

Court File No. CV-19-615862-00CL
Court File No. CV-19-616077-00CL
Court File No. CV-19-616779-00CL

**ONTARIO
SUPERIOR COURT OF JUSTICE
COMMERCIAL LIST**

IN THE MATTER OF THE *COMPANIES' CREDITORS ARRANGEMENT ACT*,
R.S.C. 1985, c. C-36, AS AMENDED

AND IN THE MATTER OF A PLAN OF COMPROMISE
OR ARRANGEMENT OF **JTI-MACDONALD CORP.**

AND IN THE MATTER OF A PLAN OF COMPROMISE
OR ARRANGEMENT OF **IMPERIAL TOBACCO CANADA LIMITED**
AND **IMPERIAL TOBACCO COMPANY LIMITED**

AND IN THE MATTER OF A PLAN OF COMPROMISE
OR ARRANGEMENT OF **ROTHMANS, BENSON & HEDGES INC.**

Applicants

QCAP MOTION RECORD
(Motion re: QCAP Notice Protocol - Returnable on December 23, 2024)

December 13, 2024

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et la santé and Jean-Yves Blais and Cécilia
Létourneau (**Quebec Class Action
Plaintiffs**)

TO : THE COMMON SERVICE LIST

Court File No. CV-19-615862-00CL
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	Appendix "C" - Proposed Notice of Hearing and Motion to Approve the Quebec Class Counsel Fee (English and French versions)
3	Draft QCAP Notice Protocol Order

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**NOTICE OF MOTION
(QCAP Notice Protocol)**

TAKE NOTICE that the Quebec Class Action Plaintiffs¹ will make a motion before the Honourable Chief Justice Morawetz on December 23, 2024:

PROPOSED METHOD OF HEARING: The motion is to be heard by videoconference.

THE MOTION IS FOR an Order substantially in the form included at Tab 3 of the Motion Record:

¹ Capitalized terms not otherwise defined herein have the meanings ascribed to them in the Affidavit of André Lespérance dated December 12, 2024 (the "**Lespérance Affidavit**") or in the CCAA Plans. The Quebec Class Action Plaintiffs are also referred to as the QCAPs.

1. approving the form and content of the *Notice of Hearing and Motion to Approve the Quebec Counsel Fee* (the “**QCAP Notice**”) attached as Appendix “C” to the Lespérance Affidavit, in English and French versions, subject to the right of Quebec Class Counsel to make non-material changes to the QCAP Notice as may be necessary or desirable, without any further authorization of the CCAA Court.

2. approving and ordering the publication and dissemination of the QCAP Notice and the Motion for the Approval of the Quebec Class Counsel Fee (the “**Quebec Class Counsel Fee Motion**”) as follows (the “**QCAP Notice Protocol**”):
 - a. Quebec Class Counsel will publish the QCAP Notice on the QCAP Website (<https://recourstabac.com>) in both English and French, no later than December 29, 2024;

 - b. Quebec Class Counsel will send the QCAP Notice in both English and French, or a hyperlink to this notice, by email and/or text message (based on the individual’s preferred method of communication) to all individuals included on the Contact List, no later than December 29, 2024;

 - c. Quebec Class Counsel will publish the QCAP Notice in the Registre des actions collectives in both English and French, no later than December 29, 2024;

 - d. Quebec Class Counsel will serve the Quebec Class Counsel Fee Motion on the common service list no later than January 13, 2025;

 - e. Quebec Class Counsel will publish the QCAP Class Counsel Fee Motion on the QCAP Website, no later than January 14, 2025; and

 - f. Costs of the notice campaign will be assumed by Quebec Class Counsel.

3. ordering that the publication and notification of the QCAP Notice and the Quebec Class Counsel Fee Motion in accordance with the QCAP Notice Protocol shall constitute good and sufficient service of the Quebec Class Counsel Fee Motion on all Persons who may be entitled to receive notice thereof and that no other form of notice or service needs to be made on such Persons.
4. ordering that the accidental failure to transmit or deliver the QCAP Notice or Quebec Class Counsel Fee Motion in accordance with the QCAP Notice Protocol, or the non-receipt by any Person entitled to delivery thereof, shall not invalidate such service.

THE GROUNDS FOR THE MOTION ARE:

Background

5. On March 1, 2019, the Quebec Court of Appel substantially upheld the Superior Court of Quebec judgment (Justice Brian Riordan J.S.C.) in the Quebec Class Actions, which condemned the Tobacco Companies to pay the QCAPs in excess of \$13.5 billion.
6. Seven days after the Quebec Court of Appeal judgement was issued, JTIM filed for and obtained Court-protection under the CCAA and in the days that followed, similar relief was granted to Imperial and RBH.
7. On April 5, 2019, the CCAA Court appointed the Court-Appointed Mediator to oversee and coordinate a comprehensive mediation among the Tobacco Companies and their key stakeholders, which included the QCAPs.
8. After five and a half years of complex mediation, and further to the directions of the CCAA Court issued on October 5, 2023, the Court-Appointed Mediator and Monitors filed CCAA Plans in respect of each of the Tobacco Companies in order to effect a global settlement of all Affected Claims against the Tobacco Companies.

9. The CCAA Plans provide that an amount of \$4.25 billion will be allocated to the QCAPs, of which \$4.19 billion is to be paid to them in settlement of the *Blais* Class Action and \$131 million is to be contributed by the QCAPs and allocated to the Cy-Près Foundation in settlement of the *Létourneau* Class Action.
10. On October 31, 2024, the CCAA Court issued Meeting Orders that accepted the CCAA Plans for filing and ordered that the Meetings be held on December 12, 2024 to permit the Affected Creditors to vote on the CCAA Plans.
11. At the Meetings held on December 12, 2024, the Affected Creditors voted to approve the CCAA Plans, such that the Sanction Hearing is now scheduled to take place on January 29, 30 and 31, 2025.
12. Quebec Class Counsel have represented the QCAPs over the past 26 years throughout the duration of the Quebec Class Actions and the present CCAA Proceedings.
13. Pursuant to the CCAA Plans, the Quebec Class Counsel Fee is subject to the approval of the CCAA Court, which is to be dealt with at the Sanction Hearing.

QCAP Notice and QCAP Notice Protocol

14. As appears from the Lespérance Affidavit, the QCAP Notice has been prepared, in plain language, in order to properly notify potential *Blais* Class Members of the request for approval of the Quebec Class Counsel Fee and of the hearing on the Quebec Class Counsel Fee Motion. The French version of the QCAP Notice is a fair and accurate translation of the English version thereof.
15. The QCAP Notice Protocol was devised on the basis that the significant majority of potential *Blais* Class Members are already registered on the website maintained for the Quebec Class Actions, <https://recourstabac.com> (the “**QCAP Website**”), including more than 35,000 registrations since October 17, 2024 when the CCAA

Plans were publicly released and one of the most extensive media campaigns in Quebec followed thereafter.

16. According to the Lespérance Affidavit, it is apparent that most living members of the *Blais* Class Action are aware of the existence of the CCAA Plans, the compensation program available to *Blais* Class Members in the event that the CCAA Plans are approved, and the possibility of registering on the QCAP Website.
17. As of December 2, 2024, the contact information for 66,820 individuals registered on the QCAP Website has been compiled (the “**Contact List**”) and the most effective way to effect direct notification to these individuals is by email and text message based on the contact information that they have provided with their registrations.
18. In addition to direct notifications, the QCAP Notice Protocol provides for the publication of the relevant documents in the central registry of class actions maintained by the Superior Court of Quebec as well as on the QCAP Website.
19. The QCAP Notice Protocol is a highly efficient and effective means of providing sufficient notice to potential *Blais* Class Members of the request for the approval of the Quebec Class Counsel Fee, the Quebec Class Counsel Fee Motion, and the mechanism for submitting notices of opposition if they wish to do so.

Additional Grounds

20. The previous Orders granted in the CCAA Proceedings;
21. The *Companies’ Creditors Arrangement Act*, RSC 1985, c C-36 and the inherent and equitable jurisdiction of the Court;
22. The *Ontario Rules of Civil Procedure*, R.R.O. 1990, Reg. 194, as amended; and

23. Such further and other grounds as counsel may advise and this Honourable Court may permit.

THE FOLLOWING DOCUMENTARY EVIDENCE will be used at the hearing of the Motion:

1. The Affidavit of André Lespérance dated December 12, 2024, including Appendices “A”, “B” and “C” thereto.

December 13, 2024

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**AFFIDAVIT OF ANDRÉ LESPÉRANCE
(sworn December 12, 2024)**

I, André Lespérance, of the City of Montreal, in the Province of Quebec, and having a place of business at 750 Côte de la Place d'Armes, Bureau 90, Montreal, Quebec, H2Y 2X8, MAKE OATH AND SAY:

1. I am a Partner at the law firm Trudel Johnston & Lespérance, one of the four law firms (the "**Quebec Class Counsel**") representing the class representatives (the "**Quebec Class Action Plaintiffs**" or "**QCAPs**") in two class action lawsuits¹ against JTI-MacDonald Corp. ("**JTIM**"), Imperial Tobacco Canada Ltd. ("**Imperial**" or "**ITL**") and Rothmans, Benson & Hedges Inc. ("**RBH**") (collectively the "**Tobacco Companies**") and in the context of the present proceedings (the "**CCAA Proceedings**") under the *Companies' Creditors Arrangement Act*, RSC 1985, c C-36, as amended (the "**CCAA**") before the Ontario Superior Court of Justice (Commercial List) in Toronto (the "**CCAA Court**").
2. Unless otherwise defined herein, all defined terms used in the present affidavit have the meanings ascribed to them in the Mediator's and Monitors' Plan of Compromise and Arrangement dated October 17, 2024 in respect of each of

¹ The "**Quebec Class Actions**" comprising (i) *Cecilia Létourneau et al. v. Imperial Tobacco Canada Ltd., et al.* (500-06-000070-983, the "**Létourneau Class Action**") and (ii) *Jean-Yves Blais and the Conseil québécois sur le tabac v. Imperial Tobacco Canada Ltd., et al.* (500-06-000076-980, the "**Blais Class Action**").

- the Applicants in these CCAA Proceedings (each a “**Plan**” and collectively the “**Plans**”).
3. I am responsible for overseeing communications with class members in the Quebec Class Actions, which includes the management of a dedicated website for the Quebec Class Actions, recourstabac.com, (the “**QCAP Website**”), and a mailing list of individuals who are potentially eligible *Blais* Class Members and/or who wish to be informed regarding the progress of the Quebec Class Actions.
 4. To ensure that class members are regularly and fully informed of developments in the Quebec Class Actions, our firm has engaged Proactio, a subsidiary of Raymond Chabot Grant Thornton (“**Proactio**”), to handle phone and email communications with class members and to manage the QCAP Website.
 5. The QCAP Website is a bilingual website featuring key information for class members — including notices, significant decisions and procedures, an historical overview of the litigation, and a list of frequently asked questions, among other important information — designed to provide them with accurate, comprehensive and up-to-date information written in plain language. The QCAP Website is very well-known to class members and to the general public in Quebec.
 6. The information on the QCAP Website complements and supplements the documents filed as a matter of course in the *Registre des actions collectives*, a central registry of class actions maintained by the Superior Court of Québec at <https://www.registredesactionscollectives.quebec>.
 7. As a result of the QCAP Website, Quebec Class Counsel have assembled contact information (email, text and/or phone details) for class members and others who wish to stay informed regarding the progress of the litigation (the “**Contact List**”). The Contact List, which has been developed and grown in size over many years, allows us to communicate directly and on a regular basis with all individuals who have registered on the site in both French and English.
 8. Prior to the public release of the Plans on October 17, 2024, approximately 28,118 individuals were signed up through the QCAP Website and included on the Contact List.
 9. Following the release of the Plans and the ensuing accompanying media campaign and coverage in late October 2024, over 35,000 new individuals signed up on the QCAP Website and were added to the Contact List.
 10. As a result of these new registrations, the Contact List now includes 66,820 individuals (as of December 2, 2024). A document provided by Proactio showing these registrations is included as **Appendix “A”** to this affidavit.
 11. A dedicated phone line has also been set up with the assistance of Proactio to address inquiries regarding the Quebec Class Actions. This phone line received

- 8,143 calls between October 18th and 31st regarding the Quebec Class Actions and the Plans. It received another 9,544 calls between November 1st and 20th. These numbers include calls that were sent to voicemail (e.g., those received outside of the operating hours of the phone line) and do not include outgoing calls by Proactio agents to return messages left by those callers.
12. Quebec Class Counsel have also engaged a public relations firm, Public Stratégies et Conseils (“PSC”) to help us inform the public and *Blais* Class Members regarding the details of the Plans, including what it means for them and their families.
 13. I have attached a report prepared by PSC as **Appendix “B”** to this affidavit. According to that report, more than 350 news articles and interviews were published in connection with the announcement of the Plans, in both French and English. It is one of the most extensive media campaigns conducted in Quebec in recent years.
 14. On the basis of this report, the information provided by Proactio, and the unprecedented degree of contact with class members over the past month — as well as on the basis of my experience as a lawyer specializing in class actions for over 31 years — it is apparent that most living members of the *Blais* Class Action have now been informed of: (i) the existence of the Plans filed October 17, 2024, (ii) the compensation program that will be made available to *Blais* Class Members in the event the Plans are approved by the CCAA Court, and (iii) the possibility of registering as potential members of the *Blais* Class Action via the QCAP Website.
 15. Based on my lengthy involvement in the Quebec Class Actions and the outreach referenced above, I am able to confirm that a significant majority of potential *Blais* Class Members have now registered with our firm and can be reached by e-mail and/or text message using the dedicated Contact List and QCAP Website.
 16. Potential *Blais* Class Members must be accurately and adequately informed of the details regarding the upcoming Sanction Hearing and the motion that will be presented at such time for the approval of the Quebec Class Counsel Fee. They must also have a way to obtain further information, including access to contact information for Quebec Class Counsel as well as to the motion record for the approval of the Quebec Class Counsel Fee to be filed in January 2025 (the “**Quebec Class Counsel Fee Motion**”).
 17. Direct notice via e-mail and text message to all potential *Blais* Class Members registered on the QCAP Website and included on the Contact List is both feasible and the most effective manner by which to inform them of the Sanction Hearing and the Quebec Class Counsel Fee Motion. It is also the best way to ensure that they have an opportunity to ask questions and communicate directly with Quebec Class Counsel regarding these important steps.

18. It is proposed that a notice, written in plain language in English and French, be sent to *Blais* Class Members notifying them of the request for approval of the Quebec Class Counsel Fee and of the hearing on the Quebec Class Counsel Fee Motion (the “**QCAP Notice**”), the English and French versions of which notice are attached as **Appendix “C”** to this affidavit.
19. The French version of the QCAP Notice is a fair and accurate translation of the English version thereof.
20. On the basis of the information detailed in the present affidavit, we are asking the CCAA Court to approve the following protocol for the publication and distribution of the QCAP Notice and the Quebec Class Counsel Fee Motion (the “**QCAP Notice Protocol**”):
 - a. Quebec Class Counsel will publish the QCAP Notice on the QCAP Website (<https://recourstabac.com>) in both English and French, no later than December 29, 2024;
 - b. Quebec Class Counsel will send the QCAP Notice in English and French, or a hyperlink to this notice, by email and/or text message (based on the individual’s preferred method of communication) to all individuals included on the Contact List, no later than December 29, 2024;
 - c. Quebec Class Counsel will publish the QCAP Notice in the *Registre des actions collectives* in both English and French, no later than December 29, 2024;
 - d. Quebec Class Counsel will serve the Quebec Class Counsel Fee Motion on the common service list no later than January 13, 2025;
 - e. Quebec Class Counsel will publish the QCAP Class Counsel Fee Motion on the QCAP Website, no later than January 14, 2025; and
 - f. Costs of the notice campaign will be assumed by Quebec Class Counsel.
21. Given the large number of recipients and the extraordinary public interest in the Quebec Class Actions and the present CCAA Proceedings, considerable media coverage will almost inevitably follow the publication and distribution of the QCAP Notice in Quebec.
22. This additional public coverage will further help to ensure that any potential *Blais* Class Members not already registered with us will have an opportunity to be informed of key information regarding the next steps in the present CCAA Proceedings, including in particular the hearing of the Quebec Class Counsel Fee Motion. It also renders any secondary form of notice publication (e.g., newspaper advertising) unnecessary in the circumstances.

23. We are also asking the CCAA Court to order that the publication and notification of the QCAP Notice and the Quebec Class Counsel Fee Motion in accordance with the QCAP Notice Protocol (i) shall constitute good and sufficient service of the Quebec Class Counsel Fee Motion on all Persons who may be entitled to receive notice or service thereof, (ii) that no other form of notice or service needs to be made on such Persons, and (iii) that the accidental failure to transmit or deliver the QCAP Notice or Quebec Class Counsel Fee Motion in accordance with the QCAP Notice Protocol, or the non-receipt by any Person entitled to delivery thereof, shall not invalidate such service.

