INTERIM MANAGEMENT'S DISCUSSION AND ANALYSIS

THIRD QUARTER 2026

TABLE OF CONTENTS

CORPORATE PROFILE 2

BUSINESS SEGMENTS 2

HIGHLIGHT SINCE END OF SECOND QUARTER 2026 3

NON-IFRS FINANCIAL MEASURES 3

ANALYSIS OF CONSOLIDATED RESULTS 4

SEGMENTED ANALYSIS 7

CASH FLOWS AND FINANCIAL POSITION 13

ADDITIONAL INFORMATION 16

SELECTED QUARTERLY FINANCIAL DATA 19

CORPORATE PROFILE

TVA Group Inc. ("TVA Group," "TVA" or the "Corporation"), a subsidiary of Quebecor Media Inc. ("QMI" or the "parent corporation"), is a communications company with operations in four business segments: Broadcasting, Film Production & Audiovisual Services, Magazines, and Production & Distribution. In the Broadcasting segment, the Corporation creates, broadcasts and produces entertainment, sports, news and public affairs programming and is engaged in commercial production. It operates North America's largest private French-language television network as well as nine specialty channels. The Film Production & Audiovisual Services segment provides soundstage, mobile and equipment rental services as well as postproduction services. In the Magazines segment, TVA Group publishes numerous titles, making it Quebec's largest magazine publisher. The Production & Distribution segment produces and distributes television programs for the world market. The Corporation's Class B shares are listed on the Toronto Stock Exchange under the ticker symbol TVA.B.

This Interim Management's Discussion and Analysis covers the Corporation's main activities during the third quarter of 2026 and the major changes from the previous fiscal year. The Corporation's Condensed Consolidated Financial Statements for the three-month and nine-month periods ended September 30, 2026 and 2025 have been prepared in accordance with International Financial Reporting Standards ("IFRS"), including in particular IAS 34, *Interim Financial Reporting.*

This Management's Discussion and Analysis should be read in conjunction with the information in the annual Consolidated Financial Statements and Management's Discussion and Analysis for the fiscal year ended December 31, 2025 and in the Condensed Consolidated Financial Statements at September 30, 2026. All amounts are stated in Canadian dollars.

BUSINESS SEGMENTS

The Corporation's operations consist of the following segments:

- The **Broadcasting segment**, which includes the operations of TVA Network, specialty channels, the marketing of digital products associated with the various televisual brands, and commercial production activities, including those of its Communications Qolab inc. subsidiary ("**Qolab**");

- The **Film Production & Audiovisual Services segment ("MELS")**, which provides soundstage, mobile and production equipment rental services, as well as dubbing and subtitling ("**media accessibility services**"), postproduction and virtual production services;

- The **Magazines segment**, which publishes magazines and markets digital products associated with the various magazine brands;

- The **Production & Distribution segment**, which through the companies in the Incendo group ("**Incendo**"), among others, produces and distributes television shows, movies and television series for the world market.

HIGHLIGHT SINCE END OF SECOND QUARTER 2026

- On September 3, 2026, the Corporation announced that TVA Sports and TVA Sports Direct will simulcast National Hockey League ("NHL") games under the new sublicensing agreement entered into by QMI with Rogers Communications for a new 12-year broadcast cycle beginning with the 2026-2027 season. The agreement strengthens TVA Sports' role as the NHL's official French-language broadcaster. It includes up to 350 NHL regular-season games, 32 Montréal Canadiens regular-season games, 22 Ottawa Senators games, all Montréal Canadiens' playoff games, 6 of the 8 first-round matchups, and 3 of the 4 second-round matchups in the playoffs, as well as exclusive rights to the conference finals and the Stanley Cup final. The agreement also includes other NHL special events. The broadcasting ecosystem will be expanded beyond TVA Sports with the addition of Videotron's illico+ platform as part of a strategy to increase the number of platforms.

NON-IFRS FINANCIAL MEASURES

To evaluate its financial performance, the Corporation uses certain measures that are not calculated in accordance with or recognized under IFRS. The Corporation's method of calculating non-IFRS financial measures may differ from the methods used by other companies and, as a result, the financial measures presented in this Management's Discussion and Analysis may not be comparable to other similarly titled measures reported by other companies.

Adjusted EBITDA

In its analysis of operating results, the Corporation defines adjusted EBITDA, as reconciled to net income (loss) under IFRS, as net income (loss) before depreciation and amortization, financial (income) expenses, restructuring costs and other, income tax expense (recovery) and share of loss (income) of associates. Adjusted EBITDA as defined above is not a measure of results that is consistent with IFRS. It is not intended to be regarded as an alternative to other financial performance measures or to the statement of cash flows as a measure of liquidity. This measure should not be considered in isolation or as a substitute for other performance measures prepared in accordance with IFRS. This measure is used by management and the Board of Directors to evaluate the Corporation's consolidated results and the results of its segments. This measure eliminates the significant level of depreciation and amortization of tangible and intangible assets, including any asset impairment charges, as well as the cost associated with one-time restructuring measures, and is unaffected by the capital structure or investment activities of the Corporation and its segments. Adjusted EBITDA is also relevant because it is a significant component of the Corporation's annual incentive compensation programs. The Corporation's definition of adjusted EBITDA may not be the same as similarly titled measures reported by other companies.

