





A leading Canadian value retailer

Investor Presentation – Q2-FY2023

September 9, 2022



Forward-looking statements

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Serving Canadians with purpose



Our vision

To be the leading value retailer in every market in which we operate, providing customers with unsurpassed value for their hard-earned money in a time-pressed world

Our purpose

To provide Canadians from all walks of life with the best quality and value on every dollar they spend and with proximity and convenient access to affordable, everyday items that address their needs and exceed their expectations

Our values

Entrepreneurial

People-focused

Value-oriented

Passionate

Agile and solution-driven

Innovative

A leading Canadian value retailer (TSX: DOL)

\$4.3B

FY22 revenues

7.6%

FY22 sales growth

1.7%

FY22 comparable store sales growth

\$1.3B

FY22 EBITDA or 29.6% of sales¹

43.9%

FY22 gross margin as a % of sales

15.1%

FY22 SG&A as a % of sales

\$0.9B

FY22 free cash flow generation²

68.8%

FY22 Dollarcity net earnings contribution y-o-y growth



Recognized brand serving Canadians from all walks of life



Differentiated concept offering compelling value at multiple, low fixed price points



Consistent shopping experience and broad assortment of everyday products



Capital-efficient, growth-oriented business model with a superior direct sourcing platform



Nimble operator delivering consistently robust financial and operational results



Strong track record of stakeholder value creation since 2009 IPO

A growing reach and international footprint

1,444

corporate-operated Dollarama stores across Canada

#1

377

and only national pure play dollar store chain in Canada

10 provinces

Unrivalled Canadian presence with locations in all provinces and two territories

80%

of Canadian households within 10 km of a Dollarama

2,000

Dollarama store target by 2031



4 (0)

Dollarcity stores in LATAM, based on localized Dollarama concept

4 countries

Growing presence in Colombia, El Salvador and Guatemala, in Peru since May 2021

600

Dollarcity store target by 2029 (excl. Peru)





Competitive advantages



Strong brand

98% brand recognition across Canada; sought-after destination for everyday and seasonal goods



Differentiated concept

Broad assortment of products at multiple, low fixed price points in a clean, compact, consistent format and shopping experience



Value proposition

Superior direct sourcing and buying capabilities, supported by efficient logistics, delivering compelling value to customers



Operational excellence

Nimble operator with proven track record, strong team committed to disciplined execution, culture of agility and entrepreneurship



National scale

Significant presence across Canada with stores in all provinces and one territory, offering proximity and convenience



Broad customer base

Serving Canadians from all walks of life from all demographics and income ranges, appealing to a broad range of consumer profiles



Capital-efficient

Simple, cost-effective growthoriented business model, lean operations, solid growth metrics and investment payback periods



Technology

Robust infrastructure for reporting, budgeting, store operations and replenishment; growing internal data and analytics capabilities

Committed to building a sustainable business – Priority areas and highlights



Promote a dynamic and inclusive workforce

4,000 + store employee internal promotions in FY22

100%

of new District Manager positions were filled via internal promotions in FY22

44%

female gender diversity at Management level and 33% at Board level



Provide customers with safe, quality products

6,000 everyday produ

everyday products, over 50%+ directly sourced

2x

toy product testing increase since FY20

Growing team

of dedicated product and vendor compliance experts supporting procurement team



Enhance vendor compliance and engagement

100%

of vendors have signified compliance with comprehensive vendor code of conduct

Social audits

and vendor engagement initiatives launched in FY20

204

third-party audit reports received and reviewed by Dollarama through end of FY22



Minimize environmental footprint and climate risks

83%

of network grid electricity consumption from non-GHG emitting sources, including 58% from renewable sources

59%

of stores equipped with interior LED lighting, in addition to all logistics facilities

40K+

metric tons of cardboard and plastic diverted from stores for recycling

Pursuing our sustainability journey – 2022+ goals and initiatives



Promote a dynamic and inclusive workforce

- Maintain more than 40% female gender diversity at management level
- Maintain and enhance talent attraction, retention and development programs
- Reduce frequency and severity of lost-time injuries