AND I HAVE SIGNED:



André Lespérance

Solemnly declared before me at Montreal,
Province of Quebec, this 12th day of December, 2024



Commissioner of Oaths for Quebec



Number or Seal

LIST OF APPENDICES
AFFIDAVIT OF ANDRÉ LESPÉRANCE
(December 12, 2024)

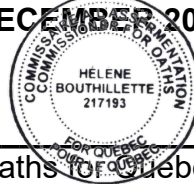
Appendix	Description
A	Report from Proactio regarding recourstabac.com registrations
B	Report from Public Stratégies et Conseils regarding the October 2024 media campaign and coverage
C	Proposed notice to <i>Blais</i> Class Members (English version)

**THIS IS APPENDIX "A"
TO THE AFFIDAVIT OF ANDRÉ LESPÉRANCE
(December 12, 2024)**

CUMULATIVE REGISTRATIONS

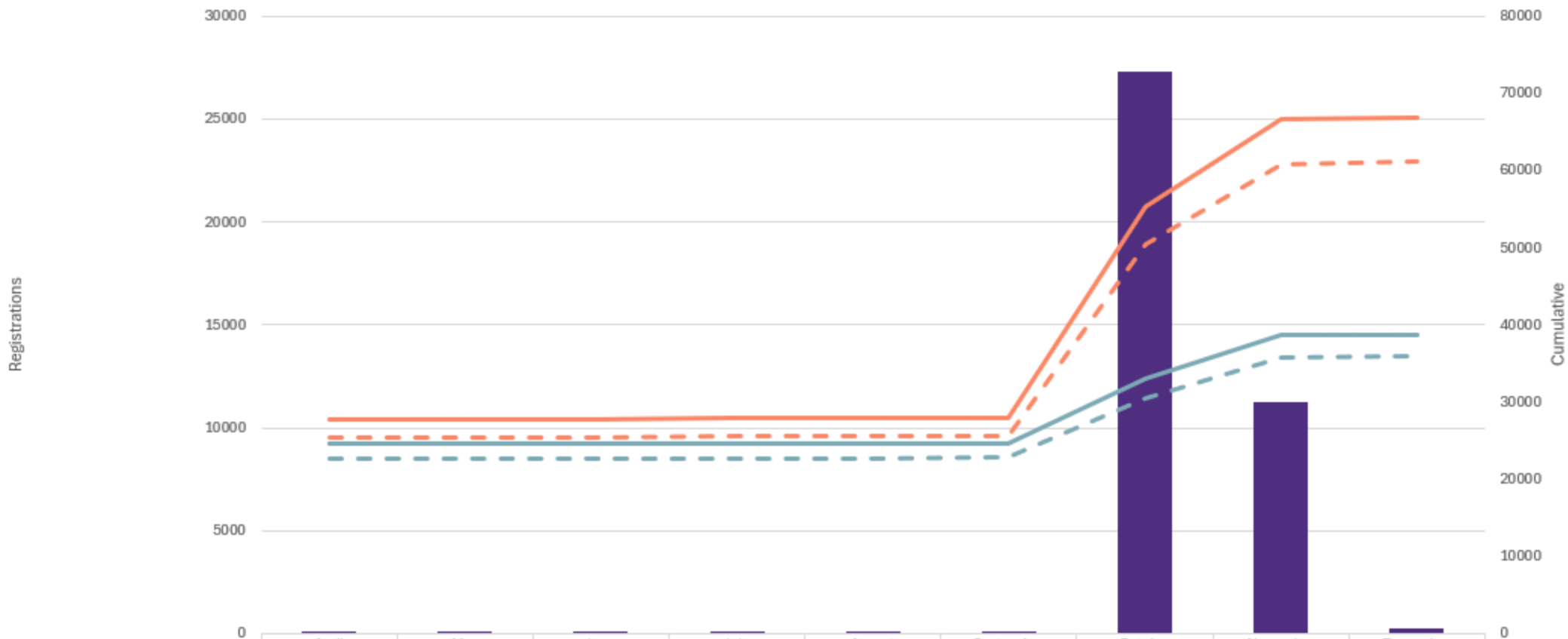
**SWORN BEFORE ME
THIS 12 DAY OF DECEMBER 2024**

H. Bouthillette



Commissioner of Oaths for Quebec

Cumulative registrations



	April	May	June	July	August	September	October	November	December
New registrations	91	55	45	53	49	110	27346	11247	222
Total registrations	27693	27748	27793	27846	27895	28005	55351	66598	66820
Total registrations with email	25372	25425	25468	25517	25562	25657	50478	60908	61101
Total CQTS-Blais	24557	24573	24587	24601	24622	24655	32977	38695	38784
Total CQTS-Blais with email	22679	22694	22708	22720	22741	22770	30445	35860	35947

**THIS IS APPENDIX "B"
TO THE AFFIDAVIT OF ANDRÉ LESPÉRANCE
(December 12, 2024)**

**PUBLIC STRATÉGIES ET CONSEILS REPORT
Re : RECOURS COLLECTIF CQTS-**

**SWORN BEFORE ME
THIS 12 DAY OF DECEMBER 2024**

H. Bouthillette



Commissioner of Oaths for Quebec



Recours collectif CQTS-Blais

Total Quantity	357
Total Reach	112,794,800
Budget	\$0.00
Cost per Contact	\$0.0000

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Tone Results

Tone	Clips	Reach		
Positive	228	64%	83,342,700	74%
Balanced	79	22%	20,269,100	18%
Negative	50	14%	9,183,000	8%

MRP Quality Results

Criteria	Clips	Reach		
Bonus	0	0%	-	0%
Brand Mention	282	79%	94,930,200	84%
Key Message(s)	231	65%	87,542,700	78%
Spokesperson	219	61%	78,214,200	69%
Call to Action	221	62%	80,390,200	71%

* Tone analysis has been used in the calculation of this MRP Score.

MRP Score

68.38%



Coverage

Recours collectif CQTS-Blais

File Type	Publish Date	Media Type	Outlet Name	Headline / Title	City	Province	Reach
	10/17/2024	Website	thebeaundmail.com	Tobacco companies set to pay \$32.5-billion in landmark Canadian legal settlement	National	CDN	6,767,000
	10/17/2024	Website	thebeaundmail.com/investing	QCTH-Blais Class Action against the Tobacco Companies - A plan of arrangement allowing compensation to be paid to tobacco victims has finally been filed	National	CDN	275,000
	10/17/2024	Website	therecord.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	232,000
	10/17/2024	Website	therecord.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	232,000
	10/17/2024	Website	novvo.info	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	120,000
	10/17/2024	Website	newestrecord.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	8,500
	10/17/2024	Website	kelownadailycourier.ca	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	14,000
	10/17/2024	Website	tvanouvelles.ca	Géants du tabac: 32,5 milliards \$ aux victimes de la cigarette et aux provinces	National	CDN	1,648,000
	10/17/2024	Website	thestar.com/business	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	388,000
	10/17/2024	Website	thespc.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	546,000
	10/17/2024	Website	winnipegfreepress.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	418,000
	10/17/2024	Website	winnipegfreepress.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	418,000
	10/17/2024	Website	westerninvestor.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	20,000
	10/17/2024	Website	westerninvestor.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	20,000
	10/17/2024	Website	nsnews.com (North Shore News)	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	148,000
	10/17/2024	Website	nsnews.com (North Shore News)	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	148,000
	10/17/2024	Website	Richmond-news.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	146,000
	10/17/2024	Website	richmond-news.com/business	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	10,000
	10/17/2024	Website	stalbertgazette.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	58,200
	10/17/2024	Website	stalbertgazette.com/national-news	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	12,000
	10/17/2024	Website	lethbridgeherald.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	21,000
	10/17/2024	Website	goephoday.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	212,000
	10/17/2024	Website	goephoday.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	21,000
	10/17/2024	Website	ckom.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	16,000
	10/17/2024	Website	midlandtoday.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	23,000
	10/17/2024	Website	midlandtoday.ca	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	23,000
	10/17/2024	Website	msn.com/fr-ca/actualites	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	85,000
	10/17/2024	Website	delta-optimist.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	29,000
	10/17/2024	Website	delta-optimist.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	49,000
	10/17/2024	Website	Vancouverisawesome.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	84,000
	10/17/2024	Website	vancouverisawesome.com/national-business	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	75,000
	10/17/2024	Website	lejournaldeletoile.ca	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	20,000
	10/17/2024	Website	orilliamatters.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	223,000
	10/17/2024	Website	orilliamatters.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	223,000
	10/17/2024	Website	darpanmagazine.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	165,000
	10/17/2024	Website	lactuait.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	191,000
	10/17/2024	Website	lapresse.com	Des cigarettiers proposent de payer 32,5 milliards aux provinces et aux fumeurs malades	National	CDN	1,162,000
	10/17/2024	Website	namanonevsnosnow.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	34,000
	10/17/2024	Website	chroniclejournal.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	30,000
	10/17/2024	Website	baie560.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	31,000
	10/17/2024	Website	cheeknews.ca	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	166,000
	10/17/2024	Website	halifax.citynews.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	154,000
	10/17/2024	Website	intoday.ca	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	12,000
	10/17/2024	Website	Burtonator.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	115,000
	10/17/2024	Website	cbc.ca/news/canada	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	700,000
	10/17/2024	Website	msn.com/en-ca/news/canada	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	3,884,000
	10/17/2024	Website	thestar.com/business	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	388,000
	10/17/2024	Website	cjme.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	9,000
	10/17/2024	Website	cochranecagle.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	8,500
	10/17/2024	Website	globalnews.ca/news	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	1,000,000
	10/17/2024	Website	ca.finance.yahoo.com/topic/news	QCTH-Blais Class Action against the Tobacco Companies - A plan of arrangement allowing compensation to be paid to tobacco victims has finally been filed	National	CDN	250,000
	10/17/2024	Website	calgaryherald.com	Big Tobacco proposing \$32.5 billion settlement for smoking related harms	National	CDN	1,603,000
	10/17/2024	Website	cbc.ca/news/canada	Tobacco giants would pay out \$32.5 billion to provinces, smokers in 'historic' proposed deal	National	CDN	750,000
	10/17/2024	Website	ici.radio-canada.ca/nouvelle	Recours contre les géants du tabac - Les victimes québécoises recevraient 4,3 milliards \$	National	CDN	2,249,000
	10/17/2024	Website	recourscollectif.ca/nouvelle	Recours contre les géants du tabac - Les victimes québécoises recevraient 4,3 milliards \$	National	CDN	2,249,000
	10/17/2024	Website	torontosun.com/category/news	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	200,000
	10/17/2024	Website	ledorvil.com	Les géants du tabac paieraient 32,5 milliards aux provinces et aux fumeurs malades	National	CDN	1,112,000
	10/17/2024	Website	leaffaires.com	Les géants du tabac paieraient 32,5 milliards aux provinces et aux fumeurs malades	National	CDN	186,000
	10/17/2024	Website	vernonmatters.ca	Tobacco giants would pay out \$32.5 billion to provinces, smokers in 'historic' proposed deal	National	CDN	5,000
	10/17/2024	Website	vernonmatters.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	5,000
	10/17/2024	Website	enbauc.com/actualites-nationale	Les géants du tabac paieraient 32,5 milliards aux provinces et aux fumeurs malades	National	CDN	35,000
	10/17/2024	Website	journaldemontreal.com	Géants du tabac: 32,5 milliards \$ aux victimes de la cigarette et aux provinces	National	CDN	651,000
	10/17/2024	Website	journaldequebec.com	Géants du tabac: 32,5 milliards \$ aux victimes de la cigarette et aux provinces	National	CDN	417,000
	10/17/2024	Website	latribune.ca	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	305,000
	10/17/2024	Website	lavoixdelest.ca	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	89,000
	10/17/2024	Website	ledroit.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	353,000
	10/17/2024	Website	lenouvelles.ca	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	298,000
	10/17/2024	Website	lesoleil.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	801,000
	10/17/2024	Website	lequotidien.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	205,000
	10/17/2024	Website	lemank.ca	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	15,000
	10/17/2024	Website	sasknow.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	12,200
	10/17/2024	Website	timescolonist.com (Victoria)	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	245,000
	10/17/2024	Website	timescolonist.com (Victoria)	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	245,000
	10/18/2024	Website	stockhouse.com	Tobacco makers near \$32.6 billion settlement in Canada	National	CDN	59,000
	10/18/2024	Website	timescolonist.com (Victoria)	I wish my father was here - Tobacco victims hail bitter-sweet \$32.5-billion deal	National	CDN	245,000
	10/18/2024	Website	newswire.ca/health	Tobacco companies unlikely to shift business models despite proposed settlement: prof	National	CDN	19,000
	10/18/2024	Website	nsnews.com/the-mix	I wish my father was here - Tobacco victims hail bitter-sweet \$32.5-billion deal	National	CDN	10,000
	10/18/2024	Website	nsnews.com (North Shore News)	Five things on proposed landmark \$32.5-billion tobacco deal	National	CDN	148,000
	10/18/2024	Website	nsnews.com/ontario-news	Tobacco settlement will not protect future generations from addiction: advocates	National	CDN	10,000
	10/18/2024	Website	thebeaundmail.com/canada	Tobacco settlement will not protect future generations from addiction: advocates	National	CDN	1,205,000
	10/18/2024	Website	thebeaundmail.com/business	Landmark \$32.5-billion tobacco deal could see savings to provincial health care systems	National	CDN	2,247,000
	10/18/2024	Website	richmondsemitel.ca	Tobacco settlement will not protect future generations from addiction: advocates	National	CDN	25,000
	10/18/2024	Website	lethbridgenewsnow.com	Tobacco settlement will not protect future generations from addiction: advocates	National	CDN	20,000
	10/18/2024	Website	msn.com/en-ca/health	Tobacco settlement will not protect future generations from addiction: advocates	National	CDN	1,360,000
	10/18/2024	Website	halifax.citynews.ca	Tobacco settlement will not protect future generations from addiction: advocates	National	CDN	154,000
	10/18/2024	Website	vernonmatters.ca	Tobacco settlement will not protect future generations from addiction: advocates	National	CDN	5,000
	10/18/2024	Website	vernonmatters.ca	Five things on proposed landmark \$32.5-billion tobacco deal	National	CDN	5,000
	10/18/2024	Website	FT.com (Financial Times)	Tobacco groups near \$32.5bn settlement over long-running Canadian lawsuit	National	CDN	147,000
	10/18/2024	Website	abn.ca	Big tobacco companies reach tentative multi-billion-dollar settlement with Canada	National	CDN	100,000
	10/18/2024	Website	Nunatsilaq.com	Tobacco lawsuit settlement could add \$95M to Nunavut coffers	National	CDN	50,000
	10/18/2024	Website	financialpost.com/category/news	Big tobacco firms inch closer to settlement in Canada smoking risk cases	National	CDN	250,000
	10/18/2024	Website	toronto.com/news	The health disaster caused by the tobacco industry is still ongoing - Canadian Cancer Society reacts to proposed tobacco lawsuit settlement	National	CDN	105,000
	10/18/2024	Daily	The Globe and Mail (Ontario)	Tobacco companies set to pay \$32.5-billion in landmark Canadian legal settlement	Ontario	CDN	1,169,000
	10/18/2024	Television Program	Zone Info (RD)	4,3 milliards \$ pour les victimes québécoises du tabac (Zone Info)	National	CDN	250,000
	10/18/2024	Daily	Le Journal de Montréal	Entente historique : 32,5 milliards \$ aux victimes du tabac	Montréal	QC	1,190,000
	10/18/2024	Daily	Le Journal de Québec	Entente historique : 32,5 milliards \$ aux victimes du tabac	Québec	QC	595,000
	10/18/2024	Television Program	TVA Nouvelles (CFMT) 17h	TVA Nouvelles (CFMT) 17h	Montréal	QC	725,000
	10/18/2024	Website	tvanouvelles.ca/emissions/le-tva-nouvelles	TVA Nouvelles (CFMT) 17h	National	CDN	45,000
	10/18/2024	Television Program	TVA Nouvelles (CFMT) 12h	TVA Nouvelles 12h de Québec	Québec	QC	275,000
	10/18/2024	Website	tvancouverisawesome.com	TVA Nouvelles 12h de Québec	National	CDN	45,000
	10/18/2024	Television Program	TVA Nouvelles (LCN)	Le TVA Nouvelles 12h du 18 octobre 2024	National	CDN	350,000
	10/18/2024	Website	tvancouverisawesome.com/emissions/le-tva-nouvelles	Le TVA Nouvelles 12h du 18 octobre 2024	National	CDN	45,000
	10/18/2024	Website	journalchc.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	10,000
	10/18/2024	Website	Journalguide.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	15,000



