



THE NEW DCM **POISED FOR GROWTH**

AGM June 25th, 2021



**THE BRAND
BEHIND YOUR BRAND**

FORWARD-LOOKING STATEMENTS & NON-IFRS MEASURES



FORWARD-LOOKING STATEMENTS

Certain statements in this presentation constitute “forward-looking” statements that involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance, objectives or achievements of DCM or industry results, to be materially different from any future results, performance, objectives or achievements expressed or implied by such forward-looking statements. When used in this presentation, words such as “may”, “would”, “could”, “will”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “plan”, and other similar expressions are intended to identify forward-looking statements. These statements reflect DCM’s current views regarding future events and operating performance, are based on information currently available to DCM, and speak only as of the date of this presentation.

These forward-looking statements involve a number of risks, uncertainties and assumptions and should not be read as guarantees that future performance or results will be achieved. Many factors could cause the actual results, performance, objectives or achievements of DCM to be materially different from any future results, performance, objectives or achievements that may be expressed or implied by such forward-looking statements. See “Liquidity and capital resources” and “Risks and Uncertainties” in DCM’s management’s discussion and analysis and other publicly available disclosure documents, as filed by DCM on SEDAR (www.sedar.com).

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described in this presentation as intended, planned, anticipated, believed, estimated or expected. Unless required by applicable securities law, DCM does not intend and does not assume any obligation to update these forward-looking statements.

NON-IFRS MEASURES

This presentation includes certain non-IFRS measures as supplementary information. In addition to net income (loss), DCM uses non-IFRS measures including Adjusted net income (loss), Adjusted net income (loss) per share, EBITDA and Adjusted EBITDA (collectively, “Non-IFRS Measures”) to provide investors with supplemental measures of DCM’s operating performance and to highlight trends in its business that may not otherwise be apparent when relying solely on IFRS financial measures. DCM also believes that securities analysts, investors, rating agencies and other interested parties frequently use similar Non-IFRS Measures in the evaluation of issuers. DCM’s management also uses Non-IFRS Measures in order to facilitate operating performance comparisons from period to period, prepare annual operating budgets and assess its ability to meet future debt service, capital expenditure and working capital requirements. These Non-IFRS Measures are not recognized by IFRS and do not have any standardized meanings prescribed by IFRS. Therefore, DCM’s Non-IFRS Measures are unlikely to be comparable to similar measures presented by other issuers.

Investors are cautioned that Non-IFRS Measures should not be construed as alternatives to net income (loss) determined in accordance with IFRS as an indicator of DCM’s performance. For a reconciliation of DCM’s Non-IFRS Measures to net income (loss), see DCM’s most recent Management’s Discussion & Analysis filed on www.sedar.com.