Provide customers with safe, quality products

- Implement additional targeted product testing programs and product risk monitoring
- Align Dollarama and Dollarcity compliance programs



Enhance vendor compliance and engagement

- Continue roll-out of Tier 1 vendor social audits and enhance disclosure of social audit performance
- Roll out Vendor Code of Conduct to Dollarcity direct suppliers



Minimize environmental footprint and climate risks

- Reduce Scope 1 and Scope 2 GHG emissions intensity by 25% by 2030 from 2019 baseline
- Pursue alignment with TCFD recommendations

ESG Governance/Framework

Embedded in Board and Committee charters; Management accountable for ESG strategies Committed to enhancing ESG disclosure and setting long-term, measurable goals

Reporting framework aligned with SASB since 2021 ESG Report



Clear strategy driving sustainable growth and value creation

1

Maximize core business

- Maintain compelling value proposition
- Leverage strengths to stimulate sales
- Promote efficiency initiatives to maintain lowcost operating model
- Optimize and evolve the service model

2

Profitably grow Canadian footprint

- Grow Dollarama store network across Canada in a disciplined manner
- Long-term target of 2,000 Dollarama stores by 2031
- Optimize logistics operations in support of network growth

3

Scale up Dollarcity business in LATAM

- Grow footprint in the four current countries of operation
- Expand into new markets
- Target of 600 Dollarcity stores by 2029 (excl. Peru)

4

Optimize capital allocation to drive returns

- Actively manage balance sheet and capital structure
- Deploy capital with discipline towards target returns
- Prioritize shareholder returns via share buybacks using excess free cash flows
- Maintain consistent dividend; conservative annual growth

Guided by our robust ESG framework and commitment to serving Canadians from all walks of life

A strong core business



A diversified product mix offering compelling value

General merchandise

Electronics



Hardware



Homeware



Kitchenware



Party supplies



Stationery



Toys & apparel

Consumables



Cleaning supplies



Confectionery



Drinks & snacks



Food/pantry



Health & beauty



Paper, plastics & foils



Pet care

Seasonal



Christmas



Easter



Halloween



Souvenirs



Spring



St. Patrick's Day



Summer

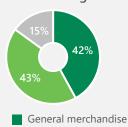


Winter



Valentine's Day

Product categories



Consumables

\$0.87-\$5.00 Merchandise sold at low fixed price points



Seasonal





Sourcing mix



Effective sourcing and merchandising

Product sourcing expertise and built-in flexibility

- Strong direct sourcing capabilities, reducing costs associated with intermediaries and increasing bargaining power with suppliers
- Flexible product mix (brand vs. private label, import vs. domestic)
- 25-30% annual SKU refresh with no loss leaders¹
- Pricing flexibility through multi-price point strategy
- Product selection supported by industry/trend tracking, customer feedback and analytics

Efficient in-store merchandising

- Clean, bright, compact four-wall format with consistent offering and layout chain-wide
- Optimized product placement and display designs
- Effective merchandising system for execution of resets
- Flexible zonogram by department (vs. fixed plano) resulting in efficient everyday facing/zoning
- Centralized logistics and distribution; differentiated store replenishment and inventory management approach

¹ Lower in FY22 as a result of consequential effects of the COVID pandemic including travel restrictions, supply chain disruptions, and a general reduction in product innovation and diversification in global manufacturing.

Strong brand recognition and broad customer appeal

A value retail shopping destination

- Recognized for value for money and convenience
- Customers appreciate the breadth and depth of the product assortment
- Sought-after destination for focused trips as well as routine shopping

Serving Canadians from all walks of life

- Appeals to all demographics and income ranges
- High representation of young families with above-average income
- Highly loyal customer base



98%

brand awareness across Canada

Top 10

Ranked one of Leger's 2021 Top 10 Most Reputable Brands in Canada

Enhancing and evolving the service model and customer experience





Queue line and check-out process optimization

- Optimized queue lines for increased impulse item displays; in over 1,302 stores
- From u-shaped to straight line POS check-out design to accelerate transactions
- Self-checkouts technology selectively deployed in high traffic stores to accelerate transaction processing; in 350+ stores