Coverage

10/18/2024	Website	cpac.ca	Briefing on Proposed \$248 Settlement from Big Tobacco	National	CDN	10,000
10/18/2024	Website	ctvnews.ca/canada	Tobacco settlement will not protect future generations from addiction, advocates	National	CDN	750,000
10/18/2024	Website	ctvnews.ca/video	Tobacco companies propose \$25B payout	National	CDN	1,000,000
10/18/2024	Television Program	Your Morning (CTV)	Tobacco companies propose \$25B payout	National	CDN	600,000
10/18/2024	Website	ctvnews.ca/video	Tobacco payout: What are the next steps?	National	CDN	1,000,000
10/18/2024	Television Program	CTV News Channel Daytime (CTV NN)	Tobacco payout: What are the next steps?	National	CDN	669,900
10/18/2024	Website	ctvnews.ca/video	CTV National News: \$32B tobacco settlement	National	CDN	1,000,000
10/18/2024	Website	torontosun.com/category/news	I wish my father was here: Tobacco victims hail bittersweet \$32.5-billion deal	National	CDN	200,000
10/18/2024	Website	torontosun.com/category/news	Tobacco settlement will not prevent addiction, Advocates	National	CDN	200,000
10/18/2024	Website	journaldequebec.com/opinions	La caricature d'Yvesick en vidéo: 32,5 milliards \$ aux victimes du tabac	National	CDN	165,000
10/18/2024	Website	journaldeMontreal.com/opinions	La caricature d'Yvesick en vidéo: 32,5 milliards \$ aux victimes du tabac	National	CDN	90,000
10/18/2024	Website	lecharlevoisien.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	18,000
10/18/2024	Website	lenord-cotier.com	Les géants du tabac paieraient 32,5 milliards \$ aux provinces et aux fumeurs malades	National	CDN	29,000
10/18/2024	Website	nationalpost.com/category/news	Big Tobacco proposing \$32.5 billion settlement for smoking related harms	National	CDN	650,000
10/18/2024	Website	halifax.citynews.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	154,000
10/18/2024	Website	halifax.citynews.ca	'I wish my father was here': Tobacco victims hail bittersweet \$32.5-billion deal	National	CDN	154,000
10/18/2024	Website	ici.radio-canada.ca/info/videos	Recours contre les géants du tabac : jusqu'à 100 000 \$ par fumeur (CQCT)	National	CDN	40,000
10/18/2024	Television Program	D'Abord l'Info (ICI Radio Canada)	Recours contre les géants du tabac : jusqu'à 100 000 \$ par fumeur (CQCT)	National	CDN	550,000
10/18/2024	Website	realnews.com	Big Tobacco means \$24 billion settlement to end Canada lawsuits	National	CDN	2,091,000
10/18/2024	Website	chroniclejournal.com	I wish my father was here: Tobacco victims hail bittersweet \$32.5-billion deal	National	CDN	30,000
10/18/2024	Website	calgaryherald.com/category/news	I wish my father was here: Tobacco victims hail bittersweet \$32.5-billion deal	National	CDN	300,000
10/18/2024	Website	canoe.com/category/news	I wish my father was here: Tobacco victims hail bittersweet \$32.5-billion deal	National	CDN	45,000
10/18/2024	Website	ceo.ca	Court-Appointed Mediator Proposes CCAA Plan to Resolve Tobacco Product-Related Claims and Litigation in Canada	National	CDN	24,000
10/18/2024	Website	financialpost.com/category/news	A meaningful first step in acknowledging decades of harm? Lung Health Foundation Applauds Landmark \$32.5 Billion Legal Settlement Against Tobacco Companies	National	CDN	250,000
10/18/2024	Website	financialpost.com/category/news	Big tobacco firms near settlement in Canada smoking risk cases	National	CDN	250,000
10/18/2024	Website	winnipegsun.com/category/news	Five things on proposed landmark \$32.5-billion tobacco deal	National	CDN	210,000
10/18/2024	Website	winnipegsun.com/category/news	Tobacco settlement will not protect future generations from addiction, advocates	National	CDN	210,000
10/18/2024	Website	aurorastoday.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	2,500
10/18/2024	Website	Baystreet.ca	Big Tobacco Companies Offer \$32.5 Billion To Settle Canadian Lawsuits	National	CDN	8,000
10/18/2024	Website	bnbloomberg.ca (BNN)	The Daily Chase: Big settlement for Big Tobacco	National	CDN	214,000
10/18/2024	Website	brandonsun.com	'I wish my father was here': Tobacco victims hail bittersweet \$32.5-billion deal	National	CDN	25,300
10/18/2024	Website	brandonsun.com	Tobacco settlement will not protect future generations from addiction, advocates	National	CDN	25,300
10/18/2024	Website	brandonsun.com	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	25,300
10/18/2024	Website	brandonsun.com	Five things on proposed landmark \$32.5-billion tobacco deal	National	CDN	25,300
10/18/2024	Website	cbc.ca/news/health	How the proposed deal between provinces, smokers and tobacco companies would work	National	CDN	607,000
10/18/2024	Website	cbc.ca/player/play	Proposed tobacco deal 'inadequate', Canadian Cancer Society analyst says	National	CDN	75,000
10/18/2024	Television Program	CBC News Ontario (CBOT)	Proposed tobacco deal 'inadequate', Canadian Cancer Society analyst says	National	CDN	450,000
10/18/2024	Television Program	CBC News Toronto (CBLT)	Tobacco companies could pay billions to provinces, smokers in proposed deal	Toronto	ON	810,100
10/18/2024	Website	cbc.ca/player/play	Tobacco companies could pay billions to provinces, smokers in proposed deal	National	CDN	125,000
10/18/2024	Website	cbc.ca/news/canada/calgary	Alberta could receive billions from tobacco companies in massive deal	National	CDN	66,000
10/18/2024	Website	chch.com	Tobacco giants agree to pay out over \$28 billion following Quebec lawsuits	National	CDN	30,000
10/18/2024	Television Program	Morning Live (CHCH) (CHCH)	Tobacco giants agree to pay out over \$28 billion following Quebec lawsuits	Hamilton	ON	400,000
10/18/2024	Website	chroniclejournal.com	Five things on proposed landmark \$32.5-billion tobacco deal	National	CDN	30,000
10/18/2024	Website	chroniclejournal.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	30,000
10/18/2024	Website	chroniclejournal.com	Tobacco settlement will not protect future generations from addiction, advocates	National	CDN	30,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/place-publique	Victimes du tabac : vers des indemnités importantes au Québec	National	QC	15,000
10/18/2024	Radio Station	Place publique (Radio Canada Ici-première)	Victimes du tabac : vers des indemnités importantes au Québec	Saguenay	QC	27,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/2969/1-heure-de-pointe-acadie	Compensation pour les victimes du tabac	National	CDN	20,000
10/18/2024	Television Program	l'heure de pointe Acadie (CBAT)	Compensation pour les victimes du tabac	Moncton	NB	285,000
10/18/2024	Radio Station	CBC News Avec Marie-Gabrielle Ménard (ICI Première)	Entente avec trois géants du tabac	National	MB	65,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/1491/1-actu	Entente avec trois géants du tabac	National	CDN	23,500
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/cote-a-cote	Entente avec trois géants du tabac	National	CDN	7,000
10/18/2024	Radio Station	Côte à Côte (CBSI Ici Radio-Canada Première)	Entente avec trois géants du tabac	Côte-Nord	QC	8,500
10/18/2024	Radio Station	Le Radijournal (ICI Première Radio-Canada)	Le Radijournal 12h	National	CDN	409,500
10/18/2024	Radio Station	Le Radijournal (ICI Première Radio-Canada)	Le Radijournal 17h	National	CDN	85,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/310/le-cafe-show	Des géants du tabac prêts à payer pour dédommager des fumeurs	National	CDN	15,000
10/18/2024	Radio Station	Le Cafe Show (Premier Chaîne) (CMA-AM)	Des géants du tabac prêts à payer pour dédommager des fumeurs	Alberta	AB	2,600
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/11018/ca-nous-regarde	Proposition d'entente à l'amiable de l'industrie du tabac - Vincent Reszlagier	National	CDN	12,000
10/18/2024	Radio Station	Ca nous regarde (Radio Canada)	Proposition d'entente à l'amiable de l'industrie du tabac - Vincent Reszlagier	National	CDN	47,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/1327/le-15-18	Recours contre les géants du tabac : un soulagement, selon un pneumologue	National	CDN	175,000
10/18/2024	Radio Station	Le 15-18 (CBF FM)	Recours contre les géants du tabac : un soulagement, selon un pneumologue	Montreal	QC	81,800
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/247/premiere-heure	Les géants du tabac proposent de verser plus de 32 milliards aux canadiens	National	CDN	20,000
10/18/2024	Radio Station	Première heure (CBF FM) (Ici Radio-Canada première)	Les géants du tabac proposent de verser plus de 32 milliards aux canadiens	QC	QC	45,500
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/8615/panorama	Entrevue avec André Lespérance : entente avec trois géants du tabac	National	CDN	12,000
10/18/2024	Radio Station	Panorama (Radio-Canada)	Entrevue avec André Lespérance : entente avec trois géants du tabac	National	CDN	175,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/8210/dans-la-mosaïque	Entente avec trois géants du tabac	National	CDN	8,500
10/18/2024	Radio Station	Dans la mosaïque (Ici Radio-Canada première)	Entente avec trois géants du tabac	Toronto	ON	21,500
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/3858/midi-info	Règlement pour les victimes de la cigarette et aux provinces	National	QC	15,000
10/18/2024	Radio Station	Midi info (SRC Premier Ici-Radio Canada)	Règlement pour les victimes de la cigarette et aux provinces	National	CDN	235,000
10/18/2024	Radio Station	Tout un matin (CBF-FM Ici Radio-Canada Première)	Entrevue : Entente entre les géants du tabac et les victimes québécoises	Montreal	QC	185,000
10/18/2024	Website	https://ici.radio-canada.ca/ohdio/premiere/emissions/tout-un-matin/segments/ratrapage/1881723/entrevue-entente-entre-geants-tabac-et-victimes-quebecoises	Entrevue : Entente entre les géants du tabac et les victimes québécoises	National	CDN	21,500
10/18/2024	Radio Station	La commission (Cogeco Media) (CHMP FM 98.5 107.7 106.9 97.5 CHOK FM 104.1)	Victoire historique contre les fabricants de tabac	National	QC	250,000
10/18/2024	Website	985fm.ca	Victoire historique contre les fabricants de tabac	National	CDN	263,000
10/18/2024	Website	985fm.ca/audio	Victoire historique contre les fabricants de tabac	National	CDN	40,000
10/18/2024	Radio Station	Lagacé le matin (Cogeco Media)	Cette entente-là, elle privilégie les victimes	Quebec	QC	275,000
10/18/2024	Website	985fm.ca/audio	Cette entente-là, elle privilégie les victimes	National	CDN	40,000
10/18/2024	Television Program	Your Morning (CTV)	CTV Your Morning	National	CDN	600,000
10/18/2024	Website	ctv.ca/shows/your-morning	CTV Your Morning	National	CDN	65,000
10/18/2024	Radio Station	Par ici Finfo (Ici Radio-Canada première)	Indemnités aux victimes du tabac : Entrevue avec Me André Lespérance	Estrie	QC	30,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/par-ici-finfo	Indemnités aux victimes du tabac : Entrevue avec Me André Lespérance	National	CDN	15,000
10/18/2024	Television Program	Salut Bonjour! (TVA)	Salut Bonjour	National	QC	1,000,000
10/18/2024	Website	tvaplus.ca/tva/salut-bonjour	Salut Bonjour	National	CDN	55,000
10/18/2024	Website	bnbloomberg.ca/business	Big Tobacco Firms Near to Settling Canada Smoking Risk Cases	National	CDN	120,000
10/18/2024	Website	lapresse.ca	Vers des indemnités historiques de victimes du tabac	National	CDN	1,162,000
10/18/2024	Television Program	Isabelle Richer (ICI-RDI)	Isabelle Richer	National	CDN	115,000
10/18/2024	Radio Station	Midi Pile (CQVX-FM 95.7)	Les cigarettiers devront verser des milliards aux familles des victimes du tabac	Saguenay-Lac-Saint-Jean	QC	5,500
10/18/2024	Website	957kyk.com/audio	Les cigarettiers devront verser des milliards aux familles des victimes du tabac	National	CDN	5,000
10/18/2024	Radio Station	Benoît Dutrizac/95.5 Montréal (CJRP-FM)	Décès, cancer du poumon: les victimes de l'industrie du tabac peuvent être compensées monétairement 1	Montreal	QC	230,000
10/18/2024	Website	quo.ca/radio/benoit-dutrizac	Décès, cancer du poumon: les victimes de l'industrie du tabac peuvent être compensées monétairement 1	National	CDN	12,000
10/18/2024	Television Program	CTV News Toronto et Neon (CTV)	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	Toronto	ON	50,100
10/18/2024	Website	toronto.ctvnews.ca	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	22,000
10/18/2024	Website	globalnews.ca	Tobacco giants would pay out \$32.5B to provinces, smokers in 'historic' proposed deal	National	CDN	1,933,000
10/18/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/6054/c-est-encore-mieux-l-apres-midi	Les victimes québécoises du tabac se partageront près de 4,3 milliards	National	CDN	15,000
10/18/2024	Radio Station	C'est encore mieux l'après-midi (Ici Radio Canada)	Les victimes québécoises du tabac se partageront près de 4,3 milliards	Quebec	QC	85,500
10/18/2024	Television Program	À vos affaires (LCN)	À vos affaires	National	CDN	115,000
10/18/2024	Website	tvnouvelles.ca/emissions/a-vos-affaires	À vos affaires	National	CDN	30,000
10/18/2024	Radio Station	Montreal Now with Aaron Rand & Natasha Hall (NewsTalk 800 AM (CIAD AM))	Montreal Now	Montreal	QC	510,000
10/18/2024	Television Program	Zone Économie (ICI RDI)	Les géants du tabac doivent payer 32,5 milliards \$	National	CDN	755,000
10/18/2024	Website	ici.radio-canada.ca/rd/zone-economie/site/vidéo	Les géants du tabac doivent payer 32,5 milliards \$	National	CDN	25,000
10/18/2024	Television Program	Le Téléjournal avec Patrice Roy (CBFT)	Le Téléjournal	Montreal	QC	700,000
10/18/2024	Website	ici.radio-canada.ca/tele/le-telejournal-18h/site	Le Téléjournal	National	CDN	85,000
10/18/2024	Television Program	24/10 (Radio Canada Ici RDI)	24-10	National	CDN	205,000
10/18/2024	Website	montreal.citynews.ca	Tobacco giants set to pay \$32.5B to provinces, Quebec smokers	National	CDN	47,000
10/18/2024	Radio Station	Le Québec Maintenant (CHMP-FM FM 98.5)	«On les tient responsables, mais elles doivent continuer leurs activités»	Montreal	QC	1,100,000
10/18/2024	Website	985fm.ca/audio	«On les tient responsables, mais elles doivent continuer leurs activités»	National	CDN	40,000
10/18/2024	Website	ici.radio-canada.ca/info/videos	Entente historique entre les victimes du tabac et les cigarettiers	National	CDN	40,000
10/18/2024	Website	ici.radio-canada.ca/info/videos	4,3 milliards \$ pour les victimes québécoises du tabac	National	CDN	40,000
10/18/2024	Website	winnipegfreepress.com	'I wish my father was here': Tobacco victims hail bittersweet \$32.5-billion deal	National	CDN	418,000
10/18/2024	Website	winnipegfreepress.com/arts-and-life	Tobacco settlement will not protect future generations from addiction, advocates	National	CDN	48,000



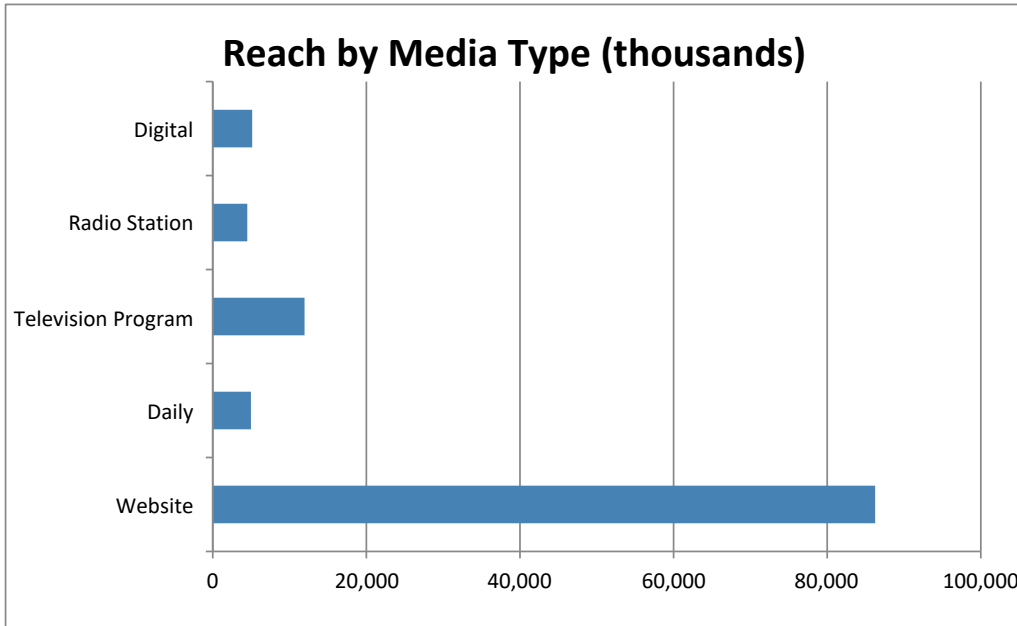
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Coverage