MOVING FROM PRINT FIRST *TO* DIGITAL FIRST

INDUSTRY SECTOR CAGR: +2.24%*

**CONVENTIONAL
PRINT SOLUTIONS**

REVENUE: \$178M

INDUSTRY SECTOR CAGR: +15%**

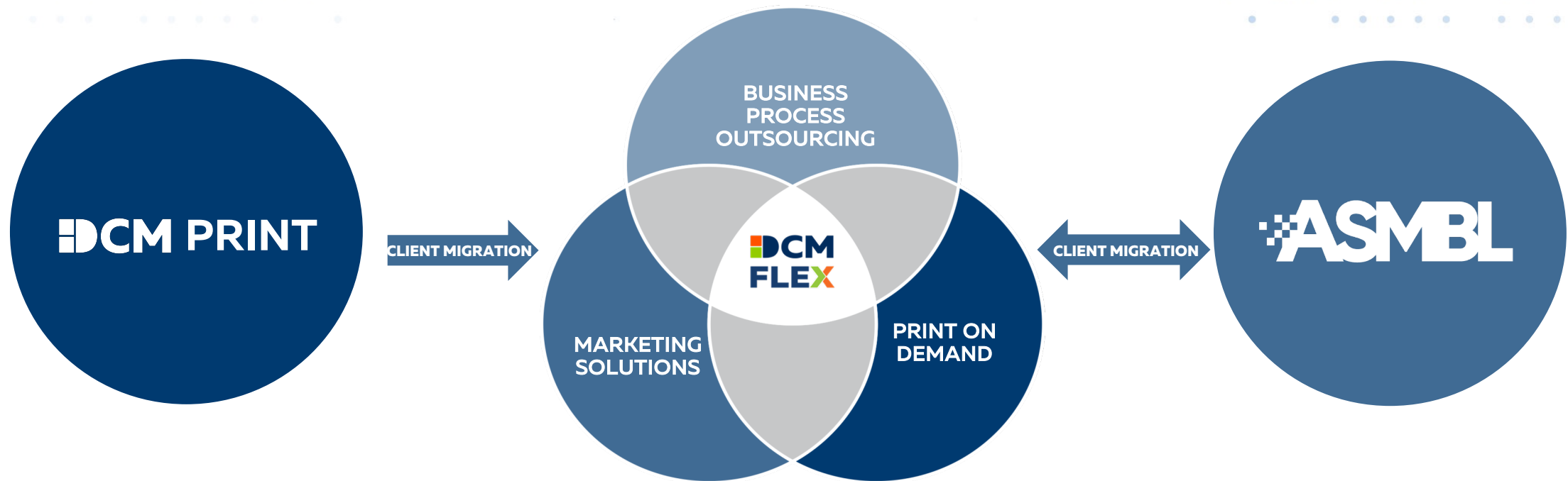
**TECH-ENABLED
MARKETING WORKFLOW**

REVENUE: \$78.6M

INDUSTRY SECTOR CAGR: +21.2%***

**DIGITAL ASSET MANAGEMENT
TECH-ENABLED SERVICE**

REVENUE: \$3.4M



*www.researchandmarkets.com

** Grandviewresearch.com

***Global Digital Asset Management Market (2020 – 2025), Mordor Intelligence Industry Report


DEEPLY ENTRENCHED CLIENT RELATIONSHIPS

2,500+
DCM Clients

93%
of revenue from
250 enterprise
customers

97%
Enterprise client
retention
rate

+70%
of revenue from
long-term
agreements

FINANCIAL	RETAIL	HEALTHCARE	EMERGING MARKETS	CONSUMER HEALTH	ENERGY	NFP	SPECIALTY
     	      	      	     	    	    	     	      

DCM SERVES OVER 70 OF THE 100 LARGEST CORPORATIONS IN CANADA AND 3 OF THE TOP 5 GOVERNMENT AGENCIES

MOVING FROM PRINT FIRST TO DIGITAL FIRST



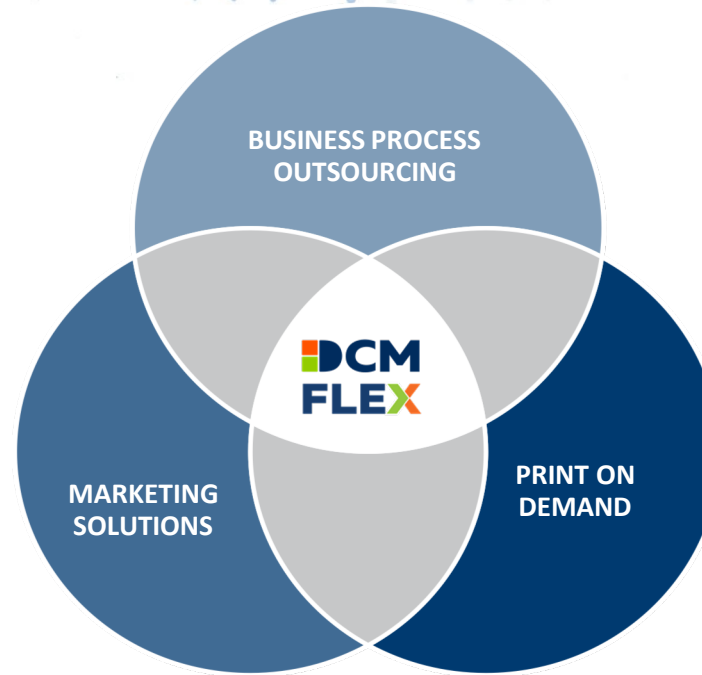
CONVENTIONAL PRINT SOLUTIONS

REVENUE: \$178M



TECH-ENABLED MARKETING WORKFLOW