Table 1 below presents a reconciliation of adjusted EBITDA to net income (loss) attributable to shareholders as disclosed in the Corporation's condensed consolidated financial statements.

Table 1
Reconciliation of the adjusted EBITDA measure used in this report to the net income (loss) attributable to shareholders measure used in the condensed consolidated financial statements
(in thousands of dollars)

	Three months ended September 30		Nine months ended September 30	
	2026	2025	**2026**	2025
Adjusted EBITDA (negative adjusted EBITDA):				
Broadcasting	**$ 27,338**	$ 16,974	**$ 48,964**	$ (511)
Film Production & Audiovisual Services	**4,491**	1,377	**4,627**	3,691
Magazines	**780**	707	**1,392**	1,174
Production & Distribution	**134**	(491)	**(80)**	(3,333)
Intersegment items	**88**	(67)	**245**	(1,261)
	32,831	18,500	**55,148**	(240)
Depreciation and amortization	**4,387**	5,551	**13,373**	15,203
Financial (income) expenses	**(639)**	426	**(1,453)**	1,665
Restructuring costs and other	**673**	1,367	**2,866**	5,979
Income taxes (income tax recovery)	**7,416**	2,910	**10,661**	(5,999)
Share of loss of associates	**320**	234	**113**	2
Net income (loss) attributable to shareholders	**$ 20,674**	$ 8,012	**$ 29,588**	$ (17,090)

ANALYSIS OF CONSOLIDATED RESULTS

2026/2025 third-quarter comparison

Revenues: $109,250,000, a $3,058,000 (2.9%) increase.

- Increases in Film Production & Audiovisual Services ($3,947,000 or 30.5% of segment revenues) and Broadcasting ($29,000).
- Decreases in Production & Distribution ($1,613,000 or -60.6%) and Magazines ($42,000 or -0.6%).

Adjusted EBITDA: $32,831,000, a $14,331,000 (77.5%) increase.

- Favourable variances in all business segments, i.e. Broadcasting ($10,364,000 or 61.1% of segment adjusted EBITDA), Film Production & Audiovisual Services ($3,114,000), Production & Distribution ($625,000) and Magazines ($73,000 or 10.3%).

Net income attributable to shareholders: $20,674,000 ($0.48 per basic share), compared with $8,012,000 ($0.19 per basic share) for the same period of 2025. The $12,662,000 ($0.29 per basic share) favourable variance was primarily due to:

- $14,331,000 increase in adjusted EBITDA;
- $1,164,000 favourable variance in the depreciation and amortization charge; and
- $1,065,000 favourable variance in financial (income) expenses;

partially offset by:

- $4,506,000 unfavourable variance in income taxes.

Depreciation and amortization: $4,387,000, a $1,164,000 decrease, mainly due to the decrease in the depreciation charge for building assets, technical equipment and equipment for rental that have been fully amortized. The decrease was partially offset by an increase in the amortization charge for intangible assets.

Financial income: $639,000, a $1,065,000 favourable variance due primarily to the absence of interest charges on the debt due to the parent corporation for the third quarter of 2026, as a result of the full repayment of the debt at the end of 2025, as well as an increase in interest income on cash.

Restructuring costs and other: $673,000 for the third quarter of 2026, compared with $1,367,000 for the same period of 2025.

- During the three-month period ended September 30, 2026, the Corporation recorded a $1,043,000 charge arising from the elimination of positions and the implementation of cost-reduction measures, including $738,000 in the Broadcasting segment, $124,000 in the Magazines segment, $110,000 in the Production & Distribution segment, and $71,000 in the Film Production & Audiovisual Services segment ($1,400,000 charge for the same period of 2025, including $1,073,000 in the Broadcasting segment, $140,000 in the Film Production & Audiovisual Services segment, $109,000 in the Production & Distribution segment and $78,000 in the Magazines segment).

- During the third quarter of 2026, the Corporation recorded a $391,000 gain on disposal of property, plant and equipment ($121,000 for the same period of 2025).

Income taxes: $7,416,000 (effective tax rate of 26.1%) for the third quarter of 2026, compared with $2,910,000 (effective tax rate of 26.1%) for the same period of 2025, an unfavourable variance of $4,506,000, due mainly to the recording of higher taxable income than for the same period of 2025. Calculation of the effective tax rates is based only on taxable and deductible items.

Share of loss of associates: $320,000 for the third quarter of 2026, compared with $234,000 for the same quarter of 2025, an unfavourable variance of $86,000 caused by the weaker financial results of an associate in the television industry.

2026/2025 year-to-date comparison

Revenues: $370,307,000, a $15,032,000 (4.2%) increase.

- Increases in Broadcasting ($15,191,000 or 5.1% of segment revenues) and Film Production & Audiovisual Services ($1,804,000 or 4.5%).

- Decreases in Production & Distribution ($2,523,000 or -42.6%) and Magazines ($2,193,000 or -10.0%).

Adjusted EBITDA: $55,148,000, a $55,388,000 favourable variance.

- Favourable variances in all business segments, i.e. Broadcasting ($49,475,000), Production & Distribution ($3,253,000), Film Production & Audiovisual Services ($936,000 or 25.4% of segment adjusted EBITDA), and Magazines ($218,000 or 18.6%).