Growing digital footprint to bring additional customer convenience

- Online store to address niche market of case purchases; customer mobile app
- Approx. 1,300 participating stores on Instacart platform following GTA market pilot in Aug. 2021
- Approx. 200 GTA participating stores on Uber Eats platform since Aug. 2022

Constantly evolving the service and customer interaction model to stimulate sales and to stay abreast of consumer and industry trends

Optimizing processes and gaining efficiencies



Retail system optimization to drive efficiency

- POS systems
- NCR POS terminals



Time management and training

- Kronos advanced scheduling
- Mobile apps
- "GPS" training program



Energy and environmental efficiency in support of ESG goals

- LED retrofits
- HVAC system upgrades
- Baler installation (in-store recycling)



Shrink management and loss prevention

- Security camera installation
- Other shrink management initiatives and programs

Technology investments and enhanced centralized data and analytics capabilities driving execution across our operations

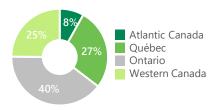
Driving profitable growth in Canada



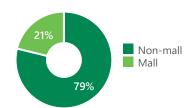
Well-balanced, growing store network

Store footprint

by geography

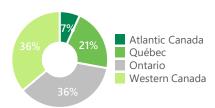


Store footprintBy building type



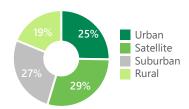
New store openings

By geography (last 2 years)



Store footprint

By market type





\$3.3M

Average store annual sales

15.0M sq. ft

Total retail space across Canada

10,414 sq. ft.

Average per store

2.2M sq. ft.

Warehousing and distribution space¹

All figures as at the second quarter ended July 31, 2022 (Q2-FY23)

New store openings by geography for two-year period from Q2-FY21 to Q2-FY23

Does not include the new 500,000 square foot built-to-suit warehouse currently under construction and expected to be operational by the end of FY23, leased from a third party

Efficient and profitable network growth

\$2.6M

Average annual store sales within 2 years of opening

~\$650K

New store average investment

<2 years store payback period

- Strong free cash flow generation to fund organic network growth
- Efficient capital model requiring an avg. of \$650K in leasehold improvements, fixtures and inventory, net of tenant allowance, for a new store
- Quick sales ramp up and payback period for new stores within 2 years' time, resulting in low capital intensity and high ROI on network growth
- Low store network maintenance capex requirements



A robust evaluation process: path to 2,000-store target

Micro potential

Assessment of real estate opportunities, population growth and competitive intensity

Macro potential

Internal validation of feasibility of assessment region by region with store ops

Theoretical potential

Result of micro and macro potential assessments

True potential

Potential adjusted based on Management's evaluation of market conditions, financial considerations and feasibility of execution



- Average of 70 net new stores opened annually over last 10 fiscal years
- New store payback period improved over time
- Additional growth opportunities in Ontario, Québec and Atlantic Canada
- Underpenetrated in Western Canada

Year	Store target	Status	
2009 (IPO)	900	Achieved in 2014	\bigcirc
2012	1,200	Achieved in 2018	\bigcirc
2015	1,400 by 2022	Achieved in 2021	\bigcirc
2017	1,700 by 2027	Updated in 2021	7
2021	2,000 by 2031	Current target	ø

Scaling up Dollarcity



Dollarcity, a high-potential LATAM value retailer

50.1%

DOL equity interest acquired in Q3-FY2020 after 7-year partnership

377

Dollarcity stores in LATAM, based on localized Dollarama concept

US\$507.8M

2021 revenues

US\$92.7M

Total purchase price¹; immediately EPS accretive

4 countries

Growing presence in Colombia, El Salvador, Guatemala and Peru

\$33.2M

FY2022 net earnings contribution for DOL, representing 68.8% Y-o-Y growth



Compelling growth platform in dynamic LATAM markets with appetite for DOL model



Strong local partners and management team



Successful in adopting and adapting DOL model to LATAM markets and consumers



Strong store network growth execution, two new markets entered since 2017 (Colombia and Peru)