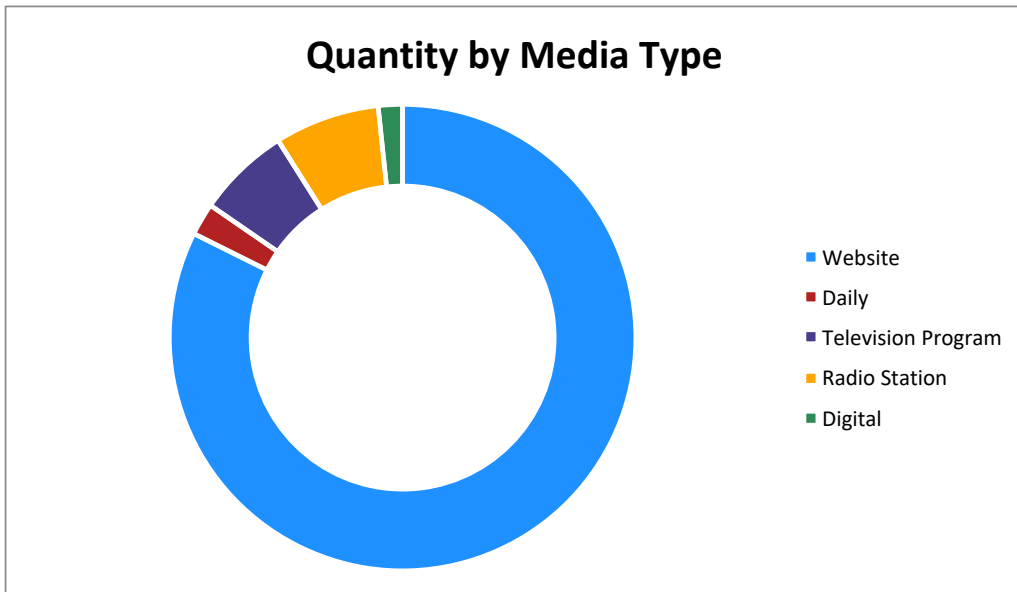
10/18/2024	Television Program	Noovo Info 22 (Noovo CFAP)	Noovo Info 22h	Quebec	QC	250,000
10/18/2024	Website	noovo.ca/emissions	Noovo Info 22h	National	CDN	65,000
10/18/2024	Website	pentictonherald.ca	I wish my father was here: Tobacco victims hail hattersweet \$32.5-billion deal	National	CDN	13,500
10/18/2024	Website	rmoutlook.com	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	12,500
10/18/2024	Website	stcatharinesstandard.ca	Here are the key numbers in the deal proposed by three tobacco giants	National	CDN	263,000
10/19/2024	Daily	Le Figaro	Les cigarettiers canadiens passent à la caisse	Paris	FR	1,034,000
10/19/2024	Digital	La Presse+	Vers des indemnisations historiques de victimes du tabac	National	CDN	1,047,000
10/19/2024	Website	ctvnews.ca/video	Oct. 18: Billions in compensation in big tobacco's proposal	National	CDN	1,000,000
10/19/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/7803/a-echelle-humaine	Entente entre les géants du tabac et leurs créanciers au Canada	National	CDN	11,000
10/19/2024	Radio Station	À échelle humaine (ici Radio-Canada Première)	Entente entre les géants du tabac et leurs créanciers au Canada	Toronto	ON	11,500
10/19/2024	Website	globalnews.ca/radio/640toronto/player	Three tobacco giants would pay close to \$25 billion to provinces and territories and more than \$4 billion to tens of thousands of Quebec smokers	National	CDN	25,000
10/19/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/les-faits-dabord	Des milliards pour les victimes du tabac : Le nouveau visage de l'industrie	National	CDN	25,000
10/19/2024	Radio Station	Les faits d'abord (CBF-FM Ici Radio-Canada Première)	Des milliards pour les victimes du tabac : Le nouveau visage de l'industrie	Montréal	QC	210,000
10/19/2024	Website	ici.radio-canada.ca/nouvelle	La santé publique a-t-elle été sacrifiée dans l'entente sur le tabac?	National	CDN	2,249,000
10/19/2024	Website	journaldemontreal.com/opinions	Victoire contre les multinationales du tabac, personne n'est au-dessus de la loi québécoise!	National	CDN	90,000
10/19/2024	Website	journaldequebec.com/opinions	Victoire contre les multinationales du tabac, personne n'est au-dessus de la loi québécoise!	National	CDN	165,000
10/19/2024	Website	tobaccoreporter.com	Tobacco Industry Nears Settlement of Litigation	National	CDN	40,000
10/20/2024	Website	latribune.ca	Entente historique sur la cigarette: il était temps!	National	CDN	305,000
10/20/2024	Website	lavieidest.ca	Entente historique sur la cigarette: il était temps!	National	CDN	89,000
10/20/2024	Website	ledroit.com	Entente historique sur la cigarette: il était temps!	National	CDN	353,000
10/20/2024	Website	lenouveliste.ca	Entente historique sur la cigarette: il était temps!	National	CDN	298,000
10/20/2024	Website	lequotidien.com	Entente historique sur la cigarette: il était temps!	National	CDN	205,000
10/20/2024	Website	lesoleil.com	Entente historique sur la cigarette: il était temps!	National	CDN	801,000
10/21/2024	Website	thespec.com	"The health disaster caused by the tobacco industry is still ongoing": Canadian Cancer Society reacts to proposed tobacco lawsuit settlement	National	CDN	546,000
10/21/2024	Website	therecord.com	"The health disaster caused by the tobacco industry is still ongoing": Canadian Cancer Society reacts to proposed tobacco lawsuit settlement	National	CDN	232,000
10/21/2024	Radio Station	Le réveil / Ile-du-Prince-Édouard	Entente avec trois géants du tabac	Charlottetown	PE	15,000
10/21/2024	Website	ici.radio-canada.ca/ohdio/premiere/emissions/le-reveil-ile-du-prince-edouard	Entente avec trois géants du tabac	National	CDN	18,000
10/21/2024	Radio Station	Richard Martineau 99.5 Montréal (CFPX-FM)	Une victoire sans filtre pour les victimes de l'industrie du tabac!	Montréal	QC	250,000
10/21/2024	Website	qub.ca/radio/balado/richard-martineau	Une victoire sans filtre pour les victimes de l'industrie du tabac!	National	CDN	10,000
10/21/2024	Website	theglobeandmail.com/business/commentary	Paltry smoking settlement shows the real tobacco industry is the Canadian government	National	CDN	135,000
10/22/2024	Website	therecord.com	Here's how the proposed \$24.7-billion tobacco settlement could impact people in Ontario	National	CDN	232,000
10/22/2024	Website	thespec.com	Here's how the proposed \$24.7-billion tobacco settlement could impact people in Ontario	National	CDN	546,000
10/22/2024	Website	Toronto.com	Here's how the proposed \$24.7-billion tobacco settlement could impact people in Ontario	National	CDN	127,000
10/23/2024	Website	fml047.ca	Recours collectif contre les géants canadiens du Tabac	National	CDN	50,000
10/23/2024	Radio Station	Que l'Outoisais se lève! 104.7 Outouais (CKOF-FM)	Recours collectif contre les géants canadiens du Tabac	Ottawa	ON	8,500
Clips		357				
Reach		112,794,800				
Tone (Positive)		63.87%				
Tone (Balanced)		22.13%				
Tone (Negative)		14.01%				

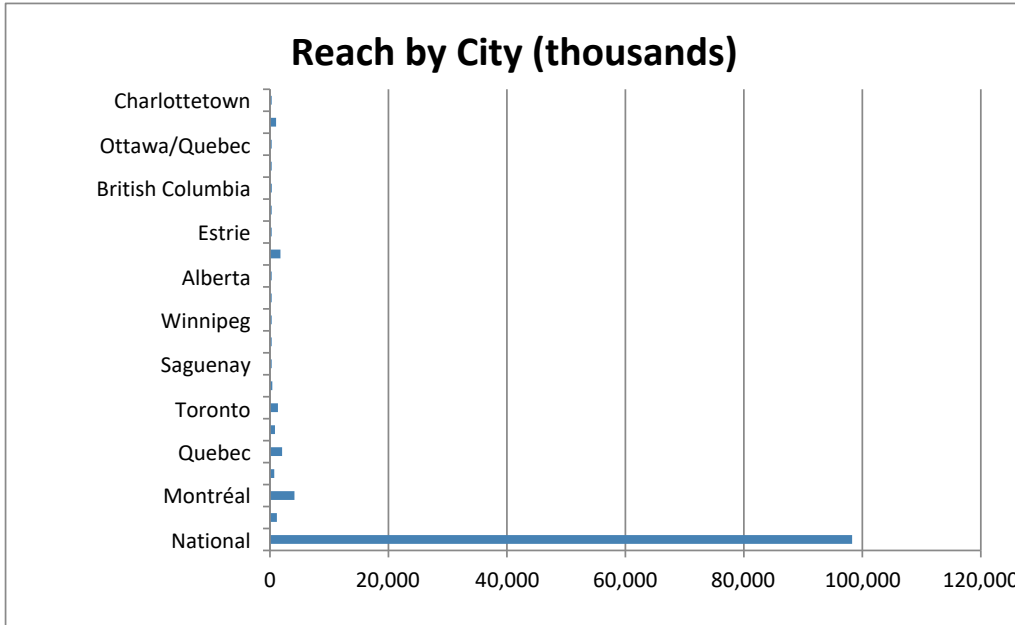


Results by Media Type

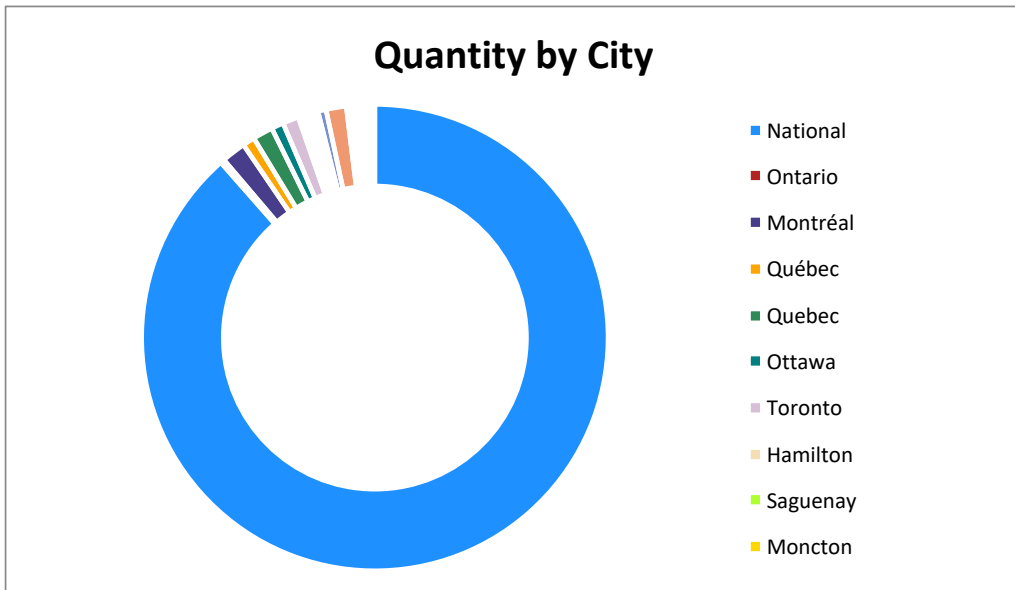


Media Type	Reach	Clips
Website	86,241,100	294
Daily	4,971,000	8
Television Program	11,950,300	23
Radio Station	4,497,400	26
Digital	5,135,000	6



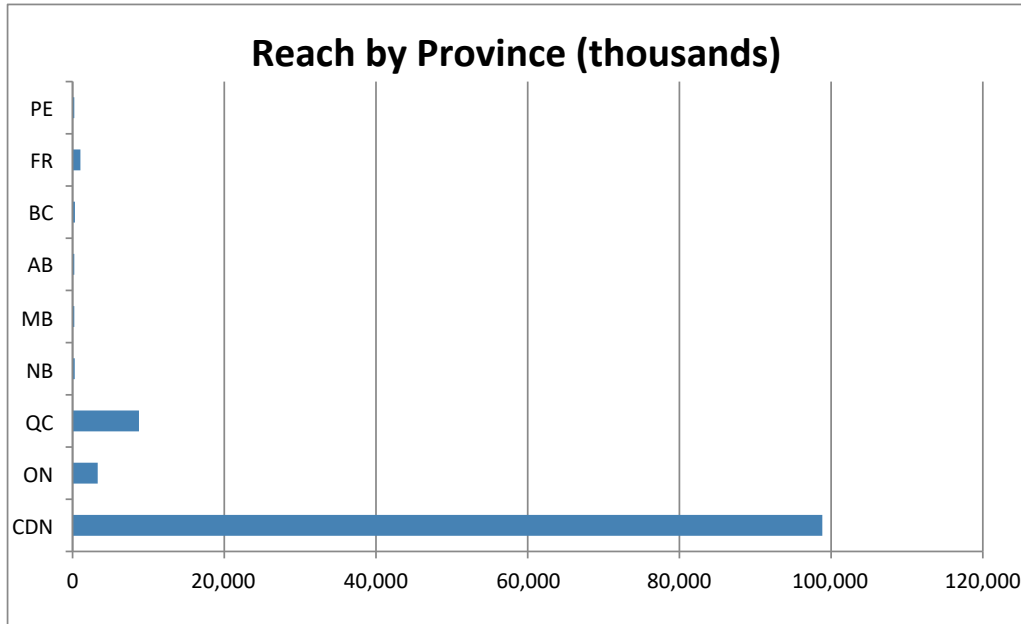


City	Reach	Clips
National	98,274,700	316
Ontario	1,169,000	1
Montréal	4,135,000	6
Québec	726,000	3
Quebec	2,050,000	5
Ottawa	846,500	3
Toronto	1,347,200	4
Hamilton	400,000	1
Saguenay	27,000	1
Moncton	285,000	1
Winnipeg	65,000	1
Côte-Nord	8,500	1
Alberta	177,600	2
Montreal	1,771,800	5
Estrie	30,000	1
Saguenay–Lac-Saint-Jean	5,500	1
British Columbia	311,000	1
Prairies	109,000	1
Ottawa/Quebec	7,000	1
Paris	1,034,000	1
Charlottetown	15,000	1