Net income attributable to shareholders: $29,588,000 ($0.68 per basic share) for the first nine months of 2026, compared with a net loss attributable to shareholders of $17,090,000 (-$0.40 per basic share) for the same period of 2025. The $46,678,000 ($1.08 per basic share) favourable variance was primarily due to:

- $55,388,000 favourable variance in adjusted EBITDA;
- $3,118,000 favourable variance in financial (income) expenses; and
- $3,113,000 favourable variance in restructuring costs and other;

partially offset by:

- $16,660,000 unfavourable variance in income taxes and income tax recovery.

Depreciation and amortization: $13,373,000, a $1,830,000 decrease essentially due to the same factors as those noted above in the 2026/2025 third-quarter comparison.

Financial income: $1,453,000, a favourable variance of $3,118,000, due mainly to the same factors as those noted above in the 2026/2025 third-quarter comparison, as well as a decrease in interest on lease liabilities.

Restructuring costs and other: $2,866,000 for the first nine months of 2026, compared with $5,979,000 for the same period of 2025.

- For the first nine months of 2026, the Corporation recorded a $3,752,000 charge arising from the elimination of positions and implementation of cost-reduction measures, including $2,983,000 in the Broadcasting segment, $458,000 in the Film Production & Audiovisual Services segment, $195,000 in the Magazines segment, and $116,000 in the Production & Distribution segment ($6,227,000 for the same period of 2025, including $4,905,000 in the Broadcasting segment, $613,000 in the Magazines segment, $431,000 in the Production & Distribution segment and $278,000 in the Film Production & Audiovisual Services segment).

- On January 1, 2026, the Corporation sold the assets of its TVA Films division to Quebecor Films Inc., a subsidiary of QMI, for proceeds on disposal of $2,000,000, plus liabilities assumed as part of the transaction. The transaction gave rise to the recognition of a gain on disposal of $575,000.

- For the first nine months of 2026, the Corporation recorded a $391,000 gain on disposal of property, plant and equipment ($121,000 for the same period of 2025).

- For the nine-month period ended September 30, 2025, the Corporation recognized a $322,000 gain related to the winding-up of a portfolio investment.

Income taxes: $10,661,000 (effective tax rate of 26.4%) for the first nine months of 2026, compared with income tax recovery of $5,999,000 (effective tax rate of 26.0%) for the same period of 2025, an unfavourable variance of $16,660,000, due mainly to the impact of taxable income recorded for the first nine months of 2026, whereas a deductible loss was recorded for the same period of 2025. Calculation of effective tax rates is based only on taxable and deductible items.

Share of loss of associates: $113,000 for the first nine months of 2026, compared with $2,000 for the same period of 2025, an unfavourable variance of $111,000 caused by the weaker financial results of an associate in the television industry.

SEGMENTED ANALYSIS

Broadcasting

2026/2025 third-quarter comparison

Revenues: $86,649,000, a slight increase of $29,000, due primarily to:

- 42.4% increase in TVA Sports' subscription revenues, resulting essentially from the strong performance of TVA Sports Direct and a new agreement on carriage rates for past periods, which had a favourable retroactive impact;

partially offset by:

- 8.8% decrease in TVA Network's revenues essentially due to:
  - 6.1% decrease in advertising revenues, although digital revenues increased 5.0%; and
  - 29.1% decrease in content revenues;
- 17.4% decrease in the advertising revenues of the specialty channels, including a 20.7% decline for the entertainment channels, a 15.4% decline for the news channels, primarily LCN, and a 15.5% decline for TVA Sports; and
- 18.3% decrease in the subscription revenues of the news channels and 8.4% decrease in the subscription revenues of the entertainment channels, due primarily to a favourable non-recurring retroactive adjustment in connection with their carriage rates, which was recognized during the same period of 2025.

French-language audience share

Table 2
French-language audience share
(Market share in %)

Third quarter 2026 vs Third quarter 2025			
	2026	**2025**	**Variance**
French-language conventional broadcasters:			
TVA	**23.1**	22.1	1.0
SRC	**11.1**	11.2	-0.1
Noovo	**5.4**	5.7	-0.3
	39.6	39.0	0.6
French-language specialty and pay services:			
TVA	**20.4**	19.1	1.3
Bell Media	**13.7**	15.0	-1.3
Corus	**3.5**	4.4	-0.9
SRC	**7.9**	7.1	0.8
Other	**5.1**	5.6	-0.5
	50.6	51.2	-0.6
Total English-language channels and other:	**9.8**	9.8	-
TVA Group	**43.5**	41.2	2.3

Source: Numeris, Quebec Franco, July 1 to September 30, Mon-Sun, 2:00 – 2:00, All 2+.

TVA Group's market share for the period of July 1 to September 30, 2026 increased by 2.3 points to 43.5%, compared with 41.2% in the same period of 2025.

TVA Group's specialty channels had a combined market share of 20.4% for the third quarter of 2026, compared with 19.1% for the same period of 2025, a 1.3-point increase. The public affairs channel LCN grew its market share by a considerable 1.2 points. The significant increase was due in part to its coverage of the provincial election campaign, including the broadcast of *Face-à-face 2026*, the most-watched leaders' debate of the campaign, which attracted a peak audience of 1.4 million viewers across all platforms. LCN maintained its position as Quebec's most-watched specialty channel, even ahead of the over-the-air channel Noovo. The specialty entertainment channels grew their market share by 0.5 points, while the market share of TVA Sports decreased by 0.3 points.

