

HUMANATURE

KEEP THE PLANET COLD
AND THE PEOPLE ON IT WARM

CANADA GOOSE

ABOUT THIS REPORT

Our annual report provides information on our strategy, performance and community relationships during the fiscal year that ended March 31, 2024, which we refer to as “FY24” throughout this publication, unless otherwise stated. In several places, we compare FY24 to FY23, which extended from April 4, 2022, to April 2, 2023. We align with the Sustainability Accounting Standards Board (SASB) to the extent possible for us at this time. For more details on our forward-looking statement, please see page 26.

AWARDS AND RECOGNITION

FAST COMPANY’S MOST INNOVATIVE COMPANIES

Canada Goose was named one of Fast Company’s Most Innovative Companies of 2024, ranking #5 in the Fashion and Apparel category for our commitment to eliminating forever chemicals from our products.

POSITIVE LUXURY AWARDS

Canada Goose was named Social Innovator of the Year in 2023 by Positive Luxury, awarded to an organization within the luxury space that has shown strong leadership and operates as a force for good.

GLOSSY FASHION AWARDS

Our HUMANATURE Platform was awarded Best CSR Initiative at the 2023 Glossy Fashion Awards, celebrating the industry’s renewed commitment to sustainability, inclusivity and personalized shopping experiences. We also received Fashion Brand of the Year and Best In-Store Experience.

FAST COMPANY’S INNOVATION BY DESIGN AWARDS

For our Kind Fleece, we were named a finalist in the Materials category of Fast Company’s Innovation by Design Awards, recognizing projects that push the boundaries of material innovation.

RETAIL COUNCIL OF CANADA’S EXCELLENCE IN RETAILING AWARDS

We were recognized at Retail Council of Canada’s 2024 Excellence in Retailing Awards for Environmental Leadership, highlighting our commitment to sustainability and uncompromised craftsmanship for our Generations launch in Canada in 2023.

TOP 10 MOST INNOVATIVE BRANDS

Canada Goose entered the Top 10 Most Innovative Brands in the Spring/Summer 2023 Vogue Business Index (up 15 places as compared to the prior year), in part due to the launch of Canada Goose Generations.

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At Canada Goose, we endure any condition, observe every detail and take the long view in order to keep the planet cold and the people on it warm. We are pleased to present this report highlighting Canada Goose’s performance in FY24.



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A LETTER FROM DANI REISS, CHAIRMAN & CEO



This past year has brought transformative changes to the apparel industry and our business, marked by challenges as well as promising opportunities. As we navigate through these changes, we are reminded of the broader shifts unfolding globally – climate change is reshaping our world, and the time to act is now.

Our purpose – to keep the planet cold and the people on it warm – continues to guide all our decisions. Over the last five years, our team’s dedication and hard work has driven us to achieve meaningful change through our Sustainable Impact Strategy, achieving key milestones ahead of schedule.

We continue to prioritize the sourcing of more responsible materials. In 2021, we became certified under the Responsible Down Standard (RDS) and continue to audit our down-filling CG facilities every year. We are steadily progressing on our Preferred Fibre and Materials (PFMs) goal, reaching 80% this year and furthered our commitment to eliminating PFAS from our products. We are incredibly proud that 100% of our products made in Canada are now PFAS-free.

We have actively reduced our carbon footprint throughout our value chain. Achieving net zero emissions by 2025 is not just a goal, it is business critical. We’ve begun replacing natural gas-powered HVAC systems at our manufacturing facilities with electric-powered alternatives and completed upgrading to energy-efficient LED lighting. We also moved into our new global headquarters this year, located within a LEED Platinum-certified building that uses renewable energy sources, including solar power and deep lake water cooling systems.

We are increasing transparency in our supply chain and working closer than ever with our trusted partners. This year marked our fourth year as a Sustainable Apparel Coalition (SAC) member, and for the second year now, we used SAC’s Higg Facility Environmental Module (FEM) and Higg Facility Social Labour Module (FSLM) to measure environmental and social labour progress at our owned and operated Tier 1 facilities across Canada.

We remain deeply invested and passionate about the work we do for the communities in which we live in and serve. We provided a record amount of fabric and materials donations across Canada’s North this year and continue to expand our Resource Centre Program, hosting our first event in the Nunatsiavut region of Inuit Nunangat with our partners at Air North.

As we look to the future, our team remains all-in on our commitment to fostering positive change in the world, continually pushing our boundaries to ensure a sustainable future for the planet and everyone on it.

**Dani Reiss, C.M., OOnt
Chairman & CEO**

OUR SUSTAINABLE IMPACT STRATEGY

Our Strategy includes deliberate goals related to the materials we use, our manufacturing and operations, people and communities and responsible business practices. Unless otherwise stated, all entries in the progress column are as of March 31, 2024.

AREA OF FOCUS	GOAL	TARGET YEAR ¹	PROGRESS IN FY24 ²
Materials	Move all packaging to more sustainable ³ solutions by the end of 2025 ⁴	End of 2025	98%
	Eliminate the purchase of single-use plastics that we cannot recycle in all manufacturing facilities and corporate offices we own or control ⁵	End of 2025	IN PROGRESS
	Increase percentage of Canada Goose materials that are Preferred Fibre and Materials (PFMs) as specified by Textile Exchange to 90%	End of 2025	80% ⁶
	Increase percentage of Canada Goose fabrics that are bluesign® APPROVED with a goal to achieve 90%	End of 2025	88% ⁷
Manufacturing and Operations	Achieve net zero Scope 1 and 2 emissions	End of 2025	ON TRACK TO MEET GOAL For more information, see page 12
	Measure Scope 3 emissions and set targets no later than 2024	End of 2024	FY23 Scope 3 calculated (91,113 MT of CO₂e) and set as base year – COMPLETED Setting target – IN PROGRESS
	Divert 100% of our post-consumer global warranty waste products ⁸	End of 2024	58%
	Set our SBTi targets and submit for approval	End of 2024	IN PROGRESS
People and Communities	Promote Arctic preservation through support of Polar Bears International's (PBI) research and conservation work	Ongoing	\$521,030 CAD⁹ Total Donations to PBI: \$6,995,810 CAD¹⁰

1. For ease of communication, we use calendar years (not fiscal years) as the target dates in our Sustainable Impact Strategy.

2. Rounded to the nearest whole number.

3. More sustainable packaging solutions are defined as either Forest Stewardship Council (FSC) Certified, recycled content or recyclable.

4. We depleted all old inventory of polybags and in FY24 completed the transition from nonrecycled to recycled polybags.

5. In FY24, we reassessed our commitment to eliminating single-use plastics. We are proud to have successfully removed 100% of the single-use plastics from our retail stores. However, we recognize achieving this goal in our manufacturing facilities and corporate offices will take more time. This year, we are refining our strategy by focusing on the elimination of single-use plastics in all of our manufacturing facilities and corporate offices by 2025.

6. In FY24, 80% of the materials we sourced for domestic manufacturing were PFMs.

7. This year, we did not meet the 90% goal due to focusing on using up older inventory (and not buying new).

8. This percentage reflects the number of products that have been donated and recycled during the fiscal year. We plan to carry over the remaining post-consumer warranty waste products in future years' diversion efforts.

9. In FY24, we donated \$484,855 CAD to PBI from PBI product sales proceeds. In addition, we also donated \$36,175 in corporate donation matching through CG Gives.