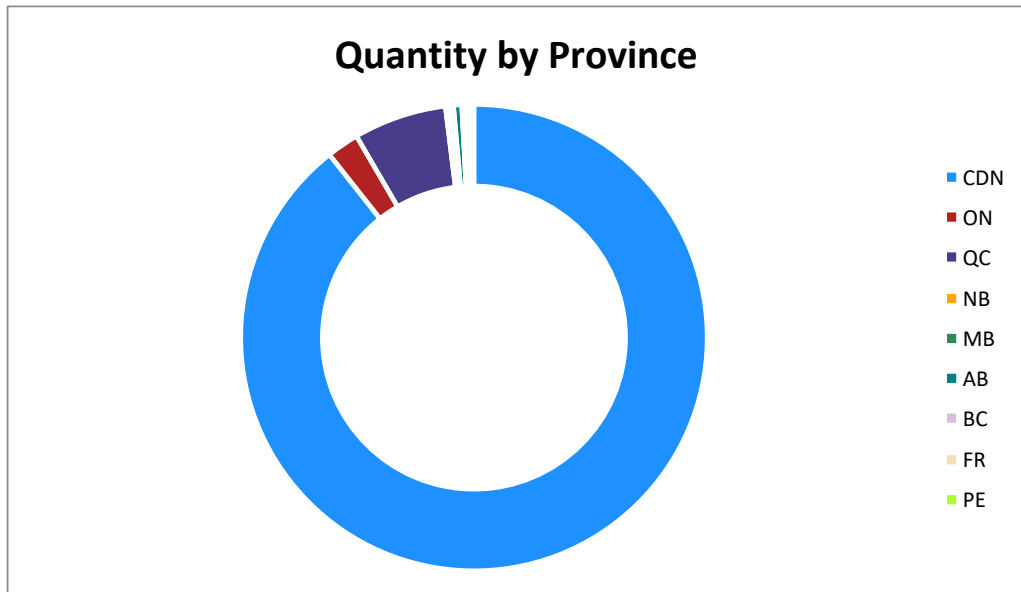


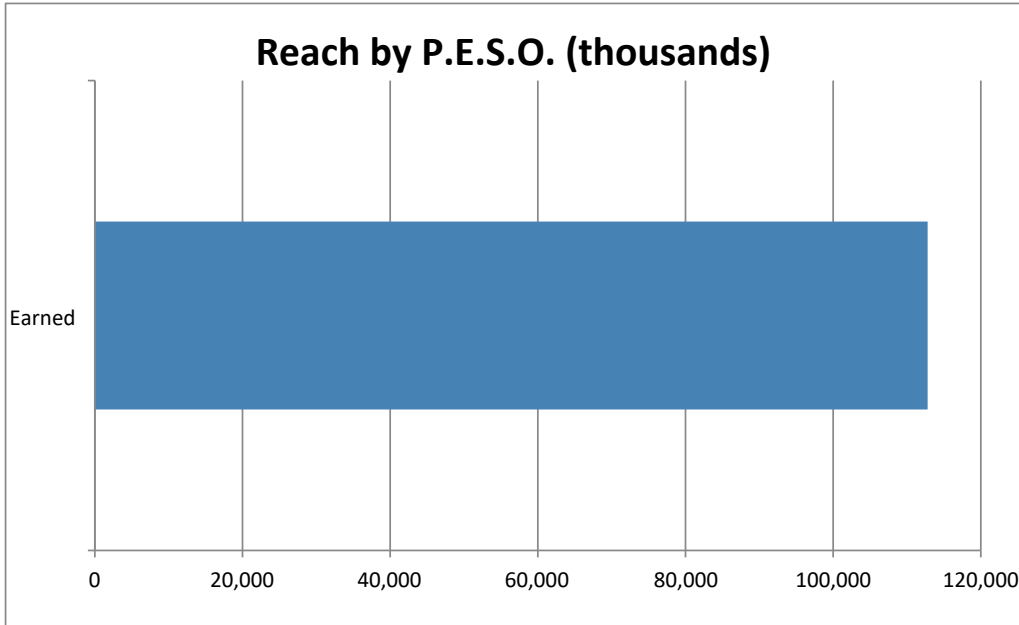


Results by Province

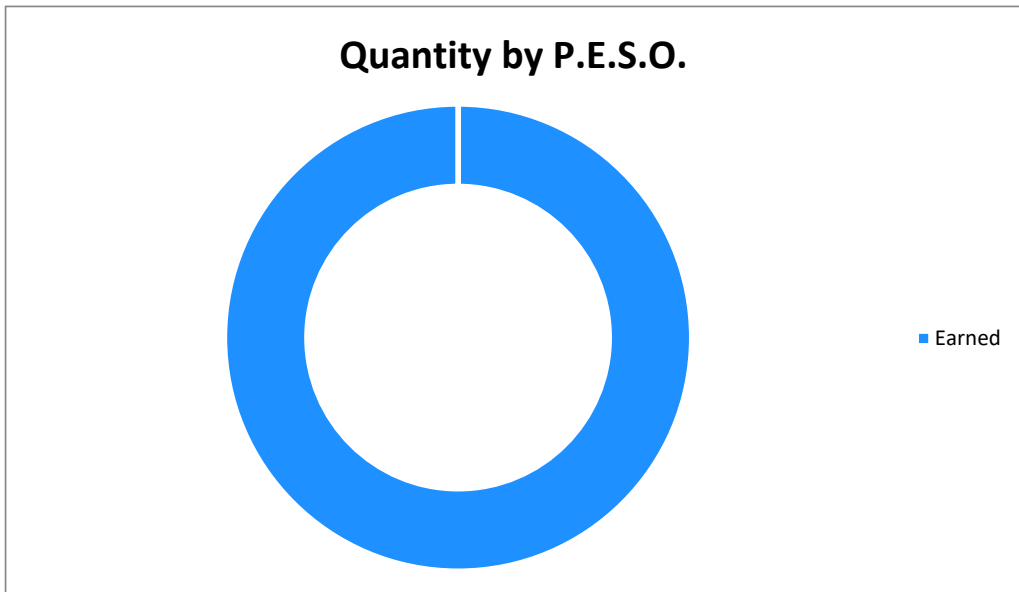


Province	Reach	Clips
CDN	98,840,700	319
ON	3,312,700	8
QC	8,753,800	23
NB	285,000	1
MB	65,000	1
AB	177,600	2
BC	311,000	1
FR	1,034,000	1
PE	15,000	1



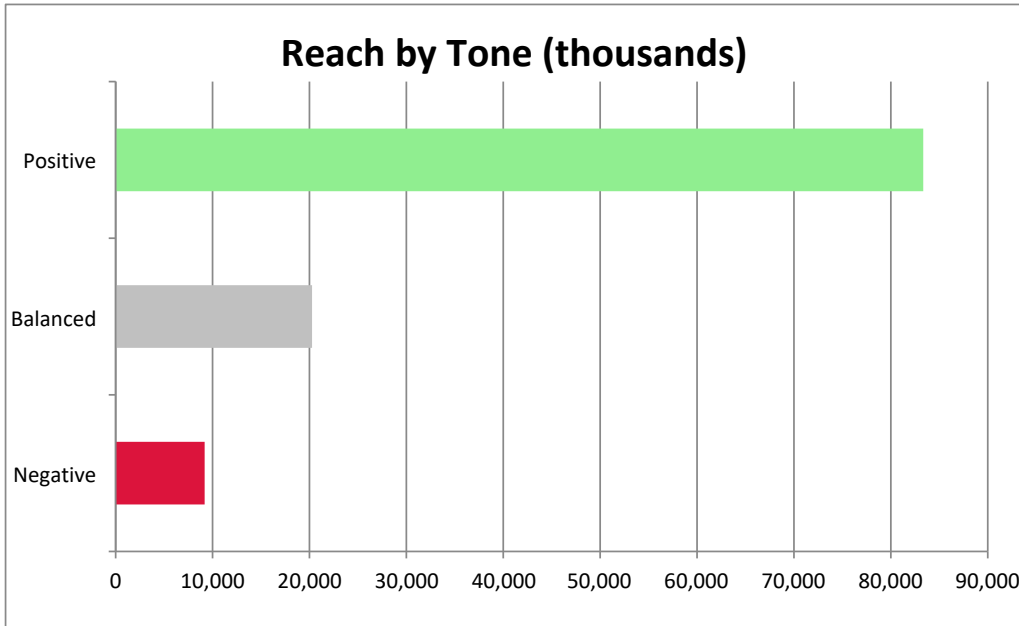


P.E.S.O.	Reach	Clips
Earned	112,794,800	357

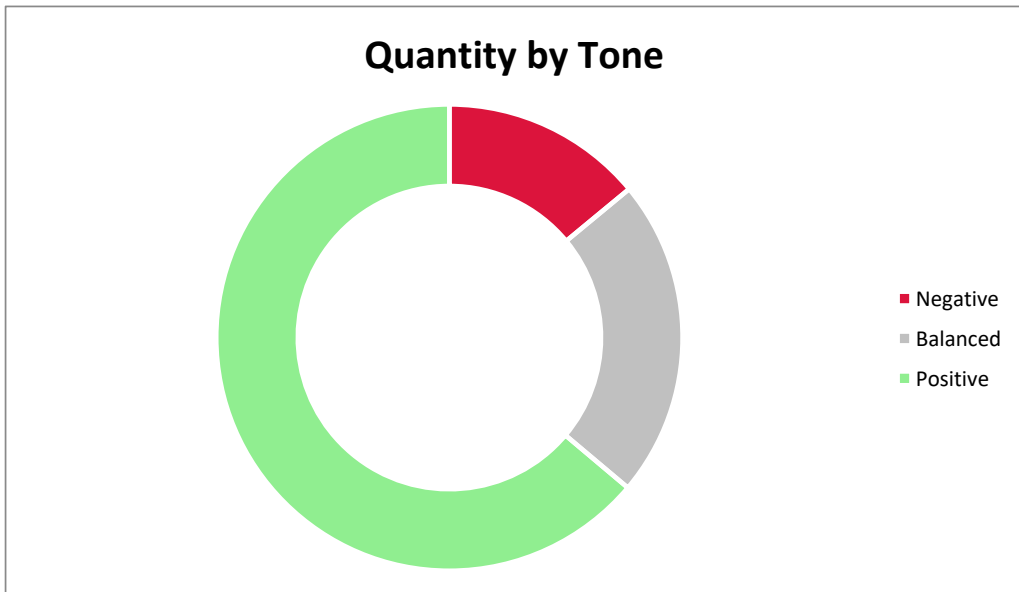




Results by Tone



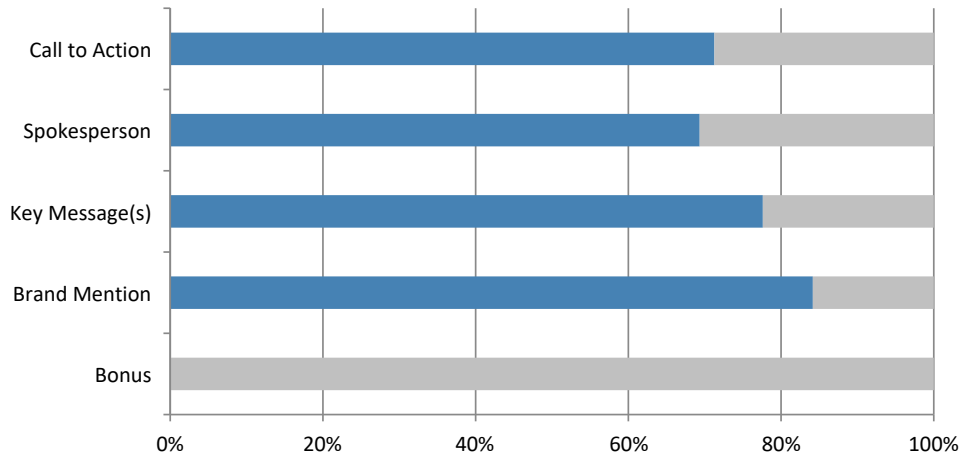
Tone	Reach	Clips
Negative	9,183,000	50
Balanced	20,269,100	79
Positive	83,342,700	228





Reach by MRP Quality Criteria

■ Yes ■ No

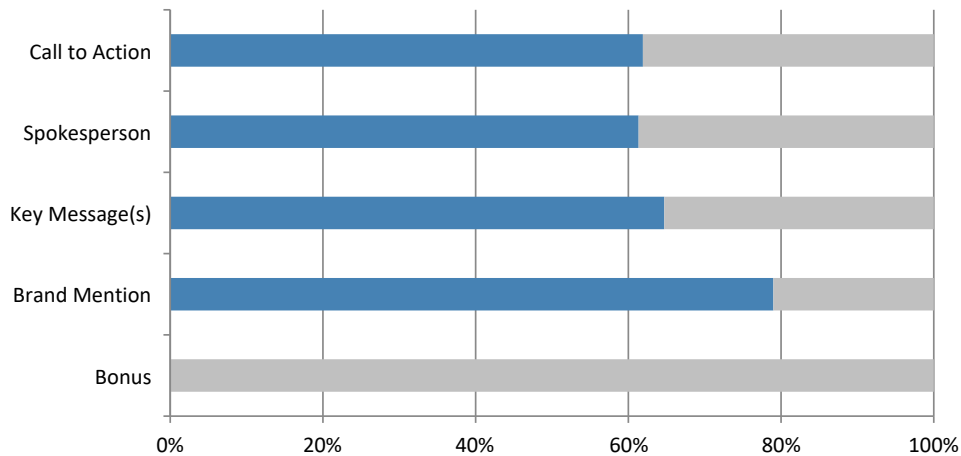


MRP Quality by Reach	Yes	No
Bonus	0	112,794,800
Brand Mention	94,930,200	17,864,600
Key Message(s)	87,542,700	25,252,100
Spokesperson	78,214,200	34,580,600
Call to Action	80,390,200	32,404,600

Quantity by MRP Quality Criteria	Yes	No
Bonus	0	357
Brand Mention	282	75
Key Message(s)	231	126
Spokesperson	219	138
Call to Action	221	136

Quantity by MRP Quality Criteria

■ Yes ■ No



**THIS IS APPENDIX “C”
TO THE AFFIDAVIT OF ANDRÉ LESPÉRANCE
(December 12, 2024)**

**PROPOSED NOTICE OF HEARING AND MOTION
TO APPROVE THE QUEBEC CLASS COUNSEL FEE

(ENGLISH VERSION AND FRENCH VERSION)**

**SWORN BEFORE ME
THIS 12 DAY OF DECEMBER 2024**

H. Bouthillette



Commissioner of Oaths for Quebec

TOBACCO CLASS ACTIONS

LITIGATION AGAINST IMPERIAL TOBACCO CANADA LTD., ROTHMANS, BENSON & HEDGES INC., AND JTI-MACDONALD CORP. (collectively the "Tobacco Defendants")

NOTICE OF HEARING AND MOTION TO APPROVE THE QUEBEC CLASS COUNSEL FEE

This notice is addressed to all class members of the class action filed against the Tobacco Defendants in the Province of Quebec under Superior Court of Quebec file number 500-06-000076-980 (the "Blais/CQTS Class Action", the class members of which are herein designated as "Class Members").

PLEASE READ THIS NOTICE CAREFULLY AS IT MAY AFFECT YOUR RIGHTS.

A hearing will take place on January 29, 30 and 31, 2025 (the "Hearing") before the Ontario Superior Court of Justice (Commercial List) in Toronto, under the authority of the federal *Companies' Creditors Arrangement Act*, R.S.C. 1985, c. C-36 (the "CCAA Court").

The purpose of the Hearing is to determine whether to approve the Plans of Compromise and Arrangement proposed by the Court-Appointed Mediator and Monitors (the "Plans") to resolve all affected claims against the Tobacco Companies.

At the Hearing, the CCAA Court will also be asked to approve the legal fees of the lawyers who have been representing Class Members since 1998 ("Quebec Class Counsel" - the legal fees of Quebec Class Counsel being herein designated as the "Quebec Class Counsel Fee").

This notice provides important information for Class Members regarding the approval of the Quebec Class Counsel Fee.

Class Membership

Class Members are individuals who meet the following criteria:

- a) They reside in Quebec and were alive on November 20, 1998;
- b) Between January 1, 1950 and November 20, 1998:
 - a. They smoked a minimum of 12 pack/years (i.e., a minimum of 87,600 cigarettes);
For example, 12 pack/years equals:
20 cigarettes per day for 12 years ($20 \times 365 \times 12 = 87,600$) or
30 cigarettes per day for 8 years ($30 \times 365 \times 8 = 87,600$) or
10 cigarettes per day for 24 years ($10 \times 365 \times 24 = 87,600$)
 - b. The cigarettes that they smoked were of one or more of the following cigarette brands (the Quebec Administration Plan contains a complete list of the cigarette brands and sub-brands): Accord, Craven "A", Matinee, Peter Jackson, B&H, Craven "M", Medallion, Players, Belmont, du Maurier, Macdonald, Rothmans,

Belvedere, Export, More, Vantage, Camel, LD, North American Spirit, Viscount, Cameo, Mark Ten, Number 7, Winston; and

- c) Before March 12, 2012, they were diagnosed with lung cancer; cancer (squamous cell carcinoma) of the throat (that is to say of the larynx, the oropharynx or the hypopharynx); or emphysema, which includes COPD (GOLD Grade III or IV), and they resided in Quebec at the time of their diagnosis.

The heirs of persons who meet the above criteria but died after November 20, 1998, are also eligible to receive compensation, as are the heirs of those heirs, if applicable.

The Hearing for Approval of the Plans and the Quebec Class Counsel Fee

The Tobacco Defendants sought protection from their creditors before the CCAA Court in March 2019. The CCAA Court is responsible for all aspects of the CCAA Proceedings, including approving the Plans affecting all creditors across Canada and approving the Quebec Class Counsel Fee.

If the Plans are approved, the Tobacco Defendants will pay \$32.5 billion to their creditors. This amount includes \$4.119 billion to directly compensate Class Members (as well as their heirs). It also includes a \$131 million contribution to a \$1 billion public interest foundation in settlement of claims of addicted Quebec smokers in the related class action instituted by Cécilia Létourneau against the Tobacco Defendants. The Plans also provide for several billions of dollars in compensation to provincial and territorial governments across Canada and for certain Canadian smokers who are not included in the Blais/CQTS Class Action.

If the Plans are approved, a Quebec Class Action Administration Plan (the “Quebec Administration Plan”) will be implemented to process claims and distribute compensation to Class Members. This process would be jointly supervised by the Quebec Superior Court and the CCAA Court.

The Hearing will be public and interested individuals will be able to view it remotely. A link will be made available on the website maintained by Quebec Class Counsel: recourstabac.com.