TVA Network maintained its lead among over-the-air channels with a 23.1% market share, a 1.0-point increase over the same period of 2025 and more than its two main over-the-air rivals combined. *Chanteurs masqués* was the most-watched program in Quebec in the third quarter of 2026 with an average audience of over 1.5 million, while the daily show *Indéfendable* was third with an average audience of nearly 1.3 million. Both programs were also number 1 in Canada in their categories: *Chanteurs masques* was the most-watched variety show and *Indéfendable* the top daily show.

Adjusted EBITDA: $27,338,000, a $10,364,000 (61.1%) favourable variance due primarily to:

- 67.6% increase in TVA Sports' adjusted EBITDA, due primarily to the above-noted increase in its subscription revenues and an 8.1% decrease in its operating expenses, particularly with regard to certain content costs; and

- increased profitability at TVA Network, stemming from a 20.1% decrease in operating expenses, which more than offset the decrease in revenues. The decrease in operating expenses was primarily attributable to savings, notably in content, employee and building costs, as well as recognition of the tax credit to support Quebec news media, which has applied to audiovisual media since the Quebec government's latest budget;

partially offset by:

- 44.9% decrease in the adjusted EBITDA of the specialty news channels, essentially due to the above-noted 17.3% decrease in revenues, while operating expenses decreased by 6.1%, as the LCN channel was able to take advantage of the tax credit to support Quebec news media and also realized savings on content costs; and

- 30.7% decrease in the adjusted EBITDA of the specialty entertainment channels resulting mainly from the above-noted 11.0% decrease in revenues, while operating expenses decreased 6.4%, largely because of lower content costs.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Broadcasting segment's activities (expressed as a percentage of revenues) decreased from 80.4% for the third quarter of 2025 to 68.4% for the same period of 2026, essentially because of lower operating expenses.

2026/2025 year-to-date comparison

Revenues: $313,400,000, a $15,191,000 (5.1%) increase due mainly to:

- 66.3% increase in advertising revenues and 31.3% increase in the subscription revenues of TVA Sports, due to the Montreal Canadiens' NHL playoff run, as well as the same factors as those noted above in the 2026/2025 third-quarter comparison;

partially offset by:

- 5.3% decrease in TVA Network's revenues essentially due to:
  - 4.9% decrease in advertising revenues, although digital revenues increased 3.7%;
  - 11.1% decrease in content revenues; and
  - 33.4% decrease in revenues from commercial production and lower revenues from event space rentals and related services as a result of the discontinuation of those activities at the beginning of 2025;

- 13.5% decrease in the advertising revenues of the specialty news channels and 14.7% decrease in the advertising revenues of the specialty entertainment channels;

- 7.0% decrease in the subscription revenues of the specialty news channels and 1.4% decrease in the subscription revenues of the specialty entertainment channels due to the same factor as that noted above in the 2026/2025 third-quarter comparison, partially offset by the new, favourable carriage rates for the entertainment channels resulting from the agreement reached during the fourth quarter of 2025; and

- 14.2% decrease in Qolab's revenues due to lower volume of activity.

Adjusted EBITDA: $48,964,000, a $49,475,000 favourable variance due primarily to:

- increased profitability of TVA Sports due to the above-noted 40.6% increase in revenues, while operating expenses remained relatively stable. Savings, notably in content costs, compared with the same period of 2025, when the channel broadcast the 4 Nations Face-Off, were offset by higher costs, particularly in commissions on advertising sales;

- return to profitability at TVA Network due to an 18.8% decrease in operating expenses, which more than offset the above-noted decrease in revenues. The decrease in operating expenses was mainly due to the same factors as those noted above in the 2026/2025 third quarter comparison; and

- 0.8% increase in the adjusted EBITDA of the specialty entertainment channels, as the 5.8% decrease in their operating expenses, particularly content costs, offset the above-noted decrease in revenues;

partially offset by:

- 16.2% decrease in the adjusted EBITDA of the specialty news channels, resulting primarily from the above-noted decrease in revenues, despite a 7.4% decrease in operating expenses, due in part to the recognition for LCN of the tax credit to support Quebec news media and a timing difference in advertising and promotion expenses; and

- 46.7% decrease in Qolab's adjusted EBITDA, due mainly to lower volume of activity.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Broadcasting segment's activities (expressed as a percentage of revenues) decreased from 100.2% for the first nine months of 2025 to 84.4% for the same period of 2026, due to lower operating expenses combined with higher revenues.

Film Production & Audiovisual Services

2026/2025 third-quarter comparison

Revenues: $16,874,000, a $3,947,000 (30.5%) increase due mainly to:

- 59.8% increase in revenues from soundstage and equipment rentals, mainly due to higher volume of activity in the third quarter of 2026, with more major foreign productions filming at our studios; and

- 33.3% increase in revenues from media accessibility services, particularly dubbing, due to higher volume of activity.

Adjusted EBITDA: $4,491,000, an increase of $3,114,000 mainly due to the increase in adjusted EBITDA generated by soundstage and equipment rental services, resulting mainly from the same factors as those noted above in the discussion of revenues, partially offset by higher subleasing and building costs and by the increase in adjusted EBITDA generated by media accessibility services, resulting from higher volume of activity.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Film Production & Audiovisual Services segment's activities (expressed as a percentage of revenues) decreased from 89.3% for the third quarter of 2025 to 73.4% for the third quarter of 2026, essentially because of the increase in revenues.

