





A leading Canadian value retailer

Investor Presentation – Q4-FY2025

April 3, 2025



Forward-looking statements

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statements in this presentation include, but are not limited to, statements with respect to: the Dollarama's long-term store target, the Corporation's ESG strategy, Dollarcity's long-term store target, the planned expansion of the operations of Dollarcity in Mexico, the intended development of a logistics hub in Western Canada and the proposed acquisition by Dollarama of The Reject Shop Limited, including regarding the anticipated timing of the completion of the acquisition and certain anticipated benefits of the proposed acquisition. Forward-looking statements are based on information currently available to management and on estimates and assumptions made by management. 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 or achievements or 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 April 3, 2025 filed with Canadian securities regulators and available on SEDAR+ at www.sedarplus.ca. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's expectations as at April 3, 2025, 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. All forward-looking statements contained in this presentation are expressly qualified by this cautionary statement.

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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)

\$6.4B

FY25 revenues

9.3%

FY25 sales growth

4.6%

FY25 comparable store sales growth

\$2.1B

FY25 EBITDA or 33.1% of sales

45.1%

FY25 gross margin as a % of sales

14.5%

FY25 SG&A as a % of sales

\$1.0B

FY25 free cash flow generation¹

\$129.9M

FY25 Dollarcity net earnings contribution



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

1,616

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

85%

of Canadian households within 10 km of a Dollarama 2,200

Dollarama store target by 2034



632

Dollarcity stores in LATAM, based on localized Dollarama concept

5 countries

Growing presence in Colombia, El Salvador, Guatemala and Peru. Expansion into Mexico planned for summer 2025

1,050

New Dollarcity store target by 2031 (excluding Mexico)

Dollareft



Competitive advantages



Strong brand

Top 10 most reputable brand in Quebec and Canada according to Léger's 2024 Reputation survey; 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

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

Serving Canadians with Purpose – Select FY24 ESG Report Highlights



Identification of 5 key Scope 3 GHG emissions categories

in support of ongoing quantification objective for FY25

53%

of store network now equipped with energy management systems, representing a 43% increase over FY23

80%

of stores now equipped with LED lighting, representing a 21% increase over FY23



Launch of pilot project using electric trucks

to shunt trailers between our warehouses and distribution centre



New HR technologies

deployed to accelerate hiring, support talent retention and performance management



Dollarama named to The Globe and Mail's annual Women Lead Here benchmark

for having a significant number of women in leadership positions

60%

of all hires and 50% of Management¹ hires in FY24 identified as women

33%

female and 33% visible minority representation among Executive Officers



Completion of roll-out of initial Social Audit Program scope targeting T1 vendors

Inclusion of additional vendors for next phase of Social Audit Program



Zero

material data breaches to date, including with personally identifiable information



Sustainalytics ESG Risk Rating improved from medium to low risk in April 2024



MSCI ESG Rating of A maintained

Serving Canadians with Purpose – ESG Priority Areas



Provide customers with affordable, safe and quality products

- Promote accessibility to our products through affordability and physical proximity
- Consistently meet Canadian product standards and regulatory requirements
- Improve tracking of products with environmental and social components and evolve offering
- Improve quantification of recyclable packaging



Minimize environmental footprint and climate risks

- Re-evaluation of climate strategy in FY25, including Scope 1-2 emissions intensity goal set in FY22
- Complete roll-out of energyefficiency initiatives (LED and EMS)
- Disclose relevant Scope 3 emissions in FY25 ESG Report
- Align climate-related disclosures with TCFD recommendations
- · Increase waste diversion rates
- Increase ESG discussions with landlords and select third-party suppliers



Promote a dynamic and inclusive workforce

- Continually enhance talent attraction, retention and development programs
- Maintain high rates of internal promotions for store and field positions
- Reduce frequency and severity of lost-time injuries
- Promote gender diversity, including in management positions
- Assess need for, or identify, initiatives to support diverse representation through data collection in FY25



Enhance vendor compliance and engagement

- Regularly assess social risks in supply chain and relevance of mechanisms in place to mitigate such risks
- Roll-out of Social Audit Program to select T2 vendors in FY25
- Subject all in-scope vendors to accredited social audits at least every three years
- Enhance disclosure on in-scope vendor social audit performance





