

A leading Canadian value retailer

Investor Presentation – Q3-FY2023

December 7, 2022



Forward-looking statements

This presentation and the accompanying oral presentation contain forward-looking statements about results, levels of activity, performance, goals or achievements of Dollarama and Dollarcity or other future events or developments that may affect Dollarama and Dollarcity which are based on information currently available to management and estimates and assumptions that management believes are appropriate and reasonable in the circumstances. The words "may", "will", "would", "should", "could", "expects", "plans", "intends", "trends", "indications", "anticipates", "believes", "estimates", "predicts", "likely" or "potential" or the negative or other variations of these words or other comparable words or phrases, are intended to identify forward-looking statements. However, there can be no assurance that such estimates and assumptions will prove to be correct. Many factors could cause actual results, levels of activity, performance, goals or achievements or other future events or developments to differ materially from those expressed or implied by the forward-looking statements contained herein including, without limitation, the risk factors described in Dollarama's Annual Management's Discussion and Analysis (MD&A) dated December 7, 2022 filed with Canadian securities regulators and available on SEDAR at <u>www.sedar.com</u>. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's expectations as at December 7, 2022, and, accordingly, are subject to change after such date. Except as may be required by law, management has no intention and undertakes no obligation to update or revise any forward-looking statements.

No financial information presented in this presentation as of a date more recent than January 30, 2022 has been audited. Where the information is from third-party sources, the information is from sources believed to be reliable, at the latest as at December 7, 2022, but Dollarama has not independently verified any such information contained herein.

This presentation and the accompanying oral presentation refer to certain non-GAAP and other financial measures. These measures do not have a standardized meaning prescribed by GAAP and are therefore unlikely to be comparable to similar measures presented by other issuers. Consequently, they should not be considered in isolation or as a substitute for financial performance measures calculated in accordance with GAAP. Refer to the section entitled "Non-GAAP and Other Financial Measures" of Dollarama's MD&A dated December 7, 2022 for a reconciliation of those measures to the most directly comparable GAAP measures.

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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

A leading Canadian value retailer (TSX: DOL)

\$4.8B LTM revenues

14.1% LTM sales growth

9.2% LTM comparable store sales growth

\$1.45B LTM EBITDA or 30.2% of sales¹

43.6%

LTM gross margin as a % of sales

14.3% LTM SG&A as a % of sales

\$0.54B LTM free cash flow generation²

73.7% LTM 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

¹ Inclusive of direct costs related to COVID-19 measures implemented during fiscal year ended January 30, 2022 (approx. \$35.5M) ² FY22 free cash flow generation = cash flow from operations – capital expenditures All figures for Last Twelve Month (LTM) Q3-FY23 ended October 30, 2022

A growing reach and international footprint

1,462

corporate-operated Dollarama stores across Canada

#1

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

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Dollarcity stores in LATAM, based on localized Dollarama concept

4 countries

Growing footprint in Peru and Colombia, established presence in Guatemala and El Salvador

850

Dollarcity store target by 2029 in current countries of operations



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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 two territories, offering proximity and convenience

Broad customer base

000

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 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 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

ESG Governance/Framework



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

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 <u>2021 ESG Report</u>



Clear strategy driving sustainable growth and value creation

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

Profitably grow Canadian footprint

2

- 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 with a target of 850 Dollarcity stores by 2029
- Expand into new markets

4

Optimize capital allocation to drive returns

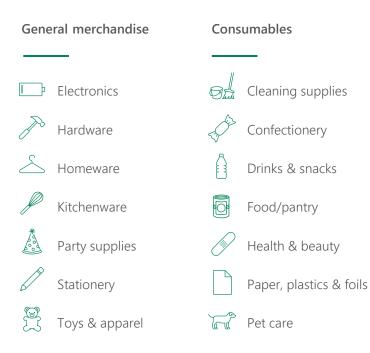
- Actively manage balance sheet and capital structure
- Deploy capital with discipline towards target returns
- Prioritize shareholder returns via share buybacks using excess free cash flows
- Maintain consistent dividend; conservative annual growth