REVENUE: \$78.6M



DIGITAL ASSET MANAGEMENT TECH-ENABLED SERVICE

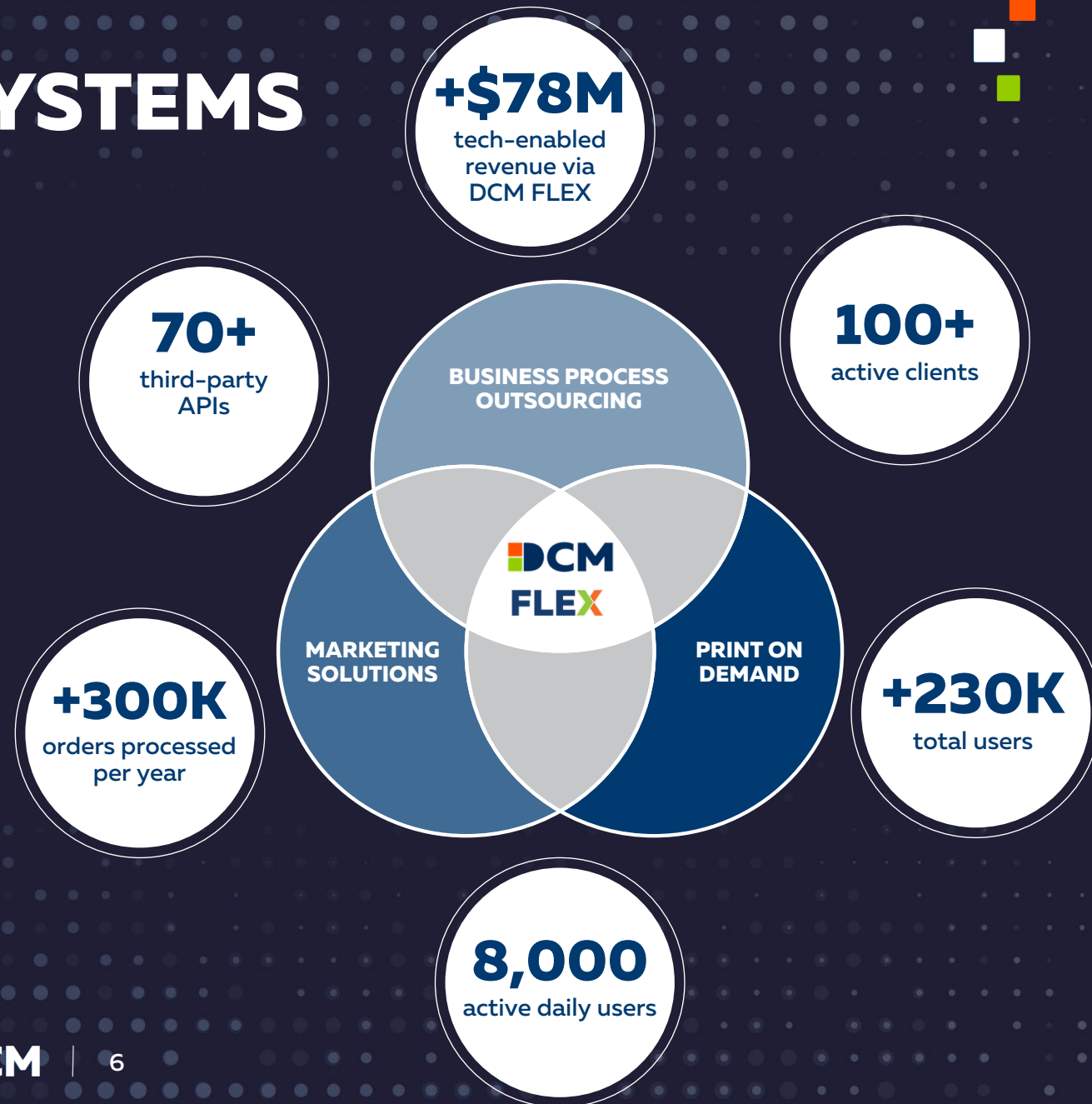
REVENUE: \$3.4M



DCM EMBEDDED INTO CLIENTS' DIGITAL ECOSYSTEMS

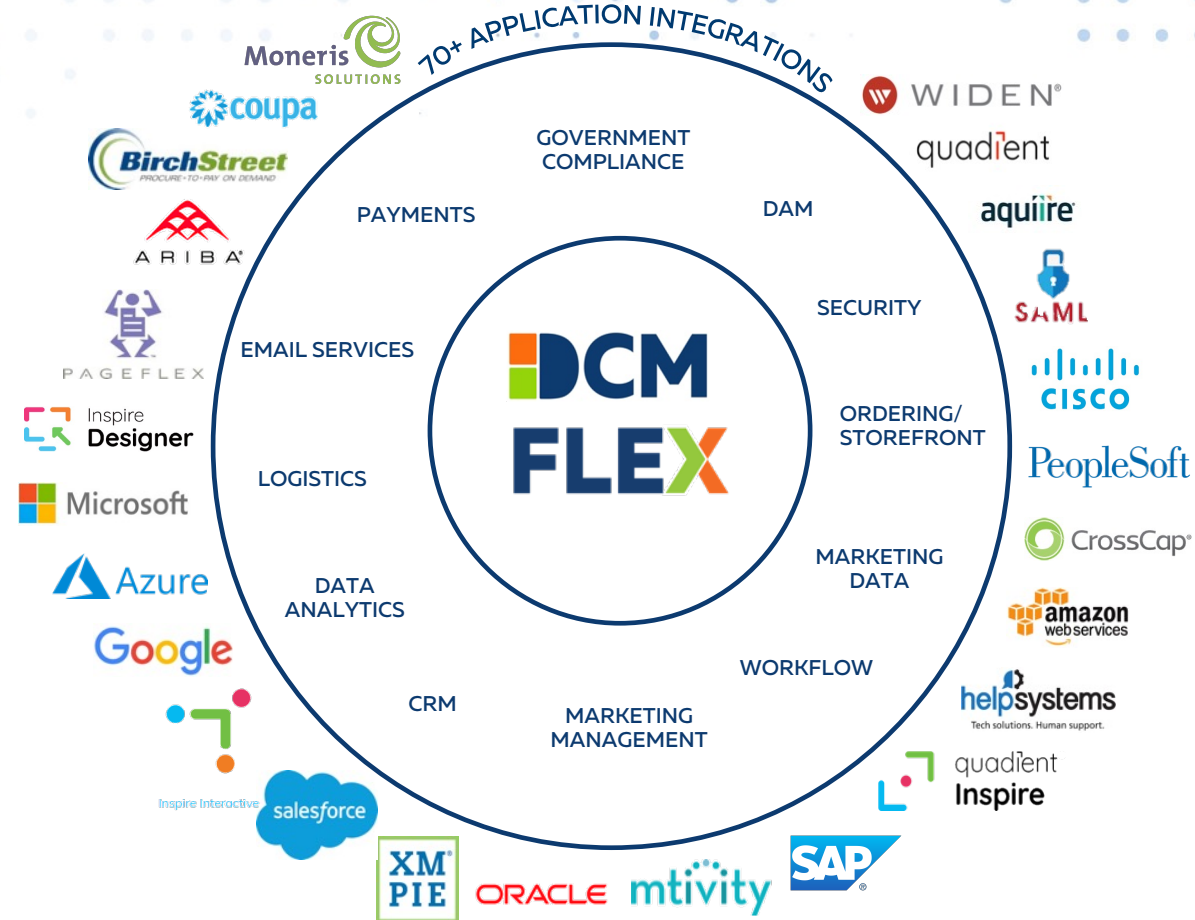
- Proprietary DCM FLEX technology is deeply embedded in clients' operational and business processes
- Value-added capabilities streamline processes for ordering, proofing, approvals, reporting, and regulatory compliance
- Platform is fully customizable to clients' digital ecosystems
- Combines over 70 software integrations into a single platform
- Simplifies the value chain for large, complex enterprises

WINNING OVER 70% OF RFPS
DUE TO TECHNOLOGY
TOP 5 **RECENT WINS**



DCM FLEX DIGITAL ECOSYSTEM

ADVANCED TECH-ENABLED SERVICE PLATFORM THAT DELIVERS COMPLETE ENTERPRISE MARKETING AND BUSINESS COMMUNICATIONS SOLUTIONS



DCM FLEX: CLIENT TESTIMONIALS

FINANCIAL SERVICES

“DCM FLEX was not only able to provide features and functions that our organization has never had before, but it also **created process efficiencies, reducing turnaround times from months to a few days.**”

