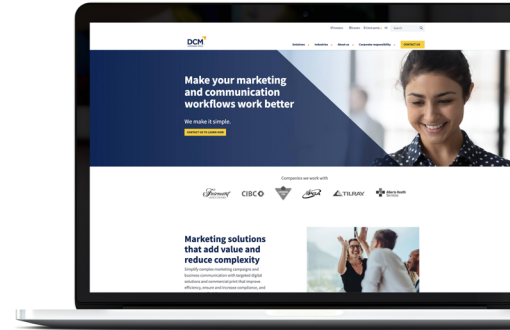





## About DCM

DCM helps clients simplify complex marketing communications and operations workflow through both digital and print solutions. We provide tech-enabled marketing and print related workflow solutions including digital asset management. DCM serves over 2,500 clients including 70 of the 100 largest Canadian corporations and many leading government agencies.

Our core strength lies in delivering individualized services to our clients that simplify their communications, including executing their print needs, ensuring compliance, and managing content. From omnichannel marketing campaigns to large-scale print and digital workflows, our goal is to make complex tasks surprisingly simple, allowing our clients to focus on what they do best.



 For more information, please visit [datacm.com](https://datacm.com)

## Investment Highlights

- Leader in Canadian business and marketing communications sector, focused on profitable growth
- Transformational \$137M acquisition of Moore Canada in April 2023, with \$30M-35M in annualized synergies achieved exiting 2024
- Track record of debt reduction and cash flow generation, with net debt down -46% since acquisition close
- Future growth enhanced by new technology product launches and M&A opportunities
- Experienced leadership team that delivers results

## DCM at a Glance

### Headquarters

Brampton, ON

### Founded

1959

### Revenue (FY24)

\$480.0M

### Adj. EBITDA (FY24)\*:

\$63.9M

### Ticker Symbol:

TSX: DCM | OTCQX: DCMDF

### Enterprise Clients:

400+

### # of Facilities:

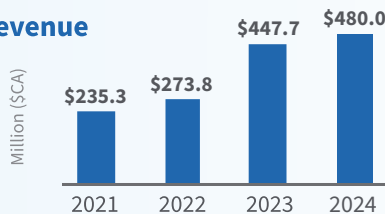
20

### # of Associates:

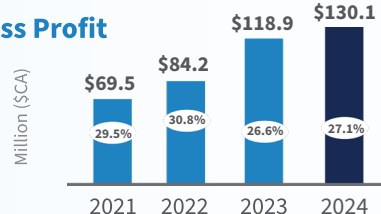
1,400

## Financial Profile

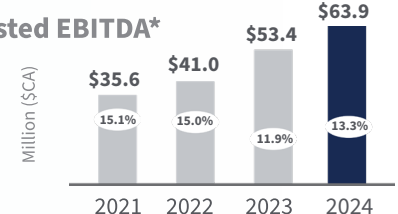
### Revenue



### Gross Profit



### Adjusted EBITDA\*



\* Adjusted EBITDA is a non-IFRS measure. For a reconciliation to its most comparable IFRS accounting standards measure net income, "see Non-IFRS accounting standards measures" in our most recent MD&A filed on SEDAR+



Proudly serving 70 of the 100 largest corporations in Canada



## Key Verticals



Financial



Transportation



Hospitality



Healthcare



Not-for-profit



Retail



Public Sector



Consumer Health

## Technology-Enabled Subscription Services



### Customer Communications Management

A centralized marketing resource hub for procuring and allocating personalized customer communications content



### Digital Asset Management

A digital library that allows organizations to easily store, manage, and find their digital assets, ensuring they can create assets once, and use them many times



### Personalized Video

An end-to-end managed service for creating and deploying personalized videos on a secure platform



### Multi-Channel Workflow Management

A multichannel workflow management platform for building and executing marketing campaigns and integrating cross-functional enterprise teams



### Location-Based

A smart allocation program that allows organizations to better understand their location networks and ensure each location gets exactly the right collateral

## Key Management



**J. R. Kingsley Ward**  
Chairman



**Richard Kellam**  
President & CEO



**James E. Lorimer**  
CFO

## 3 year share performance

DCM: TSX



**Analyst Coverage:** Acumen Capital, Canaccord Genuity, Clarus Securities & Paradigm Capital

## Capitalization and Ownership

Capitalization	"DCM" on TSX
Recent Share Price (Mar. 14, 2025)	\$1.92
52 week high/low	\$3.65/\$1.71
Common shares outstanding	55.3M
Options (\$1.18 avg. price)	4.2M
Warrants (\$3.16 avg. price)	0.3M
<b>Fully Diluted Shares Outstanding</b>	<b>59.8M</b>
Market Capitalization (F.D.)	\$114.8M
Total Enterprise Value*	\$192.8M
TEV Including Lease Liabilities	\$380.3M

\*TEV = Market capitalization plus net debt

## Ownership Summary (fully diluted)