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







\$0.87-\$5.00

Merchandise sold at low fixed price points

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 offering a subset of products for purchase by the full case to address niche market
- Mobile app with pay in-store, gift card, store finder and price check features
- Growing presence on third-party delivery platforms through participating stores to bring added convenience
 - Available nationally on Instacart since Aug. 2022
 - Available in GTA on Uber Eats since Aug. 2022
 - Available through Doordash in BC and Ontario since Dec. 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

Energy and environmental efficiency in support of ESG goals

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

Time management and training

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



Shrink management and loss prevention

- Security camera installation
- Other shrink management initiatives and programs

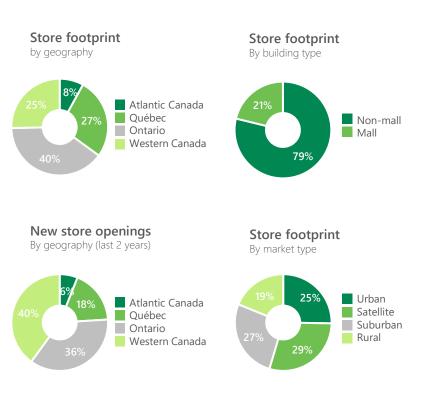


Technology investments and enhanced centralized data and analytics capabilities driving execution across our operations

Driving profitable growth in Canada



Well-balanced, growing store network





Warehousing and distribution space¹

All figures as at the third quarter ended October 30, 2022 (Q3-FY23) New store openings by geography for two-year period from Q3-FY21 to Q3-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



- 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	\odot
2012	1,200	Achieved in 2018	\oslash
2015	1,400 by 2022	Achieved in 2021	\oslash
2017	1,700 by 2027	Updated in 2021	7
2021	2,000 by 2031	Current target	đ

Scaling up Dollarcity



Dollarcity, a high-potential LATAM value retailer

50.1%

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

395

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

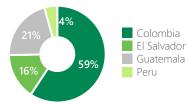


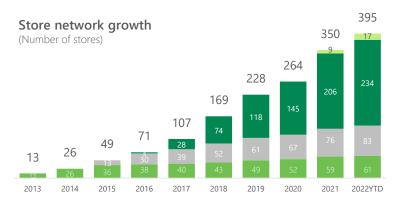
Self-run investment with robust governance structure in place

¹ Representing 50.1% of 5x EBITDA for the 12 months ended June 30, 2020, minus net debt +/- other customary adjustments Store count and countries of operation as at Dollarcity's last quarter ended September 30, 2022 Financial results are for Dollarcity's last fical year ended December 31, 2021

A growing footprint in key markets

Store footprint by geography







Long-term target of 850 Dollarcity stores

Maintain pace of growth; grow presence in key markets

- Entered Colombia in 2017
- Entered Peru in May 2021
- Majority of store network growth focused on Colombia since 2017
- Target of 850 Dollarcity stores in Colombia, Guatemala, El Salvador, and Peru by 2029, primarily reflecting anticipated growth in Peru and Colombia

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

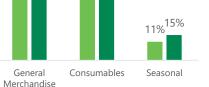


Dollarama vs. Dollarcity

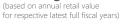
	DOLL	ARAMA	DOLLARCITY			
	For the year ended Jan. 30, 2022	For the quarter ended Oct. 30, 2022	For the year ended Dec. 31, 2021	For the quarter ended Sep. 30, 2022		
Number of stores	1,421	1,462	350	395		
	For the year ended Jan. 30, 2022		For the year ended Dec. 31, 2021³			
Population of countries 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)			

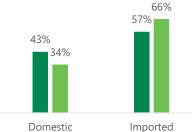
Merchandise mix¹ (based on annual retail value for respective latest full fiscal years)

