
CANADA GOOSE
INVESTOR DAY
FEBRUARY 7, 2023


Goose Person
SARAIN FOX
CANADA GOOSE



Welcome to Investor Day

AMY SCHWALM, VP, INVESTOR RELATIONS

CANADA GOOSE

Disclaimer

General

All references in this presentation to "Canada Goose", the "Company", "we", "our", "us" or similar terms refer to Canada Goose Holdings Inc., together with its subsidiaries. This presentation has been prepared by Canada Goose solely for information purposes. This presentation does not constitute an offer to sell or a solicitation of an offer to buy any securities in any jurisdiction. Unless otherwise indicated, all amounts are presented in Canadian dollars.

Long-Term Financial Outlook

This presentation includes, and any discussion during or following this presentation may include, financial outlook for the Company's ongoing 2023 fiscal year and financial outlook for the Company's 2028 fiscal year and related long-term targets. Within the meaning of applicable securities laws, such financial outlook and targets constitute "financial outlook" and "forward-looking information". The purpose of this financial outlook is to provide a description of management's expectations regarding the Company's annual and long-term financial performance and may not be appropriate for other purposes. Actual results could vary materially as a result of numerous factors, including the risk factors referenced below under "Forward-Looking Information".

The financial outlook for fiscal 2028 and related long-term targets are based on the following key assumptions for the period from the end of fiscal 2023 to the end of fiscal 2028, among others:

- The assumptions discussed above in relation to our long-term targets and strategic growth pillars, including our ability to realize on the initiatives noted therein;
- Our ability to increase permanent retail store count to between 130 and 150 with growth across Asia Pacific, EMEA and North America;
- Our ability to increase store productivity and Ecommerce sales with year-round product assortments, pricing and an elevated retail and digital experience;
- Our ability to optimize wholesale and other distribution, including the introduction of travel retail and the buyback of key distributor markets;
- DTC revenue representing approximately 80% of total revenue in fiscal 2028;
- Our ability to achieve and maintain DTC gross margin in the mid 70% range and Wholesale gross margin in the mid to high 40% range, with heavy weight down, light weight down and other product categories representing approximately 50%, 25% and 25% of revenue, respectively, in fiscal 2028;
- SG&A costs decreasing to approximately 40% of revenue with marketing costs increasing slightly faster than revenue as the Company generates more efficiency from its overhead costs and improves store productivity;
- Taxation rates consistent with historical levels; and
- No material fluctuations in foreign exchange rates relative to current levels.

The Company's outlook is based on its best assessment of the current macroeconomic environment, including ongoing global supply chain and inflationary pressures, foreign currency volatility, the war in Ukraine, COVID-19 variants and other COVID-related disruptions. Over the course of its long-term outlook, the Company expects the recovery of retail environment strength to pre-pandemic levels, decrease in inflationary pressures to normalized levels and stability of other economic factors in the regions in which the Company operates.

The financial outlook for fiscal 2028 and related long-term targets also incorporate the Company's previously announced fiscal 2023 financial outlook. Please refer to the press release issued on February 2, 2023 under "Full Year Fiscal 2023 Outlook" for a description of the material factors and assumptions used to develop financial outlook for the Company's ongoing 2023 fiscal year.
The financial outlook for the Company's ongoing 2023 fiscal year and financial outlook for the Company's 2028 fiscal year and related long-term targets excludes certain anticipated restructuring-related and other net charges as described under (or as incorporated by reference under) "Non-IFRS Financial Measures and Other Specified Financial Measures".

Disclaimer continued

Forward-Looking Information

This presentation contains, and any discussion during or following this presentation may include, forward-looking statements, including statements that refer to expectations, intentions, projections or other characterization of future events or circumstances contained in this presentation. 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. Forward-looking statements can be identified by words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "forecast," "intend," "may," "plan," "predict," "project," "potential," "should," "will," "would," 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. They appear in many places throughout this presentation and include statements regarding our intentions, beliefs, or current expectations concerning, among other things, our results of operations, financial condition, business prospects, expectations regarding industry trends and the size and growth rates of addressable markets, our business plan, and our growth strategies, including plans for expansion to new markets and new products and expectations for seasonal trends, and environmental, social, and governance objectives. The financial outlook for the Company's ongoing 2023 fiscal year and financial outlook for the Company's 2028 fiscal year and related long-term targets also constitute forward-looking information as described above under "Long Term Financial Outlook".

Forward-looking statements are based on management's beliefs and assumptions and on information currently available to management. Certain assumptions made in preparing the forward-looking statements contained in this presentation include: our ability to continue operating our business amid the societal, political, and economic disruption caused by the ongoing COVID-19 pandemic and recent and ongoing geopolitical events; limited disruption to our DTC channel, including store closures, however caused, including due to recent and ongoing geopolitical events, the COVID-19 pandemic and economic disruptions or other events; our ability to implement our growth strategies; our ability to maintain strong business relationships with our customers, suppliers, wholesalers, and distributors; our ability to keep pace with changing consumer preferences; our ability to protect our intellectual property; and the continued absence of material global supply chain disruptions to our business and ability to fulfill demand and maintain sufficient inventory levels, which we continue to monitor; and the absence of material adverse changes in our industry or the global economy. 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. We believe that these risks and uncertainties include, but are not limited to, those described in the "Risk Factors" section of our Annual Report on Form 20-F for the year ended April 3, 2022 and those referred to under the headings "Cautionary Note Regarding Forward-Looking Statements" and "Factors Affecting our Performance" in our management's discussion and analysis of financial condition and results of operations for the third and three quarters ended January 1, 2023 ("**Q3 2023 MD&A**"). These risks are not exhaustive and other unknown and unpredictable factors could also have a material adverse effect on the performance or results of the Company.

Although we base the forward-looking statements contained in this presentation on assumptions that we believe are reasonable, we caution readers that actual results and developments (including our results of operations, financial condition and liquidity, and the development of the industry in which we operate) may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. 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 presentation. In addition, even if results and developments are consistent with the forward-looking statements contained in this presentation, 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 presentation 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. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements. You should read this presentation and the documents that we reference herein completely and with the understanding that our actual future results may be materially different from what we expect. The forward-looking statements contained herein are made as of the date of this presentation (or as of the date specifically indicated therein), and we do not assume any obligation to update any forward-looking statements except as required by applicable laws. For greater certainty, references herein to "forward-looking statements" include "forward-looking information" within the meaning of Canadian securities laws.

Disclaimer continued

Non-IFRS Financial Measures and Other Specified Financial Measures

This presentation includes, and any discussion during or following this presentation may include, references to certain financial measures that are “non-IFRS financial measures”, including adjusted EBIT and net working capital, and certain financial measures that are “non-IFRS ratios”, including adjusted EBIT margin and net working capital as a percentage of revenue. This presentation also includes a reference to DTC comparable sales growth which is a supplementary financial measure. These financial measures are employed by the Company to measure its operating and economic performance and to assist in business decision-making, as well as providing key performance information to senior management. The Company believes that, in addition to conventional measures prepared in accordance with IFRS, certain investors and analysts use this information to evaluate the Company’s operating and financial performance. These financial measures are not defined under IFRS nor do they replace or supersede any standardized measure under IFRS. Other companies in our industry may calculate these measures differently than we do, limiting their usefulness as comparative measures.

Additional information including definitions of non-IFRS financial measures and other specified financial measures and reconciliations of non-IFRS financial measures to the nearest IFRS measure can be found under the heading “Non-IFRS Financial Measures and Other Specified Financial Measures” in our Q3 2023 MD&A, as filed on SEDAR at www.sedar.com and with the SEC at www.sec.gov, which section is incorporated by reference in this presentation.

The Company is not able to provide, without unreasonable effort, a reconciliation of the outlook for non-IFRS adjusted EBIT and net working capital to the most directly comparable IFRS measure because the Company does not currently have sufficient data to accurately estimate the variables and individual adjustments included in the most directly comparable IFRS measure that would be necessary for such reconciliations, including (a) income tax related accruals in respect of certain one-time items (b) the impact of foreign currency exchange and (c) non-recurring expenses that cannot reasonably be estimated in advance. These adjustments are inherently variable and uncertain and depend on various factors that are beyond the Company's control and as a result it is also unable to predict their probable significance. Therefore, because management cannot estimate on a forward-looking basis without unreasonable effort the impact these variables and individual adjustments will have on its reported results in accordance with IFRS, it is unable to provide a reconciliation of the non-IFRS measures included in the forward-looking guidance included herein.

Agenda

10:05AM	**OPENING REMARKS** Dani Reiss, Chairman & CEO
10:20AM	**ACCELERATE OUR CONSUMER-FOCUSED GROWTH** Penny Brook, Chief Marketing & Experience Officer
10:45AM	**BUILDING OUT OUR DTC** Carrie Baker, President **REGIONAL PRESENTATIONS** Paul Cadman, President (APAC), Ana Mihaljevic, President (NA), Carrie Baker, President
11:30AM	**OPERATIONS** John Moran, Chief Operating Officer
11:40AM	*FACTORY AND INNOVATION LAB TOURS + LUNCH*
12:40PM	**CREATE NEW & EXPAND EXISTING CATEGORIES WITH FASHION PRESENTATION** Woody Blackford, Chief Product Officer
1:15PM	**FINANCIALS** Jonathan Sinclair, Executive Vice President & Chief Financial Officer
1:40PM	**Q+A**
2:25PM	*COCKTAILS*



Opening Remarks

DANI REISS, CHAIRMAN & CEO


CANADA GOOSE
LCBO

We set the bar high.

$3B
REVENUE[1]

30%
ADJ. EBIT MARGIN[1,2]

5
YEARS

1. Forward-looking information. See "Disclaimer".
2. Non-IFRS specified financial measure. See "Disclaimer - Non-IFRS Financial Measures and Other Financial Measures."

Our luxury business model.



Performance

Warmth

Durability

Craftsmanship

High Quality

Canada Goose ranks in the **Top 3**[1]

Luxury

Iconic

Distinct

Stylish

Exclusive

1. Source: Canada Goose Brand Health Survey, May 2022

HIGH PERFORMANCE

Performance Luxury is the sweet spot.

MASS MARKET

LUXURY

LOW PERFORMANCE


We’re a bold, luxury brand
that controls our own destiny.

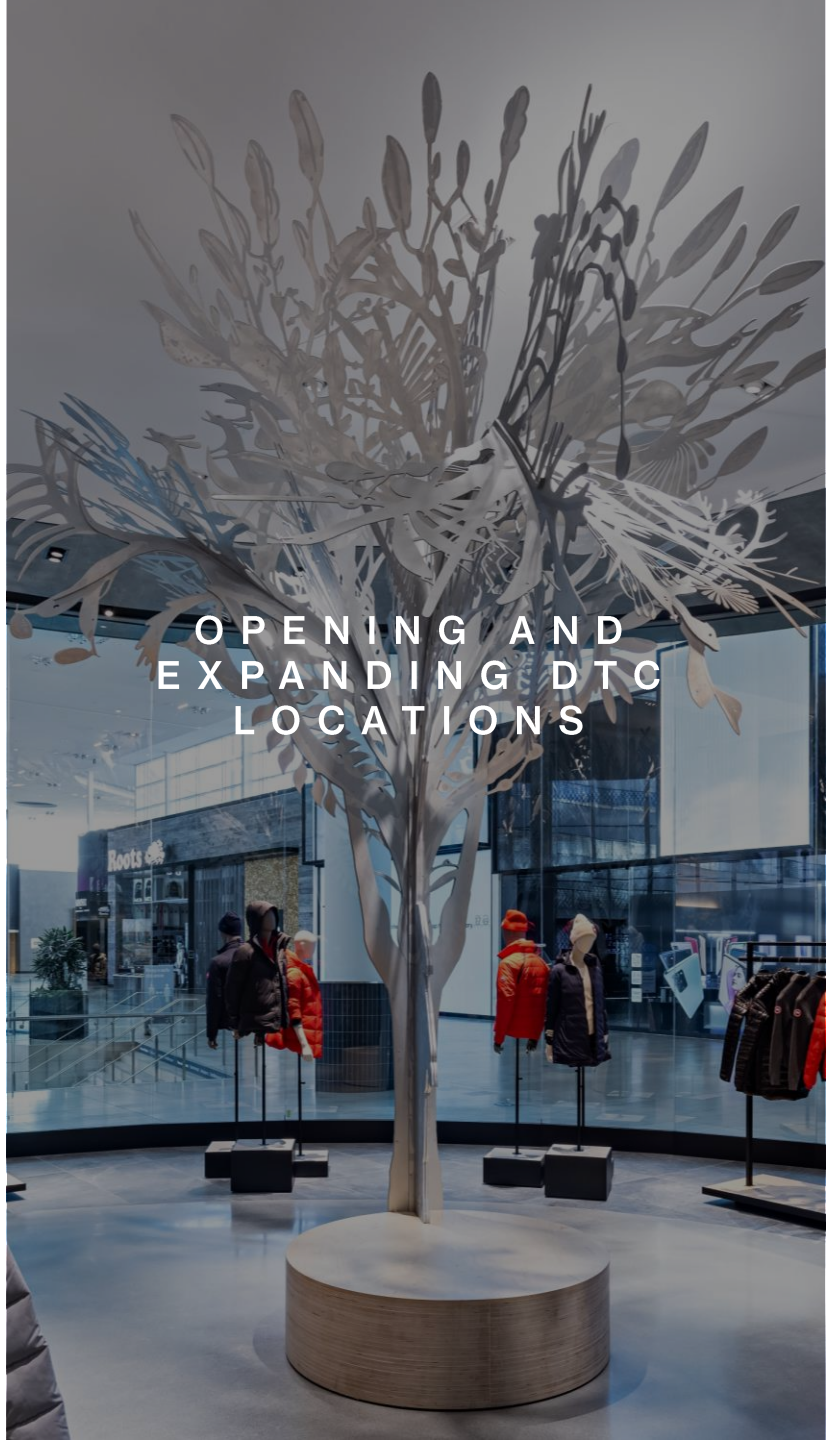


1. Forward-looking information. See "Disclaimer". Revenue for Fiscal 2023E is expected to be between $1.175B and $1.195B.