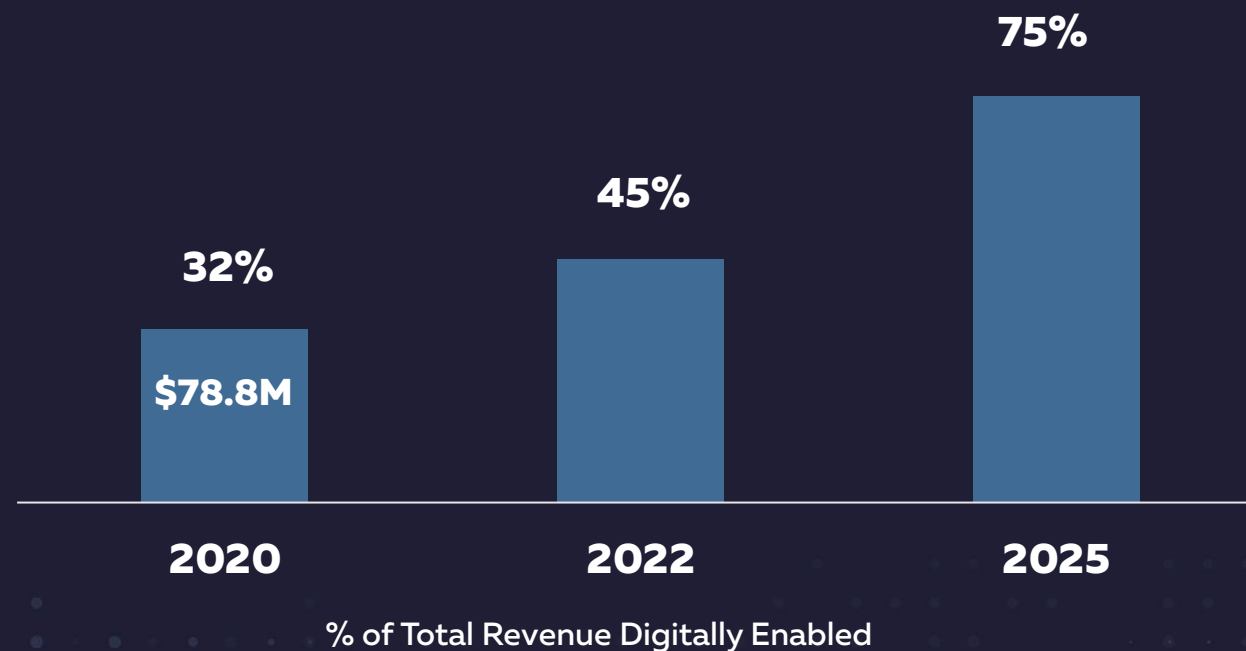
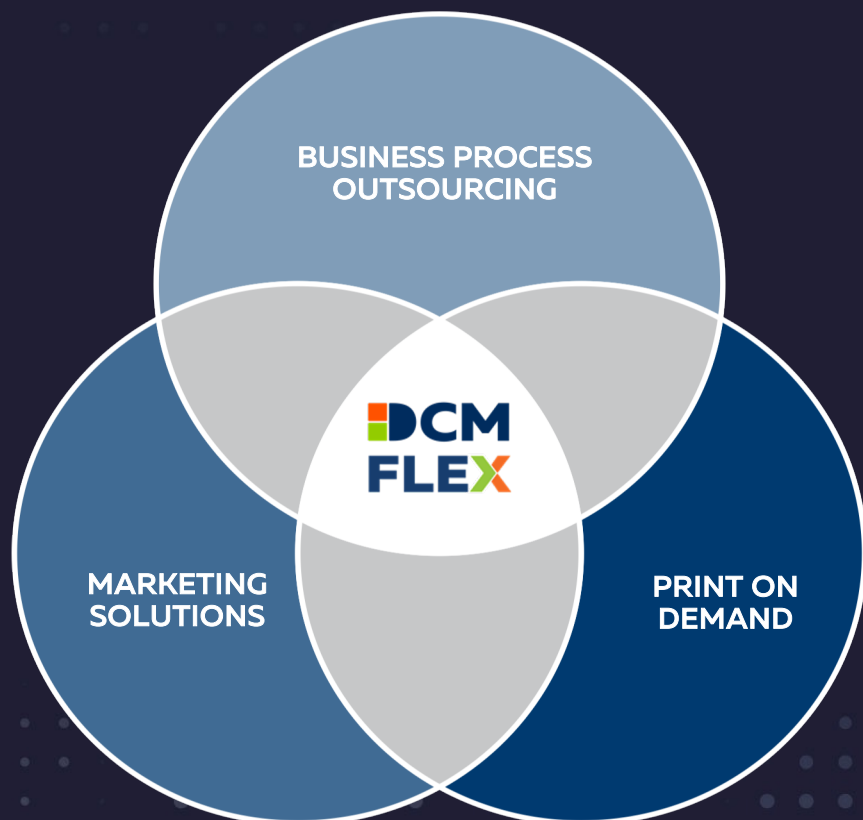
CANNABIS

“DCM FLEX is able to accommodate regulatory requirement as a critical function of the software. This is a **differentiator in the marketplace and valued** by our regulatory affairs team.”

HEALTHCARE

“DCM FLEX is an **easily accessible online platform** that supports our program change management strategies, such as notifying users when forms are updated or replaced.”