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 2,200 Dollarama stores by 2034
- Optimize logistics operations in support of network growth

3

Scale up Dollarcity business in LATAM

- Continue to grow footprint in the four current countries of operation
- New target of 1,050
 Dollarcity stores by 2031
 (excluding Mexico)
- Expanded Dollarcity partnership with first stores in Mexico in summer 2025

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 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



Flectronics



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

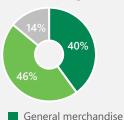


Winter



Valentine's Day

Product categories¹



sold at low fixed price points

Merchandise



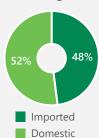




National brands

Sourcing mix³

\$0.87-\$5.00



(US/Can)

Department and seasonal listings not exhaustive 1 Product categories are based on FY2024 retail value 2 Brand mix is based on retail value for FY2024 3 Sourcing mix is based on total procurement volume for FY2024

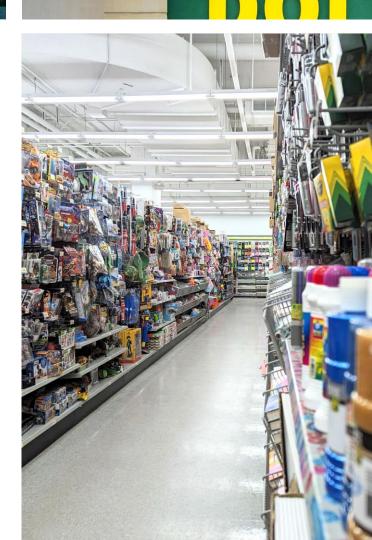
Effective sourcing and merchandising

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)
- Objective to refresh 25-30% of SKUs on an annual basis with no loss leaders
- 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



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
- Highly loyal customer base



Top 10

Ranked one of Léger's 2024 Top 10 Most Reputable Brands in Ouebec and Canada

Top 40

Top 40 most valuable brand in Canada according to Brand Finance's Canada 100, 2024 ranking

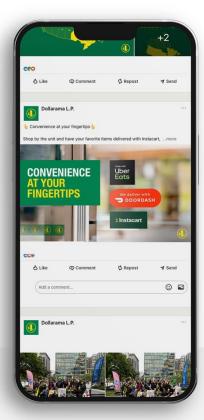
Enhancing and evolving the service model and customer experience

Queue line and check-out process optimization

- Optimized queue lines for increased impulse item displays; in 1,500+ 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 400+ stores

Growing digital footprint to bring additional customer convenience

- Growing presence on third-party delivery platforms through participating stores to bring added convenience
- Approx. 1,400 participating stores on Instacart, Uber Eats and/or Doordash delivery platforms across Canada



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)

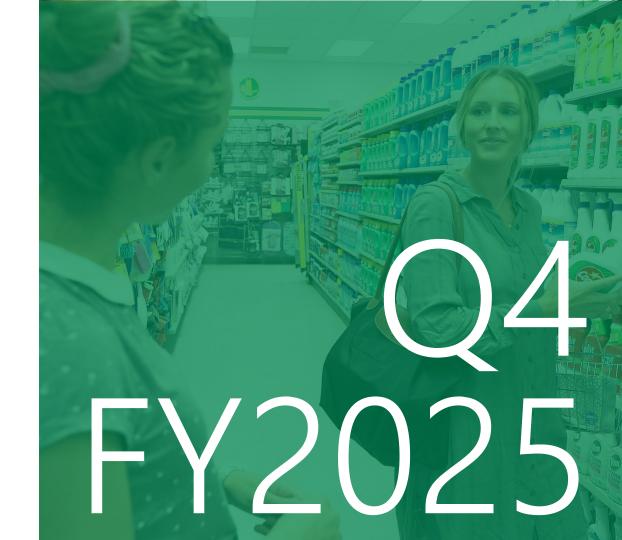


Shrink management and loss prevention

- Security camera installation
- Other shrink management initiatives and programs

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

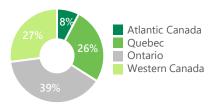
Driving profitable growth in Canada



Well-balanced, growing store network

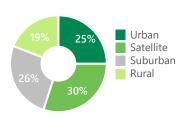
Store footprint

by geography



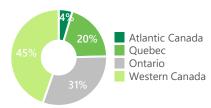
Store footprint

By market type



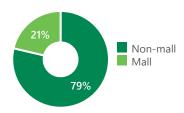
New store openings¹

By geography (last 2 years)



Store footprint

By building type



1,616 stores in
10 Canadian provinces and
2 territories

Head office and logistics activities centralized-in Montreal area with Calgary logistics hub to be built



\$4.0M

Average store annual sales

10,458 sq. ft.