2026/2025 year-to-date comparison

Revenues: $41,838,000, a $1,804,000 (4.5%) increase due primarily to:

- 11.7% increase in soundstage and equipment rental revenues due primarily to the same factors as those noted above in the 2026/2025 third-quarter comparison, partially offset by a decrease in revenues from in-house productions;
- 18.0% increase in revenues from media accessibility services, due to higher volume of dubbing activity; and
- increase in virtual production revenues, due to higher volume of activity;

partially offset by:

- 21.5% decrease in mobile rental revenues and 9.4% decrease in postproduction revenues, both due to lower volume of activity.

Adjusted EBITDA: $4,627,000, a favourable variance of $936,000 (25.4%) due primarily to increased profitability across all of the segment's operations, with the exception of mobile rentals, which saw a 40.0% decline in adjusted EBITDA resulting from lower volume of activity.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Film Production & Audiovisual Services segment's activities (expressed as a percentage of revenues) decreased from 90.8% for the first nine months of 2025 to 88.9% for the same period of 2026 because the increase in revenues exceeded the increase in operating expenses.

Magazines

2026/2025 third-quarter comparison

Revenues: $7,202,000, a slight decrease of $42,000 (-0.6%) due primarily to a 9.9% decline in advertising revenues and a 3.0% decline in newsstand revenues, resulting mainly from a reduction in the number of issues of some titles. These decreases were largely offset by an 11.6% increase in assistance from the Canada Periodical Fund due to the recognition of a favourable retroactive adjustment.

Canada Periodical Fund ("CPF")

The Government of Canada created the CPF on April 1, 2010. The CPF provides financial assistance to the Canadian magazine and non-daily newspaper industries so they can continue to produce and distribute Canadian content. The Minister of Canadian Heritage announced in 2020 that the CPF would be modernized to focus more on the creation of Canadian content. The change took effect with the grant period starting April 1, 2021, with a five-year transition period ending March 31, 2026. A new phase of modernization was announced in November 2025. The CPF will exclusively support the creation of original Canadian editorial content; funding based on paid subscriptions and single-copy sales will end as of the 2028–2029 cycle. Since the method of grant allocation was historically based on the distribution of titles, these changes have had and will continue to have a major impact on the amount of government assistance received by the Magazines segment. All assistance related to the CPF is fully recorded under revenues and, for the three-month period ended September 30, 2026, amounted to 20.7% of the segment's revenues (18.4% for the same period of 2025).

Adjusted EBITDA: $780,000, a $73,000 (10.3%) increase due mainly to cost savings, notably in content costs, distribution and printing costs, and employee costs, which more than offset the above-noted decrease in revenues.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Magazines segment's activities (expressed as a percentage of revenues) decreased from 90.2% for the third quarter of 2025 to 89.2% for the same period of 2026 because the decrease in operating expenses exceeded the decrease in revenues.

2026/2025 year-to-date comparison

Revenues: $19,686,000, a $2,193,000 (-10.0%) decrease due primarily to a 15.2% decrease in assistance from the CPF resulting from the change in allocation method, an 8.8% decrease in newsstand revenues, a 13.4% decrease in subscription revenues, and a 7.6% decrease in advertising revenues caused mainly by the reduction in the number of issues of some titles and downward market trends.

Adjusted EBITDA: $1,392,000, a $218,000 (18.6%) increase resulting primarily from cost savings that exceeded the decrease in revenues, essentially due to the same factors as those noted above in the 2026/2025 third quarter comparison, in addition to savings in freelance costs.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Magazines segment's activities (expressed as a percentage of revenues) decreased from 94.6% for the nine-month period ended September 30, 2025 to 92.9% for the same period of 2026. The decrease was due to the same factor as that noted above in the 2026/2025 third quarter comparison.

Production & Distribution

2026/2025 third-quarter comparison

Revenues: $1,048,000, a $1,613,000 (-60.6%) decrease, due primarily to the transfer of the TVA Films division's activities to Quebecor Films Inc. on January 1, 2026 and a lower volume of activity at Incendo.

Activities related to the distribution of films produced by Incendo accounted for 47.9% of the segment's revenues for the three-month period ended September 30, 2026, compared with 39.6% for the same period of 2025.

Adjusted EBITDA: $134,000, a $625,000 favourable variance primarily attributable to the transfer of the activities of the TVA Films division, which had recorded a loss in the third quarter of 2025, to Quebecor Films Inc.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Production & Distribution segment's activities (expressed as a percentage of revenues) decreased from 118.5% for the three-month period ended September 30, 2025 to 87.2% for the same period of 2026, mainly because the decrease in operating expenses exceeded the decrease in revenues.

2026/2025 year-to-date comparison

Revenues: $3,402,000, a $2,523,000 (-42.6%) decrease, due primarily to the same factors as those noted above in the 2026/2025 third-quarter comparison.

Activities related to the distribution of films produced by Incendo accounted for 41.5% of the segment's revenues for the nine-month period ended September 30, 2026, compared with 31.2% for the same period of 2025.