Sales performance comparable to DOL; rapid new store sales ramp up

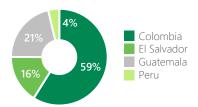


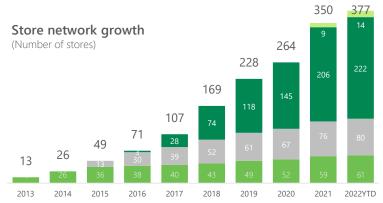
Self-run investment with robust governance structure in place

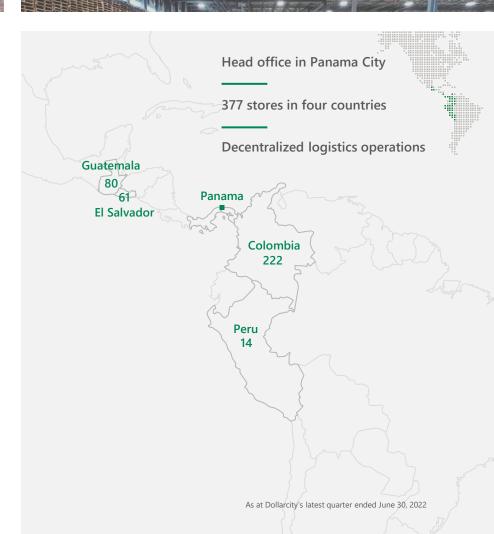
A growing footprint in key markets

Store footprint

by geography







Long-term target of 600 Dollarcity stores

Maintain pace of growth; grow presence in key markets

- Target of 600 Dollarcity stores in Colombia, Guatemala and El Salvador by 2029 (excluding Peru)
- Entered Colombia in 2017
- Entered Peru in May 2021
- Majority of store network growth focused on Colombia since 2017

Build efficient and low-cost operating platform to support growth

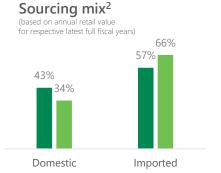
- Building up logistics platform to support growth plans – decentralized logistics network with local warehousing in countries of operations, mix of Dollarcity-owned and 3PL operations
- Product sourcing from DOL balanced with local sourcing from LATAM
- New store investment in line with Dollarama



Dollarama vs. Dollarcity

	DOLLA	RAMA	DOLLARCITY			
	For the year ended Jan. 30, 2022	For the quarter ended July 31, 2022	For the year ended Dec. 31, 2021	For the quarter ended Jul. 3, 2022		
Number of stores	1,421	1,444	350	377		
	For the year ended Jan. 30, 2022		For the year ended Dec. 31, 2021 ³			
Population of countries of operation	37.1M		107.2M			
Price point range	\$0.87-\$5.00		US\$0.69-\$4.00 ⁴ or local currency equivalents			
Net new store investment	~\$650K		~\$685K (US\$545K)			

Merchandise mix¹ (based on annual retail value for respective latest full fiscal years) 52% 42% 37% Dollarcity Dollarama 11% General Merchandise Consumables Seasonal



¹ Merchandise mix categories may differ slightly between DOL and Dollarcity
² For DOL, domestic refers to merchandise purchased in Canada and the United States
For Dollarcity, domestic refers to merchandise purchased in the countries where the company operates stores
³ US\$ amounts converted to CA\$ using a USD/CAD average exchange rate of 1.2537 for the year ended December 31, 2021