Average per store

16.9M sq. ft

Total retail space across Canada

2.7M sq. ft.

Warehousing and distribution space

Efficient and profitable network growth

\$3.2M

Average annual store sales within 2 years of opening

~\$920K

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 \$920K in leasehold improvements, fixtures and inventory, net of tenant allowance, for a new store
- Quick sales ramp up and average payback period for new stores of approximately 2 years, resulting in low capital intensity and high ROI on network growth
- Low store network maintenance capex requirements



A robust evaluation process: path to 2,200-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 65 net new stores opened annually over last 7 fiscal years
- New store payback period maintained over time
- Additional growth opportunities in Western Canada, Ontario, Quebec and Atlantic

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	Updated in 2024	7
2024	2,200 by 2034	Current target	ø

Scaling up Dollarcity



Dollarcity, a proven high-potential LATAM value retailer

60.1%

Total DOL equity interest, with option to purchase an additional stake

632

Dollarcity stores in LATAM, based on localized Dollarama concept

US\$1.3B

2024 revenues

4 operating countries

Growing presence in Colombia, El Salvador, Guatemala and Peru



First stores expected to be opened in summer 2025 DOL has an 80.05% economic stake in the Mexico business

\$129.9M

FY2025 net earnings contribution for DOL



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

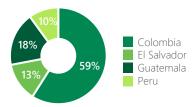


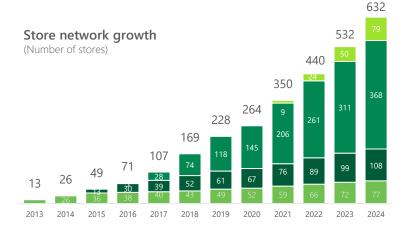
Attractive opportunity in Mexico, the 2nd largest LATAM economy with a population of approx. 130 million

A growing footprint in key markets

Store footprint

by geography







Long-term target of 1,050 Dollarcity stores

Maintain pace of growth; grow presence in key markets

- Long-term store target revised to 1,050 Dollarcity stores by 2031 (up from 850 stores by 2029) to reflect the anticipated growth in Peru and Colombia
- Entered Colombia in 2017
- Entered Peru in May 2021
- Long-term store target does not incorporate planned Mexico expansion (summer 2025)

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

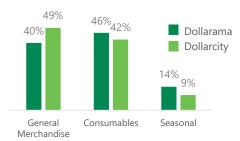


Dollarama vs. Dollarcity

	DOLLARAMA		DOLLARCITY			
	For the year ended Feb. 2, 2025	For the year ended Jan. 28, 2024	For the year ended Dec. 31, 2024	For the quarter ended Dec. 31, 2023		
Number of stores	1,616	1,551	632	532		
	For the year ended Feb. 2, 2025		For the year ended Dec. 31, 2024			
Population of countries of operation	40.7M		111.0M	-		
Price point range	\$0.87-\$5.00		US\$0.69-\$4.00 ³ or local currency equivalents			
Net new store investment	~\$920K		~\$689K ⁴ (US\$500K)			

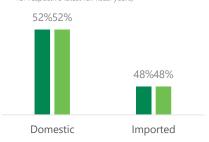
Merchandise mix¹

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



Sourcing mix²

(based on annual procurement volume for respective latest full fiscal years)



¹ Merchandise mix is based on FY2024 retail sales (using a methodology updated in 2023), the categories may differ slightly between DOL and Dollarcity ² For DOL, domestic refers to merchandise purchased in Canada and the United States