52% 42% 37% Dollarcity Dollarama



Sourcing mix²





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

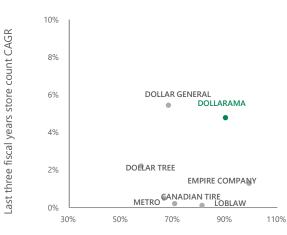
	THIRD QUARTER ENDED			Y-O-Y	FISCAL YEAR ENDED			Y-O-Y		
(in millions of dollars, except per share amounts)	October	30, 2022	October	r 31, 2021	Growth	Jan. 3	0, 2022 ¹	Jan. 3	1, 2021 ¹	Growth
Comparable store sales ²	10.8%		0.8%			1.7%		3.2%		
Sales	\$1,290	% of sales	\$1,122	% of sales	14.9%	\$4,331	% of sales	\$4,026	% of sales	7.6%
Gross margin	\$559	43.3%	\$499	44.4%	12.0%	\$1,902	43.9%	\$1,765	43.8%	7.8%
SG&A	\$182	14.1%	\$159	14.2%	14.3%	\$653	15.1%	\$654	16.2%	(0.2%)
Equity pick-up (Dollarcity)	\$9	0.7%	\$7	0.7%	26.0%	\$33	0.8%	\$20	0.5%	68.8%
EBITDA	\$386	29.9%	\$347	30.9%	11.3%	\$1,283	29.6%	\$1,131	28.1%	13.4%
Operating income	\$303	23.5%	\$272	24.2%	11.4%	\$985	22.7%	\$861	21.4%	14.4%
Net earnings	\$202	15.6%	\$183	16.3%	9.9%	\$663	15.3%	\$564	14.0%	17.5%
EPS (diluted)	\$0.70		\$0.61		14.8%	\$2.18		\$1.81		20.4%
Adj. net debt / LTM EBITDA ³	2.79x		2.80x			2.77x		2.68x		

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

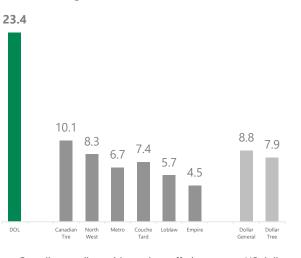
Best-in-class performance on key metrics

Strong organic growth with low capital requirements

Growth and cash conversion (%)



Cash flow after CAPEX¹



Canadian retailers with product offering overlap with Dollarama

Balanced approach to operating margin

LTM EBIT margin (%)

US dollar stores

Return on invested capital² (%)

Dollarama	20.7%
Dollar General	11.2%
Dollar Tree	9.6%
Couche-Tard	10.9%
Empire	8.2%
Loblaw	8.9%
Metro	8.7%
Canadian Tire	10.6%
North West	14.2%

All financial figures as at Q3-FY23 for Dollarama, as at latest available quarter end for peers (at the latest as at December 7, 2022) Sources: company websites; Walmart Canada figures not available 1 (EBITDA – CAPEX) / EBITDA

27 - Dollarama Investor Presentation Q3-FY2023

2 LTM EBIT*(1-LTM Effective Tax Rate) / (Total debt + total equity)

Strong key metrics growth since IPO





28 - Dollarama Investor Presentation Q3-FY2023





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 (~\$6.3M on a pre-tax basis)

Best-in-class margin since IPO











29 - Dollarama Investor Presentation Q3-FY2023

¹ FY21 metrics reflect incremental direct costs related to COVID-19 (~\$2.9M in Gross Margin, ~\$81.1M in SG&A, ~\$84.0M in EBITDA and EBIT) ² FY22 metrics reflect incremental direct costs related to COVID-19 (~\$35.5M in SG&A, ~\$35.5M in EBITDA and EBIT)

³ FY23-LTM metrics reflect incremental direct costs related to COVID-19 (~\$6.3M in SG&A, ~\$6.3M 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

