

YOU'RE INVITED TO:



**INVESTOR
DAY**

Wednesday, December 1, 2021

3:00 p.m. – 5:00 p.m.

60 Adelaide Street East, 10th Floor

- MEET OUR TEAM
- HEAR GUEST SPEAKERS
- SEE OUR NEW DOWNTOWN OFFICE

Join us for our 2021 Investor Day! This is your chance to engage with DCM shareholders and senior management, find out more about our digital-first evolution, and learn our plans for the future. As this is our inaugural Investor Day, you will be a part of history in the making—secure your spot today.

UNVEILING OUR STRATEGY DIRECTLY FROM OUR LEADERSHIP TEAM

Listen as President & CEO Richard Kellam shares the details and thinking behind our digital strategy and why it has huge potential for growth.



RICHARD KELLAM
DCM PRESIDENT & CEO

Richard has over 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.

GUEST SPEAKERS SHARING INSIGHTS ON MARKETING TECHNOLOGY

JIM BRENNAN

MANAGING DIRECTOR & SENIOR PARTNER, BOSTON CONSULTING GROUP

A core member of the firm's Consumer, Principal Investors and Private Equity practices. Jim has extensive experience in revenue management, go-to-market, and due diligence. Jim has led multiple large-scale transformation efforts for leading global consumer companies.



BCG

BRAD JAKEMAN

FORMER PRESIDENT OF GLOBAL BEVERAGES, PEPSICO

A global operating executive with a marketer's heart, Brad has built a reputation for building new capabilities and business models that drive transformation and unlock growth. Brad has been included in AdWeek's top five of the 'Most Indispensable Executives in Tech, Media and Marketing' for two consecutive years, Advertising Age's "Top 50 Marketers," dubbed by The Australian newspaper as one of the "top 20 people shaping global media," and named "2015 Advertising Person of the Year" by the Ad Club of New York.



 **PEPSICO**

EVENT AGENDA

- 3:00 p.m. – 3:10 p.m. : Opening Remarks from DCM
President & CEO Richard Kellam
- 3:10 p.m. – 3:30 p.m. : Jim Brennan, Managing Director
& Senior Partner, Boston Consulting Group
- 3:30 p.m. – 3:50 p.m. : Brad Jakeman, Former President of
Global Beverages, PepsiCo
- 3:50 p.m. – 4:20 p.m. : DCM CEO + CFO Strategy Update
• Richard Kellam, DCM President & CEO
• James Lorimer, DCM Chief Financial Officer
- 4:20 p.m. – 4:40 p.m. : DCM Senior Executive Presentations
- 4:40 p.m. – 5:00 p.m. : Q&A Session
- 5:00 p.m. – 6:00 p.m. : Cocktail Reception

*A live stream will be available for those opting to attend the event virtually

WHAT MAKES US STRONG

LONG-TERM CLIENT RELATIONSHIPS

- 2,500+** DCM clients
- +80%** of revenue from 250 enterprise customers
- 70%** of revenue from long-term agreements
- +90%** enterprise client retention rate

EXCEPTIONAL TALENT

Diversified & highly skilled

STRONG CLIENT ENGAGEMENT

70% win rate

OPERATIONAL EXCELLENCE

Right-sizing | Reducing costs

BUSINESS INTELLIGENCE

ERP data | BI capabilities

DIGITAL PROFICIENCY

DAM | POD | workflow + data management

OUR PRIORITIES

DIGITAL INNOVATION

Vertical + client expansion

TALENT

Accelerate digital expertise

CLIENTS

32-75% digital + DAM penetration

GLOBAL EXPANSION

U.S. cannabis market | expand DAM

M&A

MarTech | accretive consolidation

2021-2023 OBJECTIVES

5%+

Revenue CAGR

18-20%

SG&A

35-40%

Gross margin

18-22%

Adjusted EBITDA