

2021 Q1 SUMMARY

“While our first quarter of 2021 is a tough comparative to last year, we continued to deliver improved mix and operational excellence, positively impacting our gross margin and overall financial performance. With a continued focus on talent, client engagement, operational excellence, business intelligence and most importantly our technology-enabled services, I’m confident in our outlook for success going forward. Our team is relentlessly committed to building both a better and bigger business.”

RICHARD KELLAM
PRESIDENT & CHIEF EXECUTIVE OFFICER

WE’RE INVESTING IN
TECHNOLOGY
TO HELP CLIENTS GAIN
BUSINESS-WIDE OPTIMIZATION
AND CONNECTIVITY.



WE’RE DRIVING
INNOVATION
TO ENSURE CLIENTS CAN
ADAPT AND THRIVE IN THIS
DYNAMIC ENVIRONMENT.



WE’RE EVOLVING OUR
MARKETING
SOLUTIONS TO DELIVER DEEPER
INSIGHTS THAT RESULT IN MORE
TARGETED INVESTMENT.

2021 Q1 BY THE NUMBERS



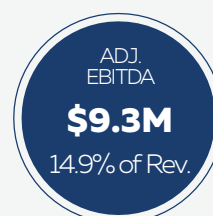
vs. last 3 quarters



vs. 27.9% in Q1 2020



vs. Q1 2020



vs. 13.5% Q1 2020



vs. Q4 2020

FIRST 65 DAYS OBSERVATIONS FROM NEW CEO



EXCEPTIONAL TALENT

- Highly engaged new leadership team of 12
- Diverse in gender, culture, experience
- 1,100 talented individuals



CLIENT ENGAGEMENT

- +95% renewal rate on existing business
- Deeply embedded in client workflows
- +30% tech-enabled revenue



OPERATIONAL EXCELLENCE

- Driving improved gross margins, optimizing SG&A
- Right-sizing operations
- Closing Mississauga, ON & Edmonton, AB plants



BUSINESS INTELLIGENCE

- Building a robust data warehouse
- Planning to extract insights from ERP to drive margin and revenue growth



DIGITAL PROFICIENCY

- +40 years experience in tech-enabled print and marketing workflows
- +25 years of Digital Asset Management expertise

LOOKING AHEAD IN 2021

Driving digital innovation by leveraging our proprietary platform for tech-enable marketing workflow and direct-to-print applications

Accelerating organizational and operational effectiveness and efficiencies—continued gross margin and SG&A improvements

Providing additional value-added solutions to our enterprise clients: top 250 clients equal +80% of our total revenues; +90% retention levels

**“DCM” ON TORONTO
STOCK EXCHANGE,
VISIT US AT DCM ON
LINKEDIN**