PARTNERING WITH LUXURY RETAILERS

CANADA GOOSE

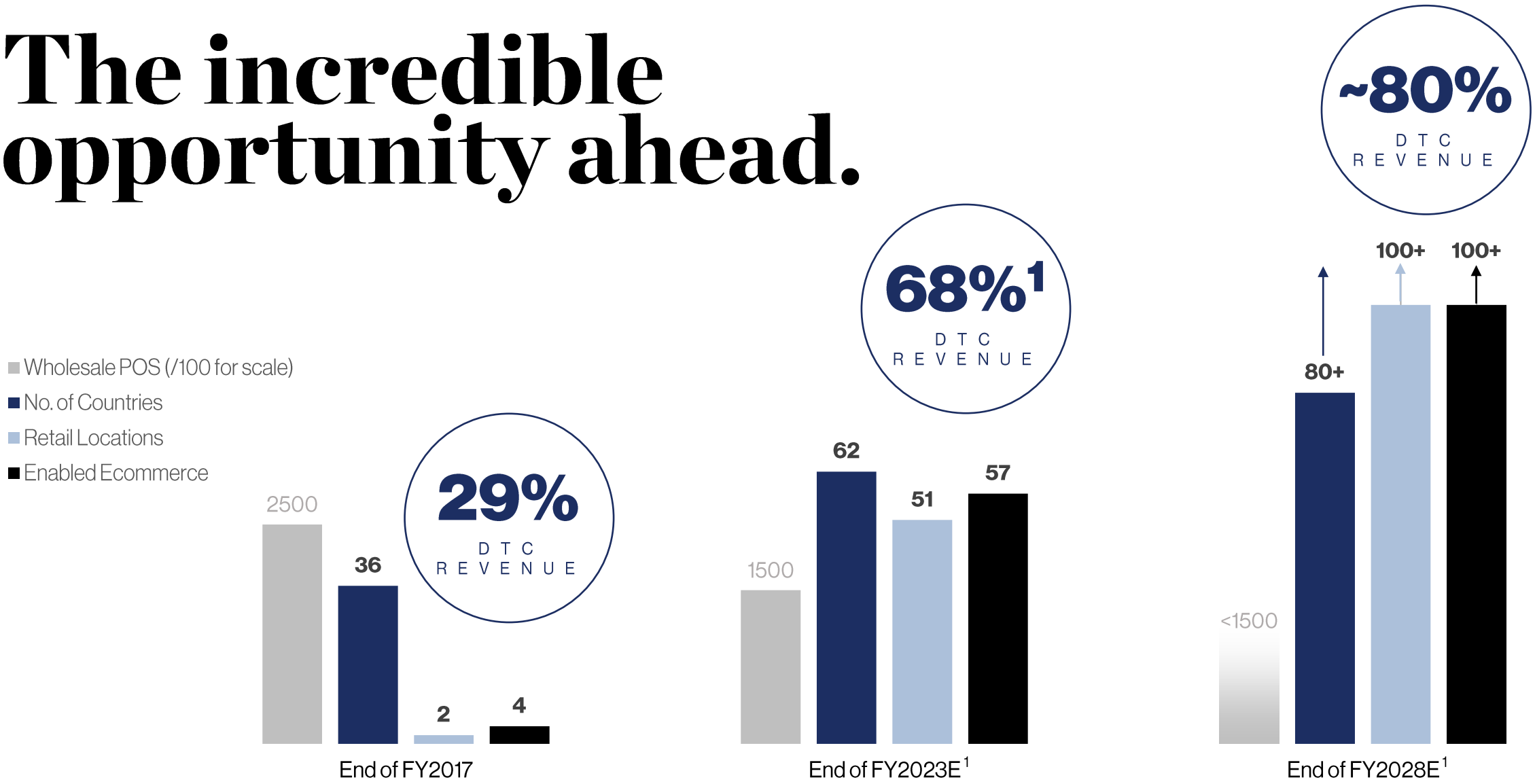


OPENING AND EXPANDING DTC LOCATIONS



GROWING OUR PRODUCT OFFERING

The incredible opportunity ahead.



1. Forward-looking information. See "Disclaimer"; DTC revenue for FY2023E is expected to be in the high 60s as a % of total.

Strengthening our brand through DTC.



$115 MILLION

29%

FY2017 DTC REVENUE

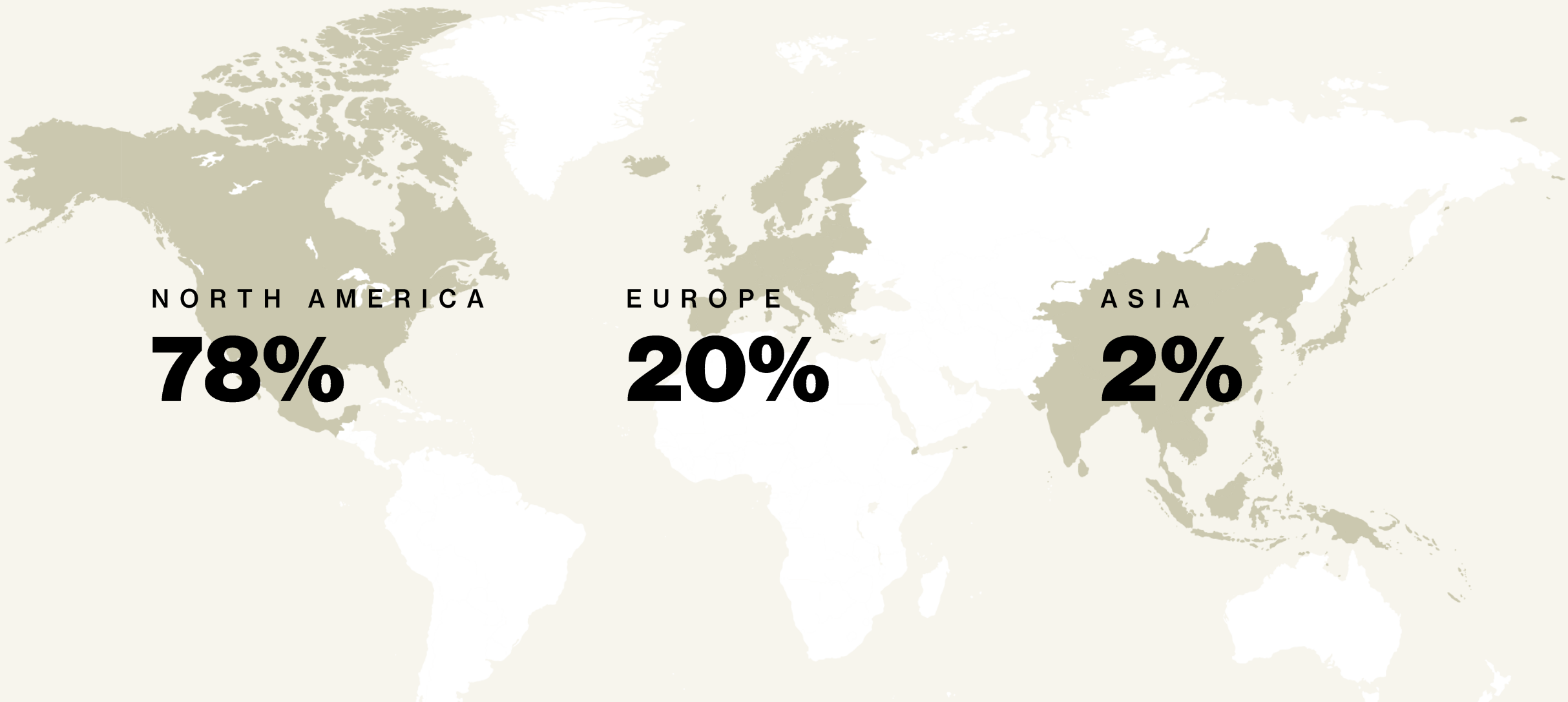
$800 MILLION[1]

68%

FY2023E DTC REVENUE

1. Forward-looking information. See "Disclaimer".; DTC revenue is expected to be in the high 60s as a % of total in FY2023E

We have robust manufacturing capabilities.



NORTH AMERICA
78%

EUROPE
20%

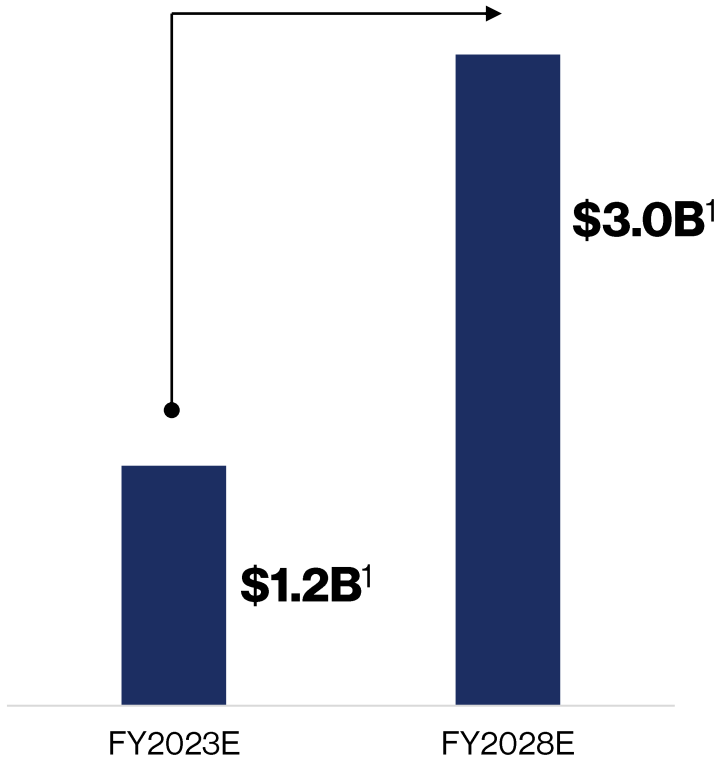
ASIA
2%

CANADA GOOSE

Source: Total Finished Goods (Manufactured and Purchased)

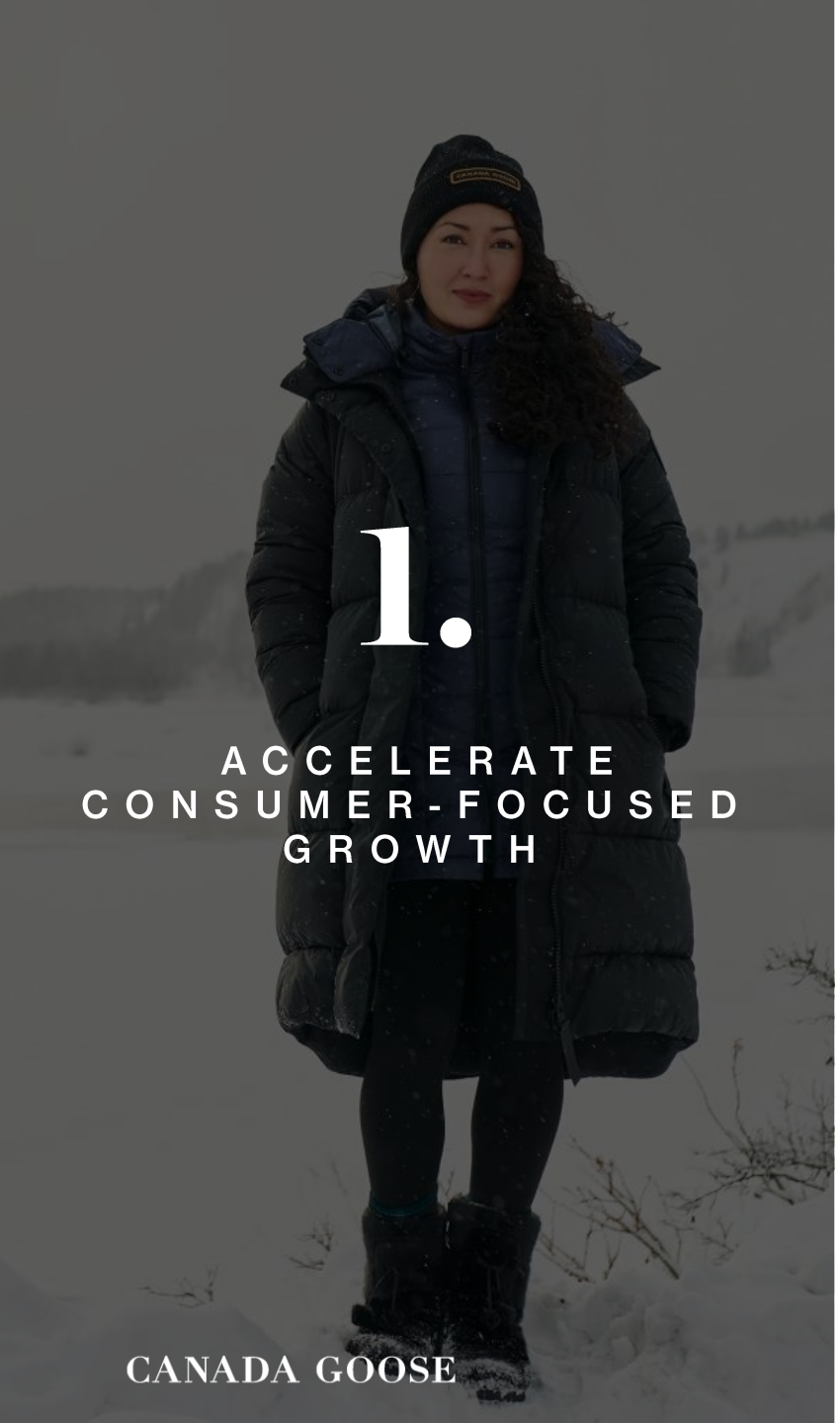
We expect significant growth by end of FY2028.

