



Presentation to: **Planet MicroCap Showcase 2022**

DATA Communications Management Corp.

**DCM-TSX
DCMDF-OTCQX**

May 4, 2022

All numbers reported in Canadian Dollars



Forward-looking Statements Information Disclosure

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.

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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.

What I Want to Accomplish Today

- 1. Who is DCM and What Do We Do**
- 2. Our “Better and Bigger” Journey**
- 3. Why Invest in DCM**

Who is DCM and What Do We Do

Strategic Direction

From print first to digital first

Complex conventional
print solutions



Tech-enabled
marketing workflow



Marketing
solutions

Business
process
outsourcing

Print on
demand

Digital asset management
enterprise cloud service



**Complex
Conventional
Print Solutions**



**+\$9 Billion
Market
2-3% CAGR**

Representative Products / Solutions

- Highly complex print workflow
- High SKU low volume specialty
- Enterprise commercial print

Key Drivers to Growth

- Canadian market leader
- Move from Performance Culture to Growth Culture
- Strong free cash flow

Tech-enabled Marketing Workflow

DCMFLEX^{TM/HD}

Marketing
solutions

Business
process
outsourcing

Print on
demand

Representative Products / Solutions

- Marketing workflow solutions
- Personalized communications
- BPO logistics

Key Drivers to Growth

- Migrating conventional print clients to tech-enabled
- Automating & streamlining workflows
- Higher value-added offering driving higher margins

Proprietary Platform, Deeply Embedded in Clients' Workflows












































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	Consumer health	Energy	NFP	Specialty
     	    	      	    	    	     	      

DCM serves over 70 of the 100 largest corporations in Canada **and 3 of the top 5 government agencies**

**Digital Asset
Management (DAM)
Enterprise Cloud Service**



**+\$5.2 Billion
Market
+20% CAGR**

Representative Products/Solutions

- Digital asset management
- Cloud-based marketing technology solutions
- Professional services & implementation fees

Key Drivers to Growth

- ARR / Subscription model
- +40 years of practical experience
- +\$10M pipeline of SAAS/tech services across +50 clients

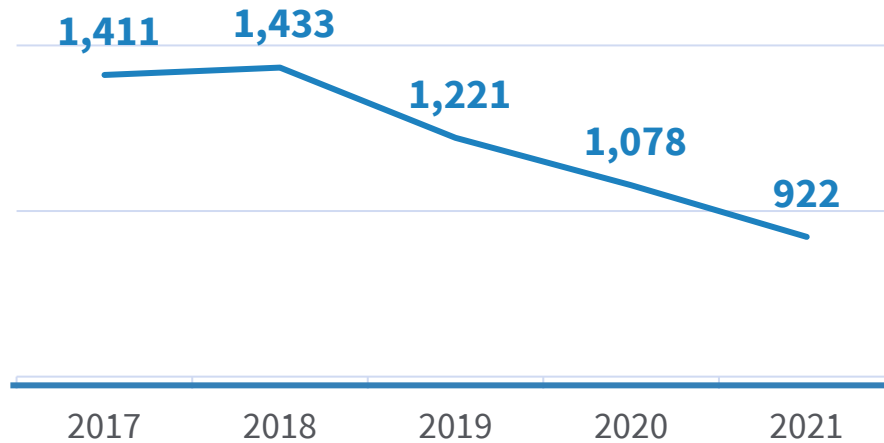
Better and Bigger Business

Better Business

1. Headcount Reduction and Productivity Improvements

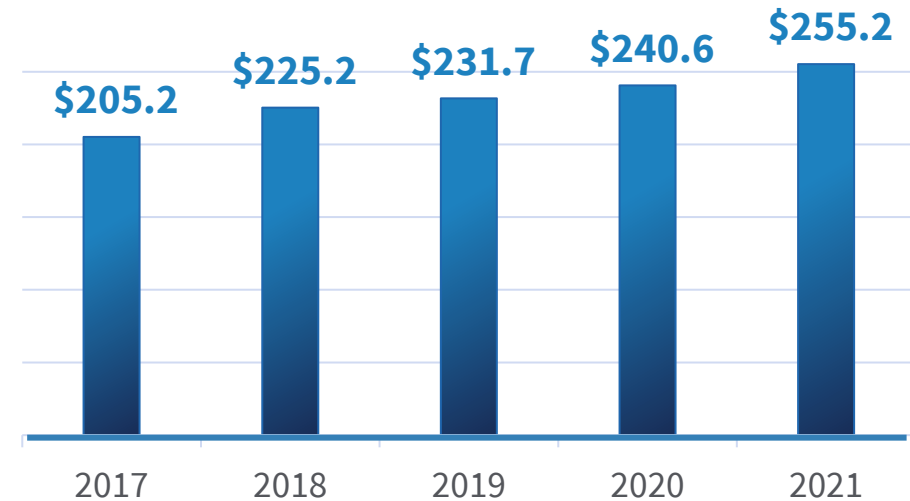
1. Headcount Reduction & Productivity Improvements

