



*Estimated Cumulative Total Return on Investment
from **DolarPlus®** Profit Sharing Plan*

Amount of Investment \$ CDN	Return on Investment*		Return on Investment**	
	8 years \$ CDN	12 years \$ CDN	8 years \$ CDN	12 years \$ CDN
1,000	43,000	75,000	100,000	229,000
5,000	215,000	375,000	500,000	1,145,000
10,000	430,000	750,000	1,000,000	2,290,000
50,000	2,150,000	3,750,000	5,000,000	11,450,000
100,000	4,300,000	7,500,000	10,000,000	22,900,000
250,000	10,750,000	18,750,000	25,000,000	57,250,000
500,000	21,500,000	37,500,000	50,000,000	114,500,000

* Return on Investment calculated based on **DolarPlus®** stores assumptive data:

- 300 sale days / year
- \$200 in sales / square foot / year
- Annual sales growth: 3%
- Annual Gross Profit equals to 40% of Annual Gross Revenue
- Annual Net Income (before taxes) equals to 50% of Annual Gross Profit

Note: These returns on investment could be higher or lower depending on the **DolarPlus®** annual gross sales revenue and the number of stores that will operate during the respective eight (8) and twelve (12) year periods.

** Return on Investment calculated based on **Dollarama®** stores current available data:

- 360 sale days / year
- \$266 in sales / square foot / year
- Annual sales growth: 13%
- Annual Gross Profit equals to 40% of Annual Gross Revenue
- Annual Net Income (before taxes) equals to 50% of Annual Gross Profit

Note: **Dollarama's** SG&A expenses as of % of sales are 17% and Operating Margin is 21.5% of sales. We believe that **DolarPlus®** will have lower SG&A expenses and as a consequence Operating Margin will be higher.