20%
Revenue CAGR



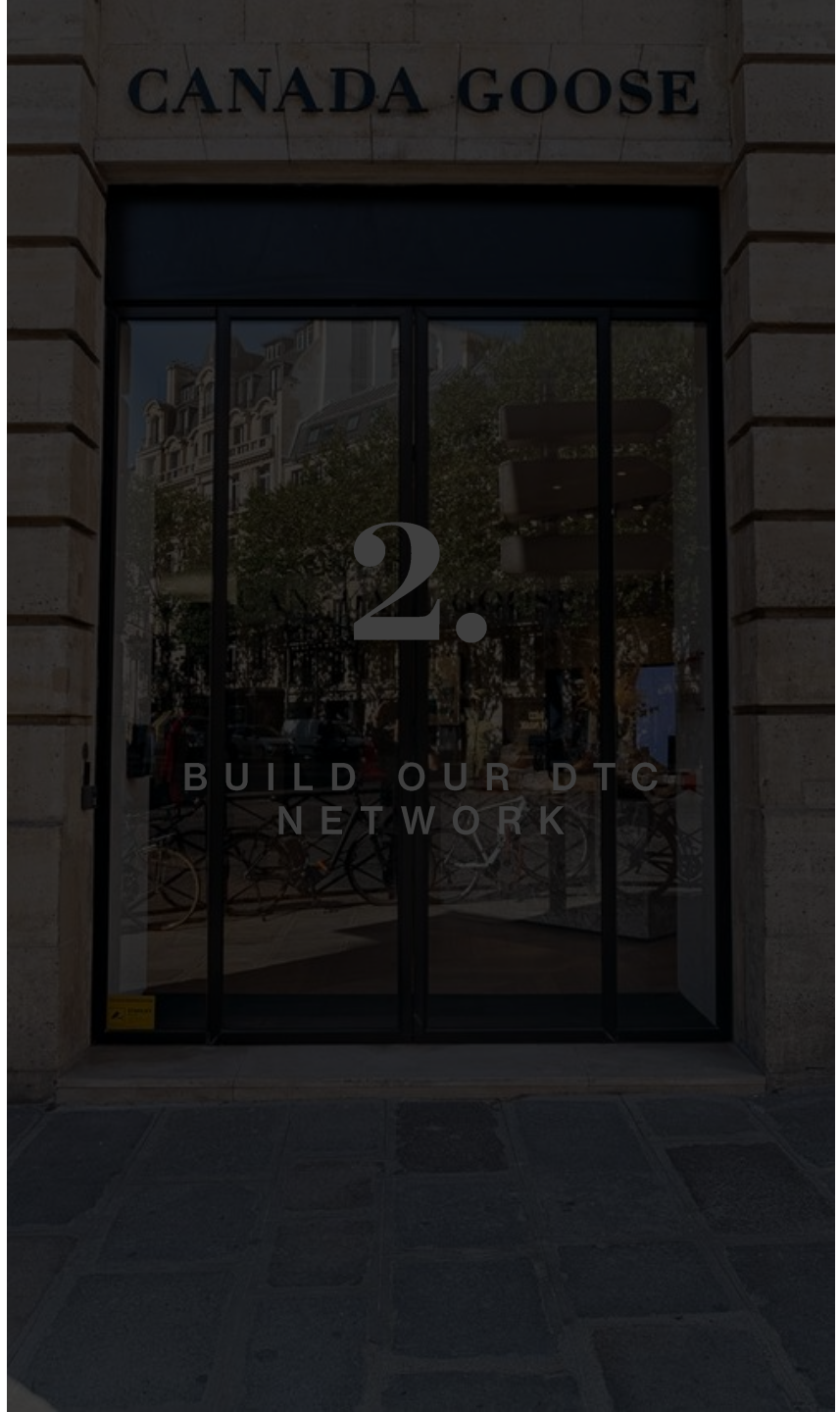
$0.9B
ADJ. EBIT[1,2]

1. Forward-looking information. See "Disclaimer". Revenue for Fiscal 2023E is expected to be between $1.175B and $1.195B.
2. Represents arithmetical application of 30% Adjusted EBIT Margin to $1.2B Revenue. See "Disclaimer - Financial Outlook" and "- Non-IFRS Financial Measures and Other Financial Measures".



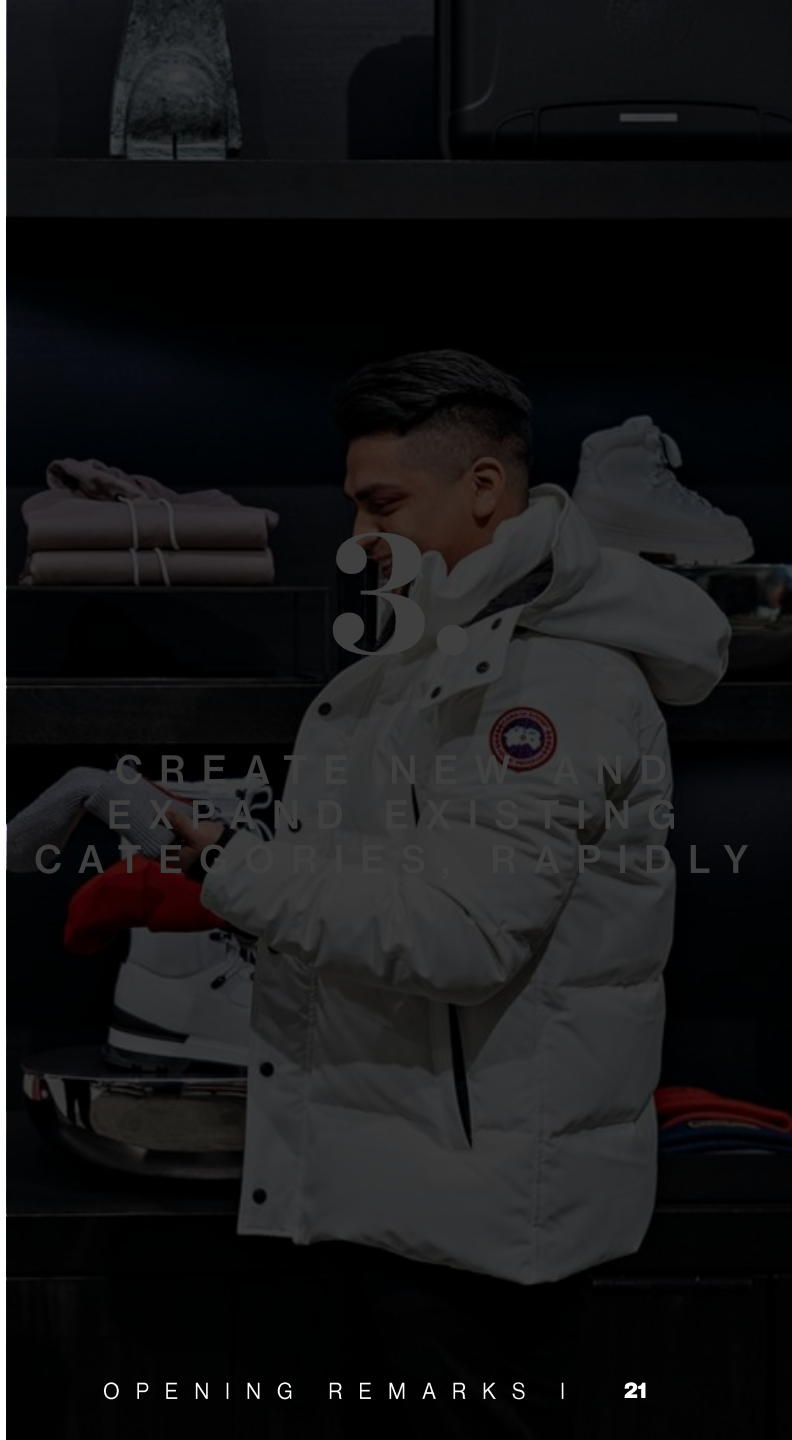
1.

ACCELERATE CONSUMER-FOCUSED GROWTH



2.

BUILD OUR DTC NETWORK

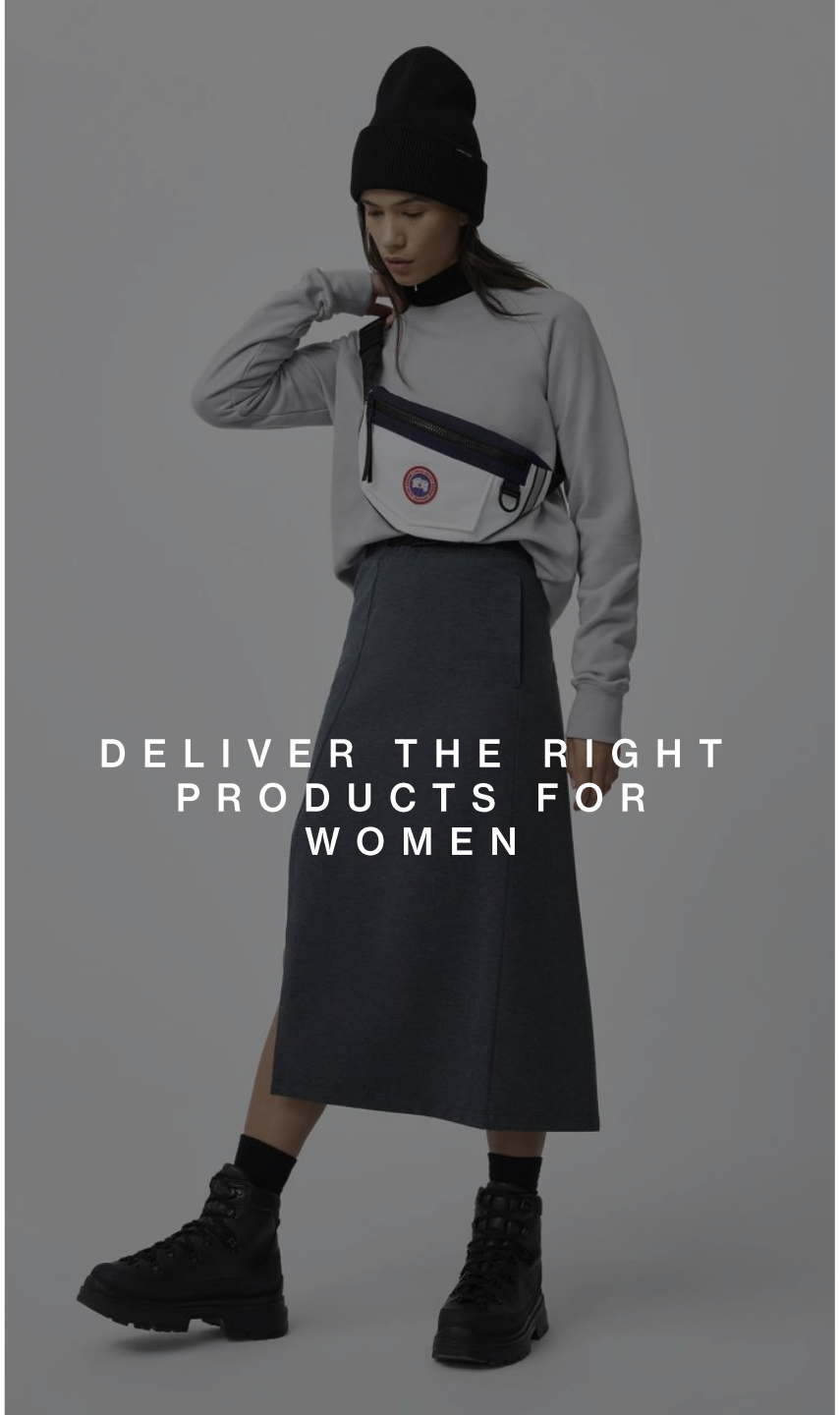


3.

CREATE NEW AND EXPAND EXISTING CATEGORIES, RAPIDLY



DEEPEN OUR RELATIONSHIPS WITH CONSUMERS



DELIVER THE RIGHT PRODUCTS FOR WOMEN



FOCUS ON GEN Z



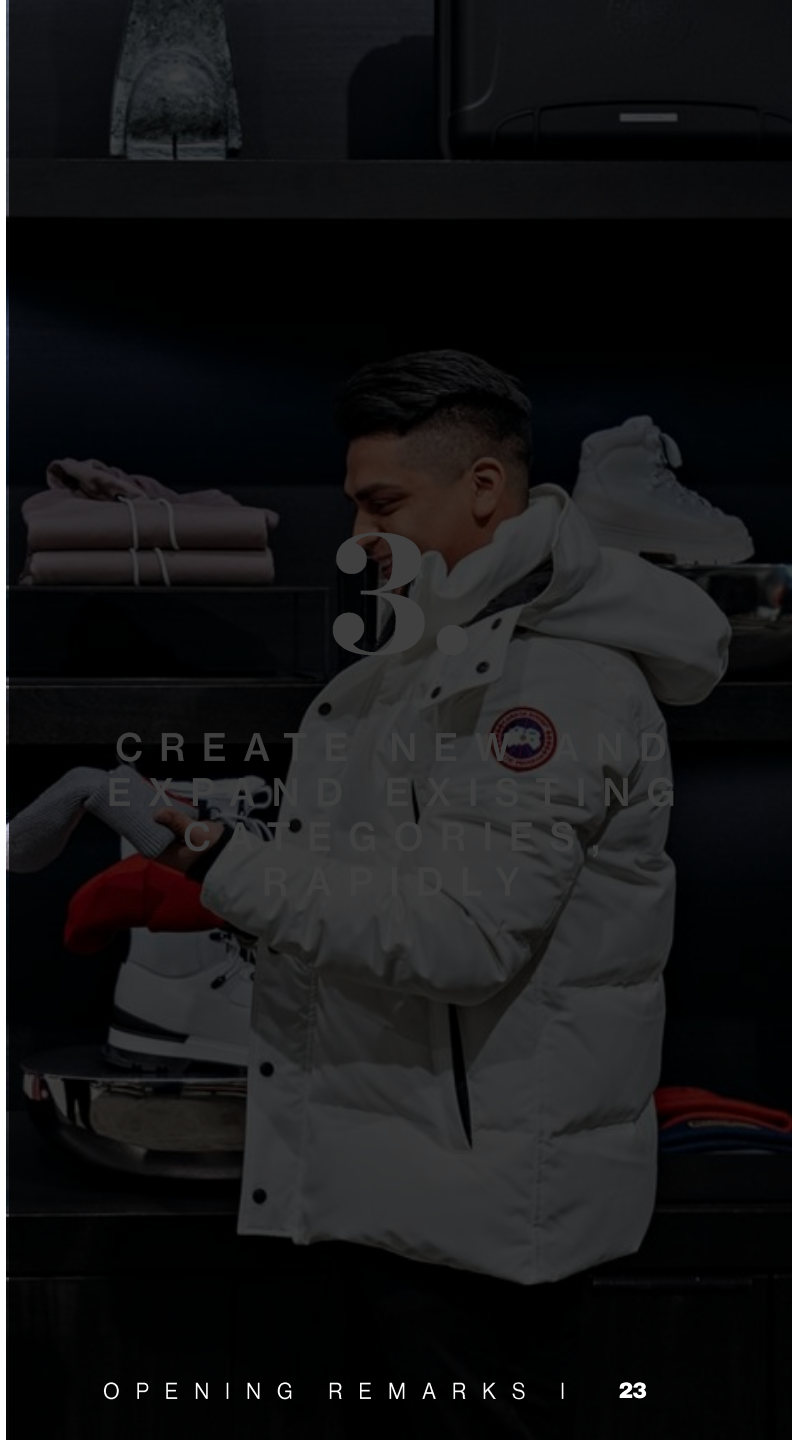
1.

ACCELERATE CONSUMER-FOCUSED GROWTH



2.