Proposed acquisition of Australian discount retailer The Reject Shop



Transaction summary

Acquisition summary	 On March 26, 2025, Dollarama entered into a scheme implementation agreement with The Reject Shop (ASX: TRS) Proposed acquisition of all ordinary shares of The Reject Shop for an all-cash consideration of A\$6.68 per share Represents 108% premium to The Reject Shop's 20-day volume-weighted average price 				
 Purchase price & key metrics Equity value of approximately A\$259 million (C\$233 million¹) Enterprise value of approximately A\$189 million pre-AASB 16 (C\$170 million¹) / A\$421 million post-AASB 16 (C\$379 million¹) Represents 8.9x LTM EBITDA² multiple pre-AASB 16 / 3.3x LTM EBITDA multiple post-AASB 16³ 					
Financing	• Mix of cash on hand and available liquidities under Dollarama's revolving credit facility				
Financial impact	 Expected to have a minimal immediate impact to net earnings per share Limited impact on Dollarama's pro forma net-debt-to-EBITDA ratio² 				
Special dividend	 Special dividend of up to A\$0.77 per ordinary share may be paid by The Reject Shop to its shareholders If special dividend is paid, the cash consideration to be paid by Dollarama will be reduced by the amount of the special dividend 				
Board / key shareholder approval	 The transaction has been unanimously recommended by the Board of Directors of The Reject Shop, subject to customary conditions Kin Group, which owns 20.8% of the ordinary shares outstanding, has publicly announced its intention to vote in favour of the transaction in the absence of a superior proposal 				
Closing date & conditions	 Expected to close in the second half of 2025 Subject to customary closing conditions, including shareholder approval and receipt of necessary regulatory and court approvals 				

Financial metrics



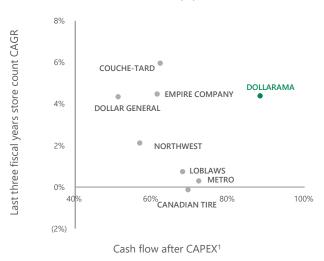
Robust financial performance

	FOURTH QUARTER ENDED		Y-O-Y	FISCAL YEAR ENDED			Y-O-Y			
(in millions of dollars, except per share amounts) Feb. 2, 2025		Jan. 28, 2024		Growth	Feb. 2, 2025		Jan. 28, 2024		Growth	
Comparable store sales	4.9%		8.7%			4.6%		12.8%		
Sales	\$1,881	% of sales	\$1,639	% of sales	14.8%	\$6,413	% of sales	\$5,867	% of sales	9.3%
Gross margin	\$881	46.8%	\$759	46.3%	16.1%	\$2,894	45.1%	\$2,613	44.5%	10.7%
SG&A	\$277	14.7%	\$237	14.5%	16.6%	\$930	14.5%	\$845	14.4%	10.1%
Equity pick-up (Dollarcity)	\$58	3.1%	\$33	2.0%	76.8%	\$130	2.0%	\$75	1.3%	72.5%
EBITDA	\$670	35.6%	\$559	34.1%	19.9%	\$2,122	33.1%	\$1,861	31.7%	14.0%
Operating income	\$558	29.7%	\$465	28.3%	20.1%	\$1,711	26.7%	\$1,496	25.5%	14.4%
Net earnings	\$391	20.8%	\$324	19.8%	20.8%	\$1,169	18.2%	\$1,010	17.2%	15.6%
EPS (diluted)	\$1.40		\$1.15		21.7%	\$4.16		\$3.56		16.9%
Adj. net debt / LTM EBITDA ¹	2.16x		2.16x			2.16x		2.16x		

Best-in-class performance on key metrics

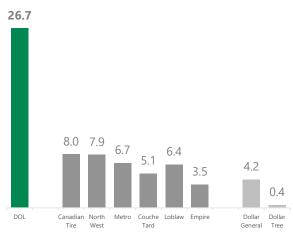
Strong organic growth with low capital requirements

Growth and cash conversion (%)



Balanced approach to operating margin

LTM EBIT margin (%)



Canadian retailers with product offering overlap with Dollarama

US dollar stores

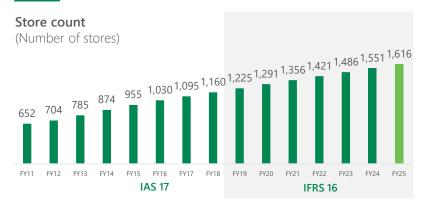
Return on invested capital² (%)

