecor Fund's Board of Directors has complete discretion regarding the interpretation of the program guidelines as well as the evaluation and analysis of applications. The Quebecor Fund has no obligation whatsoever to justify or motivate its decision to refuse an application. The Quebecor Fund will not comment publicly on the reasons behind its refusal of an application unless legally obligated to do so.

An applicant whose project is approved by the Board must, within ninety (90) days of acknowledging said decision, complete a definitive version of the project's financing. If said definitive financing is not completed within this period, the Quebecor Fund's contribution may be cancelled, at the sole discretion of the Board of Directors.

An applicant whose project has been accepted for funding must sign an agreement with the Quebecor Fund. No obligation can be imposed upon the Quebecor Fund until said agreement is signed. The agreement will establish the conditions for the Quebecor Fund's financial contribution, and the Quebecor Fund's obligations will be limited to those expressly provided for in the agreement.

The Quebecor Fund reserves the right to request and obtain a copy of the completed production, at the producer's expense.

An audited statement of production costs, if applicable, must be sent to the Quebecor Fund at the end of the production's first complete financial year.

2. PROGRAMS (CONTINUED)

Confidentiality Agreement

Once an application has been filed, the Quebecor Fund will have access to information about the applicant's activities and certain information will be considered confidential, whether it is identified as 'confidential' or not (hereinafter '**Confidential Information**'). Therefore, the Quebecor Fund, its representatives and employees agree, directly or indirectly, not to disclose, communicate or use the Confidential Information received in any way. Notwithstanding the foregoing, the Quebecor Fund may disclose the Confidential Information to its legal and financial advisors or other persons with whom it does business, however, the Quebecor Fund will obtain a similar confidentiality agreement from said persons.

3. TELEVISION PRODUCTION ASSISTANCE PROGRAM

The Television Production Assistance Program comprises two components:

- **Creation of Intellectual Property Support**
- **Production of Intellectual Property Intended for International Markets Support**

3.1 CREATION OF INTELLECTUAL PROPERTY SUPPORT

A. Objectives

Through this component of the Television Production Assistance Program, the Quebecor Fund aims to support the creation of intellectual property in adapting a television series as a format or developing Canadian television formats or concepts from an original idea.

B. Criteria for Eligibility

Applicants must satisfy the following criteria :

- First category, the regular funding envelope: The applicant must have legal status in Quebec, be Quebec-controlled, and be headquartered in Quebec;
- Second category, the diversity funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there. The applicant must also inform us that he is part of one of the communities reflecting diversity, as recognized by the CRTC (see definition in the general rules);
- Third category, the funding envelope for OLMC: the applicant must first have a legal entity operating in Canada, be under Canadian control and have his head office there. In addition, the applicant must operate in an official language minority community (OLMC) (see definition in the general rules);
- The applicant's main activity must be the production of audiovisual programming. The Quebecor Fund will give priority to producers with significant experience in their sector of activities;
- The applicant must demonstrate good financial standing and relevant experience to produce the project outlined in the application;
- The project must comprise the production of quality content programs for television to be broadcast by a a French-language Canadian broadcaster recognized by the CRTC;
- The project must be in development for foreign markets;
- The project must have received financial commitment for development for foreign markets from a recognized CRTC-Canadian French-language broadcaster;
- Special attention will be paid to projects showing a export potential.

3. TELEVISION PRODUCTION ASSISTANCE PROGRAM (CONTINUED)

C. Financial Contribution and Recovery Terms

- The maximum contribution from the Quebecor Fund for each eligible project is **$300,000**, subject to the following elements and specificities for each component
- The Quebecor Fund's contribution will not exceed 75% of the direct cost for creating or adapting a format/concept intended for the international market.
- Producers' fees and all traditional development costs for the national market, and which are covered by other government funding programs, are excluded from expenses.
- The Quebecor Fund's contribution, as an investment, is fully refundable on the first of the following: on the first day of filming up to 100% and/or from profit generated by exporting the project, in shared profits, in compliance with the recovery terms on a "pari passu" basis.

D. Filing an Application

All applications made to the Quebecor Fund must be duly filed within the specified deadlines, and must be submitted electronically (by email to info@fondsquebecor.ca, via Dropbox, WeTransfer or any other platform of your choice), for the attention of Mr. Serge Thibaudeau, Chief Executive Officer.

The electronic application deadlines for the **Television Production Assistance Program** are on on the first business day following **April 1 and October 1** of each calendar year, at **5:00 PM**, unless otherwise specified on the website.

