DOLLARAMA $1 plus

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the annual meeting of the shareholders (the "Meeting") of Dollarama Inc. (the "Corporation") will be held at Hotel Ruby Foo's, 7655 Décarie Boulevard, Montreal, Québec on June 8, 2016 at 9:00 a.m. (Montreal time) for the following purposes:

(1) to receive the consolidated financial statements of the Corporation for the fiscal year ended January 31, 2016, together with the auditor's report thereon;

(2) to elect the directors of the Corporation for the ensuing year;

(3) to appoint the auditor of the Corporation for the ensuing year and to authorize the directors to fix its remuneration; and

(4) to transact such other business as may properly be brought before the Meeting or any adjournment thereof.

Additional information on matters to be put before Meeting is set forth in the accompanying management proxy circular. The management's discussion and analysis, the consolidated financial statements of the Corporation and the auditor's report for the fiscal year ended January 31, 2016 are available on SEDAR at www.sedar.com.

The record date for determining those shareholders entitled to receive notice and to vote at the Meeting is the close of business on April 20, 2016.

Regardless of whether or not shareholders are able to attend the Meeting (or any adjournment thereof) in person: (i) Non-Registered Shareholders (as defined in the accompanying management proxy circular) are requested to complete, date, sign and return the enclosed voting instruction form in accordance with the instructions set out on such form, and (ii) Registered Holders (as defined in the accompanying management proxy circular) are requested to complete, date and sign the enclosed form of proxy and to return it to Computershare Investor Services Inc. at its Toronto office at 100 University Avenue, 8th Floor, Toronto, Ontario, M5J 2Y1, in the enclosed envelope or by facsimile to 1-866-249-7775, or alternatively, to vote by telephone or over the Internet, at their discretion, in accordance with the instructions provided in the enclosed form of proxy. To be used at the Meeting, proxies must be received by 5:00 p.m. (Montreal time) two (2) business days prior to the Meeting, being June 6, 2016, or any adjournment thereof.

Shareholders are invited to attend the Meeting as there will be an opportunity to ask questions and meet with the directors and the management of the Corporation.

Dated at Montreal, Québec, this 13th day of April 2016.
By order of the board of directors,

Larry Rossy
Chairman and Chief Executive Officer