Dollarama	21.9%
Dollar General	4.9%
Dollar Tree	(6.2%)
Couche-Tard	10.4%
Empire	5.5%
Loblaw	8.1%
Metro	8.7%
Canadian Tire	7.4%
North West	11.6%

All financial figures as at Q4-FY25 for Dollarama, as at latest available quarter end for peers (at the latest as at March 27, 2025)

Sources: company websites; Walmart Canada figures not available

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)

Best-in-class margin since IPO



A balanced approach to capital allocation

Invest in organic growth

- New stores (avg. of 65 net new stores opened annually in last 7 fiscal years)
- Long-term store target in Canada increased to 2,200 stores by 2034, which will be supported by a two-node logistics model in both Montreal area and Calgary (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 44% of public float repurchased since the inception of the NCIB in June 2012)
- Consistent dividend distribution, approved quarterly (declared every quarter since 2011 inception)
- Consistent annual dividend growth (dividend increased annually or 14x since 2011)

Historical balanced approach to capital allocation has allowed for significant return of capital to shareholders

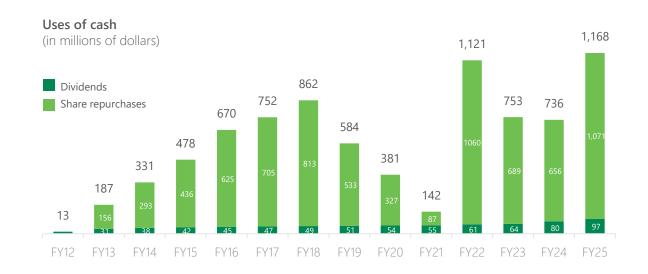
Returning capital to shareholders

~\$7.5B

returned to shareholders in share repurchases since FY13

~\$725M

returned to shareholders in dividends since FY12



Actively managed capital structure

89%

fixed rate debt

3.43%

weighted average cost of debt²

2.16x

Leverage (adjusted net debt to EBITDA) ratio

\$1,173M

available liquidity (\$123M cash + \$1,050M undrawn and available under credit facility)¹

3.3

years weighted average time to maturity

BBB/Baa2

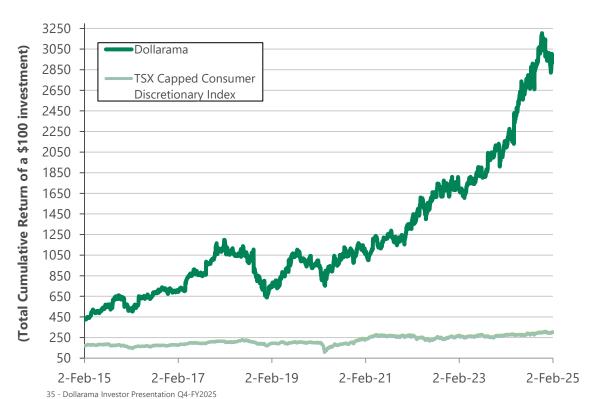
Investment grade ratings from S&P, DBRS and Moody's

Debt structure as at Q4-FY2025



Strong track record of shareholder value creation

Stock performance since January 30, 2015







A seasoned board and management team

Board of directors



Stephen GunnChair of the Board
Corporate Director



Joshua Bekenstein Senior Advisor Bain Capital Partners



Gregory DavidChief Executive Officer
GRI Capital



Elisa D. Garcia Corporate Director



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



Thecla SweeneyFounding Partner
Alphi Capital



Huw Thomas, FCPA, FCA Corporate Director

Executive officers



Neil RossyPresident and Chief Executive Officer



Johanne Choinière Chief Operating Officer



Patrick Bui Chief Financial Officer



Nicolas Hien Chief Information Officer



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



Geoffrey Robillard Senior Vice President Import Division

Dollarama through the years

1992

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

2004

Investment by Bain Capital

IPO (TSX:DOL)

2009

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

2015

Opening of 1,000th Dollarama store

Introduction of first Vendor Code of Conduct

2016

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 (excluding Peru)

Publication of first FSG 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 SASBaligned ESG report

2013

Beginning of commercial partnership with LATAM value retailer Dollarcity

2022

Introduction of price points up to \$5.00

Publication of first climate strategy and first-generation climate goal

Target of 850 Dollarcity stores by 2029 (including Peru)