You can obtain the most recent application forms on our website: *www.quebecorfund.ca*.

TELEVISION PRODUCTION ASSISTANCE PROGRAM
CREATION OF INTELLECTUAL PROPERTY SUPPORT

APPLICANT ELIGIBILITY CRITERIA

1. First category, the regular funding envelope: The applicant must have legal status in Quebec, be Quebec-controlled, and be headquartered in Quebec.
2. Second category, the diversity funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there. The applicant must also inform us that he is part of one of the communities reflecting diversity, as recognized by the CRTC (see definition in the general rules).
3. Third category, the funding envelope for OLMC: the applicant must first have a legal entity operating in Canada, be under Canadian control and have his head office there. In addition, the applicant must operate in a minority official language community (OLMC) (see definition in the general rules).
4. The applicant's main activity must be the production of audiovisual programming.
5. The Quebecor Fund will give priority to producers with significant experience in their sector of activities.

PROJECT ELIGIBILITY CRITERIA

Projects must include the following aspects:

1. The production of quality content programs for television in French, English and/or Aboriginal languages, broadcast by a Canadian French-language broadcaster recognized by the CRTC.
2. The adaptation of a television series as a format or the development of Canadian television formats or concepts from an original idea.
3. The project must be in development for foreign markets.
4. The project must have received financial commitment for development for foreign markets from a CRTC-recognized Canadian French-language broadcaster.

FINANCIAL CONTRIBUTION AND RECOVERY TERMS

1. The maximum contribution for each project is $ **300,000**.
2. The Quebecor Fund's contribution will not exceed 75% of the direct cost for creating or adapting a format/concept intended for international markets.
3. Producers' fees and all traditional development costs for the national market, and which are covered by other government funding programs, are excluded from expenses.
4. The Quebecor Fund's contribution, as an investment, is fully refundable on the first of the following: on the first day of filming up to 100% and/or from profit generated by exporting the project, in shared profits, in compliance with the recovery terms on a "pari passu" basis.

APPLICATION FILING DEADLINES

Electronic applications only: the first business day following October 1 and April 1 each calendar year, at 5:00 PM, unless otherwise specified on the website.

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3. TELEVISION PRODUCTION ASSISTANCE PROGRAM (CONTINUED)

3.2 PRODUCTION OF INTELLECTUAL PROPERTY INTENDED FOR INTERNATIONAL MARKETS SUPPORT

A. Objectives

Through this component, the Quebecor Fund aims to increase the value of some live-action fictional television series and documentary series productions by empowering them to conquer the international market, rather than the domestic market.

To obtain an investment through this component, producers and broadcaster must show the predicted investment growth for the project. Investment from the Quebecor Fund will enable successful applicants to increase the overall budget of their project and benefit from tax credits.

B. Criteria for Eligibility

Applicants must satisfy the following criteria:

- First category, the regular funding envelope: The applicant must have legal status in Quebec, be Quebec-controlled, and be headquartered in Quebec;
- Second category, the diversity funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there. The applicant must also inform us that he is part of one of the communities reflecting diversity, as recognized by the CRTC (see definition in the general rules);
- Third category, the funding envelope for OLMC: the applicant must first have a legal entity operating in Canada, be under Canadian control and have his head office there. In addition, the applicant must operate in an official language minority community (OLMC) (see definition in the general rules);
- The applicant's main activity must be audiovisual production. The Quebecor Fund will give priority to producers with significant experience in their sector of activities, including the exportation of intellectual property;
- The applicant must demonstrate good financial standing and relevant experience to produce the project outlined in the application;
- The applicant must have secured financial commitment for foreign markets from a French-language Canadian broadcaster recognized by the CRTC;
- The applicant must file a project whose first broadcast date is later than the deadline for filing the application;
- The applicant must have fully completed its financial structure for the domestic market;
- The project must comprise the production of high-quality live-action fictional television series or documentary series for the international market;
- The applicant must be able to show investment growth for both the producer and the broadcaster that goes beyond their financial structure for the domestic market.

3. TELEVISION PRODUCTION ASSISTANCE PROGRAM (CONTINUED)

The Quebecor Fund will consider the following elements as favourable selecting projects in which to invest:

- The project shows an exportation potential;
- The project demonstrates the applicant's willingness to take risks and their entrepreneurial spirit;
- Budget for an M&E track (Music & Effects) and the clearing of music rights;
- Financial support from an international distributor could lead to additional investment, on a case-by-case basis.