TECHNOLOGY-ENABLED SERVICES – GROWTH



MOVING FROM PRINT FIRST ***TO DIGITAL FIRST***

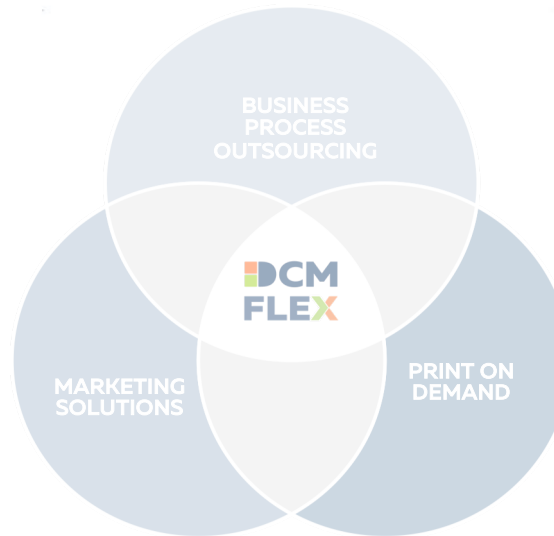
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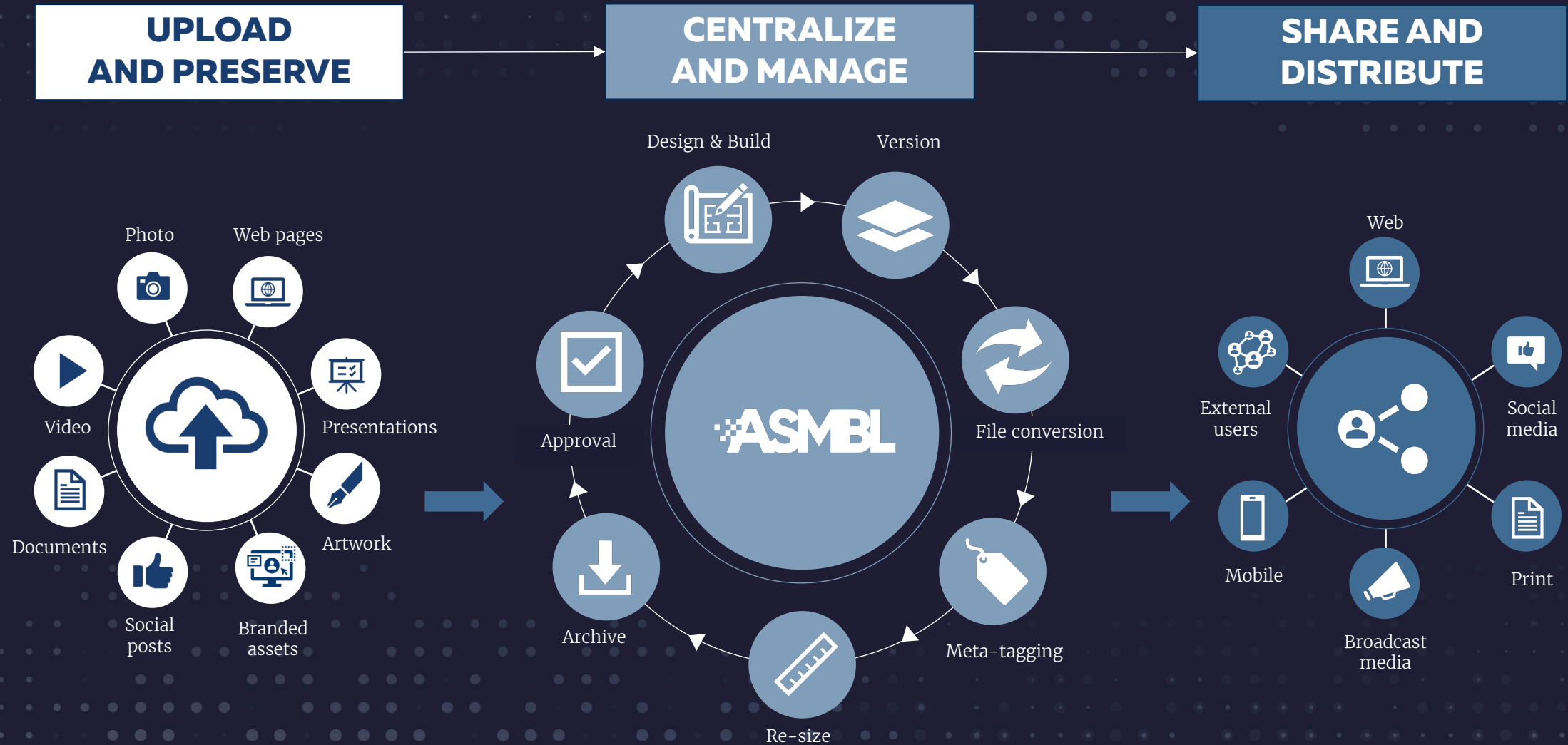


DIGITAL ASSET MANAGEMENT TECH-ENABLED SERVICE

REVENUE: \$3.4M



DAM FUNCTIONALITY



QUALITY/EFFICIENCY/PRODUCTIVITY/COMPLIANCE/GOVERNANCE

THE DIGITAL ASSET MANAGEMENT MARKET

\$5.2 B*

Market Size

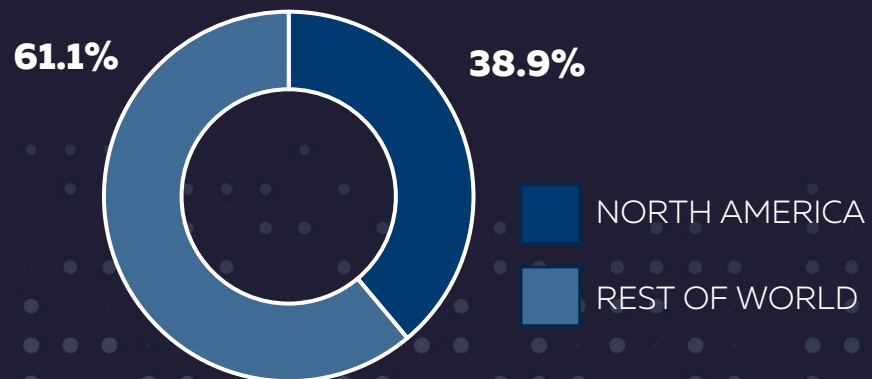
21.2%*

CAGR during
the period of
2020-2025

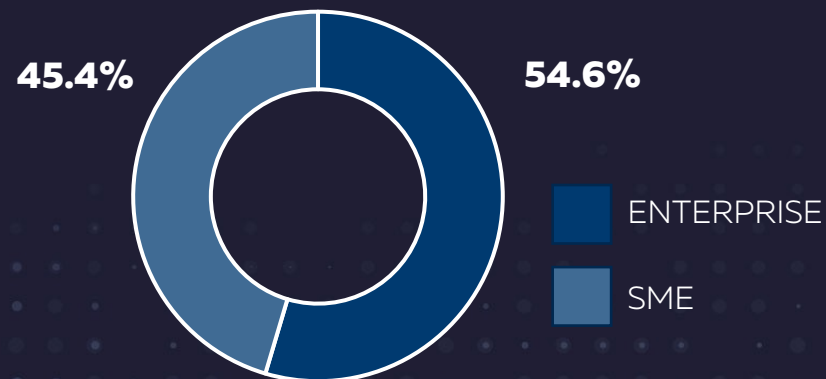
1/10*

companies
currently using a
DAM solution

REVENUE SHARE BY REGION



REVENUE SHARE BY SIZE OF COMPANY



*2019 data. www.technavio.com Note: Tier 1 company – overall annual revenues >USD 10 billion; Tier 2 company – USD 1–10 billion; and Tier 3 company – USD 500 million – USD 1 billion