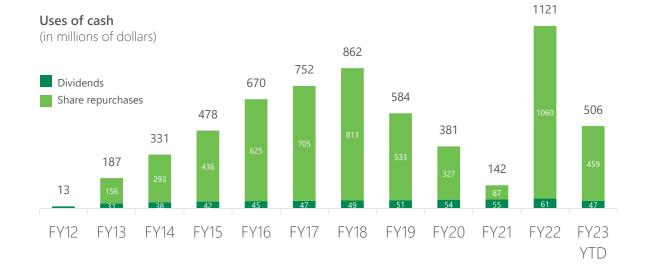
- Maximize shareholder returns with a focus on valueenhancing share buybacks (over 40% of public float repurchased since the inception of the NCIB in June 2012)
- Consistent dividend distribution, approved quarterly (declared every quarter since 2011 inception)
- Modest annual dividend growth (dividend 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

\$5.5B returned to shareholders in share repurchases since FY13

\$533M returned to shareholders in dividends since FY12



Actively managed capital structure

93% fixed rate debt, 7% floating rate debt¹

2.89% weighted average cost of debt

2.79x Leverage (adjusted net

debt to EBITDA) ratio

\$1,365M

available liquidity (\$559M cash + \$806M undrawn and available under credit facility)^{2,3}

4.0 years weighted average time to maturity

BBB/Baa2 Investment grade ratings from S&P, DBRS and Moody's

Debt structure as at Q3-FY2023⁴



¹ Includes the impact of the fixed-to-floating interest rate swap derivative (\$200M notional amount) entered into during Q3-FY22

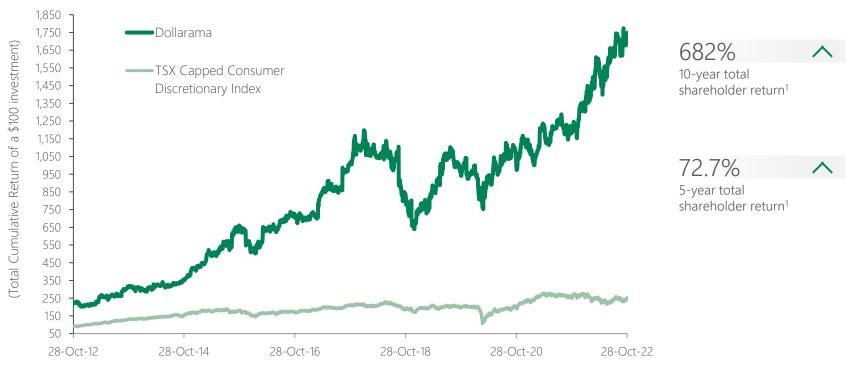
² Excludes letters of credit (approximately \$1M)

³ The undrawn portion of the credit facility may be used to backstop the US CP borrowings (Q3-FY23: \$244M CAD)

⁴ C\$250 million Nov. '22 repaid on 10-Nov-22

Strong track record of shareholder value creation

Stock performance since October 28, 2012



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A seasoned board and management team