C. Financial Contribution and Recovery Terms

- Regarding the production of live-action fictional television series, the maximum investment from the Quebecor Fund for each eligible project will be $300,000 for the applicant's entry into international markets. It will not exceed 6% of the planned financing package for the domestic market;
- Regarding the production of documentary series, the maximum investment from the Quebecor Fund for each eligible project will be $300,000 for the applicant's entry into international markets. The planned financing package for the domestic market must be at least $750,000 and investment from the Quebecor Fund will not exceed 20% of the planned financing package for the domestic market;
- Furthermore, investments from the Quebecor Fund for the Production of Intellectual Property component will not exceed 75% of the agreed-to investment growth for the applicant's entry into international markets, including additional participations from the producer and broadcaster, but excluding tax credits and the Program for television production bonus in production value of SODEC and distributor's investment;
- Investments obtained through the program are entirely refundable. Once the investment has been repaid, the Quebecor Fund will share in profits generated by exporting the project, in compliance with the recovery terms on a "pari passu" basis with all partners.

D. Filing an Application

All applications made to the Quebecor Fund must be duly filed by the deadlines shown below, and must be submitted electronically (by email to info@fondsquebecor.ca, via Dropbox, WeTransfer or any other platform of your choice), for the attention of Mr. Serge Thibaudeau, Chief Executive Officer.

The electronic application deadlines for the **Television Production Assistance Program** are on the first business day following April 1 and October 1 of each calendar year at **5:00 PM**, unless otherwise specified on the website.

You can obtain the most recent application forms on our website: *www.quebecorfund.ca*.

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TELEVISION PRODUCTION ASSISTANCE PROGRAM
PRODUCTION OF INTELLECTUAL PROPERTY INTENDED FOR INTERNATIONAL MARKETS SUPPORT

APPLICANT ELIGIBILITY CRITERIA

1. First category, the regular funding envelope: The applicant must have legal status in Quebec, be Quebec-controlled, and be headquartered in Quebec;
2. Second category, the diversity funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there. The applicant must also inform us that he is part of one of the communities reflecting diversity, as recognized by the CRTC (see definition in the general rules);
3. Third category, the funding envelope for OLMC: the applicant must first have a legal entity operating in Canada, be under Canadian control and have his head office there. In addition, the applicant must operate in an official language minority community (OLMC) (see definition in the general rules);
4. The applicant's main activity must be audiovisual production. The Quebecor Fund will give priority to producers with significant experience in their sector of activities, including the exportation of intellectual property;
5. The applicant must demonstrate good financial standing and relevant experience to produce the project outlined in the application.

PROJECT ELIGIBILITY CRITERIA

Projects must include the following aspects:

1. The applicant must have secured financial commitment for foreign markets from a French-language Canadian broadcaster recognized by the CRTC;
2. The applicant must file a project of fictional television series whose first broadcast date is later than the deadline for filing the application;
3. The applicant must have fully completed its financial structure for the domestic market;
4. The project must comprise the production of high-quality live-action fictional television series or documentary series for the international market;
5. The applicant must be able to show investment growth for both the producer and the recognized French-language television broadcaster that goes beyond their financial structure for the domestic market.

The Quebecor Fund will consider the following elements as favourable selecting projects in which to invest:

1. The project shows an exportation potential;
2. The project demonstrates the applicant's willingness to take risks and their entrepreneurial spirit;
3. Budget for an M&E track (Music & Effects) and the clearing of music rights;
4. Financial support from an international distributor could lead to additional investment, on a case-by-case basis.

TELEVISION PRODUCTION ASSISTANCE PROGRAM
PRODUCTION OF INTELLECTUAL PROPERTY INTENDED FOR INTERNATIONAL MARKETS SUPPORT

FINANCIAL CONTRIBUTION AND RECOVERY TERMS

1. Regarding the production of live-action fictional television series, the maximum investment from the Quebecor Fund for each eligible project will be $300,000 for the applicant's entry into international markets. It will not exceed 6% of the planned financing package for the domestic market;
2. Regarding the production of documentary series, the maximum investment from will be $300,000 for the applicant's entry into international markets. The planned financing package for the domestic market must be at least $750,000 and investment from the Quebecor Fund will not exceed 20% of the planned financing package for the domestic market;
3. Furthermore, investments from the Quebecor Fund for the Production of Intellectual Property component will not exceed 75% of the agreed-to investment growth for the applicant's entry into international markets, including additional participations from the producer and broadcaster, but excluding tax credits and the Program for television production bonus in production value of SODEC and distributor's investment;
4. Investments obtained through the program are entirely refundable. Once the investment has been repaid, the Quebecor Fund will share in profits generated by exporting the project, in compliance with the recovery terms on a "pari passu" basis with all partners.