WHY DCM? ASMBL

- +40 years of practical Digital Asset Management experience
- Already manage 1000's of digital assets for clients daily
- Currently technology-enabled service provider for many top Canadian companies

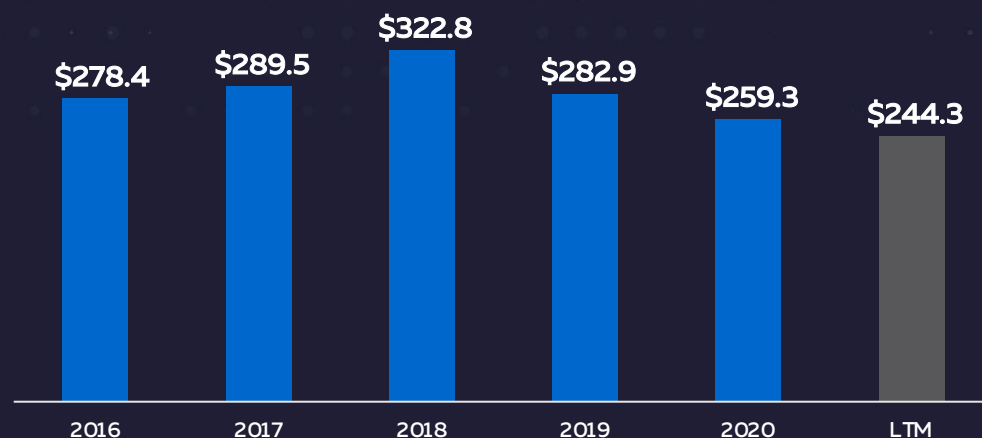
THE OPPORTUNITY



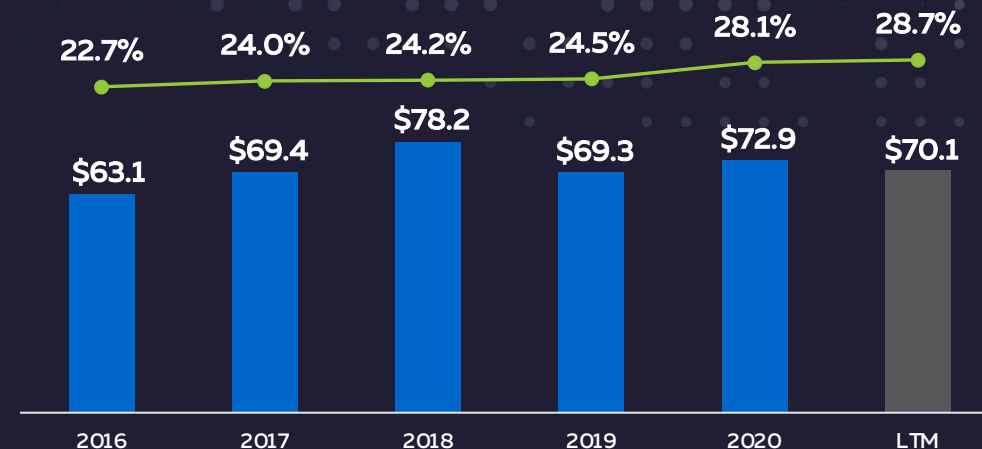
DCM BY THE NUMBERS

All figures in C\$ millions

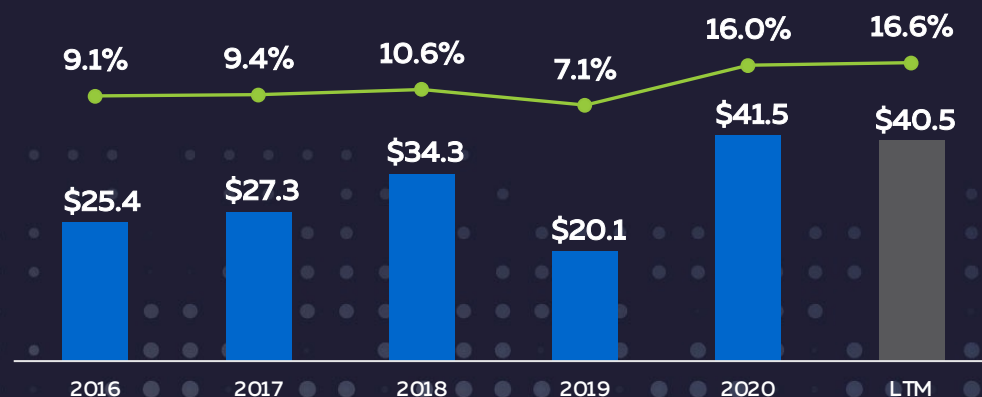
REVENUE ⁽¹⁾



GROSS PROFIT & GROSS MARGIN %



ADJUSTED EBITDA & EBITDA MARGIN ⁽²⁾



TOTAL DEBT



1. IFRS 15 Revenues was adopted January 1, 2018; Revenue in prior years has not been restated to reflect IFRS 15

2. IFRS 16 Leases was adopted January 1, 2019; Adjusted EBITDA in prior years has been restated to reflect pro forma impact of IFRS 16