BUILD OUR DTC NETWORK



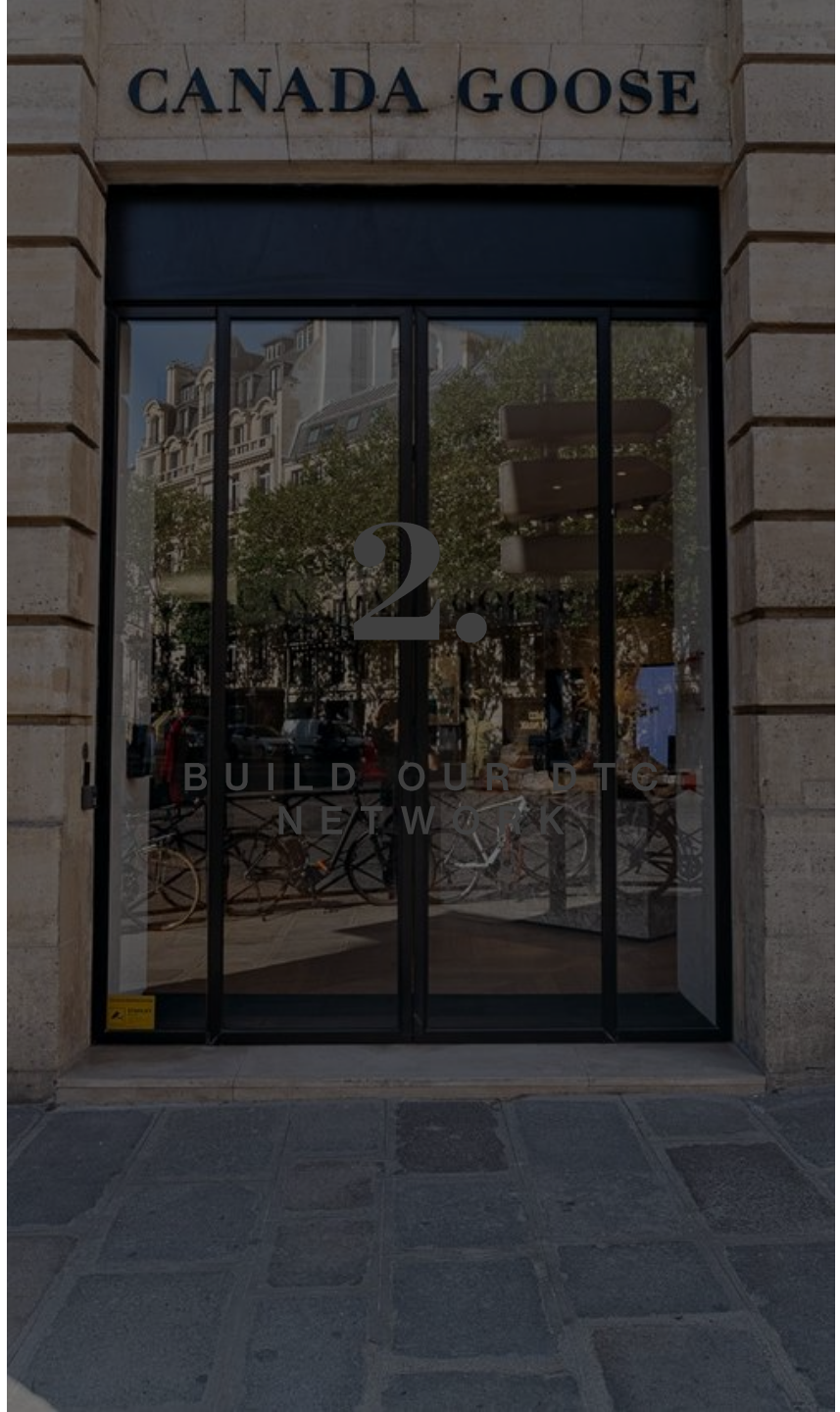
3.

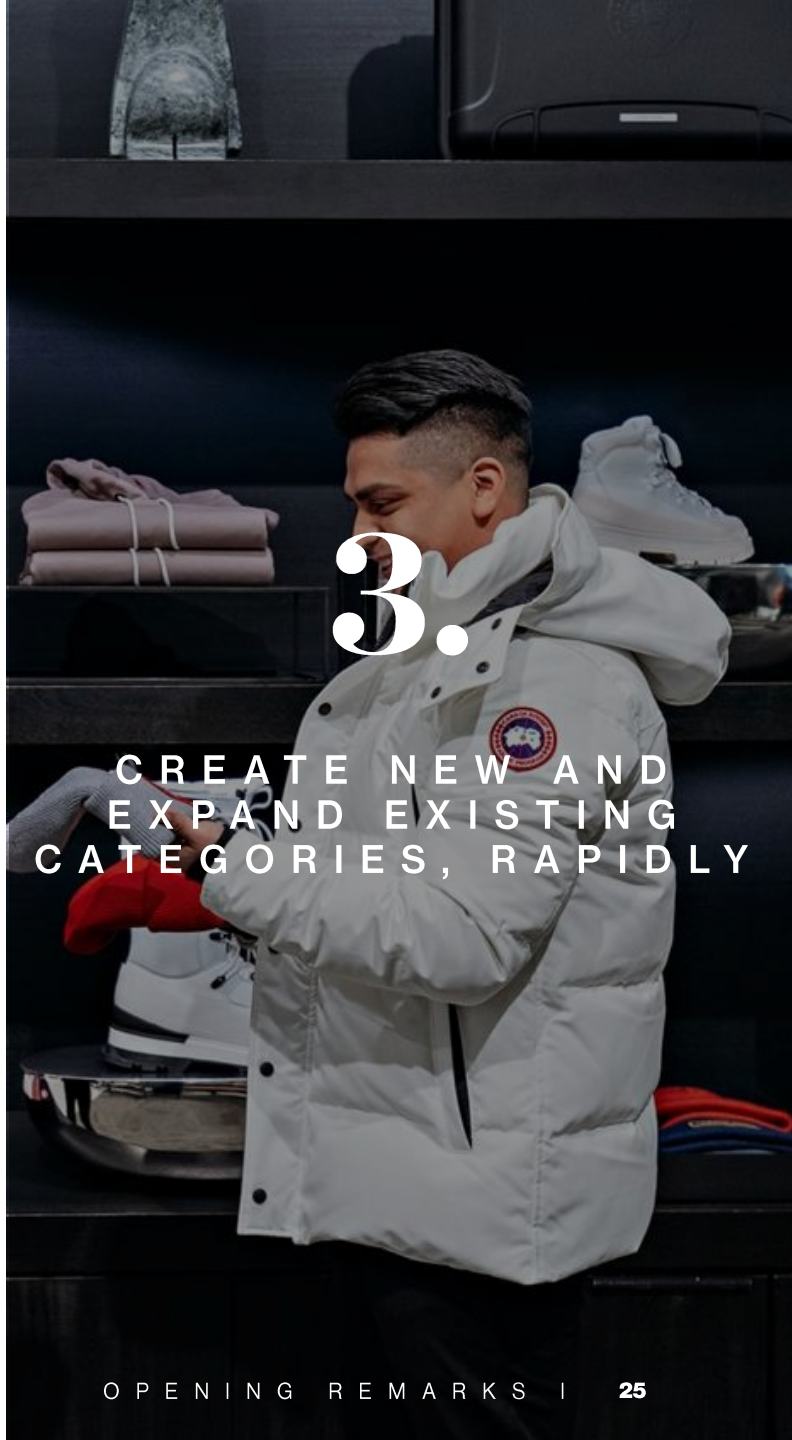
CREATE NEW AND EXPAND EXISTING CATEGORIES RAPIDLY



More than double our current stores.


1.
ACCELERATE CONSUMER-FOCUSED GROWTH
CANADA GOOSE


CANADA GOOSE
2.
BUILD OUR DTC NETWORK


3.
CREATE NEW AND EXPAND EXISTING CATEGORIES, RAPIDLY

Driving year-round relevance.




HUMANATURE
KEEP THE PLANET COLD
AND THE PEOPLE ON IT WARM

A company good for the world.

TARGET:

NET ZERO

CARBON EMISSIONS BY END OF 2025[1]

RDS ✓

RESPONSIBLE DOWN STANDARD CERTIFIED

TARGET:

100%

SUSTAINABLE PACKAGING BY END OF 2025[1]

1. Forward-looking information. See "Disclaimer".

DANI



CHAIRMAN & CEO

CARRIE



PRESIDENT

JONATHAN



EVP & CFO

PENNY



CM&EO

JOHN



COO

WOODY



CPO

ANA



PRESIDENT, NA

PAUL



PRESIDENT, APAC

PAT



PRESIDENT, EMEA

JESS



CHRO

DAVID



GENERAL COUNSEL

CATHERINE



CTO

NEIL



SVP, GROUP FINANCE


Our track record
speaks for itself.

Exceeding Our IPO Plans

$ MILLIONS	IPO FY20	ACTUAL FY20[2]	PERFORMANCE
$ Revenue	$629	$958	**1.5x**
Adjusted EBITDA[1]	$139	$263	**1.9x**
Adj. EBITDA Margin[1]	22.1%	27.5%	**+540 bps**

1. Non-IFRS measures used in prior periods that may not be comparable to non-IFRS measures currently in use. Please refer to the Management's discussion and analysis of financial condition and results of operations of the Company for the applicable periods for additional information including definitions and reconciliations of non-IFRS measures to the nearest IFRS measure.

2. See long-term outlook in press release dated June 2, 2017, in respect of financial results for the fourth fiscal quarter and fiscal year ended March 31, 2017.


Delivering high quality,
profitable growth.



Opening Remarks

DANI REISS, CHAIRMAN & CEO



Accelerate Consumer Focused Growth

PENNY BROOK, CHIEF MARKETING & EXPERIENCE OFFICER

CANADA GOOSE

Accelerate Consumer Focused Growth by...








Canadian Warmth



Warmth in every interaction, expertise behind every recommendation.

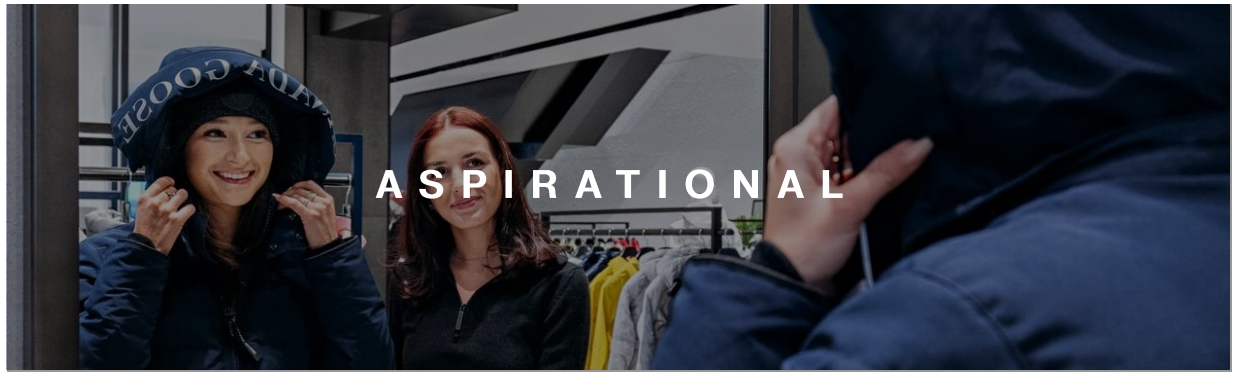


Luxury shopping can be cold and austere.

We are democratizing the luxury retail experience.








Basecamp helps our community Thrive.

Unique programming that brings our brand to life.



Basecamp Community











Inspire and enable all people to thrive in the world outside.



‘Warm Up London’ drove results.



↑ **50%**
BASECAMP MEMBERSHIPS



↑ **27%**
YOY DECEMBER SALES



A global brand that resonates across all ages around the world.



Our strongest cohorts are Millennials and Gen Z.

Source: Canada Goose Brand Health Survey, May 2022
Source: Google Analytics Purchaser Data, FY23 P9 YTD



Source: Euromonitor Luxury Goods Market Report

Women typically account for more than 60% of luxury spend.







We will lean into style and versatility.

Source: Canada Goose Brand Health Survey, May 2022
Source: Canada Goose Primary Consumer Research, June 2022



Driving deeper, emotional connections with women.

Focusing our stories on strong women.









FROM LEFT TO RIGHT:
JODIE TURNER SMITH, KHADIJHA RED THUNDER AND SOO JOO PARK

Annie Leibovitz











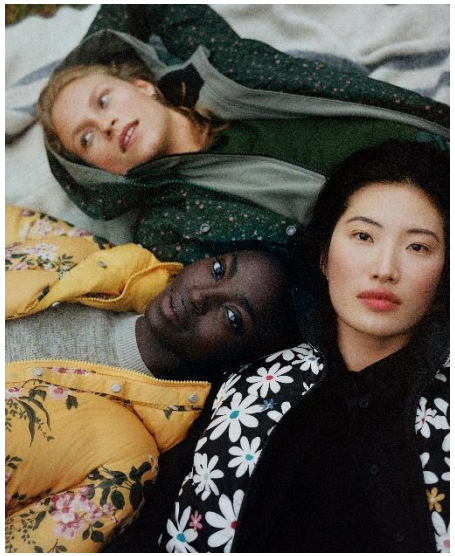
CANADA GOOSE

Reformation













Gen Z will represent up to 30% of the luxury market.

Source: Bain Altagamma Luxury Goods Worldwide Market Study, Nov. 2022



They value luxury, high quality, and long-lasting products.


We have always been
a purpose-led brand.

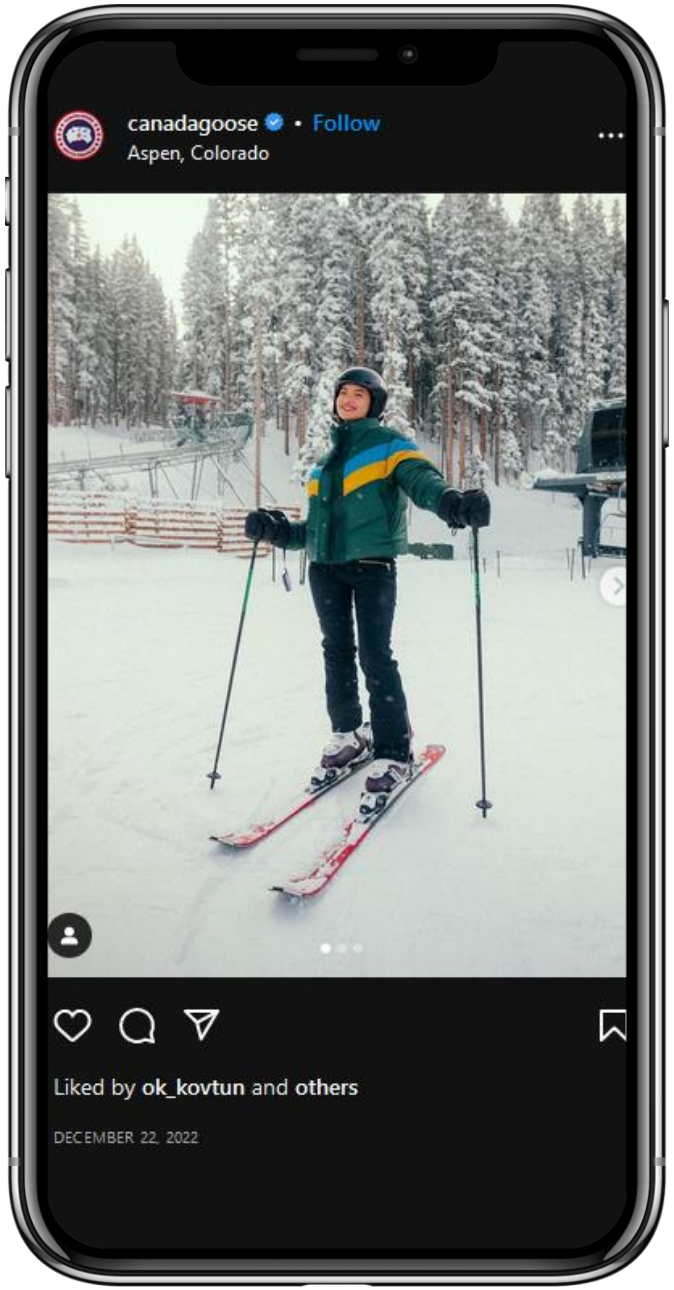

CANADA GOOSE






We drive relevance,
we know cool.
UNION
CONCEPTS
NBA

Scaling up our digital content and media strategy globally.