APPLICATION FILING DEADLINES

Electronic applications only: the first business day following October 1 and April 1 each calendar year at 5:00 PM, unless otherwise specified on the website.

4. THE FILM PRODUCTION ASSISTANCE PROGRAM

A. Objectives

The Quebecor Fund's Film Production Assistance Program, together with the industry's stakeholders, aims to:

- Support the production of French-language Canadian feature films;
- Support the multi-platform distribution of feature films, and in particular foster integrated marketing strategies from the development stage with an interactive marketing component;
- Permit creative and production teams to produce a final product as close to their initial creative vision as possible;
- Promote return on investment to increase its scope of assistance to producers and distributors.

B. Criteria for Eligibility

Applicants must satisfy the following criteria:

- The applicant's main activities must include film production. The Quebecor Fund will give priority to producers with significant experience in their respective sector of activities;

- The applicant must demonstrate good financial standing and relevant experience to produce the project outlined in the application;

- The application for funding must be jointly submitted by the producer and the distributor. The producer must have produced at least two (2) feature films. The distributor must be recognized by Telefilm Canada;

- For financing the production of an animated film, the application must be jointly submitted by the producer and the distributor who holds the distribution rights for the film outside Quebec and/or for the Quebec market.

Production Assistance

- The applicant must obligatorily:

1) have found a minimum of 90% of its financing budget and, preferably, have some financial support from SODEC and/or TELEFILM ;

OR

2) have completed at least 75% of filming if the project has never been previously submitted to the Quebecor Fund and provide a copy of a first film edit, a project previously submitted to the Quebecor Fund but not retained may be eligible for application during the production stage.

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4. THE FILM PRODUCTION ASSISTANCE PROGRAM (CONTINUED)

- The project must include the following:

    1) the production of a French-language Canadian feature film with an issued distribution licence and a broadcasting licence by a CRTC-recognized French-language Canadian PU;

    2) an interactive marketing plan;

    3) a production budget over $1,500,000.

- The application must be submitted:

    1) during the development or pre-production stage and before signing any formal agreements with institutions such as SODEC or TELEFILM Canada;

OR

    2) during production, when filming is 75% or more completed.

Interactive Marketing Assistance

Besides encouraging revenue from ticket sales (box office), the program promotes marketing strategies that support initiatives encouraging the visibility of a feature film after its theatrical release (e.g. for the promotion of video on demand) or film promotion in foreign markets (e.g. an independent 'the making of' production).

C.Financial Contribution

The Quebecor Fund's contribution to eligible projects is refundable financial assistance divided into two elements:

- **A supplement to the guaranteed minimum**. The Quebecor Fund's contribution for each eligible project can reach a maximum of $200,000, as a supplement to the distributor's guaranteed minimum. This contribution does not exceed 10% of the production budget;

- **A supplement to marketing costs**. An additional contribution of up to $40,000 will be paid for an interactive marketing strategy, subject to the distributor's contribution of an equal amount. All media placement amounts must be spent exclusively on Canadian media.

The total amount will be paid directly to the distributor upon signing the contract. The distributor agrees to pay the total amount granted as a supplement of the minimum amount guaranteed, less administration costs of no more than three (3) percent of said amount, by the first day of filming at the latest.

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4. THE FILM PRODUCTION ASSISTANCE PROGRAM (CONTINUED)

D. Filing an Application

All applications made to the Quebecor Fund must be duly filed within the specified deadlines indicated below, and must be submitted electronically (by email to info@fondsquebecor.ca, via Dropbox, WeTransfer or another platform of your choice), for the attention of Mr. Serge Thibaudeau, Chief Executive Officer.

Application deadline dates for the Film Production Assistance Program are usually towards the end of January and end of May/beginning of June of each year. Please periodically check our website for future applications.

You can obtain the most recent application forms on our website: *www.quebecorfund.ca*.

THE FILM PRODUCTION ASSISTANCE PROGRAM

APPLICANT ELIGIBILITY CRITERIA

1. Both the producer and the distributor must submit the application;
2. The applicant's main activities must include film production. The producer must have previously produced at least two (2) feature films;
3. The Quebecor Fund will give priority to producers with significant experience in their sector of activities;
4. The distributor must be recognized by Telefilm Canada.

