

DOLLAR GENERAL®

Save Time. Save Money.
Every Day

898

Handicapped
Parking

Van
Access

Handicapped
Parking

Van
Access

DOLLAR GENERAL

Save time. Save money. **Every day!**



EVERY DAY, DOLLAR GENERAL HONORS ITS HISTORY

Dollar General's history began in 1939 as J.L. Turner and Son Wholesale.

More than 80 years later, Dollar General continues to serve customers, employees and communities by focusing on its mission of *Serving Others*.

ABOUT DOLLAR GENERAL

CUSTOMERS

- Value-conscious and convenience-seeking
- Broad cross-section of America ranging from rural to metropolitan communities

THE COMPANY

- 157,000+ employees*
- Store Support Center office in Goodlettsville, Tenn.
- \$27.8 billion in net sales in FY 2019
- Ranked #112 on the *Fortune* 500 list as of May 2020
- Named to the S&P 500 in November 2012
- Included in *Fortune's* 2020 World's Most Admired Companies List and *Mass Market Retailer* magazine's 2019 Retailer of the Year



*As of August 2020

ABOUT DOLLAR GENERAL

MERCHANDISE

- Multiple price points; Approximately 80% of items are priced at under \$5 and 25% of items are priced at \$1 or less.
- Accepts manufacturer and store coupons, as well as DG Digital Coupons
- Offers items used and replenished most often including food, household staples, cleaning products, health and beauty items, pet supplies, seasonal items and more.

STORES/DISTRIBUTION

- More than 16,720 stores in 46 states*
- Stores typically operate daily from 8 a.m. to 10 p.m.
- Convenient size in convenient locations with easy in-and-out formats.
- 20 Traditional and 6 DG Fresh Distribution Centers*
- Approximately 75% of stores serve communities of less than 20,000



**As of August 2020*

VALUE & CONVENIENCE

- Dollar General helps customers save time and money by offering general merchandise at a range of great prices.
- Stores bring the convenience of a neighborhood general store to customers with the prices of a supercenter.
- Site selection criteria is based on meeting customers' needs, and stores are located where people want them.
- Dollar General believes the addition of each store provides positive economic impact.



EVERYDAY LOW PRICES

- Customers can save on the items they need so they can spend more on the items they want.
- Dollar General offers everyday low prices on items from America's most trusted name brands and its own high-quality, private brands.
- Why Pay Drug Store Prices?
 - Syndicated research shows Dollar General prices are approximately 40% less than drug stores.



**WHY PAY
DRUG STORE
PRICES?**



DOLLAR GENERAL®

Save time. Save money. **Every day!**®

OUR STORES



OUR STORES

DOLLAR GENERAL

75%

OF AMERICANS ARE
CURRENTLY WITHIN
5 MILES OF A DOLLAR
GENERAL STORE



OF CURRENT STORE
MANAGERS WERE
PROMOTED FROM WITHIN
THE ORGANIZATION



OF DOLLAR GENERAL
STORES SERVE
COMMUNITIES OF
20,000 OR LESS



DOLLAR GENERAL

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OUR STORES



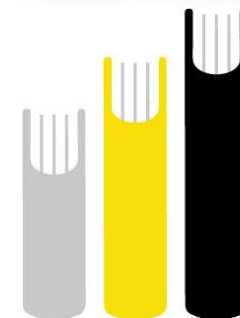
CAREER OPPORTUNITIES

- Each new store creates new, local career opportunities.
- Dollar General provides employees with:
 - Competitive wages and benefits
 - Award-winning and world-class training programs
 - Opportunities for growth and development
 - DG University Alliance
- Approximately 12,000, or 75%, of current store managers were promoted from within, as well as thousands more employees.
- On average, part-time sales associates can be promoted to full-time assistant store managers within 12-18 months and to store manager within 3 years.



SERVING OTHERS

- Dollar General's mission of ***Serving Others*** is the foundation on which the business was built and a guiding force of its future.
- Dollar General is proud to invest in the communities it calls home.
- The Dollar General Literacy Foundation awards grants each year within a 15-mile radius to support literacy and education.
 - Information/Applications at dgliteracy.org



DOLLAR GENERAL
LITERACY
FOUNDATION

DOLLAR GENERAL

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HEALTHIER CHOICES

- Every Dollar General store offers components of a healthy diet including frozen vegetables, canned fruits and vegetables, grains, lean proteins, eggs, milk, dairy products and more.
- Stores also offer a variety of over-the-counter medications, hygiene and supplements.
- Convenient locations bring healthier choices closer to customers.



HEALTHIER CHOICES



Dollar General is a part of Americana Worth Saving and Celebrating

Dollar General stores “serve a purpose unmet by larger supermarkets unwilling to locate in lower-population regions that make no logical business sense for them.”



Dollar General Opens in Neighborhood Food Desert

- A new Dollar General has opened on West Main Street, providing a closer shopping location to residents in an area that has limited grocery options.”
- “Given the walkability and convenience of having a Dollar General in the neighborhood, with the selection that they carry, it's a positive thing.”