10. Represents total lifetime donations to PBI since 2007.

JOURNEY OF A JACKET





MATERIAL SOURCING

We are committed to using Preferred Fibre and Materials (PFMs) as we consider the environmental and social impacts of sourcing materials.

80%

In FY24, 80% of materials sourced for domestically manufactured products were PFMs

In 2024, we were named one of Fast Company's Most Innovative Companies for our commitment to eliminating PFAS from our products. For our Kind Fleece, we were also named a finalist in the Materials category of Fast Company's Innovation by Design Awards.

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GARMENT PRODUCTION

We take great pride in our products and how we create them. Over 70% of products are manufactured in Canada where our facilities are powered predominantly by renewable energy.

As members of the Sustainable Apparel Coalition (SAC), we audit our Tier 1 Canada Goose-owned facilities using the Higg Facility Environmental Module (FEM) and Higg Facility Social Labour Module (FSLM) assessments, which help us evaluate the sustainability impact of our operations.

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CONSUMER USE

As part of our commitment to keep our products in circulation, we have launched Canada Goose Generations in the US and Canada. This platform allows customers to trade-in their Canada Goose outerwear and apparel and shop an assortment of pre-worn authentic styles, iconic heritage pieces and limited edition items.

Over 17,000 Canada Goose products have been traded-in since launching this program.

Our approach has always been one of slow fashion: we take our time to consider every detail, using high-quality materials designed to stand the test of time and the elements. But no matter how durable we make our jackets, the wear and tear of life can accumulate over time.

In addition to added-value repair services, we provide an industry-leading warranty program, through which our jackets are fully protected against defects in materials and workmanship for the lifetime of the product. Our warranty teams are continuously gathering insights to help us further improve our products and reduce any waste over time.

In FY24, over 6,000 pre-loved Canada Goose items from the warranty program, as well as our trade-in and archive collection, were sold in North America.

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EXTENDED LIFE

If a warranty return must be replaced, our next step is to determine whether it can be donated and reused, or deconstructed so the materials can be recycled.

Many parkas from our warranty program are distributed through our Resource Centre program, a meaningful way we give back to the people of the North and a responsible way to deal with products that would otherwise go to waste. Since 2009, we have hosted Resource Centre Events in, or donated materials to, 25 communities across Canada's North.

In 2023, we were named Social Innovator of the Year in 2023 by Positive Luxury, in part due to our Resource Centre program.

In FY24, 58% of our post-consumer warranty waste product was diverted. Our goal is to divert 100% but our total can fluctuate year to year. This is due to our progress conducting trials for various diversion methods, including recycling, donation and repurposing. We carry over the remaining post-consumer warranty waste products year-over-year.

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3,500 lbs

In FY24, we were able to divert nearly 3,500 lbs of textile waste from landfill through our partnership with Debrand

MATERIALS



At Canada Goose, we demonstrate our commitment to sustainability through our products, innovating and evolving them to reduce their impact on the environment, without sacrificing the quality and function for which we're known.

MATERIAL SOURCING

WHY CHOOSE PREFERRED FIBRES AND MATERIALS (PFMS)?

As defined by the Textile Exchange, PFMs are fibres and materials with improved environmental and social sustainability impacts compared to conventional production. Canada Goose chooses materials that consistently demonstrate reduced impacts on climate, nature, people and animals. This includes traceable materials with recycled or organic inputs.



80%
of materials we sourced for domestically manufactured products were PFMs

CHOOSING BETTER AND SAFER MATERIALS

Choosing better materials

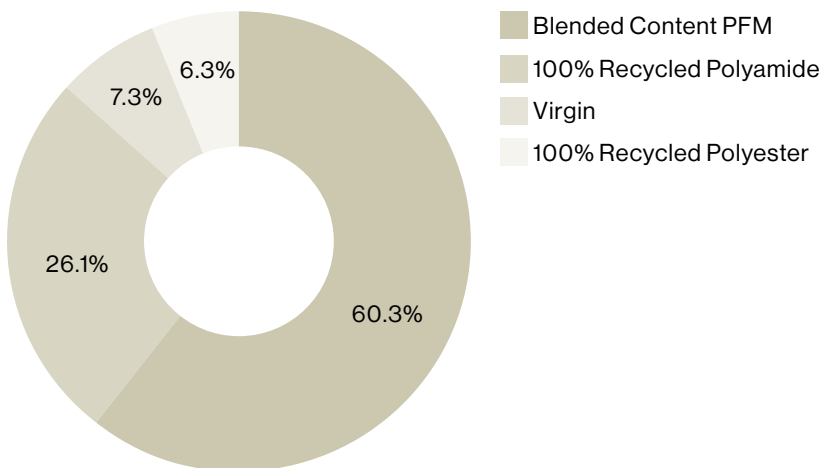
By prioritizing the use of verified PFMs, we craft lasting products from environmentally friendly materials, such as recycled and/or organic options, as well as other responsibly sourced materials.

Canada Goose is committed to purchasing mulesed-free wool and in FY24, 100% of our wool suppliers provided this declaration¹¹.

Since FY22, Canada Goose has been certified under the Responsible Down Standard (RDS), which remains globally recognized for setting the criteria for progressive practices that are better for ducks and geese. Working with third-party certification bodies, RDS gives Canada Goose the confidence that the down and feathers used in our products are sourced responsibly. In FY24, 100% of the down we purchased for use in our products was RDS certified.

In FY24, more than 98% of all leather purchased for offshore production¹² was sourced from suppliers audited and certified against Leather Working Group Standard. This emphasizes our commitment to PFMs in all categories, including footwear and accessories.

BREAKDOWN OF PFMS¹³



11. Mulesed-free declarations do not apply to recycled wool.

12. We do not use leather in domestic production.

13. Calculated using total volume in meters.



Continuing to improve our use of chemicals

We aim to comply with widely accepted certification standards such as bluesign® and OEKOTEX®, and practice responsible management of chemicals, dyes and finishes throughout our supply chain. We work with a leading testing, inspection and certification company to assess all raw materials for compliance with our Product Restricted Substances List (see SASB Index for more information).

Our PRSL aligns to AFIRM (Apparel and Footwear International RSL Management Group) RSL, which ensures best in class requirements.

We are committed to eliminating PFAS from our products by 2024 to do our part to limit our impact on the environment. PFAS have long been an important element of performance outerwear, but when PFAS escape into the environment they don't break down. We have successfully eliminated PFAS from our Arctic Tech fabric, which is used in the majority of the parkas we produce. We now use paraffin, silicone and/or polyurethane based chemistry to achieve a PFAS-free water repellent finish. We use this on a wide range of materials in our collection.

100% PFAS-free

100% of our products made in Canada are PFAS-free. By Fall 2024, all products made by our partners in Europe will be PFAS-free.

RETHINKING OUR PRODUCTS

Expanding the non-down insulated line

We are always exploring innovative ways to provide warmth responsibly and that includes using new materials in new ways. In FY24, we successfully expanded our offering of non-down insulated products across our assortment, adding five new styles which use TENCEL™ Lyocell as insulation.