Headcount at End of Period



-14.5% vs. prior year
-34.7% vs. 2017

Revenue per Employee* (thousands)



+6.1% vs. prior year
+24.4% vs. 2017

* Revenue per Employee is a non-GAAP measure. Calculated as to: Revenue for the fiscal year, divided by total associated headcount at the end of such fiscal year.

Better Business

1. Headcount Reduction and Productivity Improvements
- 2. Factory Consolidation & Operational Efficiencies**

2. Factory Consolidation and Operational Efficiencies

**Brampton
consolidation**

+\$1.8M

Overhead savings

**Calgary
consolidation**

+\$0.75M

Overhead savings

**Digital inkjet
capabilities**

+\$1M

OPEX savings

Better Business

1. Headcount Reduction and Productivity Improvements
2. Factory Consolidation & Operational Efficiencies
- 3. Office Consolidation & Overhead Reductions**

3. Office Consolidation and Overhead Reductions

**Hybrid
work model**

+\$0.8M

Overhead savings

**Leadership
optimization**

+\$3.9M

Overhead savings

**Other headcount
savings**

+\$6.7M

Overhead savings

Summary of Savings Initiatives

Significant long-term benefits from 2021 operational initiatives

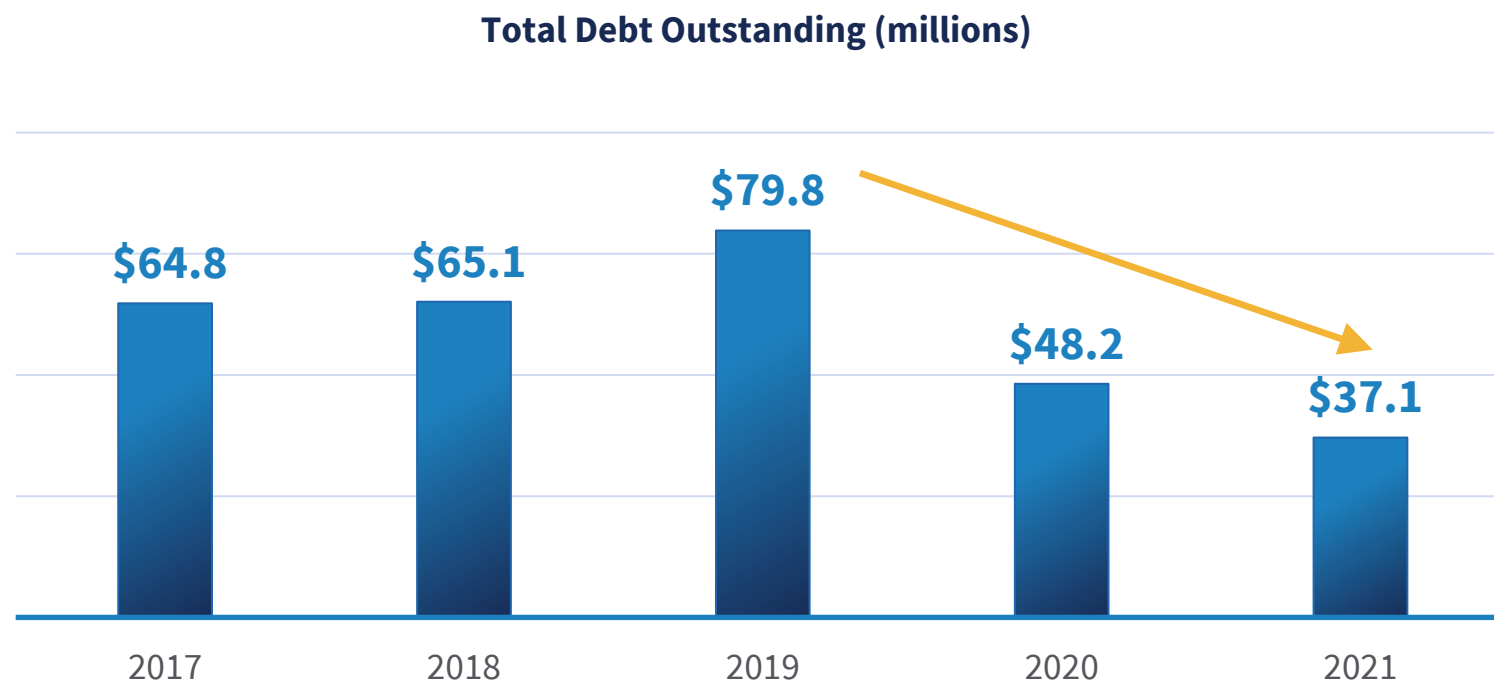


**~\$14M of
Annualized
Savings**

Better Business

1. Headcount Reduction and Productivity Improvements
2. Factory Consolidation & Operational Efficiencies
3. Office Consolidation & Overhead Reductions
- 4. Debt Reduction & Refinancing**

4. Debt Reduction

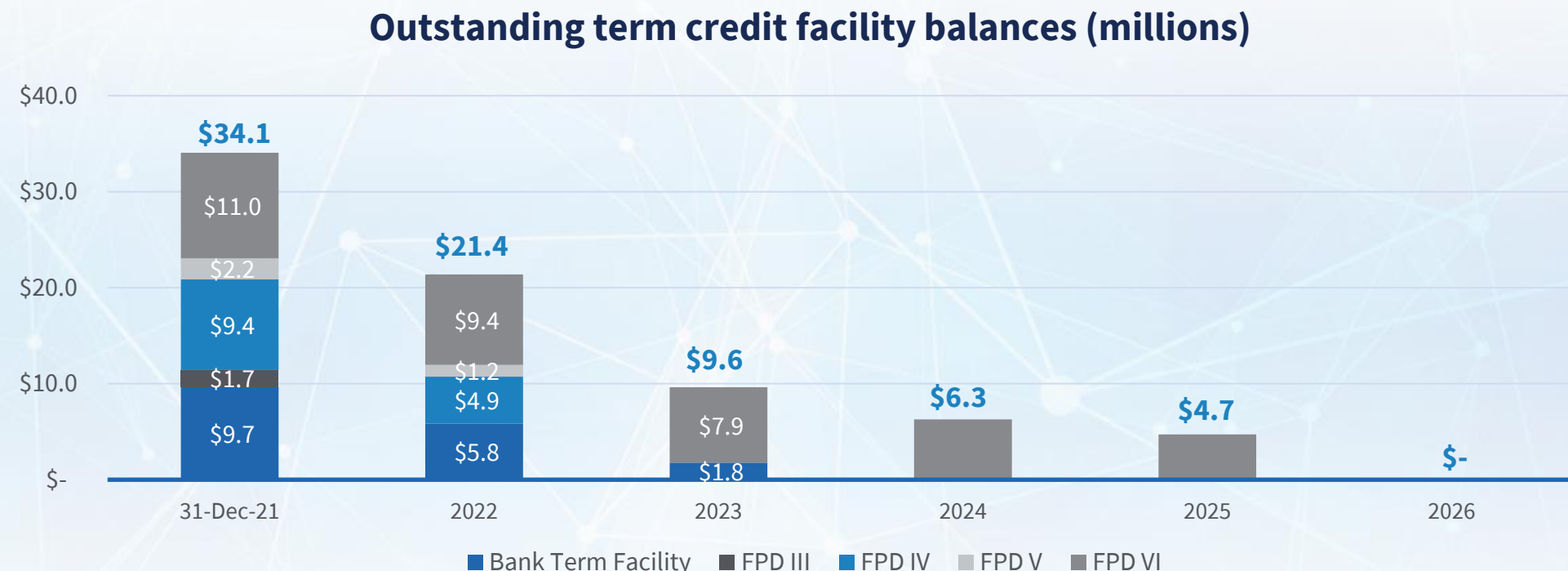


-23.0% vs. 2020

-53.5% vs. 2019

Lowest debt since before our IPO in 2004

4. Current Term Debt Maturity Profile



Excludes revolving term facility balance, used for working capital needs

Better Business

1. Headcount Reduction and Productivity Improvements
2. Factory Consolidation & Operational Efficiencies
3. Office Consolidation & Overhead Reductions
4. Debt Reduction & Refinancing
- 5. ESG & Other Initiatives**