The Motion for the Approval of the Quebec Class Counsel Fee

Quebec Class Counsel have represented Class Members since 1998. The interrelated class actions they lead are widely regarded as unprecedented in many regards. They have been the longest, most complex, and most intensely contested class actions to ever succeed in Canada.

Quebec Class Counsel’s team initially consisted of four law firms: Trudel & Johnston, Lauzon Bélanger (later Lauzon Bélanger Lespérance), Kugler Kandestin and De Grandpré Chait. Over the course of the class actions’ history, Trudel & Johnston and Lauzon Bélanger Lespérance combined their efforts to form Trudel Johnston & Lespérance. The law firm Fishman Flanz Meland Paquin was later added to the Quebec Class Counsel team.

As is standard in class actions, Quebec Class Counsel have prosecuted these cases on a percentage contingency fee basis. This means that their remuneration is conditional on their ability to obtain monetary compensation for the benefit of class members, and is limited to a fixed percentage of the compensation ultimately obtained. Counsel representing plaintiffs or defendants in individual lawsuits are not required to seek court approval of the legal fees owed to

them pursuant to the mandates they have agreed upon with their clients. However, counsel acting on behalf of plaintiffs in class actions must obtain court approval of their fees before receiving payment.

Over the past 26 years, Quebec Class Counsel have not been paid any legal fees for the work they have performed on behalf of Class Members. During this period, they have also advanced large amounts in the form of disbursements and costs in order to ensure the success of the litigation, which have not been reimbursed. In addition, Quebec Class Counsel have agreed to assume the significant future costs associated with simplifying the claims process and the distribution of billions of dollars in compensation to Class Members.

Now that Class Members will benefit from and receive substantial compensation as a result of the work of their lawyers, Quebec Class Counsel are asking the CCAA Court to approve the Quebec Class Counsel Fee in conformity with the terms of the Plans.

In accordance with the fee agreement between Quebec Class Counsel and the CQTS (the representative plaintiff) in 1998 and 2017, Quebec Class Counsel are seeking the approval of the Quebec Class Counsel Fee as follows:

- 22% of the amount recovered for the benefit of the class (22% of \$4.119 billion), namely, the amount of \$906,180,000, plus applicable taxes.

The CQTS supports the Quebec Class Counsel's motion for fee approval and consents, on behalf of the class members, that its fee agreement concluded with the lawyers in the Blais/CQTS Class Action be approved by the CCAA Court.

The amount claimed includes not only the legal fees intended to compensate the lawyers and their teams, but also many tens of millions of dollars in costs and disbursements incurred throughout the history of the litigation and for both the past and future services of Proactio, a division of Raymond Chabot Administrateur Provisaires Inc. ("Proactio"), the firm retained by Quebec Class Counsel to facilitate the claims process and the distribution of financial compensation to Class Members.

In determining whether fees and disbursements sought by class counsel are fair and reasonable, courts both in Quebec and elsewhere in Canada consider a number of factors. In addition to the fee agreement between the representative plaintiff and class counsel, these factors include the risks assumed by class counsel at the outset of and throughout the case, the results obtained for the benefit of class members, the time and effort devoted by class counsel to the pursuit of the litigation, as well as the stage at which the litigation has been resolved.

Class action fee agreements in Quebec typically entitle class counsel to fees ranging from 20% to 33.33% of any amount recovered for the benefit of the class, plus taxes. In addition, disbursements are normally paid out of the funds obtained for the class over and above the percentage set to compensate class counsel. In the present case, Quebec Class Counsel are not requesting the reimbursement of any disbursements they incurred.

Furthermore, Quebec Class Counsel are not requesting any other amount for their continued future role in the Quebec Administration Plan, including their assistance to Class Members in connection with the submission of claims for compensation and distributions thereunder.

A detailed summary and justification for the Quebec Class Counsel Fee is available at **recourstabac.com**. The full motion record for the approval of the Quebec Class Counsel Fee will also be made available to Class Members at **recourstabac.com** once it is filed on January 13, 2025.

These motion materials will contain extensive additional information, including affidavits from the senior lawyers involved in the litigation over the course of the last 26 years and extensive documentary evidence, regarding:

- a. The nature, complexity, and extent of the work carried out by Quebec Class Counsel and their teams since 1998;
- b. The risks assumed, challenges faced and opportunity costs borne by Quebec Class Counsel in the pursuit of the class actions over the course of the litigation;
- c. The results obtained, both in terms of direct financial compensation for Class Members, their families and heirs, as well as the larger social impact and public interest of the litigation;
- d. The terms of the agreement between Quebec Class Counsel and the representative plaintiff, the Conseil québécois sur le tabac et la santé;
- e. The list of disbursements and other costs related to the litigation to be paid out of the Quebec Class Counsel Fee; and
- f. An accounting of past costs and anticipated future costs related to the simplified claims process to be carried out by Proactio.

Questions and Objection

Any Class Member who has questions or concerns about the Quebec Class Counsel Fee is encouraged to contact Quebec Class Counsel directly **at the coordinates below** at no cost.

Any Class Member who wishes to object to the Quebec Class Counsel Fee must do so by **5 p.m. EST on January 21, 2025**. To do so, a Class Member must submit a form (available on **recourstabac.com**) setting out (1) their name, (2) their address and contact information, (3) why they believe they meet the criteria for class membership described above, and (4) a brief explanation of the reasons for their opposition.

Any notice of objection will be provided to the CCAA Court by Quebec Class Counsel. Class Members can also watch the Hearing virtually, by accessing a link that will be published on **recourstabac.com** as soon as it becomes available.

What Do Class Members Need to Do?

Class Members do not need to do anything in order to benefit from the Plans at this time. In particular, they do not need to attend the Hearing in January 2025 in order to claim for compensation nor do they need to fill out any forms at this time. In the event that the CCAA Court renders a decision approving the Plans, another notice will be sent to Class Members explaining the steps required to submit a claim for compensation.

Class Members may communicate with Quebec Class Counsel free of charge if they have any questions or concerns at the coordinates below.

For questions about the next steps of the claims process for Class Members, the Plans, or any other general inquiries, contact Proactio, a firm mandated by Quebec Class Counsel to provide complete and up-to-date information to Class Members:

By email: tabac@proactio.ca

By phone: [438 384-7230](tel:438-384-7230)

Toll free: [1 888 880-1844](tel:1-888-880-1844)

By mail:

Tobacco Class Action
140 Grande Allée East, Suite 200
Quebec City (QC) G1R 5P7

For specific questions about the Motion for the Approval of the Quebec Class Counsel Fee and/or the upcoming Hearing, please contact Trudel Johnston & Lespérance by email with the word “TABACCO” in the subject line:

By email: info@tjl.quebec

By mail:

Trudel Johnston & Lespérance
750, Côte de la Place d'Armes, Suite 90
Montréal (Quebec) H2Y 2X8

ACTIONS COLLECTIVES DU TABAC
LITIGE CONTRE IMPERIAL TOBACCO CANADA LTD.,
ROTHMANS, BENSON & HEDGES INC.,
ET JTI-MACDONALD CORP.
(collectivement les "Compagnies de tabac défenderesses")

AVIS D'AUDIENCE ET DEMANDE
POUR APPROBATION DES HONORAIRES DES AVOCATS DES MEMBRES DU GROUPE
DU QUÉBEC

Cet avis est adressé à tous les membres de l'action collective intentée contre les Compagnies de tabac défenderesses dans la province de Québec dans le dossier numéro 500-06-000076-980 de la Cour supérieure du Québec (l'« Action collective Blais/CQTS », dont les membres sont ci-après désignés « Membres »).

VEUILLEZ LIRE ATTENTIVEMENT LE PRÉSENT AVIS CAR IL PEUT AVOIR UNE
INCIDENCE SUR VOS DROITS

Une audience aura lieu les 29, 30 et 31 janvier 2025 (l'« Audience ») devant la Cour supérieure de justice de l'Ontario (rôle commercial) à Toronto, en vertu de la *Loi sur les arrangements avec les créanciers des compagnies*, L.R.C. 1985, c. C-36, (le « Tribunal de la LACC »).

L'Audience vise à déterminer s'il convient d'approuver les plans de compromis et d'arrangement proposés par le Médiateur et les Contrôleurs nommés par le tribunal (les « Plans ») afin de résoudre toutes les réclamations visées à l'encontre des Compagnies de tabac.

Lors de l'Audience, il sera aussi demandé au Tribunal de la LACC d'approuver les honoraires des avocats qui représentent les Membres depuis 1998 (les « Avocats des Membres » - les honoraires des Avocats des Membres étant désignés dans le présent document comme les « Honoraires des Avocats des Membres »).

Cet avis fournit des informations importantes aux Membres concernant l'approbation des Honoraires des Avocats des Membres.

Membres

Les Membres sont les personnes qui répondent aux critères suivants :

- a) Ils résident au Québec et étaient en vie le 20 novembre 1998 ;
- b) Entre le 1er janvier 1950 et le 20 novembre 1998 :
 - a. Ils ont fumé un minimum de 12 paquets/année (soit un minimum de 87 600 cigarettes) ;
Par exemple, 12 paquets/années équivaut à :
20 cigarettes par jour pendant 12 ans ($20 \times 365 \times 12 = 87\ 600$), ou
30 cigarettes par jour pendant 8 ans ($30 \times 365 \times 8 = 87\ 600$), ou
10 cigarettes par jour pendant 24 ans ($10 \times 365 \times 24 = 87\ 600$) ;

- b. Les cigarettes qu'ils ont fumées étaient d'une ou de plusieurs des marques suivantes (le Plan d'administration du Québec contient une liste complète des marques et sous-marques de cigarettes) : Accord, Craven "A", Matinee, Peter Jackson, B&H, Craven "M", Medallion, Players, Belmont, du Maurier, Macdonald, Rothmans, Belvedere, Export, More, Vantage, Camel, LD, North American Spirit, Viscount, Cameo, Mark Ten, Number 7, Winston ; et
- c) Avant le 12 mars 2012, ils ont reçu un diagnostic de cancer du poumon, de cancer (carcinome épidermoïde) de la gorge (c'est-à-dire du larynx, de l'oropharynx ou de l'hypopharynx) ou d'emphysème, qui comprend la MPOC (GOLD niveau III ou IV), et ils résidaient au Québec au moment du diagnostic.

Les héritiers des personnes répondant aux critères susmentionnés mais décédées après le 20 novembre 1998 peuvent également bénéficier de l'indemnisation, de même que les héritiers de ces héritiers, le cas échéant.

L'audience pour l'approbation des Plans et des Honoraires des Avocats des Membres

Les Compagnies de tabac défenderesses ont demandé la protection contre leurs créanciers devant le Tribunal de la LACC en mars 2019. Le Tribunal de la LACC est responsable de tous les aspects des procédures de la LACC, y compris l'approbation des Plans affectant tous les créanciers à travers le Canada et l'approbation des Honoraires des Avocats des Membres.

Si les Plans sont approuvés, les Compagnies de tabac défenderesses paieront 32,5 milliards de dollars à leurs créanciers. Ce montant comprend 4,119 milliards de dollars destinés à indemniser directement les Membres (ainsi que leurs héritiers). Il comprend également une contribution de 131 millions de dollars à une fondation d'intérêt public d'un milliard de dollars en règlement des réclamations des fumeurs québécois dépendants dans le cadre de l'action collective parallèle instituée par Cécilia Létourneau contre les Compagnies de tabac défenderesses. Les Plans prévoient également plusieurs milliards de dollars d'indemnisation pour les gouvernements provinciaux et territoriaux du Canada et pour certains fumeurs canadiens qui ne sont pas inclus dans l'Action collective Blais/CQTS.

Si les Plans sont approuvés, un plan d'administration des actions collectives du Québec (le « Plan d'administration du Québec ») sera mis en œuvre pour traiter les demandes d'indemnisation et distribuer les indemnités aux Membres. Ce processus sera supervisé conjointement par la Cour supérieure du Québec et le Tribunal de la LACC.

L'Audience sera publique et les personnes intéressées pourront la suivre à distance. Un lien sera disponible sur le site web géré par les Avocats des Membres : **recourstabac.com**.

La demande pour approbation des Honoraires des Avocats des Membres

Les Avocats des Membres les représentent depuis 1998. Les actions collectives qu'ils dirigent sont largement considérées comme n'ayant aucun précédent, et ce à bien des égards. Il s'agit des actions collectives les plus longues, les plus complexes et les plus intensément contestées qui aient jamais réussi au Canada.

L'équipe des Avocats des Membres était initialement composée de quatre cabinets d'avocats : Trudel & Johnston, Lauzon Bélanger (plus tard Lauzon Bélanger Lespérance), Kugler Kandestin et De Grandpré Chait. Pendant le déroulement des actions collectives, Trudel & Johnston et

Lauzon Bélanger Lespérance ont uni leurs efforts pour former Trudel Johnston & Lespérance. Le cabinet d'avocats Fishman Flanz Meland Paquin s'est par la suite ajouté à l'équipe des Avocats des Membres.

Comme il est d'usage dans les actions collectives, les Avocats des Membres ont agi dans ces dossiers sur la base d'honoraires conditionnels à pourcentage. Cela signifie que leur rémunération est conditionnelle à leur capacité d'obtenir une compensation monétaire au bénéfice des Membres, et qu'elle est limitée à un pourcentage fixe de la compensation obtenue. Les avocats représentant des demandeurs ou des défendeurs dans des poursuites individuelles ne sont pas tenus de demander l'approbation du tribunal pour les honoraires qui leur sont dus en vertu des mandats qu'ils ont convenus avec leurs clients. En revanche, les avocats agissant pour le compte de demandeurs dans le cadre d'une action collective doivent obtenir l'approbation de leurs honoraires par le tribunal avant d'en recevoir le paiement.

Au cours des 26 dernières années, les Avocats des Membres n'ont pas reçu d'honoraires pour le travail qu'ils ont effectué au nom des Membres. Au cours de cette période, ils ont également avancé des sommes importantes sous forme de débours et de frais afin d'assurer le succès du litige. Ces débours et frais ne leur ont pas été remboursés. En outre, les Avocats des Membres ont accepté d'assumer les coûts futurs importants liés à la simplification du processus de réclamation et de la distribution de milliards de dollars d'indemnités aux Membres.

Maintenant que les Membres bénéficieront d'une compensation substantielle grâce à leur travail, les Avocats des Membres demandent au Tribunal de la LACC d'approuver les Honoraires des Avocats des Membres conformément aux termes du Plans.

Conformément à la convention d'honoraires intervenue entre les Avocats des Membres et le CQTS (le représentant des Membres) en 1998 et 2017, les Avocats des Membres demandent l'approbation des Honoraires des Avocats des Membres comme suit :

- 22% du montant recouvré au profit du groupe (22% de 4,119 milliards \$), soit 906 180 000 \$, plus les taxes applicables.

Le CQTS supporte la demande des Avocats des Membres et consent, au bénéfice des membres de l'action collective, à ce que sa convention d'honoraires conclue avec les avocats de l'Action collective Blais/CQTS soit approuvée par le Tribunal de la LACC.

Le montant réclamé comprend non seulement les honoraires judiciaires destinés à rémunérer les avocats et leurs équipes, mais aussi plusieurs dizaines de millions de dollars en frais et débours encourus tout au long de l'histoire du litige et pour les services passés et futurs de Proactio, une division de Raymond Chabot Administrateur Provisoire Inc. (« Proactio »), la firme retenue par les Avocats des Membres pour faciliter le processus de réclamation et la distribution des compensations financières aux Membres.

Pour déterminer si les honoraires et débours demandés par les avocats des membres dans une action collective sont justes et raisonnables, les tribunaux, tant au Québec qu'ailleurs au Canada, tiennent compte d'un certain nombre de facteurs. Outre la convention d'honoraires conclue entre le représentant des demandeurs et les avocats des membres, ces facteurs comprennent les risques assumés par les avocats au début et tout au long de l'affaire, les résultats obtenus au profit des membres, le temps et les efforts consacrés par les avocats des membres à la poursuite du litige, ainsi que le stade auquel le litige a été résolu.

Au Québec, les conventions d'honoraires pour les actions collectives donnent généralement droit aux avocats du groupe à des honoraires allant de 20 % à 33,33 % de tout montant perçu au profit du groupe, plus les taxes. De plus, les débours sont normalement payés à même les fonds obtenus pour le groupe, en sus du pourcentage fixé pour rémunérer les avocats des membres. Dans le cas présent, les Avocats des Membres ne demandent pas le remboursement des débours qu'ils ont encourus.

En outre, les Avocats des Membres ne demandent aucun autre montant pour leur rôle continu dans le Plan d'administration du Québec, y compris leur assistance aux Membres en ce qui concerne la soumission des demandes d'indemnisation et de distribution en vertu de ce plan.

Un résumé détaillé et une justification des Honoraires des Avocats des Membres sont disponibles sur le site **recourstabac.com**. Le dossier complet de la demande pour approbation des Honoraires des Avocats des Membres sera également mis à la disposition des Membres sur **recourstabac.com** une fois qu'il aura été déposé le 13 janvier 2025.

