

## **1Media Ltd. Robocall Mitigation Program Description**

### **Company Overview:**

1Media Ltd. is a Canadian mobile service provider that delivers telecommunications services through the Bell Canada and Telus networks. Our company is committed to providing reliable, high-quality mobile services to our customers, ensuring their communication needs are met with the utmost integrity.

### **Robocall Mitigation Commitment:**

1Media Ltd. recognizes the growing challenge of robocalls and the negative impact they can have on consumers. As part of our ongoing efforts to combat unlawful and unwanted robocalls, we have adopted a comprehensive robocall mitigation program that aligns with industry standards and regulations.

### **STIR/SHAKEN Implementation:**

1Media Ltd. operates under the Bell Canada and Telus networks, which have fully implemented the STIR/SHAKEN framework. This industry-standard protocol is designed to authenticate and verify the legitimacy of calls across IP networks, helping to identify and block illegal robocalls. By leveraging the STIR/SHAKEN framework, we ensure that our customers benefit from enhanced protection against fraudulent and spoofed calls.

### **Robocall Detection and Prevention Measures:**

In addition to STIR/SHAKEN, 1Media Ltd. has implemented additional measures to mitigate robocall activity on our network, including:

- Monitoring and identifying suspicious call patterns to detect potential robocall campaigns.
- Working closely with our network partners to enforce call authentication protocols.
- Blocking or labeling suspicious calls that fail authentication standards or exhibit robocall behavior.

### **Collaboration and Regulatory Compliance:**

1Media Ltd. actively collaborates with regulatory bodies, industry partners, and telecommunications networks to stay informed of evolving robocall mitigation strategies. Our

compliance with the CRTC's (Canadian Radio-television and Telecommunications Commission) regulations ensures that we maintain the highest standards for consumer protection.

**Customer Awareness and Support:**

We prioritize customer education regarding robocalls and provide them with tools and resources to report suspicious or unwanted calls. Our customer support team is readily available to assist users in addressing any concerns related to robocalls or call authentication issues.

**Ongoing Commitment:**

1Media Ltd. remains fully committed to enhancing our robocall mitigation efforts as technology and regulations evolve. We will continue to implement advanced solutions, in partnership with Bell Canada and Telus, to reduce the prevalence of illegal robocalls and protect the integrity of our communication services.

A handwritten signature in black ink, appearing to read 'Eric Sifuentes', with a stylized, flowing script.

Eric Sifuentes

CEO, 1Media Ltd.