Negative adjusted EBITDA: $80,000, a $3,253,000 favourable variance essentially due to an impairment charge on certain rights recorded in the first nine months of 2025, as well as the same factors as those noted in the 2026/2025 third-quarter comparison.

Analysis of cost/revenue ratio: Employee costs and the cost of purchases of goods and services for the Production & Distribution segment's activities (expressed as a percentage of revenues) decreased from 156.3% for the nine-month period ended September 30, 2025 to 102.4% for the same period of 2026, mainly because the decrease in operating expenses exceeded the decrease in revenues, while an impairment charge on certain rights had been recognized in the first nine months of 2025.

CASH FLOWS AND FINANCIAL POSITION

Table 3 below shows a summary of cash flows related to operating activities, investing activities and financing activities:

Table 3
Summary of the Corporation's cash flows
(in thousands of dollars)

	Three months ended September 30		Nine months ended September 30	
	2026	2025	**2026**	2025
Cash flows related to operating activities	**$ 50,075**	$ 35,608	**$ 57,961**	$ 20,925
Additions to property, plant and equipment and intangible assets	**(1,197)**	(3,372)	**(2,287)**	(10,219)
Disposals of assets	**–**	–	**2,000**	–
Business acquisition, net of cash	**(158)**	–	**(1,901)**	–
Disposals of property, plant and equipment	**496**	138	**496**	138
Other	**(482)**	(177)	**(1,498)**	(888)
Change in cash and repayment of debt	**$ 48,734**	$ 32,197	**$ 54,771**	$ 9,956

	September 30, 2026	December 31, 2025
At period end:		
Current portion of debt due to the parent corporation	**$ –**	$ –
Less: cash	**(68,049)**	(13,278)
(Cash)	**$ (68,049)**	$ (13,278)

Operating activities

Third quarter cash flows related to operating activities: $14,467,000 increase compared with the same period of 2025, due primarily to a $14,331,000 favourable variance in adjusted EBITDA and a $7,136,000 favourable net change in operating assets and liabilities, including favourable variances in accounts receivable, content rights payable, current tax assets and liabilities, and audiovisual content, partially offset by an unfavourable variance in accounts payable, accrued liabilities and provisions. These favourable variances were partially offset by an unfavourable variance in the current income tax expense.

Year-to-date cash flows related to operating activities: $37,036,000 increase compared with the same period of 2025, due mainly to a $55,388,000 favourable variance in adjusted EBITDA, partially offset by a $14,279,000 unfavourable net change in operating assets and liabilities. The unfavourable net change in operating assets and liabilities was mainly due to an unfavourable variance in accounts payable, accrued liabilities and provisions, partially offset by favourable variances in audiovisual content, accounts receivable, content rights payable and current tax assets and liabilities.

Working capital: $133,921,000 at September 30, 2026, compared with $94,470,000 at December 31, 2025. The $39,451,000 favourable variance was mainly due to a decrease in accounts payable, accrued liabilities and provisions, as well as an increase in cash, partially offset by decreases in accounts receivable and audiovisual content, as well as an increase in content rights payable.

Investing activities

Third quarter additions to property, plant and equipment and to intangible assets: $1,197,000 compared with $3,372,000 for the same period of 2025. The $2,175,000 decrease was mainly attributable to lower capital investment projects involving property, plant and equipment and intangible assets carried out in the third quarter of 2026, as well as the completion of the fitting out of new studios and the transfer of television operations to 4545 Frontenac St. in Montreal during fiscal 2025.

Year-to-date additions to property, plant and equipment and to intangible assets: $2,287,000 compared with $10,219,000 for the same period of 2025, a $7,932,000 decrease due mainly to the same factors as those noted above in the comparison of the third quarter of 2026 and the same period of 2025.

Year-to-date disposals of assets: $2,000,000 in proceeds stemming from the sale of the assets of the TVA Films division to Quebecor Films Inc. (nil for the same period of 2025).

Third quarter business acquisition, net of cash: $158,000 (nil for the same period of 2025).

Year-to-date business acquisition, net of cash: $1,901,000, resulting from the acquisition of Transmission Squelch inc. (nil for the same period of 2025).

Disposals of property, plant, and equipment: $496,000 for the three-month and nine-month periods ended September 30, 2026, resulting primarily from the disposal of fully depreciated assets ($138,000 for the same periods of 2025 resulting from the disposal of fully depreciated assets).

Financing activities

Debt due to the parent corporation (excluding deferred financing costs): Nil as at September 30, 2026 and at December 31, 2025.

Financial position as at September 30, 2026

Net available liquid assets: $188,049,000, consisting of a $120,000,000 available undrawn renewable credit facility and $68,049,000 in cash.

As at September 30, 2026 and December 31, 2025, no amounts were drawn on the QMI renewable credit facility.

On June 29, 2026, the Corporation amended its $120,000,000 secured renewable credit facility with QMI as lender to extend its term from June 30, 2026, to June 30, 2027. This renewable credit facility bears interest at the Canadian Overnight Repo Rate Average (“CORRA”) or the Canadian prime rate, plus a premium based on the Corporation’s debt ratio.

As at September 30, 2026, no amount was drawn on the demand credit facility, while letters of credit totalling $1,040,000 were outstanding. As at December 31, 2025, no amount was drawn on the demand credit facility, while letters of credit totalling $1,723,000 were outstanding.