We have completely transformed our social media presence.

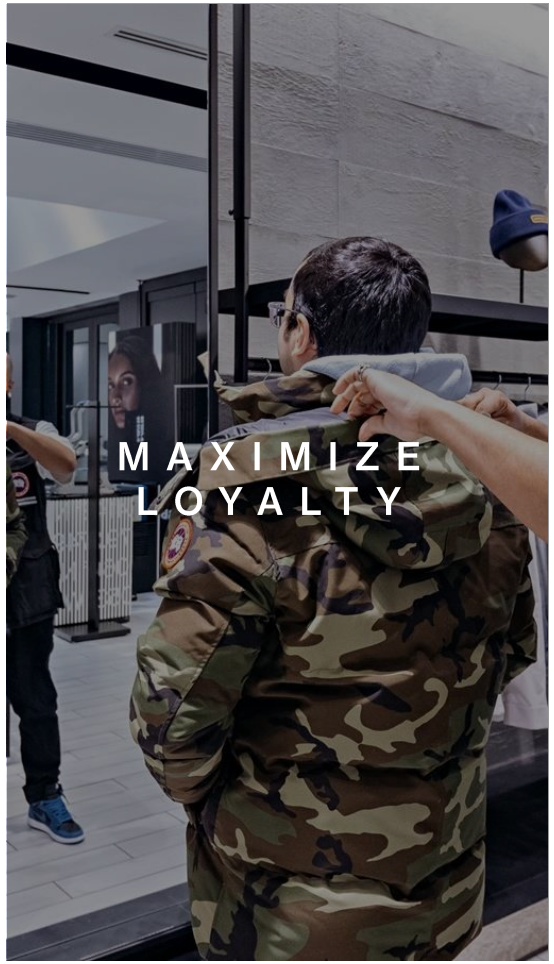


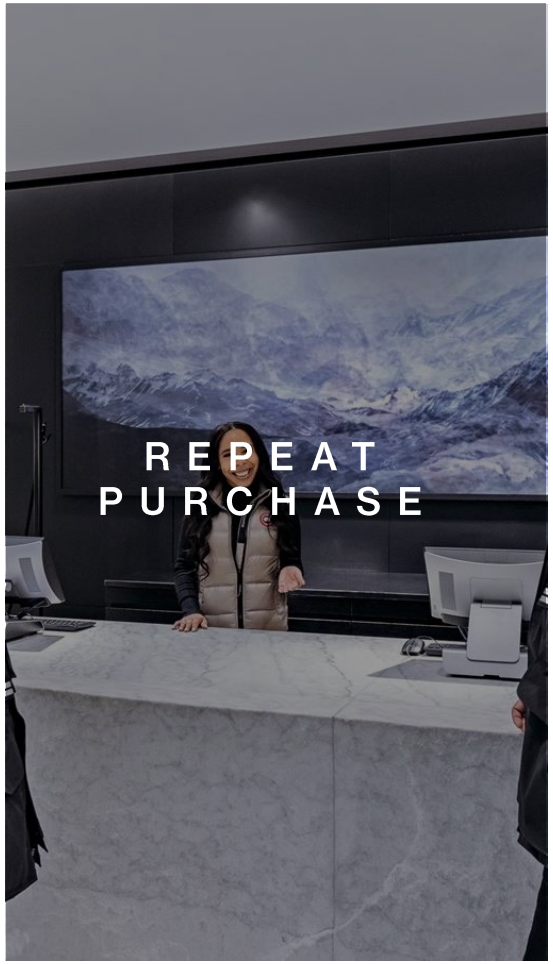
Delivering Canadian Warmth through our investment in CRM.

Personalizing engagement through all touchpoints.









Reengagement drives revenue growth, product and cost optimization.

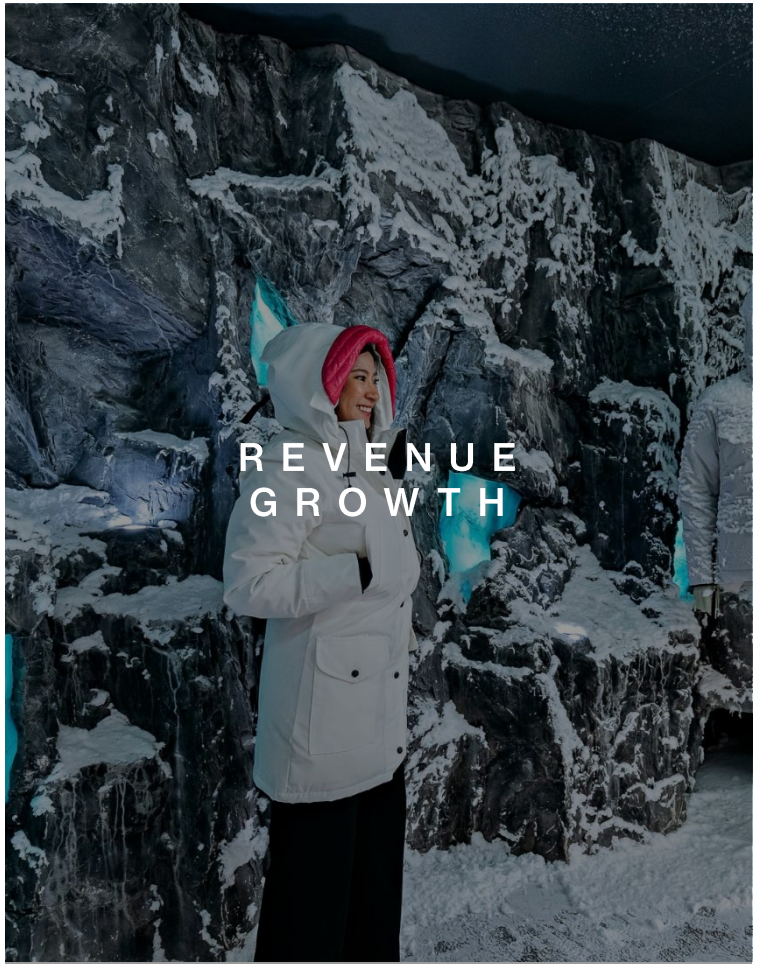






Source: Canada Goose CRM Analytics

Driving lifetime value.








We are a year-round performance luxury brand.



Accelerate Consumer Focused Growth

PENNY BROOK, CHIEF MARKETING & EXPERIENCE OFFICER

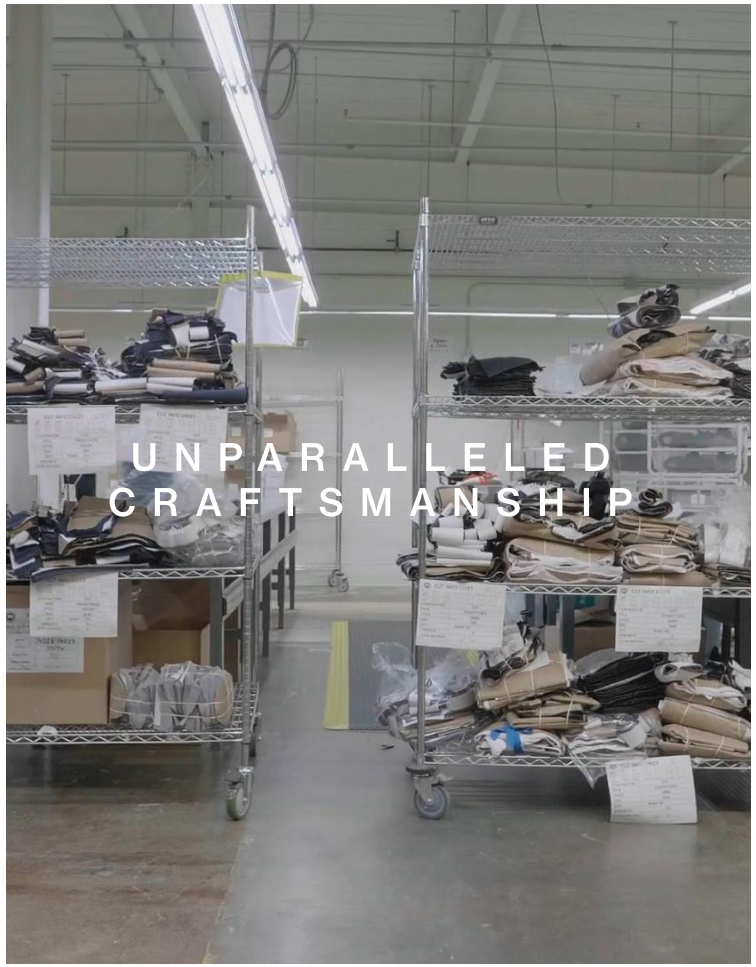
CANADA GOOSE



Building Our DTC Network

CARRIE BAKER, PRESIDENT

Bringing more Canada Goose to the world.









Build our DTC Network

Global brand strength

Our approach to distribution

New channels

The Canada Goose brand has never been stronger.

 Source: Global consumer research conducted in October 2022 across 8 geographies

The Performance Luxury lifestyle brand.





One of the world's fastest-growing[1] luxury goods companies.

CANADA GOOSE

Source: Deloitte's Global Power of Luxury Goods Report 2022



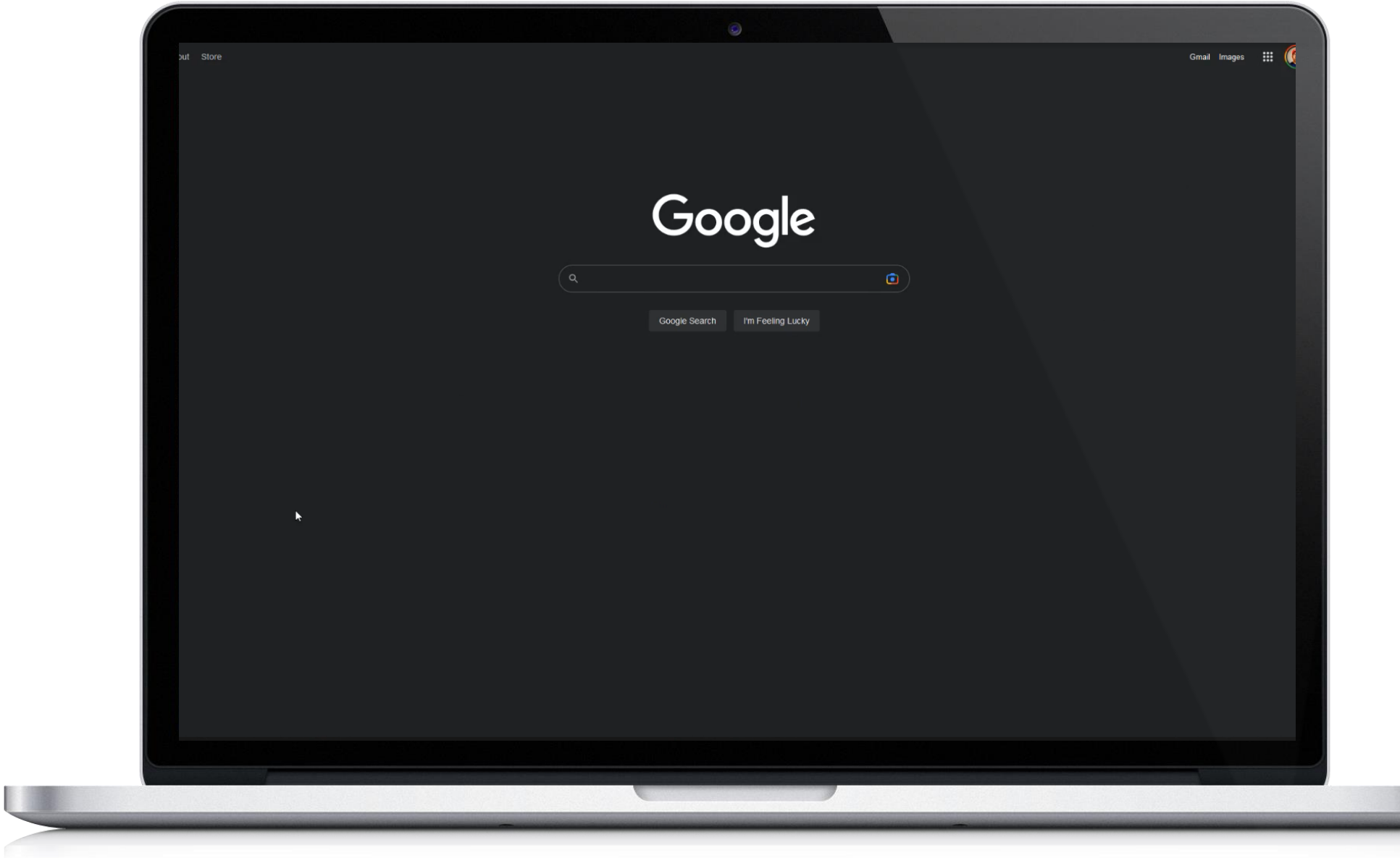
Brand strength begins with brand awareness.



Established awareness around the world.