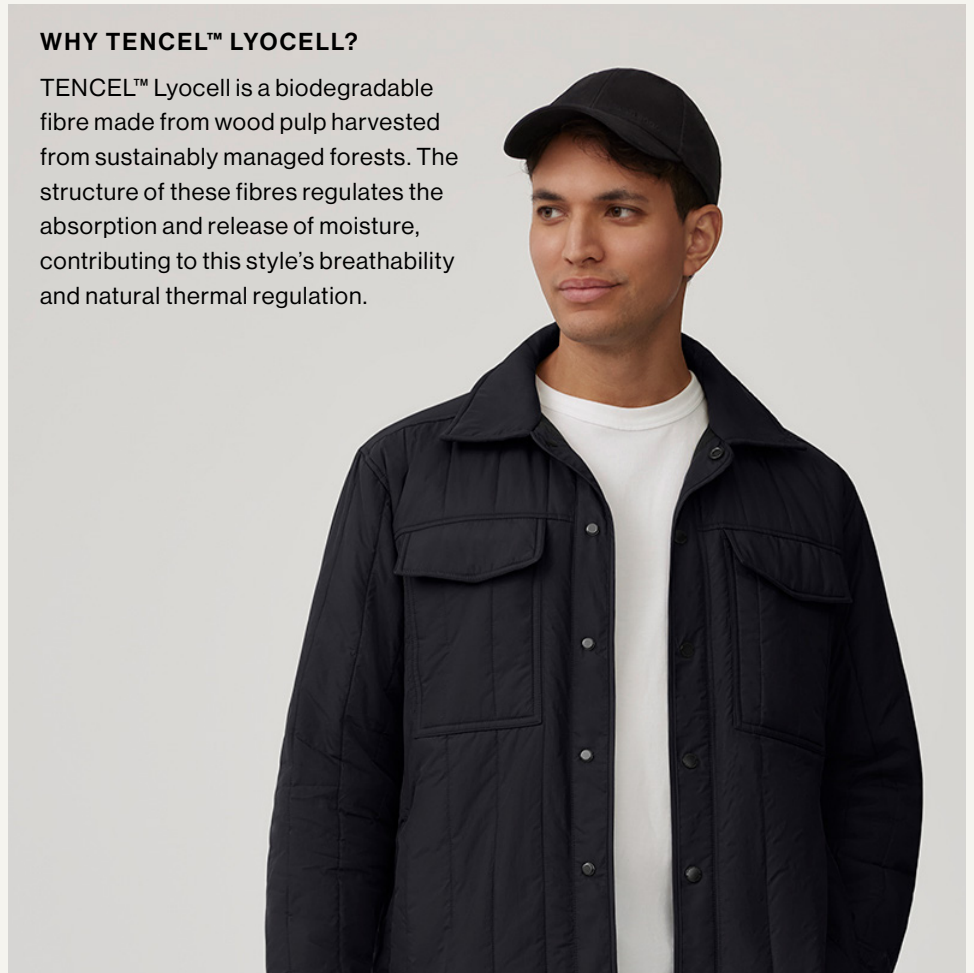
OUR ANIMAL WELFARE POLICY

Canada Goose is committed to sourcing all materials in a responsible manner, including any animal-derived materials. We do not condone or tolerate any willful mistreatment, neglect, or acts that maliciously cause undue suffering and harm to animals.

Our [Animal Welfare Policy](#) will continue to be reviewed annually to incorporate the latest best practices and standards in animal welfare and environmental sustainability, along with insights gained from ongoing efforts.

WHY TENCEL™ LYOCELL?

TENCEL™ Lyocell is a biodegradable fibre made from wood pulp harvested from sustainably managed forests. The structure of these fibres regulates the absorption and release of moisture, contributing to this style's breathability and natural thermal regulation.



MANUFACTURING & OPERATIONS



The impact of climate change is being witnessed in various ways, from the melting permafrost to receding glaciers in the North. At the same time, we see a path forward to better safeguard our communities, businesses and environment. We continue to change the way we work, implementing our strategy of improving building efficiency, reducing carbon sources and embracing renewable energy while reducing waste and practicing smart resource stewardship.

REDUCING EMISSIONS IN OUR OPERATIONS AND BEYOND

Scope 1 and 2 emissions¹⁴

We made significant progress towards our net zero target through our building efficiency efforts, renewable energy credits (RECs), offsets and leadership engagement. In FY24, we saw a 6% reduction in our Scope 1 & 2 GHG

emissions compared to the previous fiscal year, and 38% below our base year FY19.

In FY24, as part of our priority to improve building efficiencies, we installed a building automation system (BAS) in our Scarborough manufacturing facility. This automation optimized runtime of heating and cooling equipment, which led to a 21% reduction in energy usage and an 18% reduction in carbon emissions year-over-

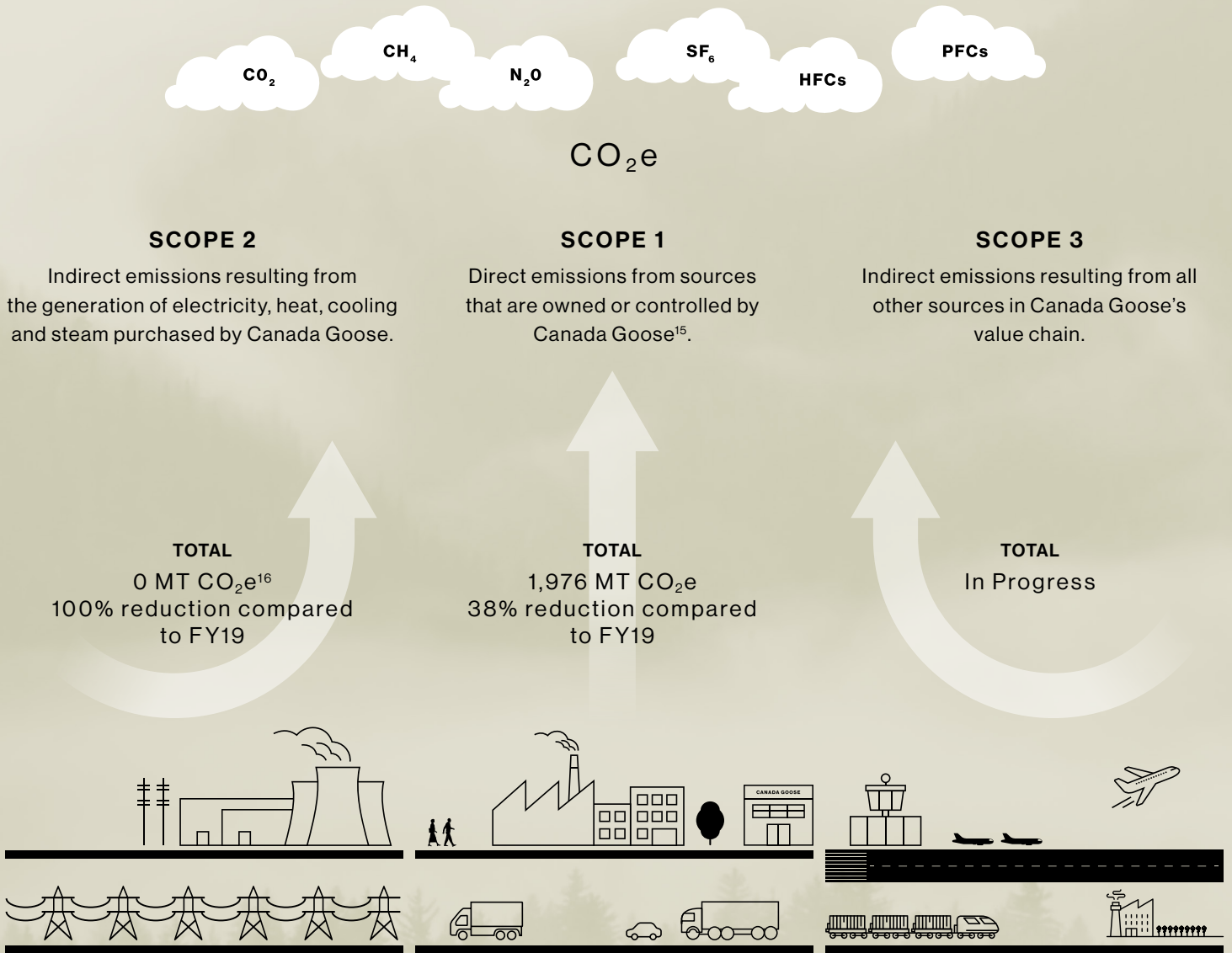
year for this facility. Based on the success of this pilot, we aim to roll this out in other facilities.