The Corporation’s management believes that the cash flows generated on an annual basis by continuing operating activities and by available sources of external and parent corporation financing should be sufficient to fulfill its commitments with respect to investment in property, plant and equipment and intangible assets, business acquisitions, working capital, interest payments, income tax payments, repayment of debt and lease liabilities, pension plan contributions, share redemptions and shareholder dividends and to meet its commitments and guarantees.

As at September 30, 2026, the Corporation was in compliance with all the terms of its renewable credit facilities.

Analysis of consolidated balance sheet as at September 30, 2026

Table 4
Consolidated balance sheets of TVA Group
Analysis of main variances between September 30, 2026 and December 31, 2025
(in thousands of dollars)

	September 30, 2026	December 31, 2025	Variance	Main reasons for variance
Assets				
Cash	**$ 68,049**	$ 13,278	$ 54,771	See "Cash flows and financial position."
Accounts receivable	**110,026**	154,453	(44,427)	Impact of the collection of certain receivables from companies under common control and the decline in volume of activity, net of the increase in government assistance receivable.
Current audiovisual content	**101,515**	118,226	(16,711)	Impact of current and seasonal variations in activity and decrease related to programming choices.
Liabilities				
Accounts payable, accrued liabilities and provisions	**$ 90,529**	$ 155,441	$ (64,912)	Impact of the payment of balances due to the parent corporation, companies under common control and associates, as well as to external suppliers.
Current content rights payable	**43,860**	30,303	13,557	Impact of current and seasonal variations in activity.

ADDITIONAL INFORMATION

Contractual obligations

The Corporation's material contractual commitments of operating activities include payments of principal, interest and standby fees on debt and lease liabilities, payments under audiovisual content acquisition contracts, and other obligations related to expenditures on property, plant and equipment, intangible assets and other commitments.

For a summary of the Corporation's contractual obligations, please refer to TVA Group's annual MD&A for the year ended December 31, 2025. During the third quarter of 2026, QMI entered into a new 12-year sublicensing agreement with Rogers Communications for French-language broadcast rights to NHL games, covering the 2026-2027 through 2037-2038 seasons. The rights will be exploited on the broadcasting platforms of TVA and Videotron, a company under common control, which will each assume their share of the rights. The agreement provides for progressive fees over its term.

Related-party transactions

The Corporation entered into the following transactions with related parties in the normal course of business. These transactions were accounted for at the exchange amounts of consideration agreed to by the parties.

In the third quarter of 2026, the Corporation sold advertising space and content, recorded subscription revenues, and provided production, postproduction and other services to companies under common control and associates in the aggregate amount of $27,907,000 ($28,346,000 for the third quarter of 2025). The slight decrease was mainly due to lower rental, production and postproduction revenues from associates.

In the third quarter of 2026, the Corporation recorded content acquisition costs, telecommunications service costs, advertising space acquisition costs, professional service fees, commissions on sales, and fees for newsgathering, technological, digital and other services arising from transactions with companies under common control and associates totalling $14,796,000 ($20,092,000 for the third quarter of 2025). The decrease was primarily due to lower content acquisition costs with associates and a favourable retroactive adjustment to content costs with a company under common control.

In the third quarter of 2026, the Corporation also billed management fees to corporations under common control in the amount of $198,000 ($260,000 in the third quarter of 2025). The decrease in management fees billed was due to the implementation of restructuring plans, which led to a decrease in the cost of services rendered. These fees are recorded as a reduction of operating expenses.

The Corporation also assumed management fees of the parent corporation in the amount of $1,979,000 for the third quarter of 2026 ($2,239,000 for the same period of 2025), as well as standby fees in the amount of $83,000 on the secured renewable credit facility ($953,000 in interest and standby fees for the same period of 2025).

During the first nine months of 2026, the Corporation sold advertising space and content, recorded subscription revenues, and provided production, postproduction and other services to companies under common control and associates in the aggregate amount of $85,100,000 ($87,754,000 during the first nine months of 2025). The decrease was mainly due to lower rental, production and postproduction revenues from associates and lower advertising and content revenues from a company under common control.

In the first nine months of 2026, the Corporation recorded content acquisition costs, telecommunications service costs, advertising space acquisition costs, professional service fees, commissions on sales, and fees for newsgathering, technological, digital and other services arising from transactions with companies under common control and associates totalling $73,820,000 ($78,563,000 for the first nine months of 2025). The decrease was primarily due to a favourable retroactive adjustment to content costs with a company under common control, a decrease in commissions on advertising sales and content management fees with the parent corporation, lower fees for technological and digital services from companies under common control, and a net decrease in content acquisition costs with associates.

In the first nine months of 2026, the Corporation also billed management fees to companies under common control in the amount of $618,000 ($954,000 for the first nine months of 2025). The decrease was due to the same factor as noted above.

The Corporation also assumed management fees of the parent corporation in the amount of $5,937,000 for the first nine months of 2026 ($6,716,000 for the same period of 2025), as well as standby fees in the amount of $464,000 on the secured renewable credit facility ($2,907,000 in interest and standby fees for the same period of 2025).

Capital stock

Table 5 below presents information on the Corporation's capital stock. In addition, 610,450 Class B stock options of the Corporation were outstanding as of October 13, 2026.

