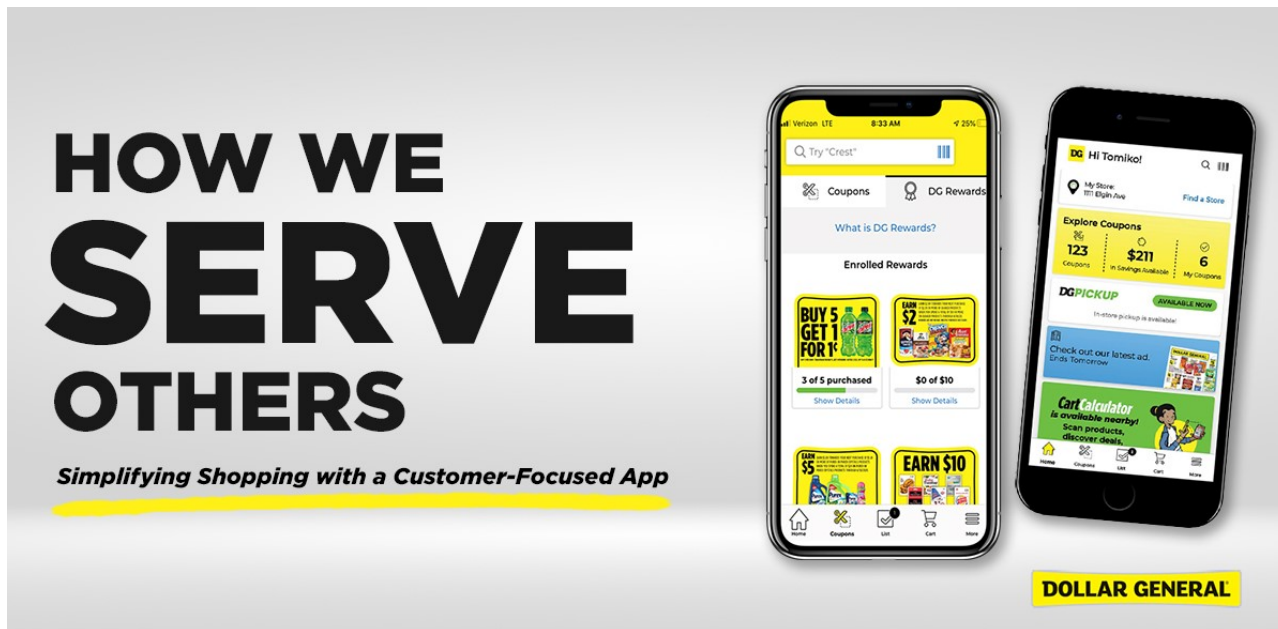


How We Serve Others: Simplifying Shopping with a Customer-Focused App



For more than 80 years, Dollar General has been guided through our mission of **Serving Others** to support our employees, customers and communities. For our customers, our evergreen focus to help customers save money on the items used and replenished most often is reflected in our continual upgrades in our Dollar General smartphone app.

“From the easy-to-use design to the wide range of offerings, Dollar General provides a customer-focused app that seeks to simplify shopping for our customers before they even head to the store,” said Rob Scruggs, chief digital and customer engagement officer. “We continuously seek opportunities to improve the design and capabilities so customers can have a seamless shopping experience.”

In 2012, Dollar General unveiled its new smartphone app designed initially to help customers find nearby stores with the store locator, view ads and clip mobile coupons. Today, the DG comprehensive app is focused on simplifying the shopping experience while providing easy, additional ways to save.

DG Rewards

In addition to the Cart Calculator, customers may notice a new way to save on their favorite products in the DG app with the launch of DG Rewards. DG Rewards allows customers to earn discounts on their favorite items over time in addition to DG Digital Coupons. To get started, customers can activate available DG Rewards online at [DG.coupons.com/rewards](https://www.dg.com/coupons/rewards). Once rewards are activated, they may head to the store to shop their favorite items, enter their phone number at check out and redeem their rewards.

DG Pickup

Beyond savings, Dollar General strives to provide an easier shopping experience through the launch of DG Pickup. DG Pickup is making its way to neighborhood stores. DG Pickup helps to make shopping even more convenient and contactless. After placing an order in the DG App, customers will receive an email to the email address associated with their account notifying them when their order is ready. Once at the store, customers can grab their order from the in-store Pickup shelves and be on their way. DG Pickup also allows customers to take full advantage of the DG Digital Coupons for instant savings.

Cart Calculator

In 2019, Dollar General rolled out its Cart Calculator option on the DG app. Designed to help customers scan items and keep a running tally of their total purchase (including tax), the Cart Calculator feature also can notify customers if an unclipped digital coupon offer is available for the item scanned. When alerted, customers can simply download the

digital offer and see their savings appear after entering their 10-digit Digital Coupon number at register.

Shopping List

In addition to capabilities like Cart Calculator, The Shopping List functionality allows customers to create their shopping list and calculate the estimated total before going to the store. Customers can search for items through the app and add them to their list with the click of a button.

DG Digital Coupons

One of the most popular ways to find additional savings on the Dollar General app is through our Digital Coupons Program that helps to provide customers with an easy-to-use platform and digital coupons. Sign-up today by clicking [here](http://www.dollargeneral.com/coupons), visiting www.dollargeneral.com/coupons or accessing coupons on the Dollar General mobile app. Customers can load coupons to the account and redeem them at checkout during their next visit!

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At Dollar General, our mission of ***Serving Others*** is rooted in everything that we do. From continually redesigning our app to meet customer needs to offering customers additional ways to stretch their dollar, our mission is the foundation on which our business was built, continues to operate each and every day and serves as a guiding force to support our future.