Following the work started in FY22 on LED retrofits in our manufacturing facilities, we completed the LED retrofits across all of our Canadian manufacturing facilities in FY24. We expect a reduction in electricity usage in the next fiscal year.

14. Scope 1 entails direct emissions from sources that are owned or controlled by Canada Goose (e.g., emissions associated with natural gas combustion in furnaces); Scope 2 entails indirect emissions resulting from the generation of purchased electricity, heat, cooling and steam purchased by Canada Goose. Scope 3 emissions include indirect emissions resulting from all other sources in Canada Goose's value chain.



OUR FY24 GREENHOUSE GAS FOOTPRINT



Carbon dioxide equivalent (CO₂e) is the measure used to compare the emissions, in metric tons (MT), of various greenhouse gases based on their global warming potential. Canada Goose follows the definitions of Scope 1, 2 and 3 as set out in the GHG Protocol Corporate Accounting and Reporting Standard. Canada Goose annually reviews carbon emissions data and it is verified by an independent third party.

15. In FY24 we have purchased RECs which allowed us to reduce our Scope 2 emissions to zero. If not considering RECs, our Scope 2 emissions were 2,461 tons CO₂e.

16. Scope 1 entails direct emissions from sources that are owned or control led by Canada Goose (e.g., emissions associated with natural gas combustion in furnaces); Scope 2 entails indirect emissions resulting from the generation of purchased electricity, heat, cooling and steam purchased by Canada Goose. Scope 3 emissions include indirect emissions resulting from all other sources in Canada Goose's value chain.

In our efforts to reduce carbon sources, we embarked on a major HVAC retrofit project in one of our highest carbon-emitting manufacturing facility. The retrofit electrifies its heating source and pivots away from intensive carbon sources. 97%¹⁷ of the electricity used in our directly managed manufacturing facilities come from renewable sources. This project was started in FY24 and is expected to be completed in early FY25. We also plan to implement a similar HVAC retrofit in two other Ontario facilities and our Winnipeg facilities by the end of 2025.

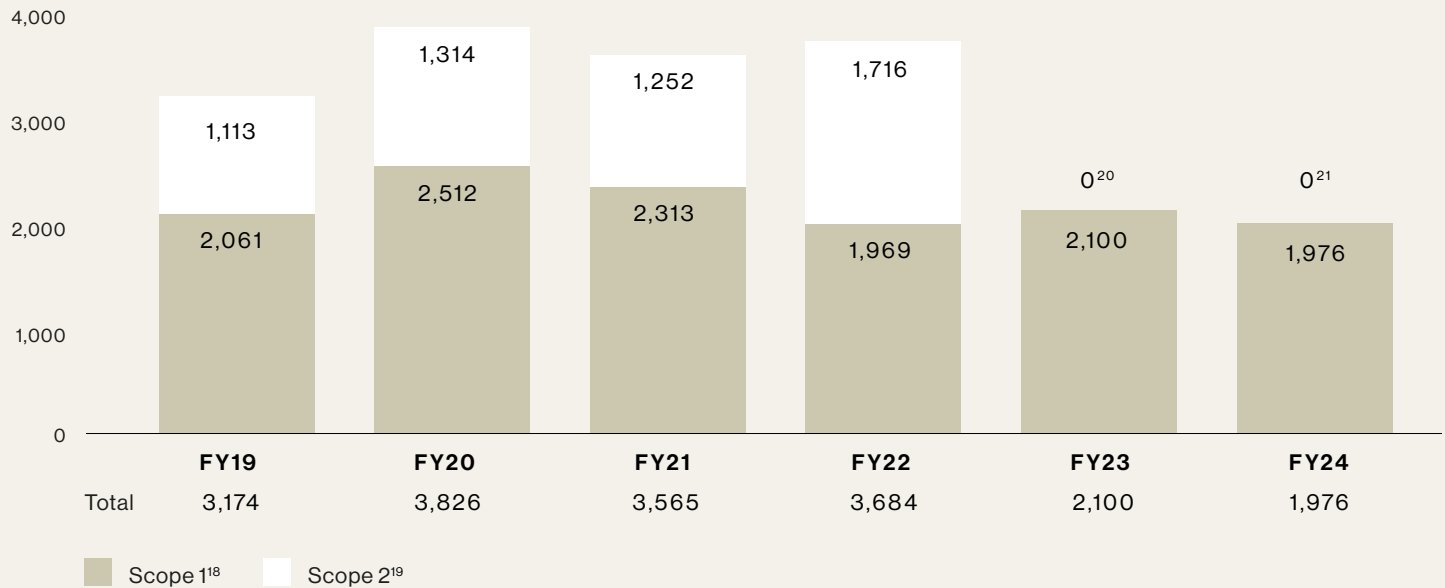
This year, we also moved our headquarters to a LEED Platinum building with state-of-the-art energy-efficient technology and renewable energy sources that include rooftop solar panels and deep lake water for cooling.



All Canada Goose-owned and operated manufacturing facilities are now fully equipped with LED lights

\$1.3M
investment in reducing carbon sources from our facilities in FY24

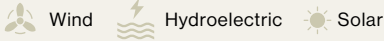
SCOPE 1 AND 2 EMISSIONS BREAKDOWN (TONS OF CO₂e)



17. [Canada Energy Regulator – 2019 Provincial and Territorial Energy Profiles.](#)
 18. Scope 1 emissions entail direct emissions from sources that are owned or controlled by Canada Goose.
 19. Scope 2 emissions entail indirect emissions resulting from the generation of electricity, heat, cooling and steam purchased by Canada Goose.
 20. Without considering RECs, our Scope 2 emissions for FY23 were 1,950 CO₂e.
 21. Without considering RECs, our Scope 2 emissions for FY24 were 2,461 CO₂e.