⁴ Dollarcity price points include value-added tax

Financial metrics



Robust financial performance

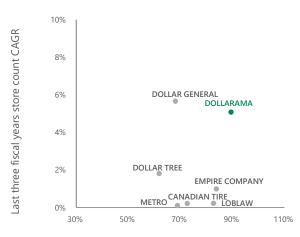
	SECOND QUARTER ENDED			Y-O-Y	FISCAL YEAR ENDED			Y-O-Y		
(in millions of dollars, except per share amounts)	July 31	, 20221	August	: 1, 20211	Growth	Jan. 30), 2022²	Jan. 3	1, 20212	Growth
Comparable store sales ³	13.2%		(5.1%)			1.7%		3.2%		
Sales	\$1,217	% of sales	\$1,029	% of sales	18.2%	\$4,331	% of sales	\$4,026	% of sales	7.6%
Gross margin	\$530	43.6%	\$447	43.4%	18.7%	\$1,902	43.9%	\$1,765	43.8%	7.8%
SG&A	\$168	13.8%	\$157	15.3%	7.1%	\$653	15.1%	\$654	16.2%	(0.2%)
Equity pick-up (Dollarcity)	\$7.7	0.6%	\$4.1	0.4%	87.3%	\$33	0.8%	\$20	0.5%	68.8%
EBITDA	\$369	30.4%	\$294	28.5%	25.8%	\$1,283	29.6%	\$1,131	28.1%	13.4%
Operating income	\$287	23.6%	\$220	21.4%	30.4%	\$985	22.7%	\$861	21.4%	14.4%
Net earnings	\$193	15.9%	\$146	14.2%	32.3%	\$663	15.3%	\$564	14.0%	17.5%
EPS (diluted)	\$0.66		\$0.48		37.5%	\$2.18		\$1.81		20.4%
Adj. net debt / LTM EBITDA ⁴	2.79x		2.79x			2.77x		2.68x		

^{1 ~ \$0.1}M of direct costs were incurred in Q2-FY23 in connection with COVID-19 (Q2-FY22: \$11.7M)
2 ~ \$35.5M of direct costs were incurred in FY22 in connection with COVID-19 (FY21: ~\$84.0M)
3 Excludes any temporarily closed stores due to COVID-19
4 (Total net debt + total lease liabilities) / LTM EBITDA

Best-in-class performance on key metrics

Strong organic growth with low capital requirements

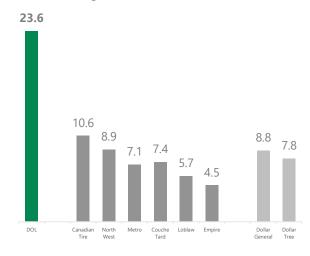
Growth and cash conversion (%)



Cash flow after CAPEX¹

Balanced approach to operating margin

LTM EBIT margin (%)



Canadian retailers with product offering overlap with Dollarama

US dollar stores

Return on invested capital² (%)

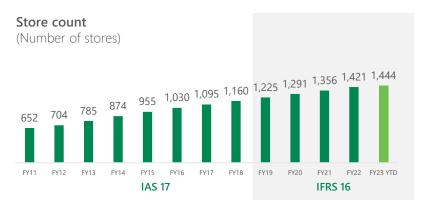
Dollarama	21.0%
Dollar General	11.2%
Dollar Tree	9.3%
Couche-Tard	10,9%
Empire	8.1%
Loblaw	8.9%
Metro	9.0%
Canadian Tire	11.2%
North West	15.2%

All financial figures as at Q2-FY23 for Dollarama, as at latest available quarter end for peers (at the latest as at September 9, 2022)

Sources: company websites; Walmart Canada figures not available

1 (EBITDA – CAPEX) / EBITDA

Strong key metrics growth since IPO



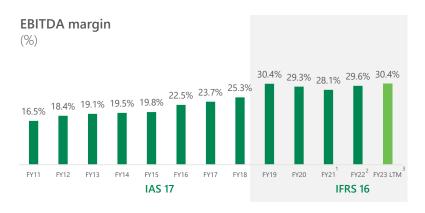






¹ FY21 EBITDA and net earnings reflect incremental direct costs related to COVID-19 (~\$84.0M on a pre-tax basis)
² FY22 EBITDA and net earnings reflect incremental direct costs related to COVID-19 (~\$35.5M on a pre-tax basis)
³ FY23-LTM EBITDA and net earnings reflect incremental direct costs related to COVID-19 (~\$7.2M on a pre-tax basis)

Best-in-class margin since IPO









³ FY23-LTM metrics reflect incremental direct costs related to COVID-19 (~\$18.8M in SG&A, ~\$7.2M in EBITDA and EBIT)

A balanced approach to capital allocation

Invest in organic growth

- New stores (avg. of 70 net new stores opened annually in last 10 fiscal years)
- Logistics infrastructure in support of long-term target of 2,000 stores (i.e. WH/DC capacity)
- Transformational and maintenance capex (enhancing service model, optimizing processes, gaining efficiencies and maintaining assets)