Table 5
Number of shares outstanding as at October 13, 2026
(in shares and dollars)

	Issued and outstanding	Carrying amount
Class A common shares	4,320,000	$ 0.02
Class B shares	38,885,535	$ 5.33

Disclosure controls and procedures

The purpose of internal controls over financial reporting is to provide reasonable assurance as to the reliability of the Corporation's financial reporting and the preparation of its financial statements in accordance with IFRS. During the three-month period ended September 30, 2026, no changes to the internal control over financial reporting that have had or could reasonably be expected to have a material effect were made.

Additional information

The Corporation is a reporting issuer under the securities acts of all the provinces of Canada. It is therefore required to file financial statements, an information circular and an annual information form with the various securities regulatory authorities. Copies of those documents are available free of charge from the Corporation on request, and on the Web at www.sedarplus.ca and www.groupetva.ca.

Forward-looking information disclaimer

The statements in this Management's Discussion and Analysis that are not historical facts may be forward-looking statements and are subject to important known and unknown risks, uncertainties and assumptions which could cause the Corporation's actual results for future periods to differ materially from those set forth in the forward-looking statements. Forward-looking statements generally can be identified by the use of the conditional, the use of forward-looking terminology such as "propose," "will," "expect," "may," "anticipate," "intend," "estimate," "plan," "foresee," "believe" or the negative of these terms or variations of them or similar terminology. Certain factors that may cause actual results to differ from current expectations include seasonality, operational risks (including pricing actions by competitors and the risk of loss of key customers in the Film Production & Audiovisual Services and Production & Distribution segments), programming, content and production cost risks, credit risk, government regulation risks, risks associated with government assistance and the impacts of economic conditions and the fragmentation of the media landscape, risk related to the Corporation's ability to adapt to fast-paced technological change and to new delivery and storage methods, labour relation risks, impacts related to cybersecurity and the protection of personal information, and the risks related to public health emergencies, as well as any urgent steps taken by government.

The forward-looking statements in this document are made to give investors and the public a better understanding of the Corporation's circumstances and are based on assumptions it believes to be reasonable as of the day on which they were made. Investors and others are cautioned that the foregoing list of factors that may affect future results is not exhaustive and that undue reliance should not be placed on any forward-looking statements.

For more information on the risks, uncertainties and assumptions that could cause the Corporation's actual results to differ from current expectations, please refer to the Corporation's public filings, available at www.sedarplus.ca and www.groupetva.ca, including in particular the "Risks and Uncertainties" section of the Corporation's annual Management's Discussion and Analysis for the year ended December 31, 2025.

The forward-looking statements in this Management's Discussion and Analysis reflect the Corporation's expectations as of October 29, 2026, and are subject to change after that date. The Corporation expressly disclaims any obligation or intention to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, unless required to do so by the applicable securities laws.

Montreal, Quebec

October 29, 2026

Table 6
SELECTED QUARTERLY FINANCIAL DATA
(in thousands of dollars, except for per-share data)

	2026			2025
	Sept. 30	June 30	March 31	Dec. 31
Operations				
Revenues	**$ 109,250**	$ 143,264	$ 117,793	$ 185,543
Adjusted EBITDA (negative adjusted EBITDA)	**$ 32,831**	$ 23,313	$ (996)	$ 50,090
Net income (loss) attributable to shareholders	**$ 20,674**	$ 13,189	$ (4,275)	$ 31,877
Basic and diluted per-share data				
Basic earnings (loss) per share	**$ 0.48**	$ 0.31	$ (0.10)	$ 0.74
Diluted earnings (loss) per share	**$ 0.48**	$ 0.30	$ (0.10)	$ 0.74
Weighted average number of outstanding shares (in thousands)	**43,206**	43,206	43,206	43,206
Weighted average number of diluted shares (in thousands)	**43,459**	43,311	43,206	43,206

	2025			2024
	Sept. 30	June 30	March 31	Dec. 31
Operations				
Revenues	$ 106,192	$ 129,415	$ 119,668	$ 146,701
Adjusted EBITDA (negative adjusted EBITDA)	$ 18,500	$ 1,754	$ (20,494)	$ 5,031
Net income (loss) attributable to shareholders	$ 8,012	$ (4,793)	$ (20,309)	$ (1,143)
Basic and diluted per-share data				
Basic and diluted earnings (loss) per share	$ 0.19	$ (0.11)	$ (0.47)	$ (0.03)
Weighted average number of outstanding and diluted shares (in thousands)	43,206	43,206	43,206	43,206

- The Corporation's businesses experience significant seasonality caused, among other factors, by seasonal advertising patterns, consumers' viewing, reading and listening habits, demand for production services from international and local producers, demand for content from global broadcasters, and the related delivery schedules. Because the Corporation depends on the sale of advertising for a significant portion of its revenues, operating results are also sensitive to prevailing economic conditions, including changes in local, regional and national economic conditions, particularly as they may affect advertising spending.
- In the Broadcasting segment, operating expenses vary mainly as a result of programming costs, which are directly related to programming strategies and to live sports broadcasts. In the Film Production & Audiovisual Services segment, operating costs fluctuate according to demand for production services from international and local producers. In the Magazines segment, operating expenses fluctuate according to publication schedules, which may vary from quarter to quarter. In the Production & Distribution segment, operating expenses fluctuate according to delivery schedules and estimated future revenues.

Accordingly, adjusted EBITDA for interim periods may vary from one quarter to the next.