REC PURCHASES OVER FY24

Technology Key



Parc éolien NicolasRiou
Canada 11,841 MWh



Svartisen Power Plant
Ireland 75 MWh
Italy 90 MWh
France 93 MWh
Germany 296 MWh
Switzerland 19 MWh
Scotland 93 MWh



Gansu Guazhou Beidaqiao No.4 Wind Farm Project
Greater China 2,189 MWh



Indian River Solar
United States 1,659 MWh



**Findony Farm Solar
Holmsleigh Wind
Holmsleigh Solar**
United Kingdom 295 MWh




Residential PV Installation for CO₂ Reduction in Miyagi Prefecture
Japan 135 MWh

REC PROJECTS

 **PARC ÉOLIEN NICOLASRIOU**

NicolasRiou S.E.C. wind farm, promoter of the project, is the result of a partnership between EDF Energies Nouvelles Canada, Énergie Éolienne BasSaintLaurent and the Régie intermunicipale Gaspésie–Îles-de-la-Madeleine, demonstrating exceptional socio-political consensus and creating up to 400 jobs during the construction phase. It comprises 68 wind turbines of 3.3 MW each for a total capacity of 224.4 MW.

 **GANSU GUAZHOU BEIDAQIAO WIND FARM**

Gansu Guazhou Beidaqiao Wind Farm is a 201 MW onshore wind power project, located in Gansu, China. The project generates 489,636 MWh of electricity thereby offsetting 314,640 t of carbon dioxide emissions (CO₂) a year.

 **SVARTISEN POWER PLANT**

Svartisen power plant is located inside a mountain at the head of Holandsfjorden in the municipality of Meløy in Nordland County, producing 2,195.5 GWh annually. Svartisen power plant acts as a key contributor to Norway’s 129 TWh hydroelectric production.

Investing in Renewable Energy Certificates

To address our Scope 2 emissions, a key element of our efforts involve using Renewable Energy Certificates (RECs). In FY23, we started investing in RECs globally, while maintaining our investments in global offsets. We have continued this approach in FY24. Our strategy is intrinsically local, prioritizing investments that generate the most positive impact in the communities we work with. We’ve invested in projects across North America, Europe and Asia, focusing on solar, wind and hydropower. Beyond their positive environmental impact, we ensure our investments also have a positive social impact in the local communities where these projects exist.

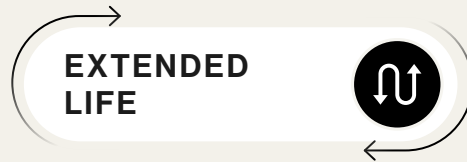
Carbon offsetting

As we continue to prioritize taking steps to reduce our Scope 1 emissions by making tangible changes in our facilities, we partner with Carbonzero to find high-quality carbon offsets that are certified to international standards and verified by third parties. In FY24, we invested in an Ontario Greenhouse Biomass to Energy Project to offset our entire Scope 1 emissions by 200%. This project is located in Leamington, ON and is CSA-certified. It reduces the overall environmental impact by burning biomass, which would have released methane (much higher GWP than CO₂) if left to decompose anaerobically, instead of fossil fuels to generate energy. To estimate future methane emissions, the project calculates the methane generation potential of wood waste stockpiles over a 40-year period. This forward-looking approach allows for accurate predictions of methane release over time.

SCIENCE BASED TARGETS INITIATIVE (SBTi)

In FY23, we publicly committed to SBTi, announcing our intent to submit our targets as per SBTi’s recommended timeline. At that time, we planned to use our FY22 Scope 3 emissions as our baseline. As it was our first year calculating our Scope 3 emissions, the data was not reflective of a normal year. In FY24, we decided (with the support of the Environment & Social

Committee) to shift our baseline measurement year to FY23, which represents a high level of data confidence. As such, we collected and disclose our FY23 Scope 3 emissions in this report and plan to have our targets ready to be submitted to SBTi at the end of 2024.



REDUCING WASTE

Our warranty program

We take great pride in crafting products using materials designed to last. However, we understand over time that daily use and accidental damage can take a toll. This is why, in addition to our Warranty Program, we offer added-value repair services, allowing our customers to further continue their outdoor adventures.

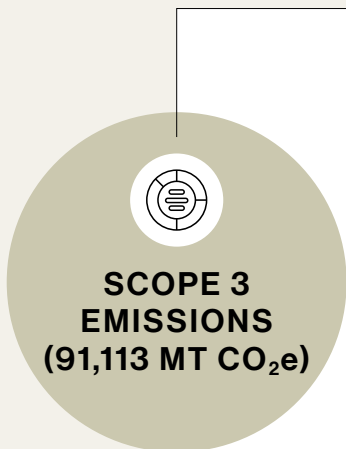
Our warranty program provides comprehensive protection against material and workmanship defects for the product’s lifetime. Our team closely examines every product at our five global warranty centers. If a product fails due to manufacturing flaws, we repair it without charge or replace it at our discretion.

When a warranty return is deemed beyond repair and needs a replacement, we are left with “post-consumer warranty waste” and have committed to finding responsible ways to manage it. Each product undergoes an evaluation process to determine if it is best suited for recycling or reuse. We continue to find ways to significantly reduce warranty goods through repairs and continuous product improvements.

Most wearable items will be reused and donated through our Resource Centre Program, while unwearable jackets that cannot be reused are deconstructed so the materials can be recycled.

Our partnership with Debrand

Now in our fourth year, our collaboration with Debrand plays a vital role in helping us send our post-consumer warranty products in Canada to their next highest value along the waste hierarchy and expand on our sustainability capabilities for managing post-consumer products. Through our partnership, we conduct recycling and reuse trials in Canada and the United States for post-consumer warranty products, including down recycling and donation to four Northern Canadian communities: Inuvialuit, Nunavut, Nunavik and Nunatsiavut. In FY24, we diverted nearly 3,500 lbs of textile waste from the landfill with Debrand.



In FY23, we engaged an external consultant to help us measure our Scope 3 emissions. With their support, we calculated our FY23 Scope 3 emission and have set that as our base year. We aim to finalize our calculations for FY24 Scope 3 emissions and report on these in FY25.

Additional Scope 3 measurement and reduction efforts include:

01 Supplier engagement: Carbon emissions reduction is a key decision-making criterion for all major procurement projects. Our objective is to switch from using spend-based carbon

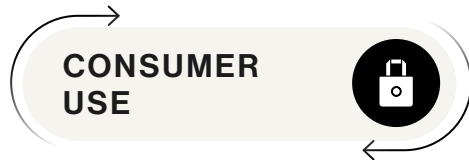
emissions data to vendor-provided carbon emissions data for Scope 3 calculations. As part of this effort, we are engaging with strategic raw material suppliers to obtain vendor-provided carbon emissions data.

02 Transportation and logistics: Based on our initial Scope 3 findings presented to the transportation and logistics team, they have revamped their approach to now include a long-term carbon initiative target for the first time.

RESPONSIBLE BUSINESS



Our high standards drive us to look beyond our business and consider our impact on consumers, employees, business partners, suppliers, investors and communities. We believe there is a connection between how we structure and manage our business and our capacity to care for the planet and the people on it.



OUR APPROACH TO RESALE

Generations

Following the launch of Generations in the US in FY23, we expanded the platform to our Canadian customers in FY24. Generations offers consumers an authorized reselling platform to trade-in their pre-loved Canada Goose items, as well as to shop an assortment of renowned styles, iconic heritage pieces, coveted collaborations and exclusive vintage items pulled from our 65+ year archive.



