

# PESORAMA

## PesoRama Announces Grand Opening of Store #25 on December 21<sup>st</sup> in Portal Centenario

*A live stream of the ribbon cutting and new store opening celebration will be held on Saturday, December 21 at 2:00 PM CDMX / 3:00 PM EST on JOi's Instagram page: [@joi.dollar.plus](https://www.instagram.com/joi.dollar.plus)*

**TORONTO, ON** – (December 19, 2024) – [PesoRama Inc.](#) (TSXV: PESO) (“PesoRama” or the “Company”), a Canadian company operating dollar stores in Mexico under the JOi Dollar Plus brand, today announces the upcoming grand opening of store #25 on December 21st in Portal Centenario.

The 413-square meter site in Portal Centenario, Álvaro Obregón, México City. This municipality has a population of approximately 759,137 inhabitants. La Condesa store is located 19.5 kilometers from the center of Mexico City.

“The opening of our 25<sup>th</sup> JOi Dollar Plus Store in Mexico, bodes well for our overall expansion and provides greater accessibility to Mexican consumers who want to shop at our stores,” said Rahim Bhaloo, Founder, CEO & Executive Chairman of PesoRama. “There are multiple new locations with a high density of potential customers, where we would like to open our stores to drive continued growth and success.”





### **Join Our Live Stream on Instagram!**

A live stream of the ribbon cutting and new store opening celebration will be held on JOi's Instagram page on Saturday, December 21<sup>st</sup> at 2:00 PM CDMX / 3:00 PM EST. Join us in celebrating and follow along on Instagram: [@joi.dollar.plus](https://www.instagram.com/joi.dollar.plus)

### **About PesoRama Inc.**

PesoRama, operating under the JOi Dollar Plus brand, is a Mexican value dollar store retailer. PesoRama launched operations in 2019 in Mexico City and the surrounding areas targeting high density, high traffic locations. PesoRama's 24 stores (25<sup>th</sup> store opening on December 21<sup>st</sup>) offer consistent merchandise offerings which include items in the following categories: household goods, pet supplies, seasonal products, party supplies, health and beauty, snack food items, confectionery and more. For more information visit: <http://pesorama.ca>.

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**Cautionary Note**

*This press release contains “forward-looking information” within the meaning of applicable securities laws, including, among other things, statements regarding the Company’s planned expansion, new store openings and expected future developments and other factors that have been considered appropriate. While the Company believes that the expectations reflected in this forward-looking information are reasonable, undue reliance should not be placed on them because the Company can give no assurance that they will prove to be correct. Readers are cautioned to not place undue reliance on forward-looking information. Actual results and developments may differ materially from those contemplated by these statements, including due to changes in consumer behaviour, general economic factors, the ability of the Company to execute its strategies, the availability of capital and the risk factors which are discussed in greater detail in the “Risk Factors” section of the Company’s prospectus dated January 31, 2022 and filed under the Company’s profile on [www.sedar.com](http://www.sedar.com). The statements in this press release are made as of the date of this release. PesoRama undertakes no obligation to comment on analyses, expectations or statements made by third-parties in respect of PesoRama, its securities, or its financial or operating results (as applicable).*

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