2023

Opening of 1,500th Dollarama store

Opening of 500th Dollarcity store

2024

10% of Dollarcity; planned expansion into Mexico New target of 1,050 Dollarcity stores by 2031 (excluding Mexico)

Acquisition of an additional New long-term target of 2,200 Dollarama stores in Canada by 2034

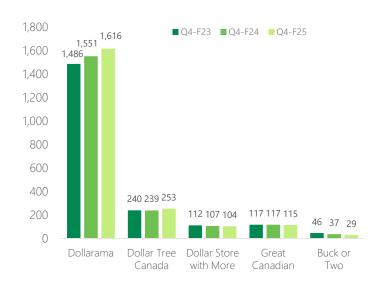
2025

Announcement of the proposed acquisition of The Reject Shop in Australia

DOL vs. Canadian dollar store landscape

Three-year store count

Dollarama vs. next four pure play competitors¹

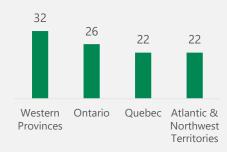


 $\sim 6.4x$

larger than our next largest pure play competitor in Canada

~3.2x more Dollarama stores than 4 largest pure play competitors combined

Thousands of people per Dollarama store²



DOL vs. US pure play dollar stores

		DOLLARAMA	DOLLAR GENERAL	DOLLAR TREE	
	LTM revenues (\$ millions)	\$6,413	US\$40,612	US\$17,579	
	LTM EBITDA (\$ millions)	\$2,122	US\$2,686	US\$2,018	
SCALE	Number of stores	1,616	20,662	8,881	
S	Average sales / store (\$ millions)	C\$4.0	US\$2	US\$2	
	Average store size (sq. ft)	10,458	7,454	8,532	
	Average sales / sq. ft	\$387	US\$264	US\$232	
	_				
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	
ÇAT		46% Consumables	82% Consumables	49% Consumables	
07 0	Merchandise mix	14% Seasonal	10% Seasonal	51% Variety categories	
Z		40% General merchandise	5% Home products		
×Ψ			3% Apparel		
	Price points	\$0.87 - \$5.00	US\$10.00 or less	Predominantly US\$1.25 (\$1.75 or less in Canada), US\$7.00 or less	

Dollarcity governance framework

Dollarama (60.1%)

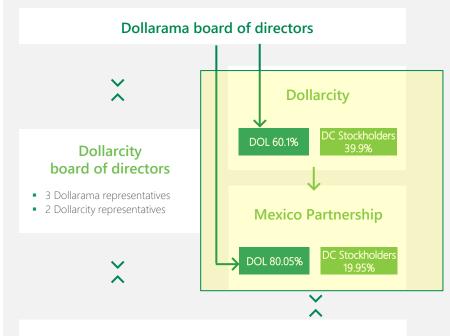
- Majority representation on the boards of Dollarcity and of the parent company of the entity
 that will operate the Mexico portion of the business, with certain strategic and operational
 decisions being subject to 100% stockholder approval
- Option entitling Dollarama to acquire an additional 9.89% equity interest in Dollarcity (and corresponding 4.945% stake in Mexico Partnership), at any time on or before December 31, 2027

Dollarcity founding group (39.9%)

- Dollarcity founding group has a put right pursuant to which they can require, in certain circumstances, that Dollarama purchase shares of Dollarcity held by them, along with a pro rata portion of shares in the Mexico Partnership
- This right may be exercised in the ordinary course during specific periods, subject to certain transaction size thresholds, required ownership thresholds for designated person and freeze periods, among other conditions and restrictions
- · 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
- Event-driven put rights in case of drag-along/sale transaction, Dollarama change of control
 or a designated person departure event
- Exercise of any put right triggers fair market share price valuation

Mexico Partnership

- Dollarama holds an 80.05% economic interest in the parent company of the entity that will
 operate the Mexico portion of the business, with the Dollarcity founding group holding a
 19.95% economic interest
- Board of Directors and officers of the Mexico operating entity to be initially the same as Dollarcity



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

Dollarama Inc. 5805 Royalmount Ave. Montreal, QC H4P 0A1