Return capital to shareholders

- Maximize shareholder returns with a focus on valueenhancing share buybacks (over 39% of public float repurchased since the inception of the NCIB in June 2012)
- Consistent dividend distribution, approved quarterly (declared every quarter since 2011 inception)
- Modest annual dividend growth (dividend increased annually or 11x since 2011)

Target leverage (adjusted net debt to EBITDA) ratio of 2.75x-3.00x allowing for significant return of capital to shareholders

Returning capital to shareholders

\$5.4B returned to shareholders in share repurchases since FY13

\$517M returned to shareholders in dividends since FY12



Actively managed capital structure

91%

fixed rate debt, 9% floating rate debt¹

2.6%

weighted average cost of debt

2.79x

Leverage (adjusted net debt to EBITDA) ratio

\$725M

available liquidity (\$72M cash + \$653M undrawn and available under credit facility)^{2,3}

2.9

years weighted average time to maturity

BBB/Baa2

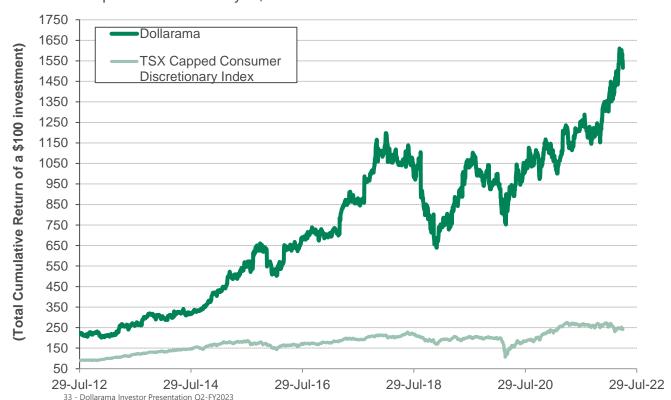
Investment grade ratings from S&P, DBRS and Moody's

Debt structure as at Q2-FY2023



Strong track record of shareholder value creation

Stock performance since July 29, 2012



640.9% ^ 10-year total shareholder return¹



A seasoned board and management team

Board of directors



Stephen GunnChair of the Board
Corporate Director



Joshua Bekenstein Co-Chair Bain Capital Partners



Gregory DavidChief Executive Officer
GRI Capital



Elisa D. Garcia Chief Legal Officer Macy's



Kristin W. Mugford Senior Lecturer Harvard Business School



Nicholas Nomicos Senior Advisor Nonantum Capital Partners



Neil RossyPresident and Chief Executive Officer
Dollarama



Samira SakhiaPresident and Chief Executive Officer
Knight Therapeutics



Huw Thomas, FCPA, FCA Corporate Director

Executive officers



Neil RossyPresident and Chief Executive Officer



Johanne Choinière Chief Operating Officer



Nicolas Hien Chief Information Officer



Laurence L'Abbé Senior Vice-President, Legal Affairs and Corporate Secretary



Geoffrey Robillard Senior Vice President Import Division



J.P. Towner Chief Financial Officer

Dollarama through the years

2004

2016

Dollarama founded as single-price point retail chain by Larry Rossy Investment by Bain Capital

2009
IPO (TSX:DOL)

585 stores in 10 provinces

Introduction of multi-price point strategy

2011

Sale by Bain Capital of remaining equity stake

Declaration of first dividend

2012

Introduction of \$2.50 and \$3.00 price points

Launch of first NCIB

Publication of first sustainability statement

2013

Beginning of commercial partnership with LATAM value retailer Dollarcity

2015

1992

Opening of 1,000th Dollarama store

Introduction of first Vendor Code of Conduct Introduction of \$3.50 and \$4.00 price points

Appointment of Neil Rossy as President and CEO 2019

Launch of online store for bulk sales

Acquisition of 50.1% of Dollarcity; Target of 600 stores by 2029 (excl. Peru)