MANAGING OUR SUSTAINABILITY PROGRESS

We have embedded a culture of citizenship across our organization, where all employees at Canada Goose are engaged in our pursuit of a more sustainable future. Our Sustainability Team sits at the core of this work, liaising with employees, leaders and executives across the business to ensure we continue to make progress and ultimately achieve the strategic targets set out in our Sustainable Impact Strategy. The Sustainability Team reports quarterly to our Board of Director’s Environmental & Social (E&S) Committee. The E&S Committee was chartered in FY22 and assists our Board of Directors in fulfilling its responsibilities relating to oversight of the company’s ongoing commitment to environmental and social policies and programs, including our Sustainable Impact Strategy.



1.3M

Generations welcomed more than 1.3M customers to the website in FY24, its first full fiscal year in the market

15K

In one year, more than 15,000 customers engaged with the Generations platform to trade-in their pre-loved Canada Goose items

17K

This resulted in over 17,000 Canada Goose quality pieces being given the opportunity to have a second or third life



WORKING CLOSELY WITH OUR SUPPLIERS

DEFINITIONS

- Tier 1:** Finished goods manufacturing (Canada Goose owned and operated factories plus finished goods manufacturers with which we directly engage)
- Tier 2:** Raw material production
- Tier 3:** Raw material processing

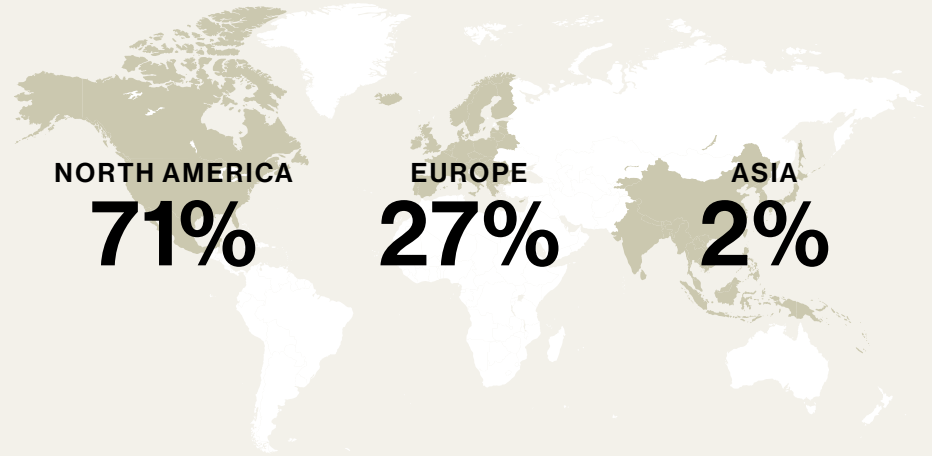
Engaging with our suppliers

We value the relationship we have built with our supply chain partners and encourage them to not only meet our standards but improve their processes continuously, promoting safer, more inclusive and responsible workplaces. This year, we went one level deeper and identified six of our raw material suppliers as Sustainability Strategic Suppliers that we will work closely with in FY25. This will allow us to better ingrain our sustainability commitments, align future goals and ensure their own sustainability journeys complement our own.

A key aspect of our Social Performance Program is the auditing of suppliers as per our [Supplier Code of Conduct](#). All Tier 1 suppliers have been onboarded to our Social Performance Program, and we continue to onboard our Tier 2 and 3 suppliers. As part of the program, we request suppliers to sign our Code of Conduct and provide a supplier self-assessment, third-party social assessment, and corrective action plan submission and review where required.

Through ongoing monitoring, self-assessments and third-party assessments, we maintain an open dialogue with our suppliers to ensure responsible manufacturing.

PERCENTAGE OF TOTAL GOODS PRODUCED BY VOLUME



This year marked our fourth year as a Sustainable Apparel Coalition (SAC) member, and for the second year now, we used SAC’s Higg Facility Environmental Module (FEM) and Higg Facility Social Labour Module (FSLM) to measure environmental and social labour progress at our owned and operated Tier 1 facilities across Canada. The use of these tools allow us to track progress on our key social and environmental sustainable impact strategy goals.

By completing the FEM and FSLM at our Tier 1 Canada Goose facilities, we have insights (and third-party verification) of how we are doing in environmental and social labour disclosure, and how we can improve.

In addition to Higg module conducted on our own Tier 1 Canada Goose facilities, we saw the following Higg participation across our supply chain:

- 32% of our Tier 1-3 supplier facilities have adopted Higg FEM
- 23% of our Tier 1-3 supplier facilities have completed their Higg FEM
- 32% of our Tier 1-3 supplier facilities have adopted Higg FSLM
- 15% of our Tier 1-3 supplier facilities have completed their Higg FSLM

For more information, please visit our SASB Index.

HIGG FACILITY ENVIRONMENTAL MANAGEMENT (FEM)

Through a self-assessment and verification process, the FEM allows us to measure several environmental impacts at the facility level including waste, wastewater, emissions and chemical management. Between this year and last year, our facilities’ average scores have improved by 8% primarily due to better data collection, with all facilities showing overall improvement.

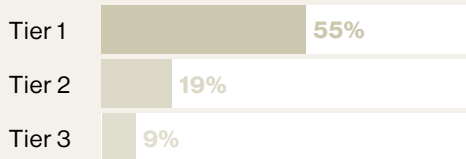
HIGG FACILITY SOCIAL LABOUR MODULE (FSLM)

As a part of our social performance program, we utilized FSLM in order to ensure our facilities are following local law and industry best practices with regards to social labour conditions. The FSLM uses the Social Labour and Convergence Program (SLCP) framework to assess recruitment & hiring, working hours, wages & benefits, worker treatment, and health & safety. Between this year and last year, our facilities’ average scores have improved by 1%, with almost all facilities showing overall improvement.

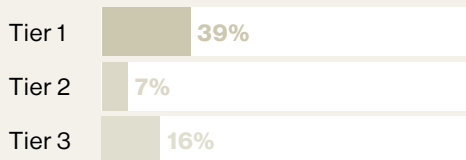
WHERE OUR SUPPLIERS ARE LOCATED²²



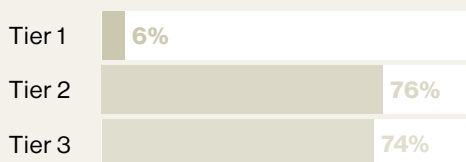
NORTH AMERICA



EUROPE



ASIA



OUR COMMITMENT TO PROTECTING HUMAN RIGHTS

Our Human Rights Commitment outlines our commitment to respecting and safeguarding the fundamental human rights of anyone who engages with Canada Goose, directly or indirectly, in our day-to-day business operations and throughout our supply chain. We champion the rights of everyone our business impacts: our employees, vendors and business partners, global supply chain workers, and the communities in which we operate. It is critical to our business and a policy we aim to update regularly.

Respecting all people

We are firmly committed to treating all individuals with dignity and respect, as outlined in our Human Rights Commitment. We have a Workplace Violence & Sexual Harassment Policy and a Code of Business Conduct and Ethics in place, which ensure fair treatment in all aspects of employment and condemn all forms of discrimination. Our Supplier Code of Conduct, grounded in International Labour Organization (ILO) conventions, sets the standard for working conditions and environmental

responsibility throughout our supply chain, including our own factories and partners. This Code prohibits any human rights abuses, including forced labor, human trafficking and child labor.

