

2021 Q2 SUMMARY

“In my first full quarter with DCM, our leadership team was focused on establishing plans to accelerate our transition from a “print first” to a “digital first” company. While consumer movements during the second quarter were slow to return to normal, we continued to stay focused on building a better business. As we look to the second half of the year, as long as the economy continues to open with the current pace, and consumer movements follow, we are extremely optimistic about building a bigger business. Our pipeline of new opportunities and RFPs captured in our forecast and CRM system is currently up over 25% compared to the same time last year.”

RICHARD KELLAM
PRESIDENT & CHIEF EXECUTIVE OFFICER

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

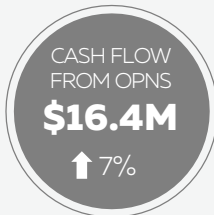


WE'RE DRIVING
INNOVATION
TO ENSURE CLIENTS CAN
ADAPT AND THRIVE IN THIS
DYNAMIC ENVIRONMENT



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

2021 Q2 BY THE NUMBERS



YTD, vs. last year



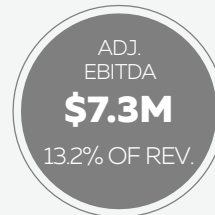
vs. Q2 2020 & Q1 2021
(incl. \$2M charge)



As consumer movements
remained restricted



vs. 30.7% in
Q2 2020



vs. 21.1% in Q2 2020, despite
\$4M in adjustments



vs. Q4 2020

Q2 2021 HIGHLIGHTS



HIGH LEVEL OF CLIENT ENGAGEMENT

- Accelerating pace to digital, with +\$20M in our tech-enabled marketing workflow pipeline
- Strong sales pipeline, with +25% more new opportunities and RFPs compared to last year



OPERATIONAL EXCELLENCE

- Completed Edmonton, AB plant move into Calgary, AB in Q2
- Proceeding with Mississauga, ON plant consolidation into Brampton, ON for year-end 2021
- Fully integrated Perennial, our marketing services agency, into DCM to better align our strategic and creative capabilities to our customers' needs



POSITIONED FOR IMPROVED CONSUMER MOVEMENTS IN 2H 2021

- Product mix continues to be healthy, 29.5% gross margin YTD
- Pro forma Q2 SG&A expense of \$12.9M (adj. for \$2M in long-term incentive compensation charges)



PRODUCTIVITY IMPROVEMENTS

- Total headcount < 950 associates, a reduction of >130 or -12% vs. Q4 2020
- Average revenue per head of \$260k vs. \$213k in 2015 = +22% productivity improvement

LOOKING AHEAD IN 2021

Driving digital innovation by leveraging our proprietary platform for tech-enabled marketing workflows

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

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TORONTO STOCK
EXCHANGE & VISIT US
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