Board of directors



Stephen Gunn Chair of the Board Corporate Director



Joshua Bekenstein Co-Chair **Bain Capital Partners**



Gregory David Chief Executive Officer **GRI** Capital



Elisa D. Garcia Chief Legal Officer Macv's



Kristin W. Mugford Senior Lecturer Harvard Business School



Nicholas Nomicos Senior Advisor Nonantum Capital Partners



Neil Rossy President and Chief Executive Officer Dollarama

Samira Sakhia



President and Chief Executive Officer **Knight Therapeutics**







Neil Rossy President 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

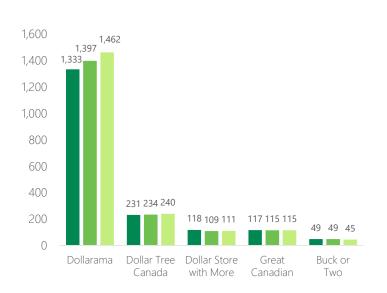
Dollarama through the years

1992	2004	2009	2011	2012	2013		
Dollarama founded	Investment by	IPO (TSX:DOL)	Sale by Bain Capital	Introduction of	Beginning of		
as single-price point retail chain by Larry	Bain Capital	585 stores in 10 provinces	of remaining equity stake	\$2.50 and \$3.00 price points	commercial partnership with LATAM value retailer Dollarcity		
Rossy		Introduction of multi-price point	Declaration of first dividend	Launch of first NCIB			
		strategy		Publication of first sustainability statement			
2015	2016	2019	2020	2021	2022		
Opening of 1,000 th Dollarama	Introduction of \$3.50 and \$4.00 price	Launch of online store for bulk sales	Recognition as essential business	New long-term target of 2,000	Publication of climate strategy		
store	Acquisition of 50.1% pandem		amid COVID-19 pandemic	Dollarama stores in Canada by 2031	Introduction of price		
Introduction of first Vendor Code of	Appointment of Neil Rossy as	of Dollarcity; Target of 600 stores by		Dollarcity enters	points up to \$5.00 New long-term target of		
Conduct	President and CEO	2029		Peru	850 Dollarcity stores by		
		Publication of first		Publication of SASB-aligned ESG	2029		
36 - Dollarama Investor Presentation	Q3-FY2023	ESG report		report	ESG targets integrated to credit agreement (SLL)		

DOL vs. Canadian dollar store landscape

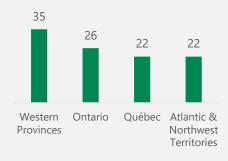
Three-year store count

Dollarama vs. next four pure play competitors¹



~6.1x larger than our next largest pure play competitor in Canada

~2.9x more Dollarama's than 4 largest pure play competitors combined Thousands of people per Dollarama store²



DOL vs. US pure play dollar stores

		DOLLARAMA	DOLLAR GENERAL	DOLLA	AR TREE		
	LTM revenues (\$ millions)	\$4,804	US\$36,254	US\$27,692			
	LTM EBITDA (\$ millions)	\$1,449	US\$4,063	US\$2,957			
SCALE	Number of stores	1,462	18,566	16,293			
SC	Average sales / store (\$ millions)	C\$3.4	US\$2.0	US\$1.7			
	Average store size (sq. ft)	10,443	7,448	8,065			
	Average sales / sq. ft	\$322	US\$267	US\$	5214		
				DOLLAR TREE	FAMILY DOLLAR		
SNO	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		
MIX AND LOCATIONS		43% Consumables	81% Consumables	46% Consumables	79% Consumables		
0 LO	NAL SHALL HAR SH	15% Seasonal	10% Seasonal	8% Seasonal	8% Seasonal		
AND	Merchandise mix	42% Variety categories	6% Home Product	46% Variety categories	13% Variety categories		
MIX			3% Apparel				
	Price points			Predominantly US\$1.00			
				(\$1.25 or less in Canada),			
		\$0.87 - \$5.00	US\$10.00 or less	they have now started testing the introduction of	\$US1.00 to \$US10.00		
				new prices up to \$US5.00			

All financial figures as at Q3-FY23 for Dollarama, as at latest available quarter end for peers (Dollar Tree Q3 as at October 29, 2022; Dollar General Q3 as at October 28, 2022)

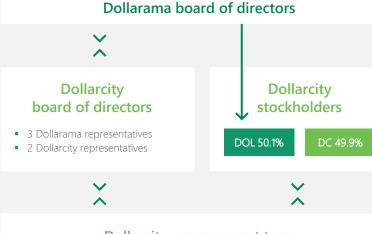
Dollarcity governance framework

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%)

- Since October 1st, 2022, ordinary course put rights may be exercised by Dollarcity's founding stockholders, 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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