



ANNUAL REPORT

ANNUAL BUSINESS REVIEW

Performance & Strategic Analysis

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■ BUSINESS CASE





1 Introduction

1.1 Strategic Overview

Dollarama continues to strengthen its position as Canada's leading dollar store retailer. This annual review examines our performance across key strategic initiatives and outlines our roadmap for continued growth and market expansion.

Our commitment to providing exceptional value to customers while maintaining operational excellence has driven consistent results throughout the fiscal year.

Key Focus Areas :

- Retail excellence and customer satisfaction
- Digital transformation initiatives
- Supply chain optimization
- Market expansion strategies



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2 Financial Performance

2.1 Revenue Growth

Our financial performance this year demonstrates the strength of our business model and the effectiveness of our strategic initiatives. Revenue growth of 12.3% reflects strong same-store sales performance and successful new store openings.

INDICATEURS FINANCIERS CLÉS

VAN
\$4.8B

TRI
12.3%

Payback
15.2%

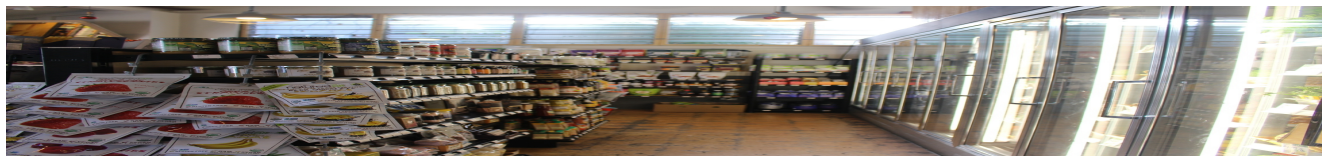
ROI
\$1.8B

Market Leadership : Our continued growth outpaces industry averages, reinforcing our market-leading position in the discount retail sector.



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3 Strategic Initiatives

3.1 Digital Transformation

Our digital transformation program has achieved significant milestones this year, enhancing both customer experience and operational efficiency across our retail network.

Digital Platform Comparison

Previous System

- Legacy point-of-sale systems
- Limited inventory visibility
- Manual reporting processes
- Basic customer analytics

New Digital Platform

- Integrated cloud-based systems
- Real-time inventory management
- Automated analytics and reporting
- Advanced customer insights



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4 Conclusion

4.1 Looking Forward

As we conclude this successful fiscal year, we remain focused on our long-term strategic objectives while maintaining the operational excellence that has made Dollarama a trusted retailer across Canada.

Our strong financial performance, combined with successful strategic initiatives, positions us well for continued growth and market leadership in the years ahead.

TABLEAU DE BORD PROJET

Durée
18 months

Budget
\$4.8B

Jalons
12 initiatives

Équipes
1,600+ stores