PROJECT ELIGIBILITY CRITERIA

The project must include the following aspects:

1. The production of a French-language Canadian feature film with an issued distribution licence and a broadcasting licence by a CRTC-recognized French-language Canadian PU;
2. An interactive marketing plan;
3. A production budget of over $1,500,000;

    - The applicant must have: found a minimum of 90% of its financing budget and, preferably, have some financial support from SODEC and/or TELEFILM;

    OR

    - completed at least 75% of filming if the project has never been previously submitted to the Quebecor Fund and provide a copy of a first film edit, a project previously submitted to the Quebecor Fund but not retained may be eligible for application during the production stage;
    - The application must be submitted: during the development or pre-production stage and before signing any formal agreements with institutions such as SODEC or TELEFILM Canada;

    OR

    - during production, when filming is 75% or more completed.

FINANCIAL CONTRIBUTION

1. The financial contribution is refundable and is divided into two elements;
2. The contribution can reach a maximum of $200,000 or 10% of the production budget and constitutes a supplement to the guaranteed minimum. The distributor may deduct up to 5% of this amount as administration costs;
3. An additional contribution of up to $40,000 will be paid for an interactive marketing strategy, subject to the distributor's contribution of an equal amount. All media placement amounts must be spent exclusively on Canadian media;
4. The contribution will be paid directly to the distributor. The distributor will pay the producer, in whole or in part, the amounts due to him by the first day of filming.

APPLICATION FILING DEADLINES

Electronic application deadline dates for the Film Production Assistance Program are usually towards the end of January and end of May/beginning of June of each year. Please periodically check our website for future applications: *quebecorfund.ca*.

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5. THE EXPORT ASSISTANCE PROGRAM (EXAP)

A. Objectives

Through its Export Assistance Program (EXAP), the Quebecor Fund supports producers, distributors and broadcasters in developing audiovisual content for markets outside Quebec and internationally, and provides support in terms of marketing this content.

Through the EXAP, the Quebecor Fund aims to:

- Promote content distribution on international markets;
- Increase the volume of exports;
- Accelerate the implementation of projects for export by creating a leverage effect.

To accomplish this, the EXAP supports various business models that encourage the exportation of audiovisual content made for television.

B. Criteria for Eligibility

Business models or eligible expenses submitted under EXAP must meet the program's objectives. The applicant's expertise will determine the most appropriate business model. For example, the following business models or expenses are eligible:

- Creating a development fund for projects intended for export;
- Developing a portfolio of pilot programs and/or formats intended for export;
- Supporting a marketing platform for audiovisual content;
- Developing more advanced tools to facilitate marketing (such as dubbing, subtitling, rebranding or models).

However, the following expenses are inadmissible:

- Expenses currently covered by government programs;
- Costs of maintaining a presence in a given market.

Furthermore, business models must respect the following criteria:

- First category, the regular funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there;
- Second category, the diversity funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there. The applicant must also inform us that he is part of one of the communities reflecting diversity, as recognized by the CRTC (see definition in the general rules);

5. THE EXPORT ASSISTANCE PROGRAM (EXAP) (CONTINUED)

- Third category, the funding envelope for OLMC: the applicant must first have a legal entity operating in Canada, be under Canadian control and have his head office there. In addition, the applicant must operate in an official language minority community (OLMC) (see definition in the general rules);
- Encourage Canadian content production;
- Contribute to the improvement of the Canadian broadcasting system;
- Include, eventually, broadcasting on Canadian television;
- Applicant profile must be: producer, distributors or broadcaster;
- The company must be more than five (5) years old and/or the applicant must have over fifteen (15) years of experience in the audiovisual sector. In all cases the applicant must have previous experience in content marketing or exportation;
- Respect the Quebecor Fund's requirements for financial contributions.

When investing in projects, the Quebecor Fund gives preference to the following criteria:

- Applicants with a business partner in development and/or marketing;
- Application with confirmation of obtaining a broadcasting licence and/or the financial participation of a broadcaster in the project's development, at the time of application;
- Content intended for multi-platform distribution;
- Projects allowing for the consolidation of expertise in the development or marketing of audiovisual content for expor;
- The creation of intellectual property rights;
- Projects demonstrating the economic benefits for Canada;
- Applicants who show entrepreneurial spirit and are willing to take risks.