Ces documents contiendront de nombreuses informations additionnelles, notamment des déclarations sous serment des principaux avocats impliqués dans le litige au cours des 26 dernières années, ainsi que de nombreuses preuves documentaires, concernant :

- a. La nature, la complexité et l'étendue du travail effectué par les Avocats des Membres et leurs équipes depuis 1998 ;
- b. Les risques assumés, les défis relevés et les coûts d'opportunité supportés par les Avocats des Membres dans la poursuite des actions collectives au cours du litige ;
- c. Les résultats obtenus, tant en termes de compensation financière directe pour les Membres, leurs familles et leurs héritiers, que l'impact social plus large et l'intérêt public du litige ;
- d. Les termes de l'entente entre les Avocats des Membres et le représentant des demandeurs, le Conseil québécois sur le tabac et la santé ;
- e. La liste des débours et autres coûts liés au litige à payer à partir des Honoraires des Avocats des Membres ; et
- f. une comptabilité des coûts passés et des coûts futurs anticipés liés au processus de simplification des réclamations avec le support de Proactio.

Questions et opposition

Tout Membre qui a des questions ou des préoccupations au sujet des Honoraires des Avocats des Membres est encouragé à contacter directement les Avocats des Membres **aux coordonnées ci-dessous**, sans frais.

Tout Membre qui souhaite soulever une opposition aux Honoraires des Avocats des Membres doit le faire avant **17 heures HNE le 21 janvier 2025**. Pour ce faire, un membre du groupe doit soumettre un formulaire (disponible sur **recourstabac.com**) indiquant (1) son nom, (2) son adresse et ses coordonnées, (3) les raisons pour lesquelles il croit répondre aux critères d'appartenance au groupe décrits ci-dessus, et (4) une brève explication des motifs de son opposition.

Tout avis d'opposition sera fourni au Tribunal de la LACC par les Avocats des Membres. Les Membres peuvent également écouter l'Audience en accédant à un lien qui sera publié sur **recourstabac.com** dès qu'il sera disponible.

Que doivent faire les Membres ?

Les Membres n'ont rien à faire pour bénéficier des Plans à l'heure actuelle. En particulier, ils n'ont pas besoin d'assister à l'Audience de janvier 2025 pour pouvoir demander une indemnisation, ni de remplir un quelconque formulaire à ce stade. Dans le cas où le Tribunal de la LACC rendrait une décision approuvant les Plans, un autre avis sera envoyé aux Membres, expliquant les étapes pour soumettre une demande d'indemnisation.

Les Membres peuvent communiquer gratuitement avec les Avocats des Membres s'ils ont des questions ou des préoccupations aux coordonnées ci-dessous.

Pour toute question concernant les prochaines étapes de la procédure de réclamation pour les Membres, les Plans, ou toute autre question d'ordre général, veuillez contacter Proactio, une société mandatée par les Avocats des Membres pour fournir des informations complètes et actualisées aux Membres :

Par courrier électronique : tabac@proactio.ca

Par téléphone : [438 384-7230](tel:438-384-7230)

Sans frais : [1 888 880-1844](tel:1-888-880-1844)

Par courrier :

Action collective contre le tabac
140 Grande Allée Est, bureau 200
Ville de Québec (QC) G1R 5P7

Pour des questions spécifiques concernant la demande pour approbation des Honoraires des Membres et/ou l'Audience à venir, veuillez contacter Trudel Johnston & Lespérance par courriel avec le mot "TABAC" dans la ligne d'objet :

Par courrier électronique : info@tjl.quebec

Par courrier :

Trudel Johnston & Lespérance
750, Côte de la Place d'Armes, Suite 90
Montréal (Québec) H2Y 2X8

**ONTARIO
SUPERIOR COURT OF JUSTICE
COMMERCIAL LIST**

THE HONOURABLE) [●], the [●] day
) of [●], 2024
CHIEF JUSTICE MORAWETZ)

IN THE MATTER OF THE *COMPANIES' CREDITORS ARRANGEMENT ACT*,
R.S.C. 1985, c. C-36, AS AMENDED

AND IN THE MATTER OF A PLAN OF COMPROMISE
OR ARRANGEMENT OF **JTI-MACDONALD CORP.**

AND IN THE MATTER OF A PLAN OF COMPROMISE
OR ARRANGEMENT OF **IMPERIAL TOBACCO CANADA LIMITED**
AND **IMPERIAL TOBACCO COMPANY LIMITED**

AND IN THE MATTER OF A PLAN OF COMPROMISE
OR ARRANGEMENT OF **ROTHMANS, BENSON & HEDGES INC.**

QCAP NOTICE PROTOCOL ORDER

THIS MOTION made by the Quebec Class Action Plaintiffs pursuant to the *Companies' Creditors Arrangement Act*, R.S.C. 1985, c. c-36, as amended (the "**CCAA**") for a QCAP Notice Protocol Order was made this day in Toronto, Ontario.

ON READING the Notice of Motion of the QCAPs, the Affidavit of André Lespérance dated December 12, 2024 (the "**Lespérance Affidavit**"), including the exhibits thereto, and on hearing the submissions of counsel for the QCAPs and other such counsel

requesting to be heard, all parties having been duly served with the Motion Record as appears from the Affidavit of Service of Tina Silverstein sworn December 13, 2024.

1. **THIS COURT ORDERS** that the time for service of the Notice of Motion and the Motion Record herein is hereby abridged and validated so that this Motion is properly returnable today and hereby dispenses with further service thereof.

2. **THIS COURT ORDERS** that all capitalized terms used herein, unless herein otherwise defined, shall have the meanings ascribed to them in the Lespérance Affidavit and the CCAA Plans;

3. **THIS COURT ORDERS** that the QCAP Notice (in English and French), substantially in the forms attached hereto as **Schedule “A”**, is hereby approved, subject to the right of Quebec Class Counsel to make non-material changes to the QCAP Notice as may be necessary or desirable, without any further authorization of the CCAA Court.

4. **THIS COURT ORDERS** that the proposed protocol for the publication and distribution of the QCAP Notice and the Quebec Class Counsel Fee Motion is hereby approved, and that the publication and distribution of the QCAP Notice and the Quebec Class Counsel Fee Motion shall be effected as follows (the **“QCAP Notice Protocol”**):

- a. Quebec Class Counsel will publish the QCAP Notice on the QCAP Website (<https://recourstabac.com>) in both English and French, no later than December 29, 2024;
- b. Quebec Class Counsel will send the QCAP Notice in both English and French, or a hyperlink to this notice, by email and/or text message (based on the individual’s preferred method of communication) to all individuals included on the Contact List (as defined in the Lespérance Affidavit), no later than December 29, 2024;
- c. Quebec Class Counsel will publish the QCAP Notice in the *Registre des actions collectives* in both English and French, no later than December 29, 2024;

- d. Quebec Class Counsel will serve the Quebec Class Counsel Fee Motion on the common service list no later than January 13, 2025;
- e. Quebec Class Counsel will publish the QCAP Class Counsel Fee Motion on the QCAP Website, no later than January 14, 2025; and
- f. Costs of the notice campaign will be assumed by Quebec Class Counsel.

5. **THIS COURT ORDERS** that the publication and notification of the QCAP Notice and the Quebec Class Counsel Fee Motion in accordance with the QCAP Notice Protocol shall constitute good and sufficient service of the Quebec Class Counsel Fee Motion on all Persons who may be entitled to receive notice thereof and that no other form of notice or service needs to be made on such Persons.

6. **THIS COURT ORDERS** that the accidental failure to transmit or deliver the QCAP Notice or Quebec Class Counsel Fee Motion in accordance with the QCAP Notice Protocol, or the non-receipt by any Person entitled to delivery thereof, shall not invalidate such service.

AID AND RECOGNITION

7. **THIS COURT HEREBY REQUESTS** the aid and recognition of any court, tribunal, regulatory or administrative body or agency having jurisdiction in Canada or in any other foreign jurisdiction, to give effect to this Order. All courts, tribunals, regulatory and administrative bodies and agencies are hereby respectfully requested to make such Orders and to provide such assistance, as may be necessary or desirable to give effect to this Order.

Chief Justice Geoffrey B. Morawetz

Schedule "A" to the QCAP Notice Protocol Order

TOBACCO CLASS ACTIONS

**LITIGATION AGAINST IMPERIAL TOBACCO CANADA LTD.,
ROTHMANS, BENSON & HEDGES INC.,
AND JTI-MACDONALD CORP.
(collectively the "Tobacco Defendants")**

**NOTICE OF HEARING AND MOTION
TO APPROVE THE QUEBEC CLASS COUNSEL FEE**

This notice is addressed to all class members of the class action filed against the Tobacco Defendants in the Province of Quebec under Superior Court of Quebec file number 500-06-000076-980 (the "Blais/CQTS Class Action", the class members of which are herein designated as "Class Members").

PLEASE READ THIS NOTICE CAREFULLY AS IT MAY AFFECT YOUR RIGHTS.

A hearing will take place on January 29, 30 and 31, 2025 (the "Hearing") before the Ontario Superior Court of Justice (Commercial List) in Toronto, under the authority of the federal *Companies' Creditors Arrangement Act*, R.S.C. 1985, c. C-36 (the "CCAA Court").

The purpose of the Hearing is to determine whether to approve the Plans of Compromise and Arrangement proposed by the Court-Appointed Mediator and Monitors (the "Plans") to resolve all affected claims against the Tobacco Companies.

At the Hearing, the CCAA Court will also be asked to approve the legal fees of the lawyers who have been representing Class Members since 1998 ("Quebec Class Counsel" - the legal fees of Quebec Class Counsel being herein designated as the "Quebec Class Counsel Fee").

This notice provides important information for Class Members regarding the approval of the Quebec Class Counsel Fee.

Class Membership

Class Members are individuals who meet the following criteria:

- a) They reside in Quebec and were alive on November 20, 1998;
- b) Between January 1, 1950 and November 20, 1998:
 - a. They smoked a minimum of 12 pack/years (i.e., a minimum of 87,600 cigarettes);
For example, 12 pack/years equals:
20 cigarettes per day for 12 years ($20 \times 365 \times 12 = 87,600$) or
30 cigarettes per day for 8 years ($30 \times 365 \times 8 = 87,600$) or
10 cigarettes per day for 24 years ($10 \times 365 \times 24 = 87,600$)
 - b. The cigarettes that they smoked were of one or more of the following cigarette brands (the Quebec Administration Plan contains a complete list of the cigarette brands and sub-brands): Accord, Craven "A", Matinee, Peter Jackson, B&H, Craven "M", Medallion, Players, Belmont, du Maurier, Macdonald, Rothmans,

Belvedere, Export, More, Vantage, Camel, LD, North American Spirit, Viscount, Cameo, Mark Ten, Number 7, Winston; and

- c) Before March 12, 2012, they were diagnosed with lung cancer; cancer (squamous cell carcinoma) of the throat (that is to say of the larynx, the oropharynx or the hypopharynx); or emphysema, which includes COPD (GOLD Grade III or IV), and they resided in Quebec at the time of their diagnosis.

The heirs of persons who meet the above criteria but died after November 20, 1998, are also eligible to receive compensation, as are the heirs of those heirs, if applicable.

The Hearing for Approval of the Plans and the Quebec Class Counsel Fee

The Tobacco Defendants sought protection from their creditors before the CCAA Court in March 2019. The CCAA Court is responsible for all aspects of the CCAA Proceedings, including approving the Plans affecting all creditors across Canada and approving the Quebec Class Counsel Fee.

If the Plans are approved, the Tobacco Defendants will pay \$32.5 billion to their creditors. This amount includes \$4.119 billion to directly compensate Class Members (as well as their heirs). It also includes a \$131 million contribution to a \$1 billion public interest foundation in settlement of claims of addicted Quebec smokers in the related class action instituted by Cécilia Létourneau against the Tobacco Defendants. The Plans also provide for several billions of dollars in compensation to provincial and territorial governments across Canada and for certain Canadian smokers who are not included in the Blais/CQTS Class Action.

If the Plans are approved, a Quebec Class Action Administration Plan (the “Quebec Administration Plan”) will be implemented to process claims and distribute compensation to Class Members. This process would be jointly supervised by the Quebec Superior Court and the CCAA Court.

The Hearing will be public and interested individuals will be able to view it remotely. A link will be made available on the website maintained by Quebec Class Counsel: recourstabac.com.

The Motion for the Approval of the Quebec Class Counsel Fee

Quebec Class Counsel have represented Class Members since 1998. The interrelated class actions they lead are widely regarded as unprecedented in many regards. They have been the longest, most complex, and most intensely contested class actions to ever succeed in Canada.

Quebec Class Counsel’s team initially consisted of four law firms: Trudel & Johnston, Lauzon Bélanger (later Lauzon Bélanger Lespérance), Kugler Kandestin and De Grandpré Chait. Over the course of the class actions’ history, Trudel & Johnston and Lauzon Bélanger Lespérance combined their efforts to form Trudel Johnston & Lespérance. The law firm Fishman Flanz Meland Paquin was later added to the Quebec Class Counsel team.

As is standard in class actions, Quebec Class Counsel have prosecuted these cases on a percentage contingency fee basis. This means that their remuneration is conditional on their ability to obtain monetary compensation for the benefit of class members, and is limited to a fixed percentage of the compensation ultimately obtained. Counsel representing plaintiffs or defendants in individual lawsuits are not required to seek court approval of the legal fees owed to

them pursuant to the mandates they have agreed upon with their clients. However, counsel acting on behalf of plaintiffs in class actions must obtain court approval of their fees before receiving payment.

Over the past 26 years, Quebec Class Counsel have not been paid any legal fees for the work they have performed on behalf of Class Members. During this period, they have also advanced large amounts in the form of disbursements and costs in order to ensure the success of the litigation, which have not been reimbursed. In addition, Quebec Class Counsel have agreed to assume the significant future costs associated with simplifying the claims process and the distribution of billions of dollars in compensation to Class Members.

Now that Class Members will benefit from and receive substantial compensation as a result of the work of their lawyers, Quebec Class Counsel are asking the CCAA Court to approve the Quebec Class Counsel Fee in conformity with the terms of the Plans.

In accordance with the fee agreement between Quebec Class Counsel and the CQTS (the representative plaintiff) in 1998 and 2017, Quebec Class Counsel are seeking the approval of the Quebec Class Counsel Fee as follows:

- 22% of the amount recovered for the benefit of the class (22% of \$4.119 billion), namely, the amount of \$906,180,000, plus applicable taxes.

The CQTS supports the Quebec Class Counsel's motion for fee approval and consents, on behalf of the class members, that its fee agreement concluded with the lawyers in the Blais/CQTS Class Action be approved by the CCAA Court.

The amount claimed includes not only the legal fees intended to compensate the lawyers and their teams, but also many tens of millions of dollars in costs and disbursements incurred throughout the history of the litigation and for both the past and future services of Proactio, a division of Raymond Chabot Administrateur Provisaires Inc. ("Proactio"), the firm retained by Quebec Class Counsel to facilitate the claims process and the distribution of financial compensation to Class Members.

In determining whether fees and disbursements sought by class counsel are fair and reasonable, courts both in Quebec and elsewhere in Canada consider a number of factors. In addition to the fee agreement between the representative plaintiff and class counsel, these factors include the risks assumed by class counsel at the outset of and throughout the case, the results obtained for the benefit of class members, the time and effort devoted by class counsel to the pursuit of the litigation, as well as the stage at which the litigation has been resolved.

Class action fee agreements in Quebec typically entitle class counsel to fees ranging from 20% to 33.33% of any amount recovered for the benefit of the class, plus taxes. In addition, disbursements are normally paid out of the funds obtained for the class over and above the percentage set to compensate class counsel. In the present case, Quebec Class Counsel are not requesting the reimbursement of any disbursements they incurred.

Furthermore, Quebec Class Counsel are not requesting any other amount for their continued future role in the Quebec Administration Plan, including their assistance to Class Members in connection with the submission of claims for compensation and distributions thereunder.

A detailed summary and justification for the Quebec Class Counsel Fee is available at **recourstabac.com**. The full motion record for the approval of the Quebec Class Counsel Fee will also be made available to Class Members at **recourstabac.com** once it is filed on January 13, 2025.

These motion materials will contain extensive additional information, including affidavits from the senior lawyers involved in the litigation over the course of the last 26 years and extensive documentary evidence, regarding:

- a. The nature, complexity, and extent of the work carried out by Quebec Class Counsel and their teams since 1998;
- b. The risks assumed, challenges faced and opportunity costs borne by Quebec Class Counsel in the pursuit of the class actions over the course of the litigation;
- c. The results obtained, both in terms of direct financial compensation for Class Members, their families and heirs, as well as the larger social impact and public interest of the litigation;
- d. The terms of the agreement between Quebec Class Counsel and the representative plaintiff, the Conseil québécois sur le tabac et la santé;
- e. The list of disbursements and other costs related to the litigation to be paid out of the Quebec Class Counsel Fee; and
- f. An accounting of past costs and anticipated future costs related to the simplified claims process to be carried out by Proactio.

