

Attachment D

Managerial Ability

PAUL J. MCALEESE

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SHAW COMMUNICATIONS INC., Calgary, Canada (April 2017 to April 2023)

President (March 2020 to April 2023), **President of Wireless** (April 2017 to March 2020)
Responsible for Shaw's overall financial and operating performance, in this role I supported divisional Presidents for both the Consumer and Business segments as well as the executives leading Operations, Sales, Marketing and Customer Care.

As the President of Shaw's Wireless division, I led the country's highest growth operator, repositioning the Freedom Mobile brand and customer proposition and then leading the successful launch of Shaw Mobile. Shaw's Wireless operation is widely acknowledged by analysts to have led the industry in innovation and key subscriber metrics during my tenure.

As Shaw's President I was honoured to be a member of the team that negotiated the sale of the company to Rogers Communications, which at \$26B delivered a 70% premium to Shaw's shareholders. When the transaction was challenged in federal court by the Canadian government, I became Shaw's public face for the deal during its two-year long legal and regulatory battle. The transaction successfully closed in April 2023.

I-WIRELESS LLC, Cincinnati, Ohio, USA (July 2005 to Present)

Chief Executive Officer (July 2005 to April 2017), **Board Member** (July 2005 to Present)
Co-founder of i-wireless, the private-label wireless service and loyalty program sold exclusively through The Kroger Company's three thousand US grocery stores. Modeled after Tesco Mobile, i-wireless is proudly approaching its twentieth anniversary and has exceeded \$1.5B billion in aggregate sales over its life.

During my time as Chief Executive, I negotiated both equity and debt investments to support the company's infrastructure build and rapid customer growth. These investors include Spark Capital, Sprint (now T-Mobile) and Kroger itself, who in 2007 purchased the 50% equity stake that they continue to hold in the company.

CINCINNATI BELL, Cincinnati, Ohio, USA (January 2004 to July 2005)

Chief Marketing Officer

Operating lead for this highly-regarded regional telecom provider, at the time the ninth largest operator in the United States. Oversaw the company's four diverse lines of business (Local Telephony, Wireless, Broadband and Long Distance) across both the Consumer and Business segments.

BRITISH TELECOM & O2 PLC, London, England (July 1998 to December 2003)

General Manager, Consumer Division

Broad general management authority over the Consumer portfolio of BT Cellnet and O2, which spun out of British Telecom in 2002. Led the acquisition and integration of multiple retail trading entities to form O2 Retail and oversaw the development of O2's online capability.

ROGERS WIRELESS, Toronto, Canada (July 1992 to March 1998)

Vice-President of Consumer Marketing and Sales

Reporting directly to the Chief Operating Officer of Canada's largest wireless operator, in this role I developed the acquisition and retention strategies for the emerging Consumer segment within the Canadian wireless market.

JENIFER L. MCALEESE

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RETHINK, Toronto, Canada (October 2020 to August 2024)

Business Strategy Lead – Telecom & Technology

Lead Rethink's account strategy for Shaw Communications, including its transformative wireless brands, Shaw Mobile and Freedom Mobile. As the recognized disruptors in Canadian telecom, these brands have successfully challenged the industry's incumbents and elevated the status of the fourth wireless carrier.

Rethink is proudly Strategy Magazine's Canadian Agency of the Year for five years in a row.

RAIN, Toronto, Canada (October 2019 – September 2020)

Vice President, Brand Development

Manage the overall creative development and strategic execution of a re-energized brand identity for Shaw Communications and the go-to-market launch of Shaw Mobile.

STRATEGIC COMMUNICATIONS ADVISOR, Toronto Canada (September 2017 – October 2019)

Marketing & Brand Management Consultant

Passionate brand manager assisting clients in developing a marketing mix that spans traditional and digital media, social media, public relations and stakeholder management to successfully drive awareness, consideration, engagement and sales. Clients include: L'Oréal Paris, Freedom Mobile, Creative Pest Designs.

I-WIRELESS LLC, Cincinnati, Ohio, USA (July 2005 to May 2017)

Vice President, Corporate Affairs (June 2013 – May 2017)

Tasked with amplifying the external profile for i-wireless among key legislative and regulatory stakeholders. Proactively managed issues of reputational importance by assessing risks and opportunities, as well as leveraging external efforts to promote industry insight, advice and corporate narrative.

Co-Founder/Director, Marketing Communications (June 2005 – June 2013)

Accountable for the overall brand stewardship, creative development and execution of marketing programs, digital transformation and merchandising for Kroger corporately-owned retail channel. Led the customer experience design across all touch points, including acquisition, retention and brand awareness.

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GYRO, Cincinnati, Ohio, USA (December 2004 – June 2005)

Senior PR Consultant

Senior account liaison responsible for implementing a comprehensive communications plan for labour negotiation with a unionized workforce in the event of a potential work stoppage. Served as chief communicator on union negotiating teams.

CINCINNATI BELL, Cincinnati, Ohio, USA (July 2001 – December 2004)

Media Relations Manager

Media relations specialist and company spokesperson for highly regarded telecom's business agenda. Facilitated relationships with national, regional, and local broadcast electronic and print media, providing strategic counsel and support for executive engagement with the goal of promoting business priorities, while protecting and enhancing reputation.

NORTHERN KENTUCKY UNIVERSITY, Highland Heights, KY, USA

(January 2002 – May 2004)

Adjunct Professor, Interpersonal Communications & PR Case Studies

Instructor for undergraduate coursework in interpersonal communications and public relations case studies.

EDUCATION

UNIVERSITY OF CINCINNATI, Cincinnati, Ohio, USA

Master of Arts, Organizational Communications

2000 - 2002

NORTHERN KENTUCKY UNIVERSITY, Highland Heights, KY, USA

Bachelor of Arts, Communications

1995 - 1999