In case of any grievances, our Whistleblower Policy ensures that employees and third parties can report unethical behaviors confidentially and anonymously, without fear of reprisal. Complaints can be addressed with their manager, directly submitted to the relevant department head, or reported through a third-party whistleblower hotline.

Every year, we provide employees with training on our key corporate policies, health and safety, internal controls and more. These comprehensive training programs ensure our workforce is equipped with the knowledge and tools to uphold our commitment to ethical conduct, human rights and data security, fostering a workplace environment that respects and supports all individuals.

²² This is based on the total number of suppliers in each region by tier.

PEOPLE & COMMUNITIES



At the heart of HUMANATURE are our relationships. Across our business and beyond, we focus on building authentic connections with respect and care. We prioritize fostering an inclusive workplace, supporting employee development, honouring individuality and bridging the gap between humans and nature.

ENGAGING OUR PEOPLE

Canada Goose isn't like anything else, and our team's passion, expertise and authenticity are the driving force of our company. Central to this is empowering employees to explore their unique potential and thrive. We offer the freedom and resources needed to try something new, to learn, to do meaningful and impactful work. Together, we embody our core values of entrepreneurship, relentlessness, passion, innovation and authenticity.

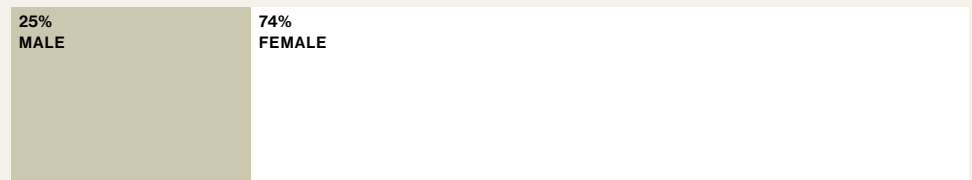
4,462²³
Total number of employees

Advancing diversity, equity and inclusion

As part of our commitment to diversity, equity and inclusion, we strive to cultivate a sense of belonging through education, connection and community. To support this, we hosted a series of events, lectures, workshops and trainings throughout FY24.

Black History Month: In celebration of Black History Month, we welcomed Masai Ujiri to our Toronto Headquarters for a fireside chat with Dani Reiss. Masai is Vice-Chairman & President of the Toronto Raptors, Co-Founder of Giants of Africa and a longtime friend of Canada Goose. Masai and Dani discussed friendship, philanthropy and the representation of marginalized identities in positions of leadership.

EMPLOYEE GENDER REPRESENTATION



PREFER NOT TO SAY/NON-BINARY = 0.001%

We believe every team member's unique experience enriches our understanding of the world around us. Respect is core to this belief. To further our understanding of cultural sensitivities, workplace harassment and accessibility, we supplement annual programming with more formalized education required for all employees.

Canada Goose also partnered with local Black-led businesses for the event including Cultiv8, Laz Catering and Knead it Baked. We're committed to creating room for dialogue that helps foster greater inclusion – and working with partners that share this goal.

International Day of Persons with Disabilities:

For International Day of Persons with Disabilities, we welcomed Taylor Lindsay-Noel, award-winning entrepreneur and former Canadian national gymnast to lead a discussion with Canada Goose. Taylor had a devastating accident in 2008 that paralyzed her from the neck down. With courage and tenacity, she forged a new path for herself as an entrepreneur, motivational speaker and disability advocate. Taylor spoke to us

about her journey and her advocacy in the disability space.

National Indigenous Peoples Month: We hosted a workshop with Culture Ally for National Indigenous Peoples Day and National Indigenous History Month in Canada. This session explored the lasting impact of historical treatises and racist policies on Indigenous peoples.

We explored how history has bridged into modern day impacts through the Indian Act, residential schools and intergenerational trauma. We also took a deeper dive into how we can be more inclusive in our individual actions, be better and more authentic allies and celebrate where Indigenous communities are thriving in the present day.

Participants left the session with an understanding of:

- Indigenous History in Canada and its many diverse Nations
- The impacts of how inequitable policies still show up and impact Indigenous communities today
- Tactics as allies to support and celebrate Indigenous culture

²³ As of March 31, 2024.

Pride Month: In celebration of Pride Month, we welcomed writer, activist and author Cicely Belle Blain to lead a virtual discussion with our global team.

Cicely spoke about the lived experiences of queer folks in society and how Pride is a celebration that includes many identities. The question-and-answer portion of the event touched on intersectionality in the queer community, activism and creating inclusive spaces for queer folks in cis environments.

Engaging our employees

At Canada Goose, we are passionate about building and sustaining an inclusive and equitable working environment where employees can bring their authentic selves to work every day. But we know that a sense of wellbeing goes beyond the workplace. That's why we offer flexible health benefits, wellness programs and financial benefits to support all aspect of employees lives. We also realize there are times we could all use extra support. On October 10, World Mental Health Day, we launched LifeSpeak, a new global employee benefit that offers on-demand content and expertise on a variety of subject matters related to overall wellness.

In FY24, to reinforce our commitment to employee satisfaction, we moved from an annual engagement survey to multiple pulse surveys during the year. This allows us to collect timely feedback, track progress and trends, enhance communications and customize action planning.

We also saw an opportunity to refine how we work together to achieve our goals, overhauling our approach to performance management. We recognized our company's unique culture requires a different approach to regular reviews and have transitioned to **CONFIRM**, a peer-to-peer evaluation platform that offers greater representation across the business.

ROLLING OUT OUR NEW PERFORMANCE MANAGEMENT PLATFORM

Our new performance management tool reveals the real impact people have within the organization by going deeper into the dimensions of how we work. Specifically, our ability to collaborate, inspire and support each other. We sought a simpler and fairer process and by using peer-to-peer evaluations instead of traditional one-on-one reviews, we have a more accurate understanding of each person's true potential, driven by data.

ENGAGING OUR COMMUNITIES

Community outreach through our Resource Centre program

For 15 years, we've collaborated with airline partners to deliver free Canada Goose fabric and materials to remote Indigenous communities in Northern Canada. Through this initiative, we send fabrics, linings, buttons, zippers and trims to enable communities to continue traditional ways of sewing with modern technical materials.

This program creates entrepreneurial opportunities and celebrates the craftsmanship and traditions of Indigenous sewing. Since 2009, we have facilitated 25 Resource Centre events and/or donations of materials.

With the support of our shipping partners at Nunatsiavut Group of Companies, we expanded the program to northern Labrador this year, hosting our first Resource Centre event in the Nunatsiavut region of Inuit Nunangat. We did this in partnership with members of the local community and Inuit Tapiriit Kanatami.

In FY24, we further extended our reach into North Western Canada sending a record amount of fabric and materials with our partners at Air North. We reached five new communities within the Northwest Territories and provided additional donations to Whitehorse and Old Crow, in the Yukon.

Canada Goose launches project in Sanjiangyuan to support biodiversity

In FY24, we announced our partnership with Shan Shui Conservation Center to launch the Sanjiangyuan National Park Nature Experience and Community Engagement Project. The multi-year project aims to support biodiversity conservation and promote human-nature co-existence. They do this through biodiversity monitoring and research, community development, policy research and public engagement. This is Canada Goose's first-ever corporate social responsibility project of this scale outside Canada, a demonstration of the expansion of our HUMANATURE platform and commitment to supporting the communities where we live and operate.