5. THE EXPORT ASSISTANCE PROGRAM (EXAP) (CONTINUED)

C. Financial Contribution and Recovery Terms

The Quebecor Fund's contribution to eligible business models is a reimbursable investment applicable to the business model financing package. The minimum contribution for each business model is $50,000, to a maximum of $300,000. The investment must not exceed 40% of the overall financing package.

Recovery of the investment takes place over a period of thirty-six (36) to sixty (60) months. The business model must anticipate the aforementioned financial aid recovery by protecting the investment and anticipating a return on investment, which will be negotiated on a case-by-case basis.

Additional contribution for female shareholding

The Quebecor Fund is providing specific funding to promote female shareholding in partner companies that receive support from the Export Assistance Program (EXAP). Companies which have had their fair market value assessed by an independent expert can obtain an additional contribution of up to $80,000 from the Quebecor Fund to cover interest payments for a maximum of five (5) years on loans to finance the transfer of shares to female employees.

D. Filing an Application

Applications can be filed at any time and must be submitted electronically (by email to info@fondsquebecor.ca, via Dropbox, WeTransfer or another platform of your choice), for the attention of Mr. Serge Thibaudeau, Chief Executive Officer.

The Quebecor Fund will only accept one application per applicant per fiscal year. The Quebecor Fund may invest in the same applicant for a second time depending on past recovery of financial contributions.

You can obtain the most recent application forms on our website: *www.quebecorfund.ca*.

THE EXPORT ASSISTANCE PROGRAM (EXAP)

Challenges	• Content development adapted for international markets; • Marketing of audiovisual content.
Objectives	• Promote content distribution on international markets; • Increasing the volume of exports; • Accelerating the implementation of projects for export (leverage effect).
General principles	• Support various business models that encourage the export of Canadian content made for television; • Target Quebec's audiovisual market.
Examples of eligible business models and expenses	• Creating a development fund for projects intended for export; • Developing a portfolio of pilot programs and/or formats intended for export; • Supporting a marketing platform for audiovisual content; • Developing more advanced tools that facilitate marketing (such as dubbing, subtitling, rebranding or models).
Inadmissible expenses	• Expenses currently covered by government programs; • Costs of maintaining a presence in a given market.
Criteria for eligibility	• First category, the regular funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there; • Second category, the diversity funding envelope: the applicant must have a legal entity operating in Quebec, be under Quebec control and have his head office there. The applicant must also inform us that he is part of one of the communities reflecting diversity, as recognized by the CRTC (see definition in the general rules); • Third category, the funding envelope for OLMC: the applicant must first have a legal entity operating in Canada, be under Canadian control and have his head office there. In addition, the applicant must operate in a minority official language community (OLMC) (see definition in the general rules); • Business models should include, eventually, broadcasting on Canadian television and encourage Canadian content production; • Applicant profile must be: producer, distributor or broadcaster; • The company must be more than five (5) years old and/or the applicant must have over fifteen (15) years of experience in the audiovisual sector. In all cases, the applicant must have previous experience in content marketing and exportation; • Respect the Quebecor Fund's requirements for financial contributions.

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THE EXPORT ASSISTANCE PROGRAM (EXAP) (CONTINUED)

Financial contribution	• Reimbursable investment applicable to the business model financing package; • The minimum contribution for each business model is $50,000. to a maximum of $300,000, representing no more than 40% of the overall financing package; • Additional contribution of up to $80,000 for qualifying companies to promote female shareholding.
Recovery of the investment	• Recovery over a period of thirty-six (36) to sixty (60) months; • Recovery and return on investment to be negotiated on a case-by-case basis.
Favourable criteria in an application	• Applicants with a business partner in development and/or marketing; • Application with confirmation of obtaining a broadcasting licence and/or the financial participation of a broadcaster in the project's development, at the time of application; • Content intended for multi-platform distribution; • Projects allowing for the consolidation of expertise in the development or marketing of audiovisual content for export; • The creation of intellectual property rights; • Projects demonstrating the economic benefits for Canada; • Applicants who show entrepreneurial spirit and are willing to take risks.
Filing an application	• Applications can be filed at any time and must be submitted electronically; • The Quebecor Fund will only accept one application per applicant per fiscal year; • The Quebecor Fund may invest in the same applicant for a second time depending on past recovery of financial contributions.
Documentation	• Documentation demonstrating eligibility criteria, specifically: • Proof of the company headquarters and decision-making centre; • Applicant's description and experience in exportation; • Description of the business model; • Submission outlining financial projections over three to five years and a proposal for the investment plan including recovery; • Proof of financing of the business model.

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