5. ESG and Other Initiatives



printreleaf™

Partnership Statistics



17,232,433

LB OF PAPER



207,334

STANDARD TREES REFORESTED

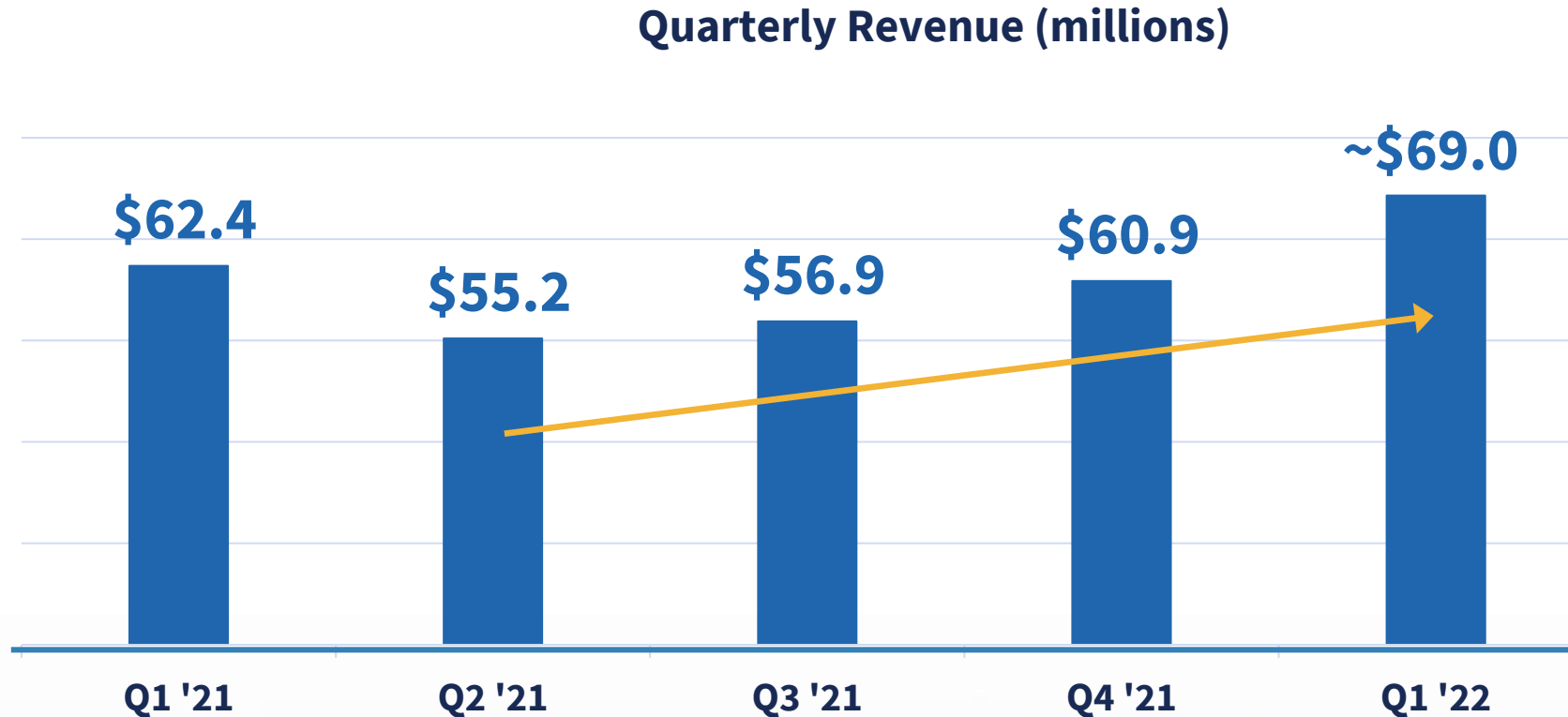
DCM customers have collectively offset 17.2M lbs of paper consumption by reforesting 207K trees since DCM / PrintReleaf partnership in October 2021.