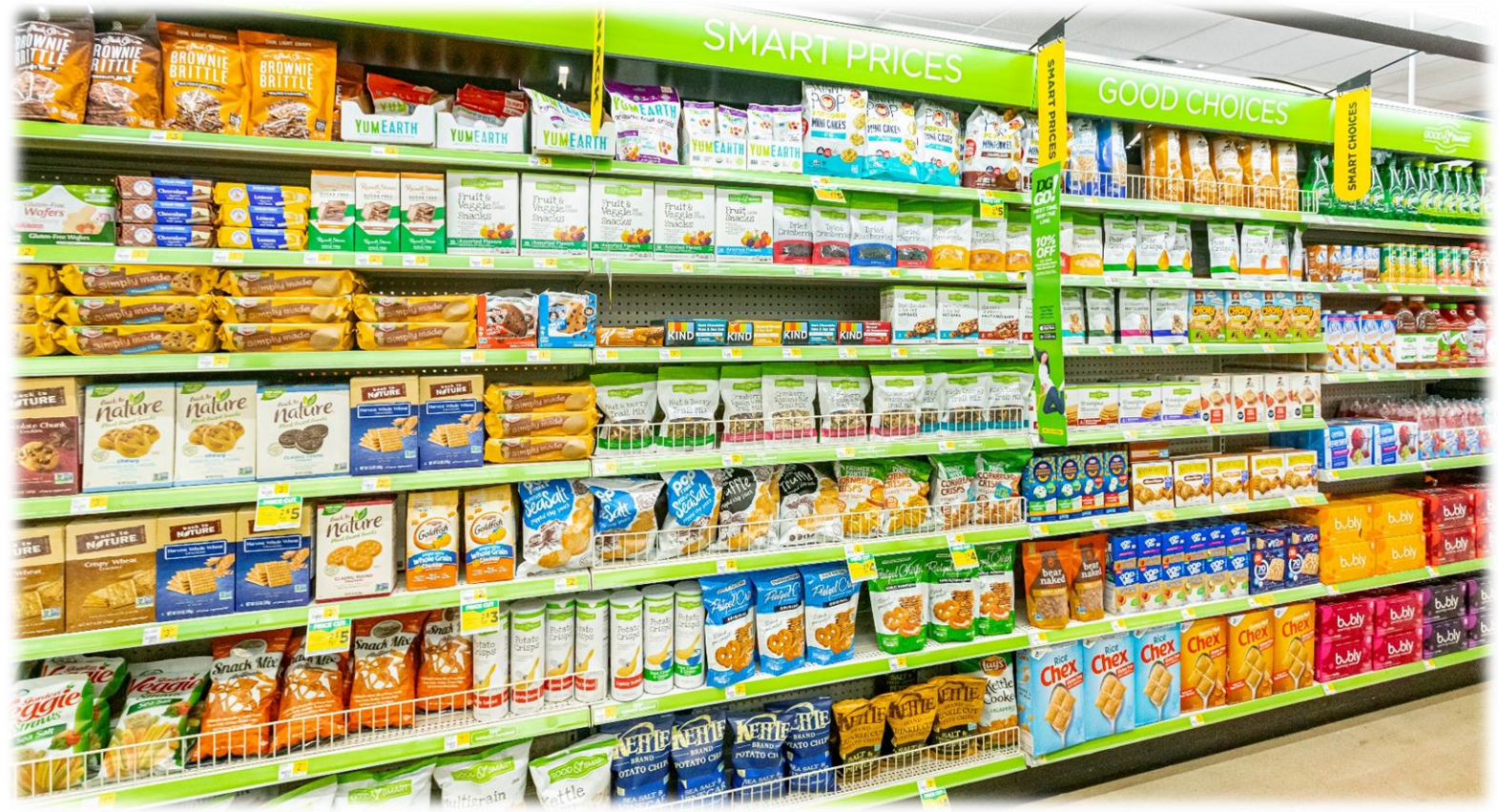


Why Food Deserts Aren't the Key Cause of Nutritional Inequality

“New grocery stores can provide many benefits to communities in food deserts, but data show healthier eating habits are not one of them.”

BETTER FOR YOU

- Dollar General introduced *Better for You* merchandise to provide customers with healthier options at affordable prices.
- This section of the store provides approximately 120 products from Kashi®, Annie's®, Back to Nature® and others, including DG's exclusive Good & Smart® brand.



Dollar General plans to offer fresh fruits and vegetables in this location.



STORE DELIVERIES

- Dollar General and its third-party carriers adhere to local ordinances and rules regarding truck deliveries.
- The normal window for tractor trailer deliveries is 6 a.m. – 9 p.m.
- Additional vendors typically make deliveries in smaller trucks and/or vans.



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CONTACT INFORMATION

Dollar General Corporation

100 Mission Ridge

Goodlettsville, Tennessee 37072

www.dollargeneral.com

dgpr@dollargeneral.com

