



VIRTUAL ANNUAL MEETING OF SHAREHOLDERS

June 9, 2021

RULES OF CONDUCT OF THE MEETING

Welcome to the Annual Meeting of Shareholders (the "Meeting") of Dollarama Inc. (the "Corporation"). In the interest of holding a fair and productive Meeting, we ask your cooperation in observing the following Rules of Conduct.

1. The Corporation's by-laws describe requirements for meetings of shareholders, and the Chair of the Meeting will conduct the meeting consistent with those requirements.
2. A shareholder needs to have held shares as at the close of business on the record date of April 15, 2021 in order to vote or submit questions while participating in the Meeting. To vote or submit questions, shareholders are asked to strictly follow the instructions set out in the Corporation's 2021 management proxy circular (the "Circular").
3. The agenda of the Meeting set forth in the section entitled "Business of the Meeting" beginning on page 9 of the Circular will be strictly followed.
4. Only registered shareholders and duly appointed proxyholders are permitted to ask questions during the Meeting. If a registered shareholder or a duly appointed proxyholder has a question about one of the matters on the agenda to be voted on at the Meeting, such question should be submitted as soon as possible during the Meeting so that it can be addressed at the appropriate time. Questions may be asked during the Meeting by writing through the live webcast at www.virtualshareholdermeeting.com/DOLR2021 after logging in, typing the question into the "Ask a Question" field, and clicking "Submit". Guests will not be able to submit questions either before or during the Meeting. Subject to these rules of conduct, we will answer questions on any matters on the agenda before the voting is closed.
5. Following adjournment of the formal business of the Meeting, management will give a presentation about the Corporation's business and activities. At the conclusion of this presentation, the Corporation will hold a live Q&A session to address general questions either submitted in writing before the Meeting through corporatesecretary@dollarama.com (providing the investor's full name included on the form of proxy or voting instruction form, as applicable, to allow the Corporation to confirm the sender's status as shareholder as at the record date) or during the Meeting. Any general questions received during the course of the Meeting, but not on matters on the agenda, will be addressed during this question period.
6. In order to allow the Corporation to answer as many questions as possible from shareholders, please ensure your questions are succinct and cover only one topic per question. Questions from multiple shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
7. The Chair of the Meeting reserves the right to edit or reject questions he deems inappropriate, or to limit the number of questions per shareholder in order to ensure that as many shareholders as possible will have the opportunity to ask questions. The Chair of the Meeting has broad authority to conduct the Meeting in an orderly manner. To ensure the Meeting is conducted in a manner that is fair to all shareholders, the Chair of the Meeting may exercise broad discretion in the order in which questions are asked and the amount of time devoted to any one question.
8. The Corporation does not intend to address any questions that are, among other things:
 - irrelevant to the business of the Corporation or to the business of the Meeting;
 - related to material non-public information of the Corporation;
 - related to personal grievances;
 - derogatory references to individuals or that are otherwise in bad taste;

- hostile or otherwise disruptive to the ordinary conduct of the Meeting;
 - repetitious statements already made by another shareholder or questions that have already been addressed in response to a previous shareholder question;
 - in furtherance of a shareholder’s personal or business interests; or
 - out of order or not otherwise suitable for the conduct of the Meeting as determined by the Chair of the Meeting or the Corporate Secretary in their reasonable judgment.
9. If there are any matters of individual concern to a shareholder and not of general concern to all shareholders, or if a question was not otherwise answered, such matters may be raised separately after the Meeting by contacting the Corporate Secretary at corporatesecretary@dollarama.com.
 10. Shareholders who submitted proposals for the Meeting will be allowed to present their proposals over the telephone during the Meeting. The duration of this presentation should not exceed the time needed to read the proposal(s) and the arguments accompanying the proposal(s) reproduced in the Circular.
 11. To the extent possible using the electronic solutions available, the Corporation intends to conduct the Meeting in such a manner so as to resemble as much as possible an in-person meeting and to maximize shareholder engagement and not limit the ability of shareholders to meaningfully participate in the Meeting.
 12. In the event of a technical malfunction or other significant problem that disrupts the Meeting, the Chair of the Meeting may adjourn, recess, or expedite the Meeting, or take such other action as the Chair determines is appropriate considering the circumstances.
 13. Recording of the Meeting is prohibited. A recording of the webcast will be available on Broadridge’s virtual shareholder meeting website and the Corporation’s website for approximately one year from the date of the Meeting.

Thank you for your cooperation and for joining us at the Meeting.