Better and **Bigger** Business

Bigger Business

1. Continued Revenue Momentum in First Quarter of 2022

1. Continued Revenue Momentum in Q1 2022

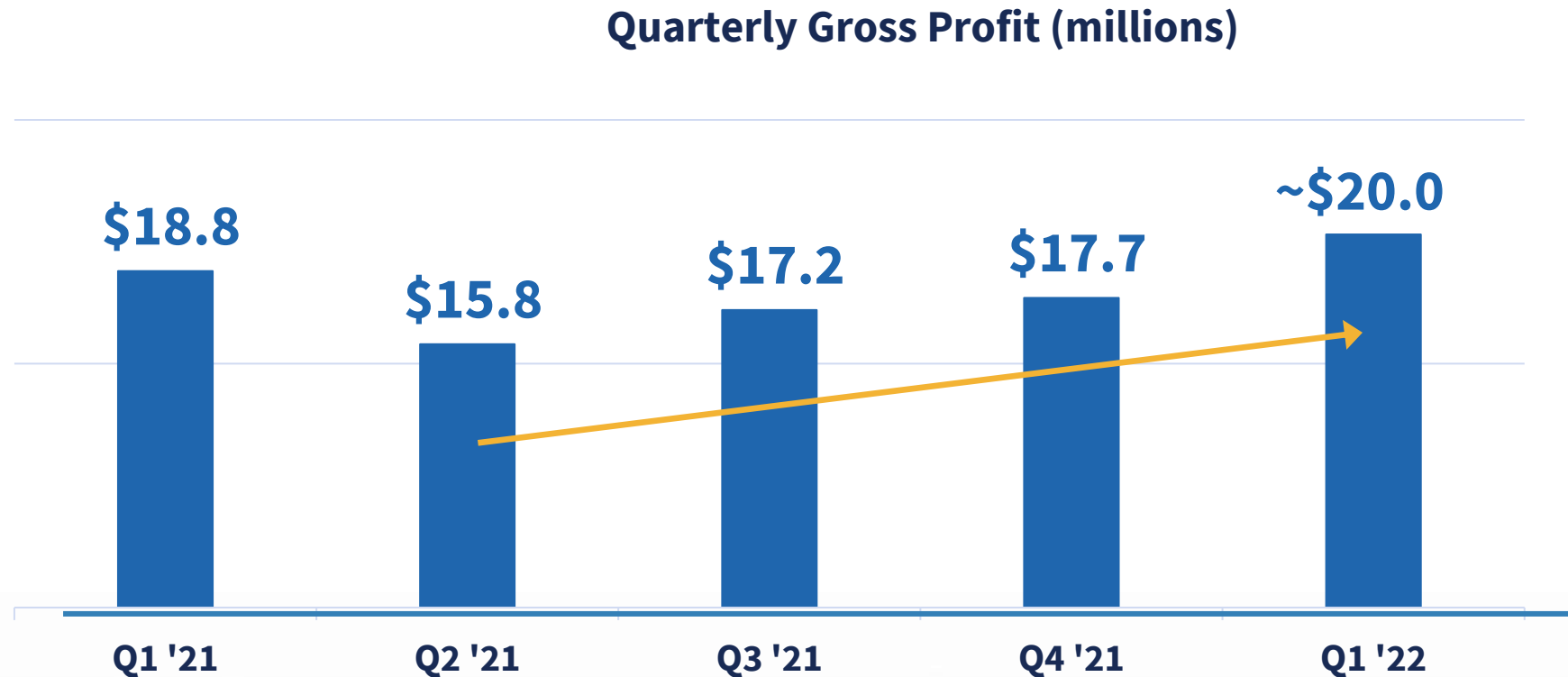


Q1 2022 +11% y/y represents best comparative quarter since 2018

Bigger Business

1. Continued Revenue Momentum in First Quarter 2022
2. **Continued Gross Profit Momentum in First Quarter 2022**

2. Continued Gross Profit Momentum in Q1 2022



Q1 2022 Gross Profit +8% vs. Q1 2021

Bigger Business

1. Continued Revenue Momentum in First Quarter 2022
2. Continued Gross Profit Momentum in First Quarter 2022
- 3. New Business Wins**