Questions and Objection

Any Class Member who has questions or concerns about the Quebec Class Counsel Fee is encouraged to contact Quebec Class Counsel directly **at the coordinates below** at no cost.

Any Class Member who wishes to object to the Quebec Class Counsel Fee must do so by **5 p.m. EST on January 21, 2025**. To do so, a Class Member must submit a form (available on **recourstabac.com**) setting out (1) their name, (2) their address and contact information, (3) why they believe they meet the criteria for class membership described above, and (4) a brief explanation of the reasons for their opposition.

Any notice of objection will be provided to the CCAA Court by Quebec Class Counsel. Class Members can also watch the Hearing virtually, by accessing a link that will be published on **recourstabac.com** as soon as it becomes available.

What Do Class Members Need to Do?

Class Members do not need to do anything in order to benefit from the Plans at this time. In particular, they do not need to attend the Hearing in January 2025 in order to claim for compensation nor do they need to fill out any forms at this time. In the event that the CCAA Court renders a decision approving the Plans, another notice will be sent to Class Members explaining the steps required to submit a claim for compensation.

Class Members may communicate with Quebec Class Counsel free of charge if they have any questions or concerns at the coordinates below.

For questions about the next steps of the claims process for Class Members, the Plans, or any other general inquiries, contact Proactio, a firm mandated by Quebec Class Counsel to provide complete and up-to-date information to Class Members:

By email: tabac@proactio.ca

By phone: [438 384-7230](tel:438-384-7230)

Toll free: [1 888 880-1844](tel:1-888-880-1844)

By mail:

Tobacco Class Action
140 Grande Allée East, Suite 200
Quebec City (QC) G1R 5P7

For specific questions about the Motion for the Approval of the Quebec Class Counsel Fee and/or the upcoming Hearing, please contact Trudel Johnston & Lespérance by email with the word “TABACCO” in the subject line:

By email: info@tjl.quebec

By mail:

Trudel Johnston & Lespérance
750, Côte de la Place d'Armes, Suite 90
Montréal (Quebec) H2Y 2X8

ACTIONS COLLECTIVES DU TABAC
LITIGE CONTRE IMPERIAL TOBACCO CANADA LTD.,
ROTHMANS, BENSON & HEDGES INC.,
ET JTI-MACDONALD CORP.
(collectivement les "Compagnies de tabac défenderesses")

AVIS D'AUDIENCE ET DEMANDE
POUR APPROBATION DES HONORAIRES DES AVOCATS DES MEMBRES DU GROUPE
DU QUÉBEC

Cet avis est adressé à tous les membres de l'action collective intentée contre les Compagnies de tabac défenderesses dans la province de Québec dans le dossier numéro 500-06-000076-980 de la Cour supérieure du Québec (l'« Action collective Blais/CQTS », dont les membres sont ci-après désignés « Membres »).

VEUILLEZ LIRE ATTENTIVEMENT LE PRÉSENT AVIS CAR IL PEUT AVOIR UNE
INCIDENCE SUR VOS DROITS

Une audience aura lieu les 29, 30 et 31 janvier 2025 (l'« Audience ») devant la Cour supérieure de justice de l'Ontario (rôle commercial) à Toronto, en vertu de la *Loi sur les arrangements avec les créanciers des compagnies*, L.R.C. 1985, c. C-36, (le « Tribunal de la LACC »).

L'Audience vise à déterminer s'il convient d'approuver les plans de compromis et d'arrangement proposés par le Médiateur et les Contrôleurs nommés par le tribunal (les « Plans ») afin de résoudre toutes les réclamations visées à l'encontre des Compagnies de tabac.

Lors de l'Audience, il sera aussi demandé au Tribunal de la LACC d'approuver les honoraires des avocats qui représentent les Membres depuis 1998 (les « Avocats des Membres » - les honoraires des Avocats des Membres étant désignés dans le présent document comme les « Honoraires des Avocats des Membres »).

Cet avis fournit des informations importantes aux Membres concernant l'approbation des Honoraires des Avocats des Membres.

Membres

Les Membres sont les personnes qui répondent aux critères suivants :

- a) Ils résident au Québec et étaient en vie le 20 novembre 1998 ;
- b) Entre le 1er janvier 1950 et le 20 novembre 1998 :
 - a. Ils ont fumé un minimum de 12 paquets/année (soit un minimum de 87 600 cigarettes) ;
Par exemple, 12 paquets/années équivaut à :
20 cigarettes par jour pendant 12 ans ($20 \times 365 \times 12 = 87\,600$), ou
30 cigarettes par jour pendant 8 ans ($30 \times 365 \times 8 = 87\,600$), ou
10 cigarettes par jour pendant 24 ans ($10 \times 365 \times 24 = 87\,600$) ;

- b. Les cigarettes qu'ils ont fumées étaient d'une ou de plusieurs des marques suivantes (le Plan d'administration du Québec contient une liste complète des marques et sous-marques de cigarettes) : Accord, Craven "A", Matinee, Peter Jackson, B&H, Craven "M", Medallion, Players, Belmont, du Maurier, Macdonald, Rothmans, Belvedere, Export, More, Vantage, Camel, LD, North American Spirit, Viscount, Cameo, Mark Ten, Number 7, Winston ; et
- c) Avant le 12 mars 2012, ils ont reçu un diagnostic de cancer du poumon, de cancer (carcinome épidermoïde) de la gorge (c'est-à-dire du larynx, de l'oropharynx ou de l'hypopharynx) ou d'emphysème, qui comprend la MPOC (GOLD niveau III ou IV), et ils résidaient au Québec au moment du diagnostic.

Les héritiers des personnes répondant aux critères susmentionnés mais décédées après le 20 novembre 1998 peuvent également bénéficier de l'indemnisation, de même que les héritiers de ces héritiers, le cas échéant.

L'audience pour l'approbation des Plans et des Honoraires des Avocats des Membres

Les Compagnies de tabac défenderesses ont demandé la protection contre leurs créanciers devant le Tribunal de la LACC en mars 2019. Le Tribunal de la LACC est responsable de tous les aspects des procédures de la LACC, y compris l'approbation des Plans affectant tous les créanciers à travers le Canada et l'approbation des Honoraires des Avocats des Membres.

Si les Plans sont approuvés, les Compagnies de tabac défenderesses paieront 32,5 milliards de dollars à leurs créanciers. Ce montant comprend 4,119 milliards de dollars destinés à indemniser directement les Membres (ainsi que leurs héritiers). Il comprend également une contribution de 131 millions de dollars à une fondation d'intérêt public d'un milliard de dollars en règlement des réclamations des fumeurs québécois dépendants dans le cadre de l'action collective parallèle instituée par Cécilia Létourneau contre les Compagnies de tabac défenderesses. Les Plans prévoient également plusieurs milliards de dollars d'indemnisation pour les gouvernements provinciaux et territoriaux du Canada et pour certains fumeurs canadiens qui ne sont pas inclus dans l'Action collective Blais/CQTS.

Si les Plans sont approuvés, un plan d'administration des actions collectives du Québec (le « Plan d'administration du Québec ») sera mis en œuvre pour traiter les demandes d'indemnisation et distribuer les indemnités aux Membres. Ce processus sera supervisé conjointement par la Cour supérieure du Québec et le Tribunal de la LACC.

L'Audience sera publique et les personnes intéressées pourront la suivre à distance. Un lien sera disponible sur le site web géré par les Avocats des Membres : **recourstabac.com**.

La demande pour approbation des Honoraires des Avocats des Membres

Les Avocats des Membres les représentent depuis 1998. Les actions collectives qu'ils dirigent sont largement considérées comme n'ayant aucun précédent, et ce à bien des égards. Il s'agit des actions collectives les plus longues, les plus complexes et les plus intensément contestées qui aient jamais réussi au Canada.

L'équipe des Avocats des Membres était initialement composée de quatre cabinets d'avocats : Trudel & Johnston, Lauzon Bélanger (plus tard Lauzon Bélanger Lespérance), Kugler Kandestin et De Grandpré Chait. Pendant le déroulement des actions collectives, Trudel & Johnston et

Lauzon Bélanger Lespérance ont uni leurs efforts pour former Trudel Johnston & Lespérance. Le cabinet d'avocats Fishman Flanz Meland Paquin s'est par la suite ajouté à l'équipe des Avocats des Membres.

Comme il est d'usage dans les actions collectives, les Avocats des Membres ont agi dans ces dossiers sur la base d'honoraires conditionnels à pourcentage. Cela signifie que leur rémunération est conditionnelle à leur capacité d'obtenir une compensation monétaire au bénéfice des Membres, et qu'elle est limitée à un pourcentage fixe de la compensation obtenue. Les avocats représentant des demandeurs ou des défendeurs dans des poursuites individuelles ne sont pas tenus de demander l'approbation du tribunal pour les honoraires qui leur sont dus en vertu des mandats qu'ils ont convenus avec leurs clients. En revanche, les avocats agissant pour le compte de demandeurs dans le cadre d'une action collective doivent obtenir l'approbation de leurs honoraires par le tribunal avant d'en recevoir le paiement.

Au cours des 26 dernières années, les Avocats des Membres n'ont pas reçu d'honoraires pour le travail qu'ils ont effectué au nom des Membres. Au cours de cette période, ils ont également avancé des sommes importantes sous forme de débours et de frais afin d'assurer le succès du litige. Ces débours et frais ne leur ont pas été remboursés. En outre, les Avocats des Membres ont accepté d'assumer les coûts futurs importants liés à la simplification du processus de réclamation et de la distribution de milliards de dollars d'indemnités aux Membres.

Maintenant que les Membres bénéficieront d'une compensation substantielle grâce à leur travail, les Avocats des Membres demandent au Tribunal de la LACC d'approuver les Honoraires des Avocats des Membres conformément aux termes du Plans.

Conformément à la convention d'honoraires intervenue entre les Avocats des Membres et le CQTS (le représentant des Membres) en 1998 et 2017, les Avocats des Membres demandent l'approbation des Honoraires des Avocats des Membres comme suit :

- 22% du montant recouvré au profit du groupe (22% de 4,119 milliards \$), soit 906 180 000 \$, plus les taxes applicables.

Le CQTS supporte la demande des Avocats des Membres et consent, au bénéfice des membres de l'action collective, à ce que sa convention d'honoraires conclue avec les avocats de l'Action collective Blais/CQTS soit approuvée par le Tribunal de la LACC.

Le montant réclamé comprend non seulement les honoraires judiciaires destinés à rémunérer les avocats et leurs équipes, mais aussi plusieurs dizaines de millions de dollars en frais et débours encourus tout au long de l'histoire du litige et pour les services passés et futurs de Proactio, une division de Raymond Chabot Administrateur Provisoire Inc. (« Proactio »), la firme retenue par les Avocats des Membres pour faciliter le processus de réclamation et la distribution des compensations financières aux Membres.

Pour déterminer si les honoraires et débours demandés par les avocats des membres dans une action collective sont justes et raisonnables, les tribunaux, tant au Québec qu'ailleurs au Canada, tiennent compte d'un certain nombre de facteurs. Outre la convention d'honoraires conclue entre le représentant des demandeurs et les avocats des membres, ces facteurs comprennent les risques assumés par les avocats au début et tout au long de l'affaire, les résultats obtenus au profit des membres, le temps et les efforts consacrés par les avocats des membres à la poursuite du litige, ainsi que le stade auquel le litige a été résolu.

Au Québec, les conventions d'honoraires pour les actions collectives donnent généralement droit aux avocats du groupe à des honoraires allant de 20 % à 33,33 % de tout montant perçu au profit du groupe, plus les taxes. De plus, les débours sont normalement payés à même les fonds obtenus pour le groupe, en sus du pourcentage fixé pour rémunérer les avocats des membres. Dans le cas présent, les Avocats des Membres ne demandent pas le remboursement des débours qu'ils ont encourus.

En outre, les Avocats des Membres ne demandent aucun autre montant pour leur rôle continu dans le Plan d'administration du Québec, y compris leur assistance aux Membres en ce qui concerne la soumission des demandes d'indemnisation et de distribution en vertu de ce plan.

Un résumé détaillé et une justification des Honoraires des Avocats des Membres sont disponibles sur le site **recourstabac.com**. Le dossier complet de la demande pour approbation des Honoraires des Avocats des Membres sera également mis à la disposition des Membres sur **recourstabac.com** une fois qu'il aura été déposé le 13 janvier 2025.

Ces documents contiendront de nombreuses informations additionnelles, notamment des déclarations sous serment des principaux avocats impliqués dans le litige au cours des 26 dernières années, ainsi que de nombreuses preuves documentaires, concernant :

- a. La nature, la complexité et l'étendue du travail effectué par les Avocats des Membres et leurs équipes depuis 1998 ;
- b. Les risques assumés, les défis relevés et les coûts d'opportunité supportés par les Avocats des Membres dans la poursuite des actions collectives au cours du litige ;
- c. Les résultats obtenus, tant en termes de compensation financière directe pour les Membres, leurs familles et leurs héritiers, que l'impact social plus large et l'intérêt public du litige ;
- d. Les termes de l'entente entre les Avocats des Membres et le représentant des demandeurs, le Conseil québécois sur le tabac et la santé ;
- e. La liste des débours et autres coûts liés au litige à payer à partir des Honoraires des Avocats des Membres ; et
- f. une comptabilité des coûts passés et des coûts futurs anticipés liés au processus de simplification des réclamations avec le support de Proactio.

Questions et opposition

Tout Membre qui a des questions ou des préoccupations au sujet des Honoraires des Avocats des Membres est encouragé à contacter directement les Avocats des Membres **aux coordonnées ci-dessous**, sans frais.

Tout Membre qui souhaite soulever une opposition aux Honoraires des Avocats des Membres doit le faire avant **17 heures HNE le 21 janvier 2025**. Pour ce faire, un membre du groupe doit soumettre un formulaire (disponible sur **recourstabac.com**) indiquant (1) son nom, (2) son adresse et ses coordonnées, (3) les raisons pour lesquelles il croit répondre aux critères d'appartenance au groupe décrits ci-dessus, et (4) une brève explication des motifs de son opposition.

Tout avis d'opposition sera fourni au Tribunal de la LACC par les Avocats des Membres. Les Membres peuvent également écouter l'Audience en accédant à un lien qui sera publié sur **recourstabac.com** dès qu'il sera disponible.

Que doivent faire les Membres ?

Les Membres n'ont rien à faire pour bénéficier des Plans à l'heure actuelle. En particulier, ils n'ont pas besoin d'assister à l'Audience de janvier 2025 pour pouvoir demander une indemnisation, ni de remplir un quelconque formulaire à ce stade. Dans le cas où le Tribunal de la LACC rendrait une décision approuvant les Plans, un autre avis sera envoyé aux Membres, expliquant les étapes pour soumettre une demande d'indemnisation.

Les Membres peuvent communiquer gratuitement avec les Avocats des Membres s'ils ont des questions ou des préoccupations aux coordonnées ci-dessous.

Pour toute question concernant les prochaines étapes de la procédure de réclamation pour les Membres, les Plans, ou toute autre question d'ordre général, veuillez contacter Proactio, une société mandatée par les Avocats des Membres pour fournir des informations complètes et actualisées aux Membres :

Par courrier électronique : tabac@proactio.ca

Par téléphone : [438 384-7230](tel:438-384-7230)

Sans frais : [1 888 880-1844](tel:1-888-880-1844)

Par courrier :

Action collective contre le tabac
140 Grande Allée Est, bureau 200
Ville de Québec (QC) G1R 5P7

Pour des questions spécifiques concernant la demande pour approbation des Honoraires des Membres et/ou l'Audience à venir, veuillez contacter Trudel Johnston & Lespérance par courriel avec le mot "TABAC" dans la ligne d'objet :

Par courrier électronique : info@tjl.quebec

Par courrier :

Trudel Johnston & Lespérance
750, Côte de la Place d'Armes, Suite 90
Montréal (Québec) H2Y 2X8

IN THE MATTER OF THE COMPANIES' CREDITORS ARRANGEMENT ACT, R.S.C. 1985, c.C-36, AS AMENDED
AND IN THE MATTER OF A PLAN OF COMPROMISE OR ARRANGEMENT OF:

JTI-MACDONALD CORP.

IMPERIAL TOBACCO CANADA LIMITED AND IMPERIAL TOBACCO COMPANY LIMITED

ROTHMANS, BENSON & HEDGES INC.

Court File No. CV-19-615862-00CL

Court File No. CV-19-616077-00CL

Court File No. CV-19-616779-00CL

ONTARIO
**SUPERIOR COURT OF JUSTICE
(COMMERCIAL LIST)**
Proceeding commenced at Toronto

**MOTION RECORD
(QCAP Notice Protocol)
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