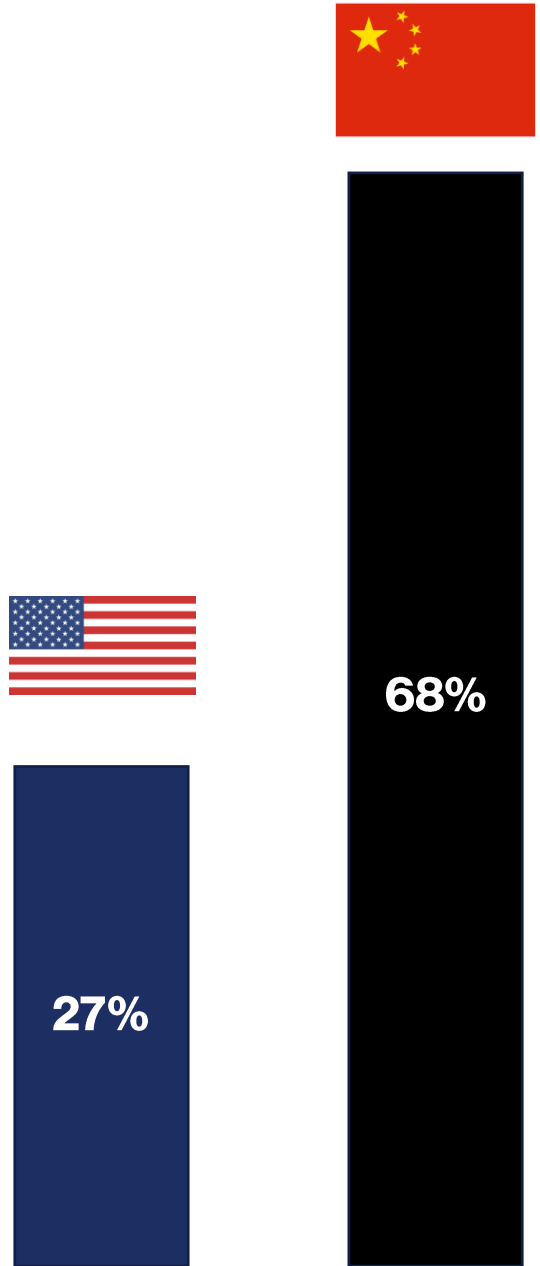
Source: Canada Goose Brand Health Survey, May 2022

The most searched parka in our key markets.



Source: Google, Brands Associated with "Parka" Search Term, Calendar 2022 for CAN, USA, and UK

Growth markets possess high purchase intent from non-Canada Goose owners.



CANADA GOOSE

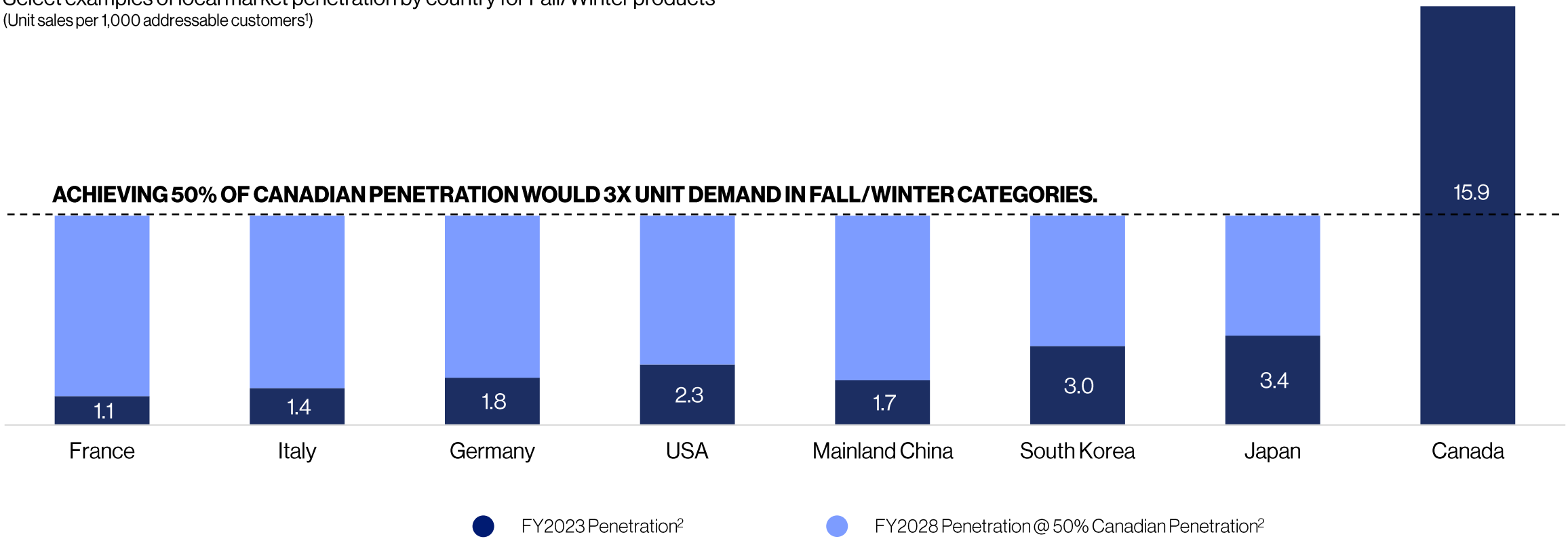
Source: Global consumer research conducted in October 2022 across 8 geographies
Graph is not to scale; visual communication only.


We are still early in our global growth story.

Pursue continued global growth.

LARGE PENETRATION UPSIDE ACROSS MARKETS

Select examples of local market penetration by country for Fall/Winter products
(Unit sales per 1,000 addressable customers[1])



1. Addressable Consumer = HH Income > $100K CAD, Domestic Consumer (excludes tourist and reseller customers)
2. Forward-looking information. See "Disclaimer".

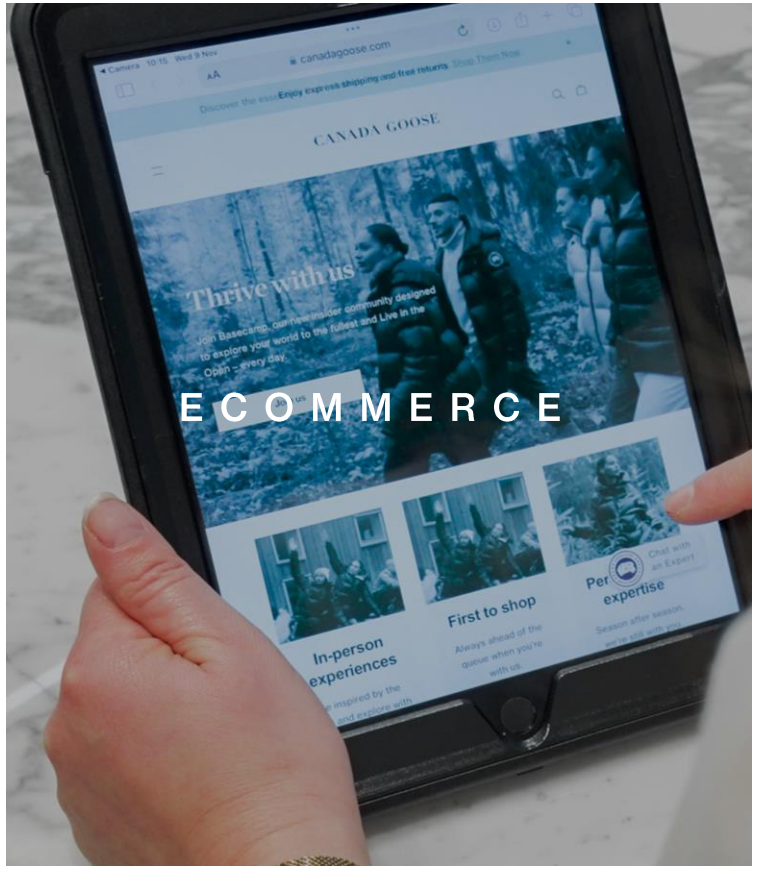
Estimated Outerwear market sizes across key geographies.

TOTAL ADRESSABLE MARKET

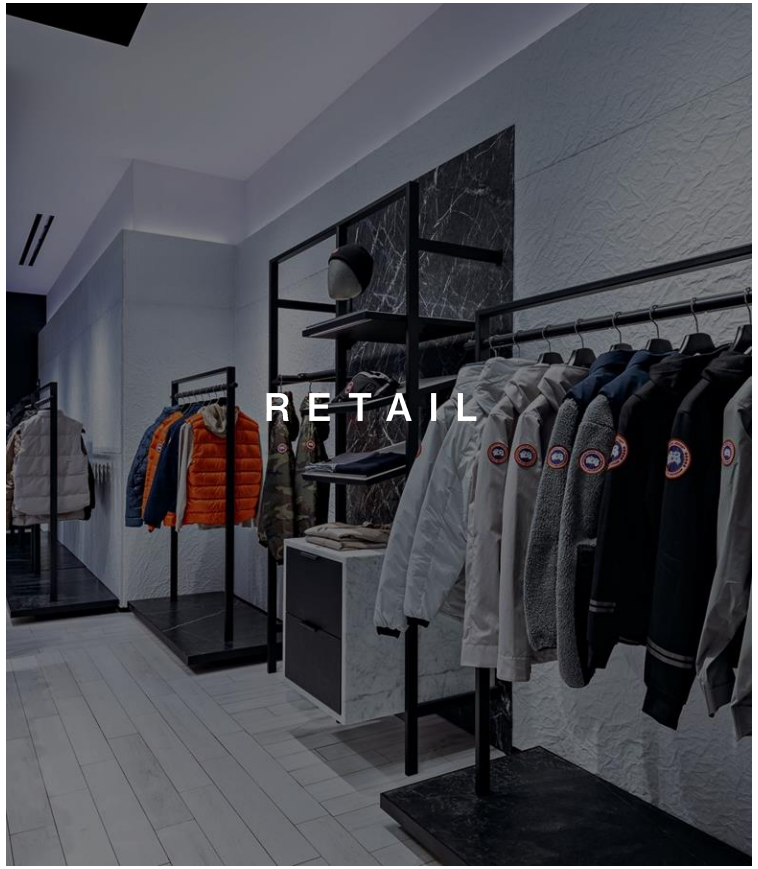


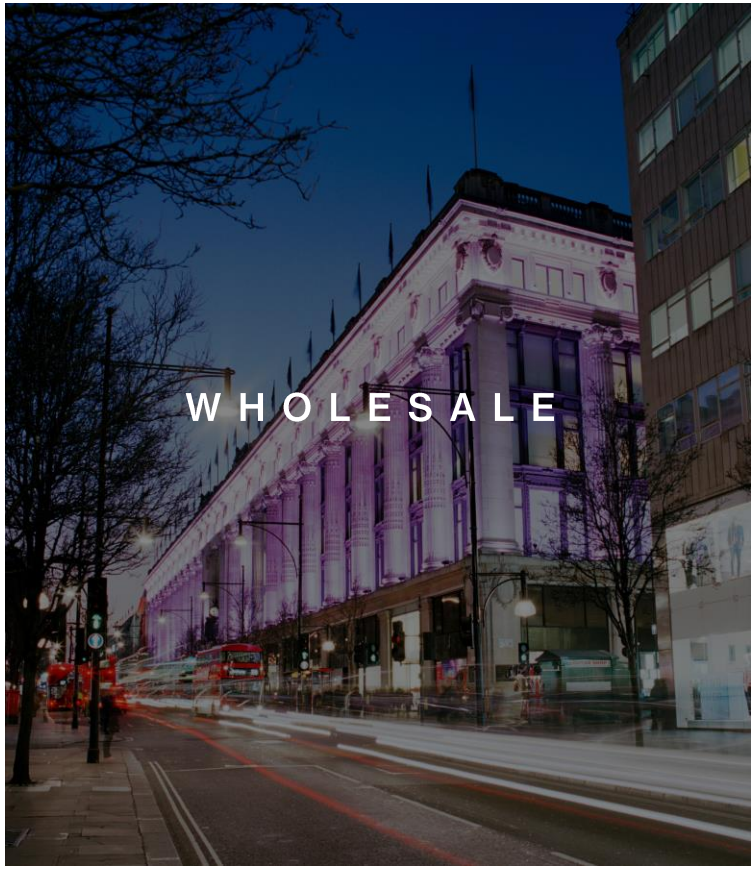
Source: Global consumer research conducted in October 2022 across 8 geographies

All channels have distinct, meaningful and complementary roles to play.



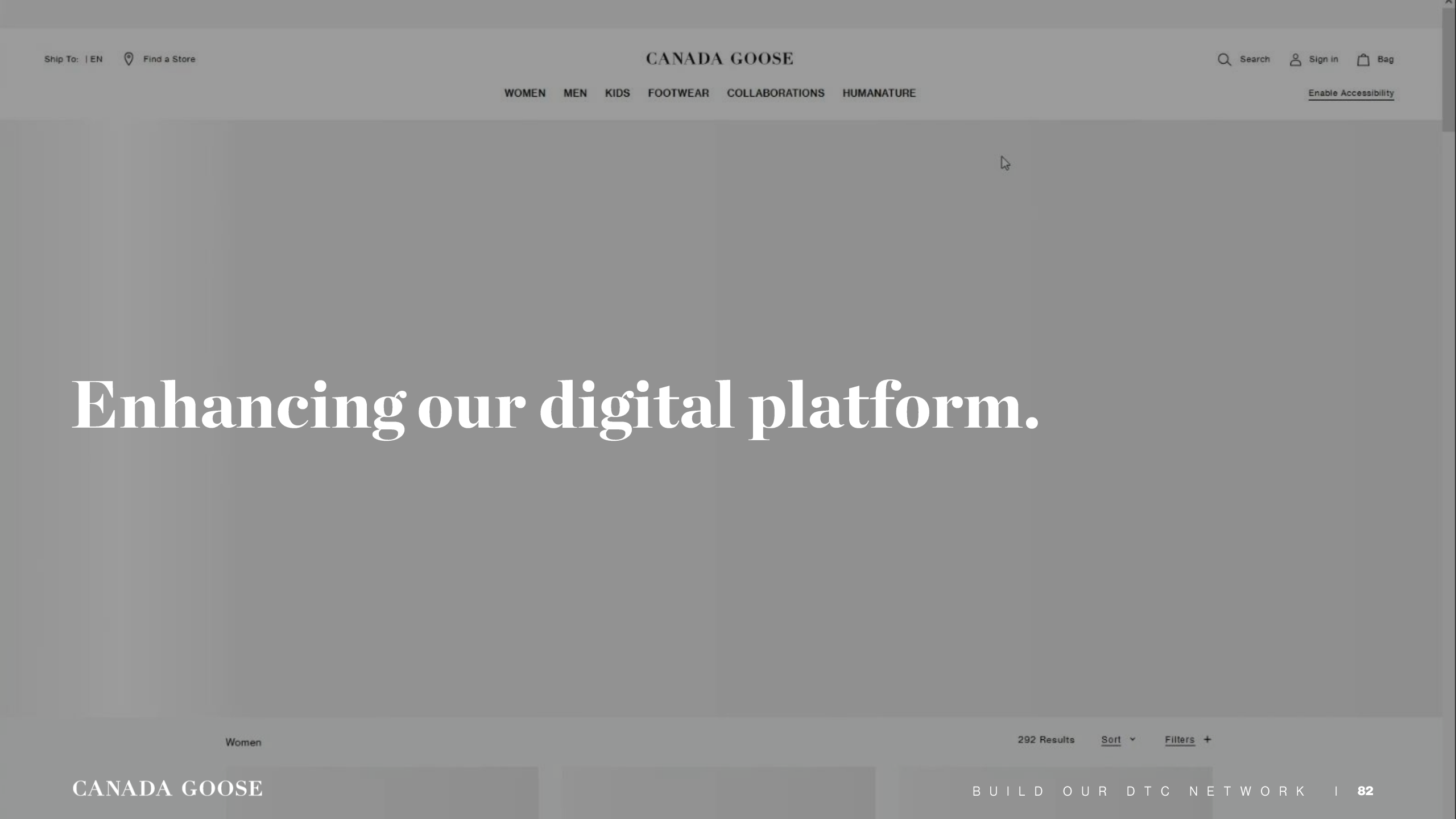
ECOMMERCE


RETAIL


WHOLESALE

Now in 57 countries and growing over the next five years.