3. LTM is last twelve months through March 31, 2021

DCM IN 2020 & Q1 2021: PROVEN RESILIENCE



Cash Flow
from Operations
\$47.6M
Up from \$(0.8)M YOY

Gross Margin
28%
Up from 24% YOY

Debt Reduction
\$36M
Decrease by
45% YOY

SG&A
Reduction
\$8M
Decrease by 12% YOY

REVENUE FROM TOP 100 CLIENTS + 3% IN 2020

2021 Q1
BY THE
NUMBERS

CASH FLOW
FROM OPERATIONS
\$10.6M
↑ \$8.6M

vs. Q1 2020
(after working capital
changes)

REVENUE
\$62.3M
↑ 3%

vs. last 3
average quarters

GROSS
MARGIN
\$18.8M
30.1% GM

vs. 27.9% in
Q1 2020

SG&A
\$15.5M
↓ 10%

vs. Q1 2020

ADJ. EBITDA
\$9.3M
14.9% of Rev.

vs. 13.5% Q1 2020

DEBT
REDUCTION
-\$7.2M
↓ 14.9%

vs. Q4 2020

DCM LEADERSHIP TEAM



RICHARD KELLAM

CEO & President

35 years of experience working in large multinational businesses. Leading organizations in global markets while driving financial performance and growth. A depth of experience in driving operational excellence, general management, customer leadership & marketing



JAMES LORIMER

Chief Financial Officer

25 years of experience in capital markets, with senior financial and strategic leadership positions



KAREN REDFERN

VP, Customer, Technology Solutions

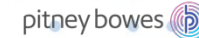
20+ years of experience in technology solutions to streamline operations, optimize efficiencies, and drive growth



PHIL HAMMOND

Chief Revenue Officer

25 years enterprise sales and organizational leadership supporting the multi-channel communications, technology, and BPO needs of industry-leading corporations



SHARAD VERMA

SVP, Strategy

25+ years of experience in business development consulting, marketing strategy, digital innovation and social media



BARBARA FRANOVIC-WILKINS

VP, Marketing

20+ years of experience building client relationships and brand development with multiple Fortune 50 clients



JASON SHARPE

VP, Commercial Acceleration

30-year international career in public relations, marketing strategy, commercial development, and client leadership



SHELLY ANWYLL

SVP, North America & Emerging Markets Practice Leader

30+ years of experience leading commercial strategy and business development



GENEVIEVE GRAVEL

VP, People Experience

25+ years in HR, ER, OD, coaching and strategic management; prior experience in manufacturing and hospitality industries



PATRICK AUSSANT

Vice President, IT Operations

30+ years of experience managing IT infrastructure and operations for major corporations



CHRISTINE CUSTODIO

VP, Operations

25 years of experience in customer service & operational operational leadership in direct marketing and business communication



ASEM MOQBEL

VP, Procurement

15 years of international experience with global organizations in supply chain, procurement, contracts, and logistics



2021-23 MANAGEMENT PRIORITIES:



*FROM PRINT FIRST **TO DIGITAL FIRST***



DIGITAL INNOVATION

Build capabilities for vertical/
client expansion



TALENT

Accelerate commercial digital
expertise



CLIENTS

Drive platform penetration
32%-75%

Introduce DAM Services



M&A

Highly accretive consolidation
opportunities

MarTech – DAM/PIM/Workflow



GLOBAL EXPANSION

Penetrate U.S. cannabis market

Expand DAM Services globally
through CDN Multinationals

TARGETS:

\$300M

+

Revenue

5%+

Revenue CAGR

18-20%

SG&A

35-40%

Gross Margins

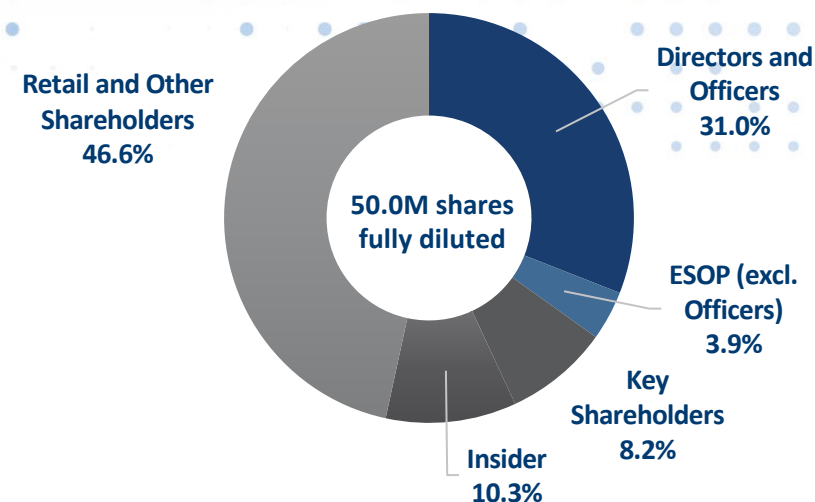
18-22%

Adjusted EBITDA

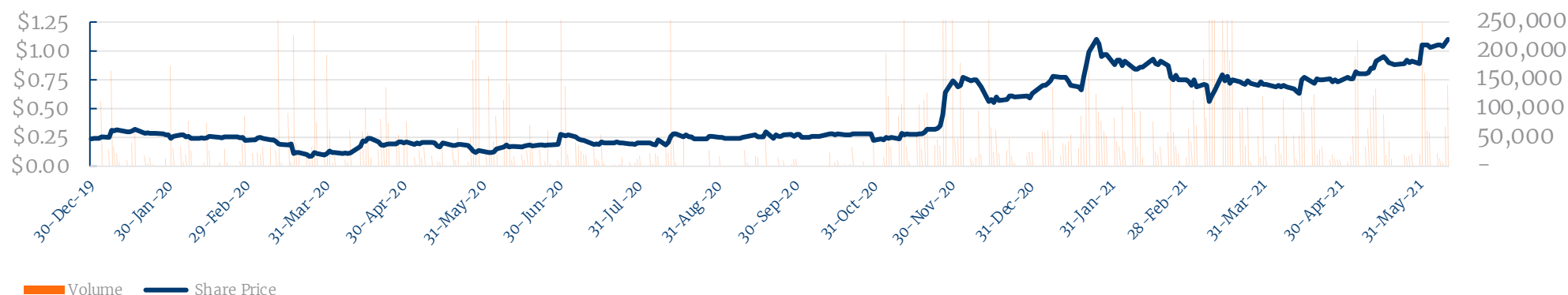
CAPITALIZATION AND OWNERSHIP

CAPITALIZATION	"DCM" ON TSX
RECENT SHARE PRICE (JUNE 1, 2021)	\$1.04
Common Shares Outstanding	43.9M
Options (\$0.94 average ex. price)	4.1M
Warrants (\$0.33 average ex. price)	2.0M
FULLY DILUTED SHARES OUTSTANDING	50.0M
MARKET CAPITALIZATION (F.D.)	\$54.4M
Net Debt (March 31, 2021 (incl. ITM option/warrant proceeds)	\$37.5M
Provisions and Pension Obligations	\$9.3M
Lease Liabilities	\$45.2M
ENTERPRISE VALUE	\$146.5M

OWNERSHIP SUMMARY (FULLY DILUTED)



SHARE PRICE PERFORMANCE SINCE DECEMBER 30, 2019



COMPARABLE COMPANIES ANALYSIS

Conventional Print Solution Providers

Company	Market Cap	TEV	TEV / Revenue	TEV / EBITDA
			CY20A	CY20A
CCL Industries Inc.	12,416	13,792	2.6x	12.8x
Transcontinental Inc.	1,935	2,959	1.2x	6.3x
R. R. Donnelley & Sons Company	569	2,537	0.4x	5.8x
Quad/Graphics, Inc.	229	1,380	0.4x	4.1x
Ennis, Inc.	664	613	1.3x	8.6x
Supremex Inc.	64	156	0.8x	5.8x
Average			1.1x	7.2x

Tech-Enabled Marketing Workflow Providers

Company	Market Cap	TEV	TEV / Revenue	TEV / EBITDA
			CY20A	CY20A
Teleperformance SE	27,296	31,288	3.5x	22.2x
Publicis Groupe S.A.	20,555	27,477	1.6x	9.5x
TTEC Holdings, Inc.	6,180	6,780	2.7x	17.9x
Cimpress plc	3,100	5,008	1.5x	11.9x
Deluxe Corporation	2,363	3,270	1.4x	8.7x
Quadient S.A.	1,271	2,081	1.3x	5.8x
StarTek, Inc.	322	634	0.8x	8.9x
Average			1.8x	12.1x

Digital Asset Management and Tech-Enabled Service Providers (PaaS/SaaS)

Company	Market Cap	TEV	TEV / Revenue	TEV / EBITDA
			CY20A	CY20A
Adobe Inc.	285,762	286,048	17.0x	44.1x
Smartsheet Inc.	8,857	8,515	18.0x	neg
Box, Inc.	4,691	5,064	5.2x	24.2x
LiveRamp Holdings, Inc.	4,069	3,386	6.2x	neg
TechTarget, Inc.	2,400	2,588	13.7x	58.4x
QuinStreet, Inc.	1,182	1,087	1.6x	26.6x
AcuityAds Holdings Inc.	780	771	7.4x	nmf
Absolute Software Corporation	823	691	4.8x	22.6x
Fluent, Inc.	281	321	0.8x	7.4x
ProntoForms Corp.	147	143	6.3x	neg
MediaValet Inc.	93	83	11.1x	neg
Engagement Labs Inc.	7	7	2.8x	neg
Average			7.9x	30.6x
DCM - As Reported	54	146	0.6x	3.6x

Note: Prices as of June 1, 2021 close

Note: n.a. denotes information that is unavailable; neg denotes values that are negative; nmf denotes values that are not meaningful

Note: 'DCM - As Reported' includes lease liabilities in the calculation of TEV

MOVING FROM PRINT FIRST *TO* DIGITAL FIRST

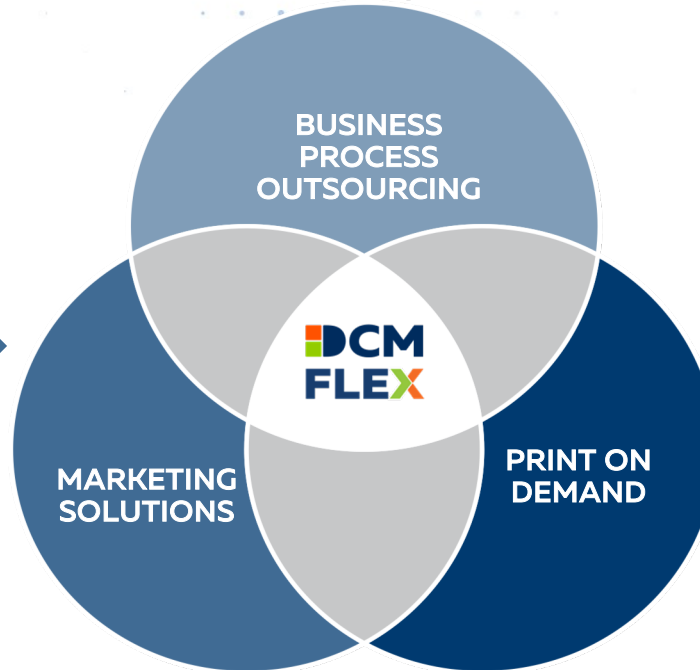
CONVENTIONAL PRINT SOLUTIONS

REVENUE: \$178M



TECH-ENABLED MARKETING WORKFLOW

REVENUE: \$78.6M



DIGITAL ASSET MANAGEMENT TECH-ENABLED SERVICE

REVENUE: \$3.4M



BLENDING MULTIPLE IMPLIES TOTAL ENTERPRISE VALUE: \$235M TO \$345M
IMPLIED SHARE PRICE: \$2.80 TO \$5.00



THANK YOU



THE BRAND
BEHIND YOUR BRAND