Publication of first ESG report

2020

Recognition as essential business amid COVID-19 pandemic 2021

New long-term target of 2,000 Dollarama stores in Canada by 2031

Dollarcity enters Peru

Publication of first SASB-aligned ESG report 2022

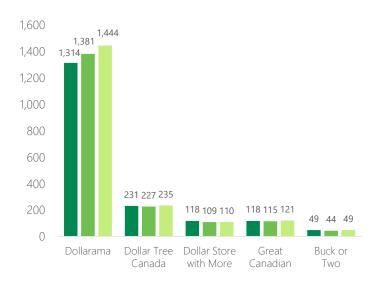
Gradual introduction of price points up to \$5.00

Publication of climate strategy and roadmap, including first generation climate goal

DOL vs. Canadian dollar store landscape

Three-year store count

Dollarama vs. next four pure play competitors¹

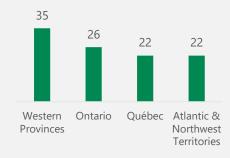


$\sim 6.1x$

larger than our next largest pure play competitor in Canada

~2.8x more Dollarama's than 4 largest pure play competitors combined

Thousands of people per Dollarama store²



Source: Q2-FY23 store count; company websites Source: Statistics Canada: Q2-FY23 store count

DOL vs. US pure play dollar stores

	_	DOLLARAMA	DOLLAR GENERAL	DOLLA	R TREE	
	LTM revenues (\$ millions)	\$4,637	US\$35,346	US\$2	7,169	
	LTM EBITDA (\$ millions)	\$1,410	US\$3,800	US\$2	876	
SCALE	Number of stores	1,444	18,566	16,	231	
SS	Average sales / store (\$ millions)	C\$3.3	US\$2,0	US\$1.7		
	Average store size (sq. ft)	10,414	7,448	8,052		
	Average sales / sq. ft	\$315	US\$262	US\$210		
				DOLLAR TREE	FAMILY DOLLAR	
MIX AND LOCATIONS	Real estate locations	Metropolitan areas, mid-sized cities and small towns	Rural, suburban and urban communities	Suburban locations, with focus on opening new stores in strip shopping centers anchored by large retailers	Urban and rural locations with focus on opening new stores in strip shopping centers, freestanding buildings and downtown buildings	
	Merchandise mix	43% Consumables 15% Seasonal 42% General merchandise	80% Consumables 11% Seasonal 6% Home products 3% Apparel	46% Consumables 5% Seasonal 49% Variety categories	78% Consumables 9% Seasonal 13% Variety categories	
	Price points \$0.87 - \$5.00		US\$10.00 or less	Predominantly US\$1.00 (\$1.25 or less in Canada), they have now started testing the introduction of new prices up to US\$5.00	\$US1.00 to \$US10.00	

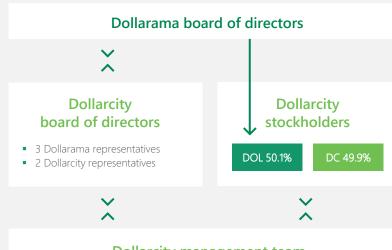
Dollarcity governance framework

Dollarama (50.1%)

- Majority representation on Dollarcity Board of Directors, with certain strategic and operational decisions subject to 100% stockholder approval under current ownership threshold, such as those decisions related to capital structure, nature of the business, M&A, executive appointments, annual budget and business plan approval, and entry into new countries
- No remaining call options
- Ability to postpone the exercise of Dollarcity founding group put right in certain situations
- Ability to purchase all remaining shares if exercise of put right results in Dollarcity founding group holding less than a specified ownership threshold

Dollarcity founding group (49.9%)

- Ordinary course put rights commencing in October 2022, subject to transaction size thresholds, required ownership thresholds for designated person and freeze periods, among other conditions and restrictions
- Event-driven put rights in case of drag-along/sale transaction, DOL change of control or a designated person departure event
- Exercise of any put right triggers fair market share price valuation



Dollarcity management team

- Chief Executive Officer
- Executive Vice-President of Operations
- Director of Finance and Treasury
- Director of Procurement/Sr. Buyer
- Director of Store Operations
- Director of Logistics
- Director of Legal
- Director of Projects
- Director of Human Resources







Thank you

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