Ship To: | EN
Find a Store
CANADA GOOSE
Search
Sign in
Bag
WOMEN
MEN
KIDS
FOOTWEAR
COLLABORATIONS
HUMANATURE
Enable Accessibility
Enhancing our digital platform.
Women
292 Results
Sort
Filters



Our focus and ecommerce roadmap.

Personalized journey

Frictionless purchase engagements

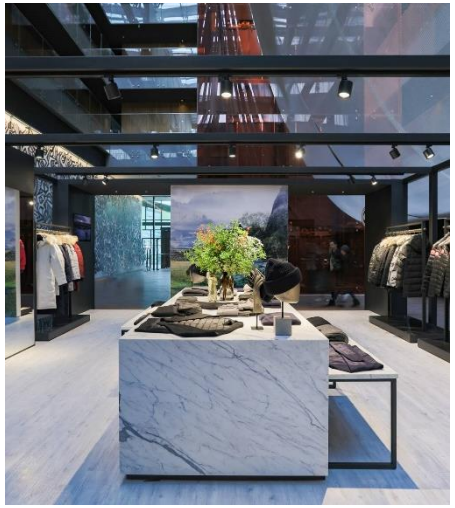
Luxury experience



Unlocking the endless aisle.



More than double our retail stores in five years.



Beijing



Toronto



New York, SoHo



Chicago



Los Angeles



London



Milan



Paris

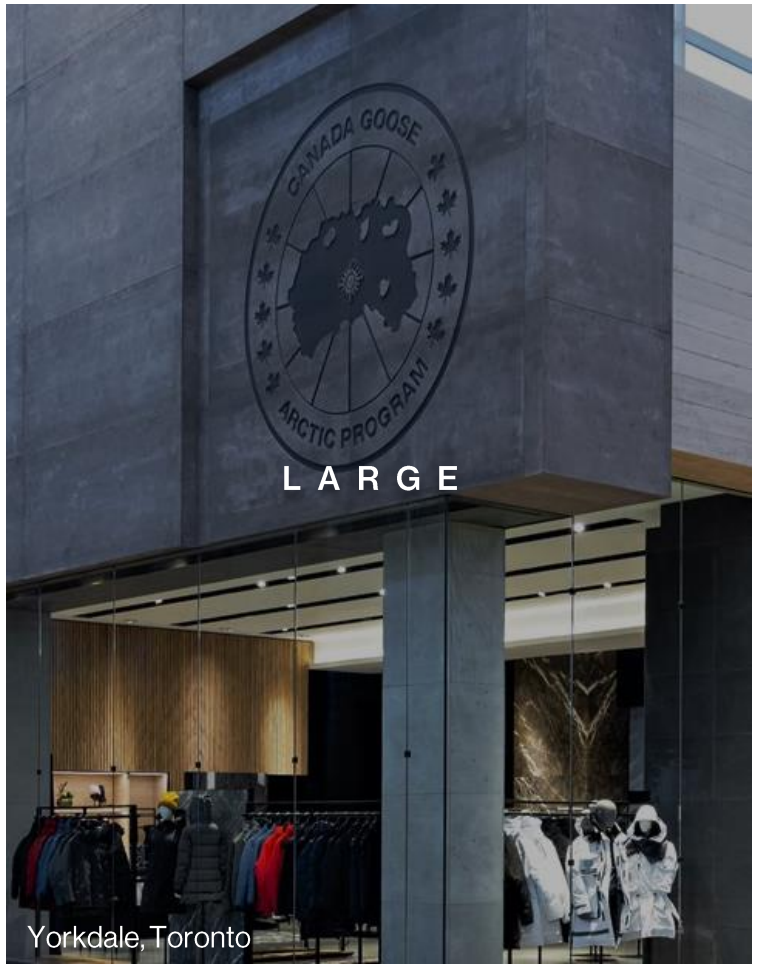


Tokyo



Hong Kong

Our store model.



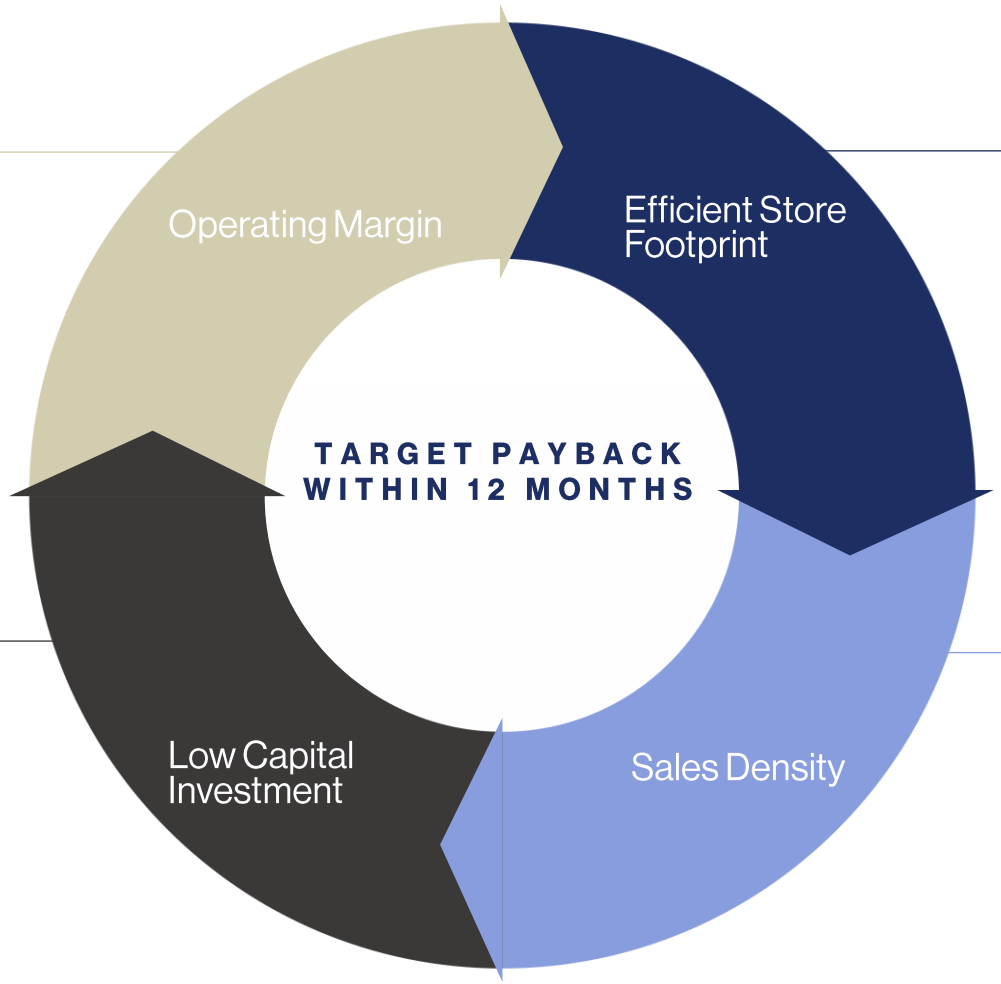




Replicate best-in-class unit economics in every store.

>40% OPERATING MARGIN TARGET PER STORE

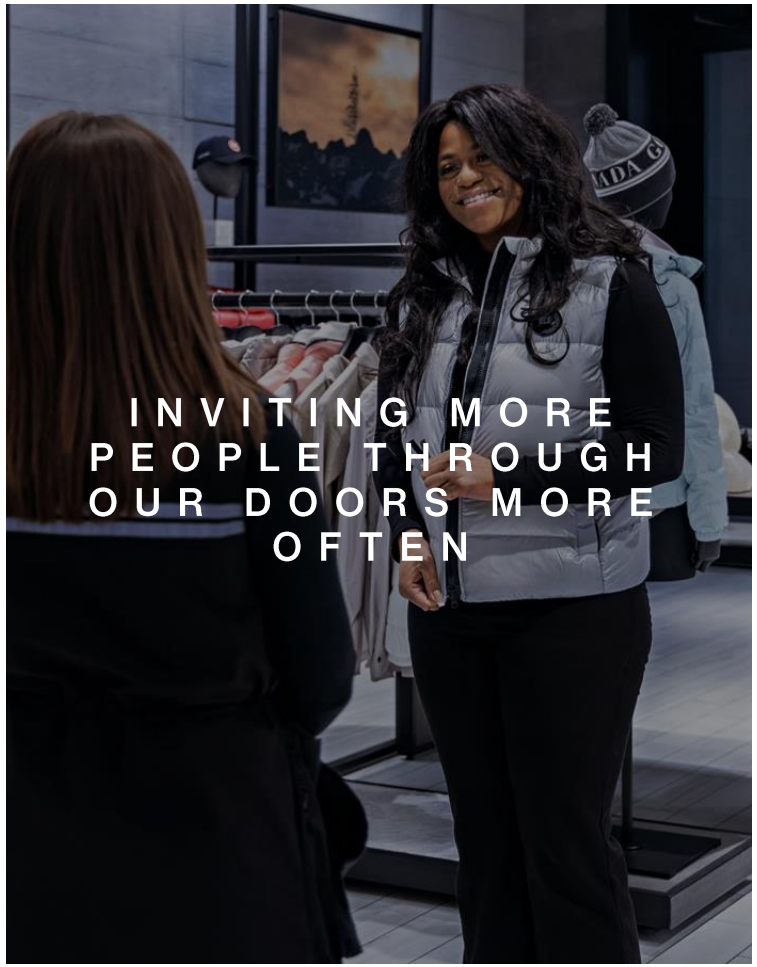
AVG. NET SELLING SPACE ~3,000 SQFT.

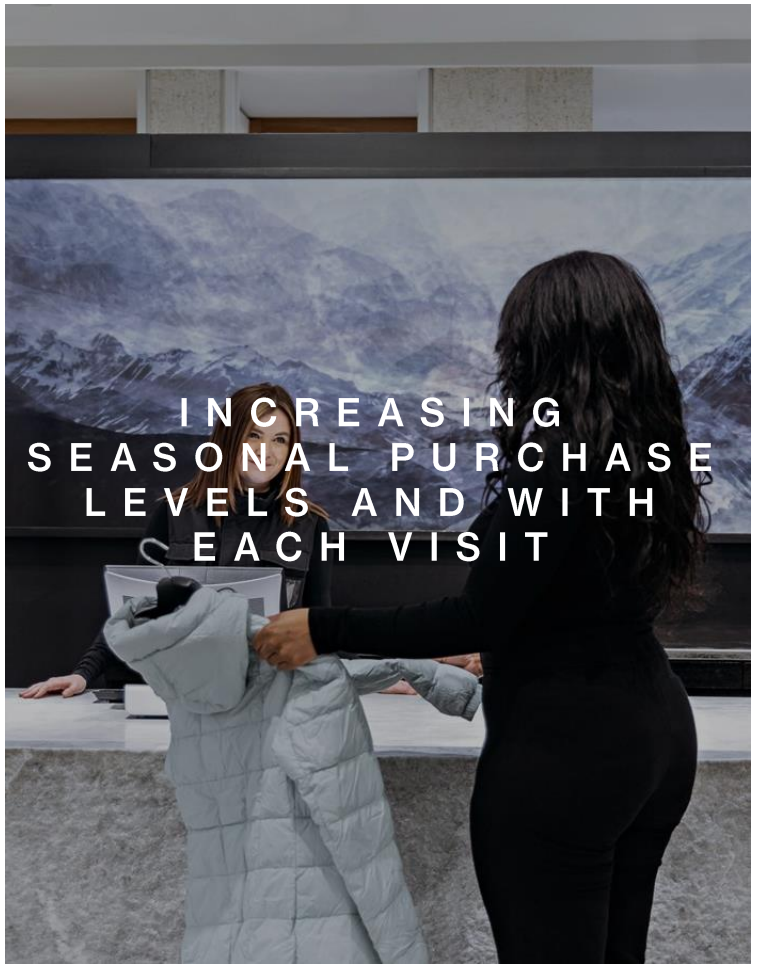


AVG. ~$1K CAPEX PER SQFT.

>$4K SALES PER SQFT.

Building upon and optimizing DTC efforts.

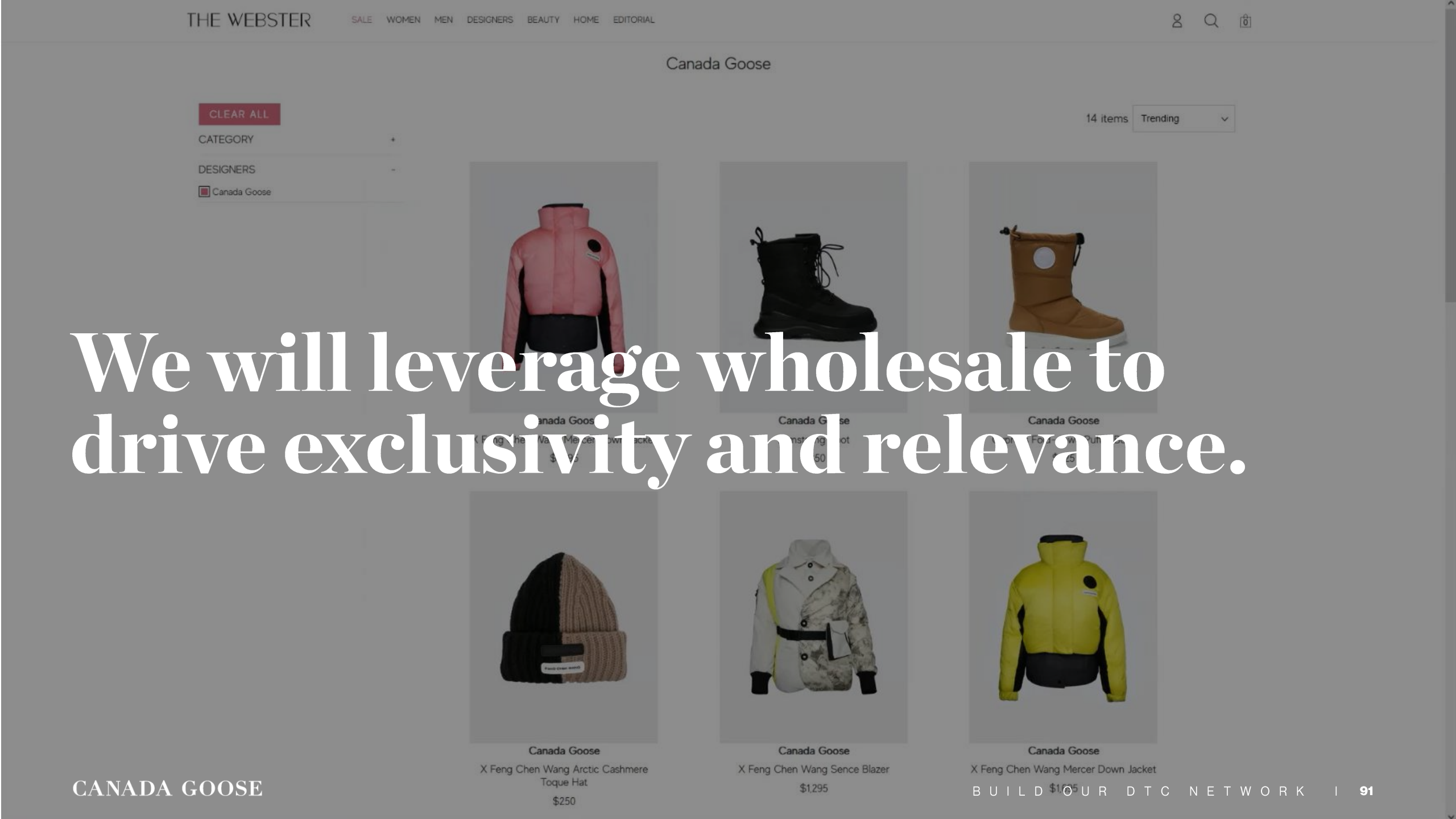








Best in class partners, influencers and trendsetters.