Churchill employee trip

Churchill is home to Canada Goose's longstanding partner, Polar Bears International (PBI), a nonprofit conservation organization whose mission is to conserve polar bears and the sea ice they depend on. PBI shares our love of the North — and we're deeply invested in the work they do. Since 2007, Canada Goose has raised nearly \$7 million for PBI's conservation efforts and global outreach.

This year, eight Canada Goose employees from around the world were selected for a trip to Churchill based on the impact they made in their own communities. The trip was an opportunity to connect with PBI researchers and staff and see polar bears in their natural environment. Attendees included Retail and Corporate team members from APAC (China), EMEA (France) and North America (Canada and USA).

During their time in Churchill, our employees found additional ways to give back to the local community including serving breakfast at a local elementary school.

HIGHLIGHTS:

- All participating employees said the trip enhanced their understanding of the company's commitment to keep the planet cold and the people on it warm
- They also said that the trip strengthened their sense of connection to Canada Goose, its values and our purpose

“This was truly a once-in-a-lifetime experience that I will forever be grateful for. The trip itself was well paced and I felt that every site/experience was thoughtfully chosen.”

“I knew that I worked for a company that prided itself on philanthropy as well as sustainability, however, being able to go to Churchill brought that understanding to another level.”

CG Gives

Our charitable giving program provides employees the freedom to donate and volunteer with any registered charity of their choice, globally. We continue to match employee donations to charities up to \$2,500 CAD per employee each fiscal year. Our salaried employees are provided three paid days per year to volunteer with a nonprofit organization of their choice. For hourly employees, when they volunteer their personal time to a registered charity, Canada Goose will donate \$20 CAD per hour, per employee, to the registered charity.

For contributions to organizations that Canada Goose supports, such as the Inuit Tapiriit Kanatami Foundation and Polar Bears International, we double the

employee's donation up to \$5,000 CAD. This was a record breaking year in employee donations and company matching for PBI through CG Gives with our retail teams raising funds through team breakfasts, potlucks, paint parties and recycling initiatives.

As a part of eligibility for the Churchill Employee Trip, we encouraged employees to volunteer with local organizations and track their time on CG Gives. Through this incentive, we saw an increase in volunteer participation across all regions (NA, EMEA and APAC).

79%
increase in volunteer hours
year-on-year

176%
increase in number of volunteers
year-on-year

DONATIONS TO SUPPORT RELIEF EFFORTS

We understand the importance of doing all that we can in response to global events, and the unique position our business is in to make a meaningful difference. Our online platform CG Gives enables us to mobilize fundraising campaigns within minutes in response to humanitarian crises and our global presence means we can get garments and fabrics to those in need quickly.

Following the earthquake in the Gansu province of Mainland China, we donated more than 2,000 jackets to those impacted by the disaster. We also set up employee donation campaigns in support of relief efforts in Japan following an earthquake in the Ishikawa Prefecture, in Western Canada to support those affected by wildfires and to various organizations providing support to relief and humanitarian efforts in the Middle East.

CANADA GOOSE PBI FY24 FUNDING IN ACTION



Remote cameras were deployed at den sites in Svalbard, Norway, to gather data and further our understanding of the needs of denning families.



Zoos, wildlife parks and aquariums joined PBI's Climate Alliance program. Through its education and outreach efforts, these institutions will influence policy, engage in public outreach, and participate in research programs that would be impossible to conduct with polar bears in the wild.



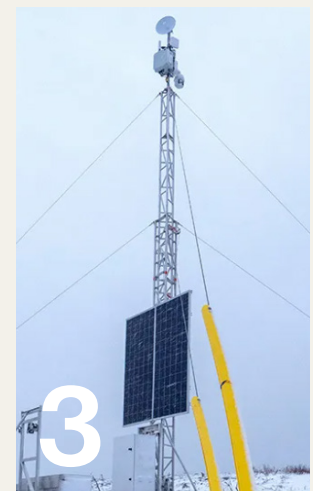
Participants from around the globe joined the Tundra Connections webcasts and live chats hosted by PBI scientists and other experts.



People were reached with accurate, science-based facts on polar bears, sea ice and climate change through worldwide media coverage.



Studies were funded, including a paper by PBI Chief Scientist Dr. Steven Amstrup that demonstrates a correlation between specific quantities of emissions and the number of ice-free days in the Arctic.



Trials of new radar systems to detect and alert Northern communities of approaching polar bears. Early detection allows residents to use non-lethal deterrents, such as noisemakers or flares, to safely drive the bears away, preventing harm to both polar bears and people.

Polar Bears International Ice House

Polar Bears International has been conducting polar bear den research in Svalbard for nearly a decade. It is one of the fastest-warming regions on Earth and is rapidly losing its sea ice. In collaboration with the Svalbard Museum and with partial funding from Canada Goose, PBI established a new, seasonal interpretive center: the Polar Bears International Ice House. This small, engaging space offers visitors the opportunity to learn about the region's polar bears, the loss of sea ice and the urgent need to address climate change.



ABOUT THIS REPORT

How we speak about the future

This document contains forward-looking statements. These statements are neither historical facts nor assurances of future performance. Instead, they are based on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies and other future conditions. These forward-looking statements generally can be identified by the use of words such as “anticipate,” “expect,” “plan,” “could,” “may,” “intend,” “predict,” “should,” “would,” “will,” “believe,” “estimate,” “forecast,” “goal,” “objective,” “target,” “project,” and other similar expressions, although not all forward-looking statements contain these identifying words. These forward-looking statements include all matters that are not historical facts and include statements regarding our intentions, beliefs, or current expectations concerning, among other things, our sustainability strategies, our emission and energy consumption and targets, expectations regarding industry trends on environmental and social commitments, our business plan and our goals. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future.

Applicable assumptions, risks and uncertainties include, among others, those identified throughout this report, the risks identified under the heading “Risk Factors” in our Annual Report on Form 20F for the fiscal year ended March 21, 2024, as well as in the other information we file with the Securities and Exchange Commission and the securities commissions or similar securities regulatory authorities in each of the provinces and territories of Canada. Although we base the forward-looking statements contained in this document on assumptions that we believe are reasonable, we caution you that actual results and developments, including our achievement of our targets, goals and commitments, may differ materially from those made in or suggested by the forward-looking statements contained in this document as the result of assumptions not being realized, scientific or technological developments, evolving sustainability strategies, changes in carbon markets, evolving government regulations or changes in circumstances of our business. Additional impacts may arise that we are not aware of currently. The potential of such additional impacts intensifies the business and operating risks which we face, and these should be considered when reading the forward-looking statements contained in this document. In addition, even if results and developments are consistent with the forward-looking statements contained in this document, those results and developments may not be indicative of results or developments in subsequent periods. As a result, any or all of our forward-looking statements in this document may prove to be inaccurate. No forward-looking statement is a guarantee of future results. Moreover, we operate in a highly competitive and rapidly changing environment in which new risks often emerge. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. You should read this document and the documents that we reference herein completely and with the understanding that our future results may be materially different from what we expect. The forward-looking statements in this document speak only as of the date of this document, and we undertake no obligation to update or revise any of these statements.



LEARN MORE ABOUT SUSTAINABILITY AT CANADA GOOSE:
[CANADAGOOSE.COM/SUSTAINABILITY](https://canadagoose.com/sustainability)

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