3. New Business Wins

New logos across a wide variety of vertical markets



**Financial
services**



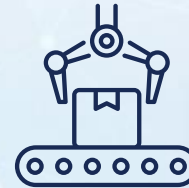
Healthcare



**Regulated
industries**



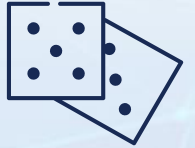
Retail



Manufacturing



**Hospitality
services**

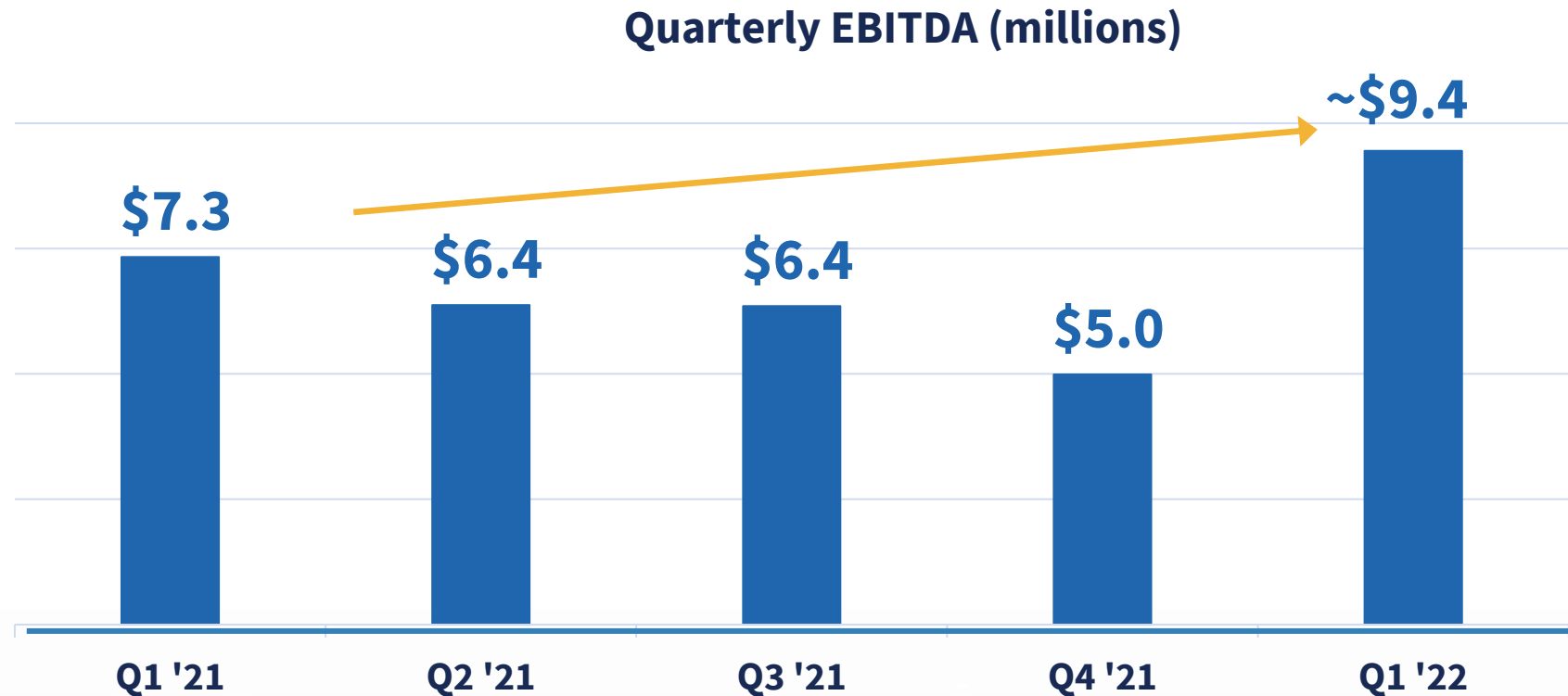


Lottery

Bigger Business

1. Continued Revenue Momentum in First Quarter 2022
2. Continued Gross Profit Momentum in First Quarter 2022
3. New Business Wins
4. **Committed to “Clean” EBITDA Growth**

4. Committed to “Clean” EBITDA Growth



Q1 2022 EBITDA up ~30% vs. Q1 2021

4. Committed to “Clean” EBITDA Growth

ZERO
Restructuring
Expenses

Q1 2022

ZERO
Restructuring
Expenses

Fiscal 2022
Outlook

Bigger Business

1. Continued Revenue Momentum in First Quarter 2022
2. Continued Gross Profit Momentum in First Quarter 2022
3. New Business Wins
4. Committed to “Clean” EBITDA Growth
- 5. Digital Acceleration**

5. Digital Acceleration

The logo for DCMFLEX is displayed on a dark blue, octagonal background. The text "DCMFLEX" is in white, with a small "TM" trademark symbol to the right. The letter "X" is stylized with a yellow and orange gradient.

