



Inclusion and Belonging Policy

Adopted in May 2026

Purpose

We believe a truly great company is built from the inside out: through the strength of its culture, the depth of its relationships, and the genuine sense of belonging every person feels when they walk through our doors.

This policy is an expression of who we are, how we show up for one another, and a representation of our culture. Inclusion and belonging are not just programs they are principles that we implement at multiple levels within our organization and influence the decisions we make.

This policy applies to all individuals across our organization, including the Board of Directors, executive and senior leadership, and employees at every level worldwide. It reflects a universal commitment to inclusion and belonging as an organizational standard across all regions and functions. We do not treat belonging as a destination for some; it is a standard we hold for all.

Principles & Culture

Education

We invest in ongoing education as a cornerstone of our inclusion journey. This means equipping our talent acquisition teams with training and tools to recruit thoughtfully and equitably, broadening our search for candidates from underrepresented backgrounds and removing barriers that prevent great talent from finding us.

We are also committed to creating learning experiences across our organization that deepen empathy, inspire cultural awareness, and give our teams the language and confidence to foster inclusion in their everyday work.

Talent within the organization

We believe in our people. Our development programs are designed to identify and nurture talent from within, ensuring that advancement opportunities are equitable, transparent, and connected to potential rather than proximity to power. We want every employee to be able to see a path forward at Canada Goose, and to feel actively supported throughout their career journey.



Creating community

We have established Employee Resource Groups (ERGs) that reflect the richness of our workforce. These groups create space for community, amplify diverse voices in decision-making, and act as a direct channel between employees and leadership.

Impacting our community

Belonging does not begin and end within our walls. We recognize that the communities around us, and people whose lives intersect with ours, are part of our story too. Real inclusion means showing up beyond the workplace.

Local partnerships

We are committed to building meaningful, long-term partnerships with community organizations that share our values. These relationships are grounded in respect, shared purpose, and genuine investment. We seek to learn as much as we contribute.

A key focus of our work is our relationship with Indigenous communities in Canada. We are developing a Truth and Reconciliation Action Plan to guide a structured and accountable approach to strengthening these relationships, acknowledging history, and building meaningful pathways forward. This work is undertaken in partnership with the communities it is intended to serve.

Impact

Through local and regional partnerships, we work to expand access to opportunity – building talent pipelines, investing in communities, and supporting educational collaborations for people who have historically been excluded. Our goal is for the communities where we operate to see Canada Goose as not only present, but genuinely invested in their long-term success.

Inclusion throughout the organization

Leadership

Director and senior leadership appointments are made on the basis of merit and expected contribution, with a clear intention: that our leadership team increasingly reflects the diversity of the organization and communities it serves. We review representation at the Board and senior management levels regularly, not as a compliance exercise, but because we genuinely believe diverse leadership makes us stronger.



Transparency & Accountability

Our Environmental and Social Committee holds oversight responsibility for this policy and for our broader ESG commitments. Our Nominating and Governance Committee ensures that considerations of diverse representation are embedded in recruitment and succession processes. Progress is reviewed annually and shared publicly; as part of our commitment to transparency and belonging, we report each year on the composition of our workforce, including representation at the Board, executive, senior leadership, and employee levels.

Policy Alignment

This policy operates alongside Canada Goose's Code of Business Conduct and Ethics and Human Rights Policy, which together set out our expectations for ethical behaviour, respect for human rights, and inclusion across all operations and business activities.

Next Steps

We believe in being honest about where we are – celebrating progress while acknowledging where we can do better. Each year, we share data on the diversity of our organization through our Impact Report, including representation across our Board, executive and senior leadership, and employee levels. This transparency reflects our commitment to accountability and continuous improvement.

We have not set fixed numerical representation targets, as we believe meaningful inclusion cannot be reduced to metrics alone. Inclusion is an ongoing commitment that requires sustained effort, accountability, and continuous progress.

We are continuing to build programming that advances our inclusion and belonging mandate, including:

- A Truth and Reconciliation Action Plan, co-designed with Indigenous communities, grounded in genuine partnership and accountability
- Employee Resource Groups that foster community, amplify diverse voices, and create meaningful influence across our workforce
- Education programs that strengthen inclusion literacy at every level of the organization
- Recruitment practices designed to intentionally expand access to talent from underrepresented backgrounds
- Community partnerships that extend the impact of our belonging commitments beyond our own operations
- Ongoing annual reporting that candidly reflects our progress, gaps, and goals



Policy update

The Policy will be reviewed and updated periodically to reflect evolving organizational context and alignment with relevant best practices.

This Policy was approved by the Environmental & Social Board-level Committee on May 12, 2026.