DCMFLEXTM

The logo for ASMBL is displayed on a dark blue, octagonal background. The text "ASMBL" is in white, preceded by a small icon consisting of a grid of yellow and orange squares.

ASMBL

- Leveraging +40 years of workflow management and DAM expertise
- Converting conventional print workflows to tech-enabled
- Pipeline of +\$10M of tech-services / SAAS revenue, across +50 clients

Why Invest in DCM

Clear Five-year Targets

From print first to digital first

5%+

Revenue CAGR

35-40%

Gross margins

18-20%

SG&A

18-22%

Adjusted EBITDA

<1.0x

Debt / EBITDA

Attractive Valuation

**DCM
Today**

**Conventional Print
Solution Providers**

**Tech-enabled
Marketing
Workflow Providers**

**DAM / SaaS
Enterprise Cloud
Services**

MULTIPLE OF ENTERPRISE VALUE | REVENUE



0.7X



1.0X



1.5X



6.2X

MULTIPLE OF ENTERPRISE VALUE | EBITDA



4.6X



7.0X



10.3X



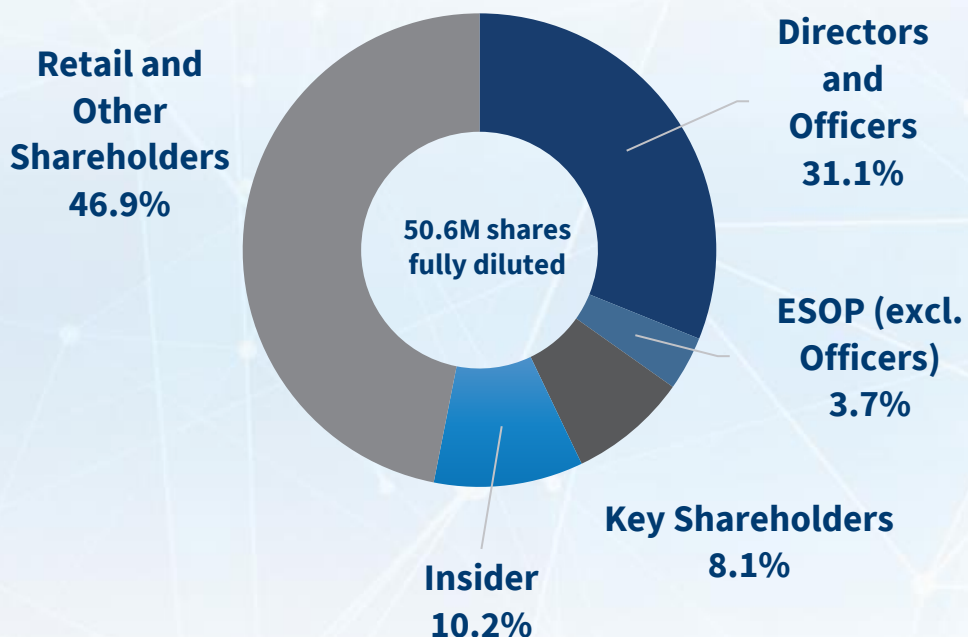
21.3X

Digital Start-up with:



Committed Insider Ownership

Ownership summary
(Fully diluted)



Capitalization	"DCM" ON TSX
Recent Share Price (April 22, 2022)	\$1.25
Common Shares Outstanding	44.1M
Options (\$0.97 average ex. price)	4.7M
Warrants (\$0.28 average ex. price)	1.9M
Fully Diluted Shares Outstanding	50.6M
Market Capitalization (F.D.)	\$63.3M
Net Debt (Dec. 31, 2021, incl. ITM option/warrant proceeds)	\$32.7M
Provisions and Pension Obligations	\$14.9M
Lease Liabilities	\$39.1M
Enterprise Value	\$150.6M

“Momentum Builds Momentum”

**Strong exit
to 2021**

**Fast start
to 2022**

- Clear strategy: Digital first
- Building a Better and Bigger business
- Core business is strong
- Digital business well positioned for growth

Thank You

For more information, please visit www.datacm.com or reach out to:

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