We will leverage wholesale to drive exclusivity and relevance.



Travel Retail presents a meaningful opportunity.

Our Travel Retail Roadmap



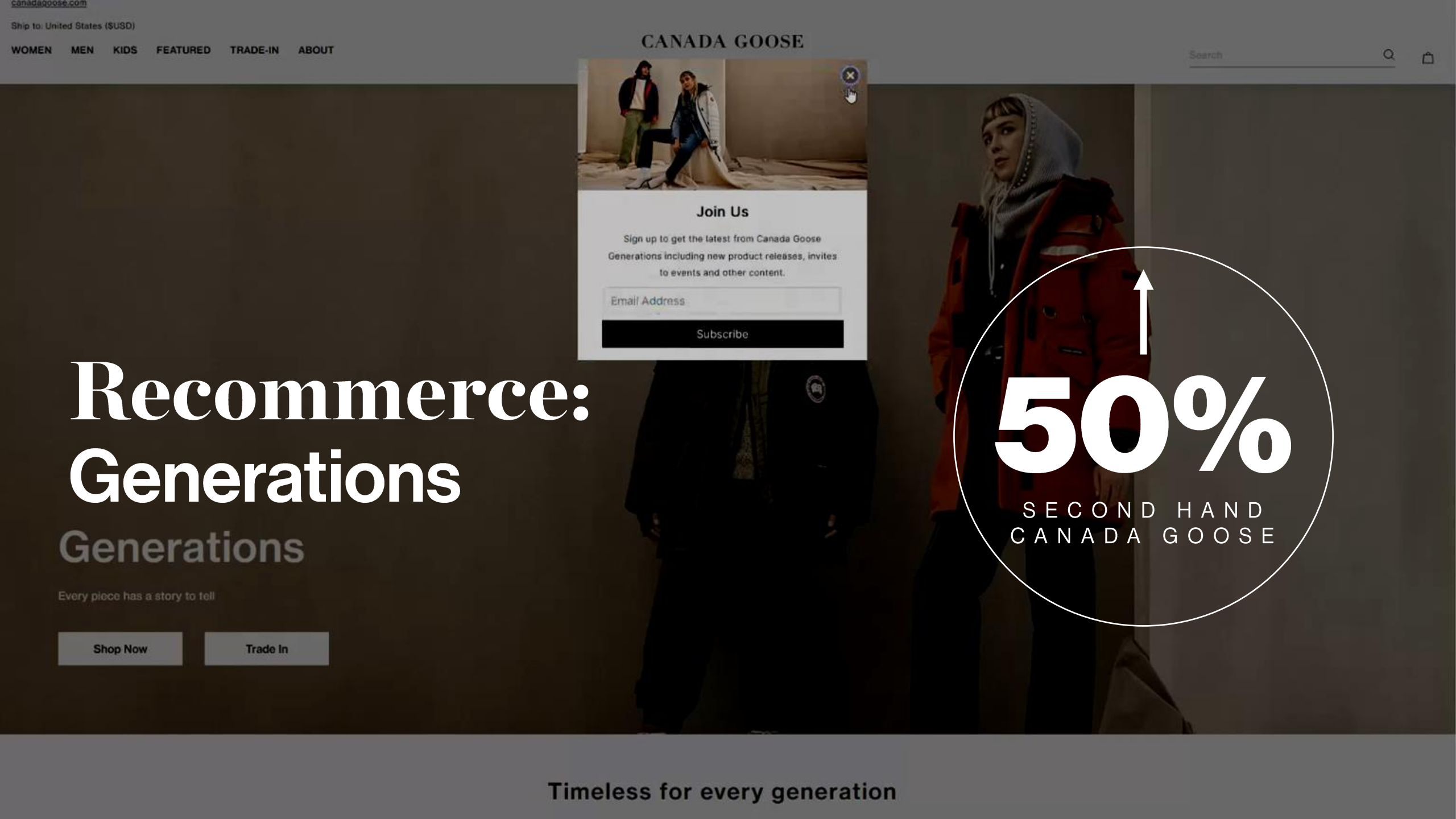
CURATED ASSORTMENT OF TOP STYLES

AS MANY AS 20 LOCATIONS WORLDWIDE

3-5 LOCATIONS IN FY24

$100M++ LONG-TERM OPPORTUNITY[1]

1. Forward-looking information. See "Disclaimer".


canadagoose.com
Ship to: United States ($USD)
WOMEN MEN KIDS FEATURED TRADE-IN ABOUT
CANADA GOOSE
Search
Join Us
Sign up to get the latest from Canada Goose Generations including new product releases, invites to events and other content.
Email Address
Subscribe
Recommerce:
Generations
Generations
Every piece has a story to tell
Shop Now
Trade In
50%
SECOND HAND
CANADA GOOSE
Timeless for every generation



Driving DTC engagement through Recommerce.



Generations supports our Sustainable Impact Strategy.

OUR GOAL IS TO DIVERT 100% OF OUR ANNUAL WARRANTY WASTE BY 2025.



Building Our DTC Network

CARRIE BAKER, PRESIDENT



North America

ANA MIHALJEVIC, PRESIDENT (NA)

CANADA GOOSE



EMEA

CARRIE BAKER, PRESIDENT



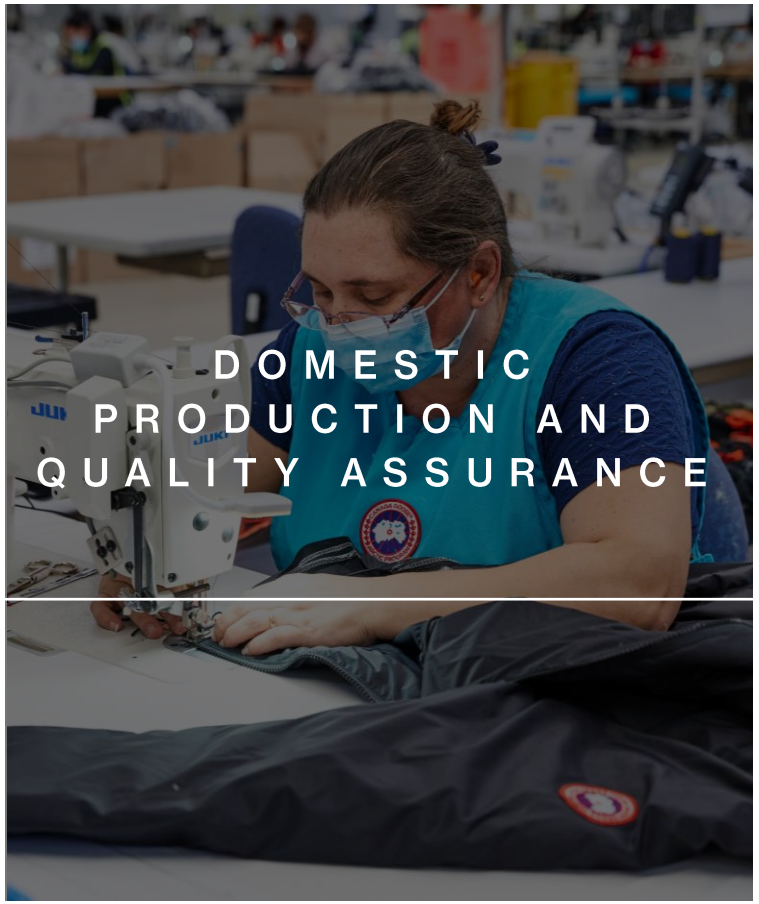
Operations Overview

JOHN MORAN, CHIEF OPERATING OFFICER

CANADA GOOSE

We control the end-to-end supply chain.







Manufacturing network evolution

FACILITIES IN FY2017
~1,100 PRODUCTION STAFF

5
DOMESTIC MANUFACTURING

32
DOMESTIC CONTRACT MANUFACTURING

6
OFFSHORE MANUFACTURING

FACILITIES IN FY2023
~3,300 PRODUCTION STAFF

8
DOMESTIC MANUFACTURING

12
DOMESTIC CONTRACT MANUFACTURING

78%
UNITS SOLD FROM DOMESTIC PROD.

14
OFFSHORE MANUFACTURING

20%
UNITS SOLD TO EMEA MARKETS

2%
UNITS SOLD TO APAC MARKETS

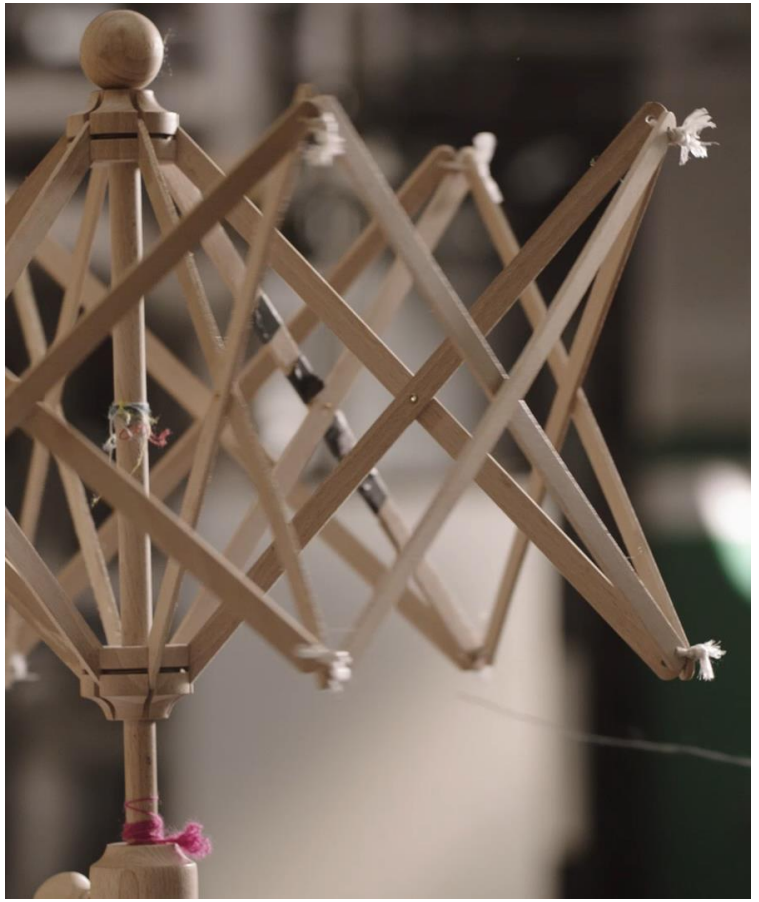
CANADA GOOSE

Source: Total Finished Goods (Manufactured and Purchased)

Manufacture in the best factories in the world, with the right partners.

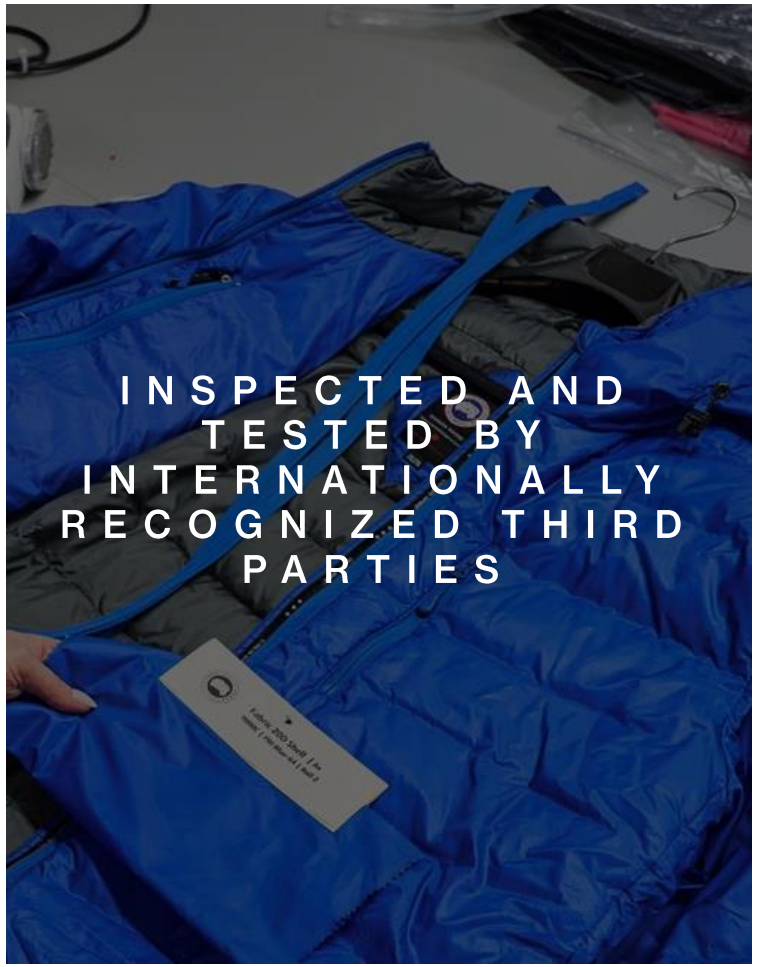






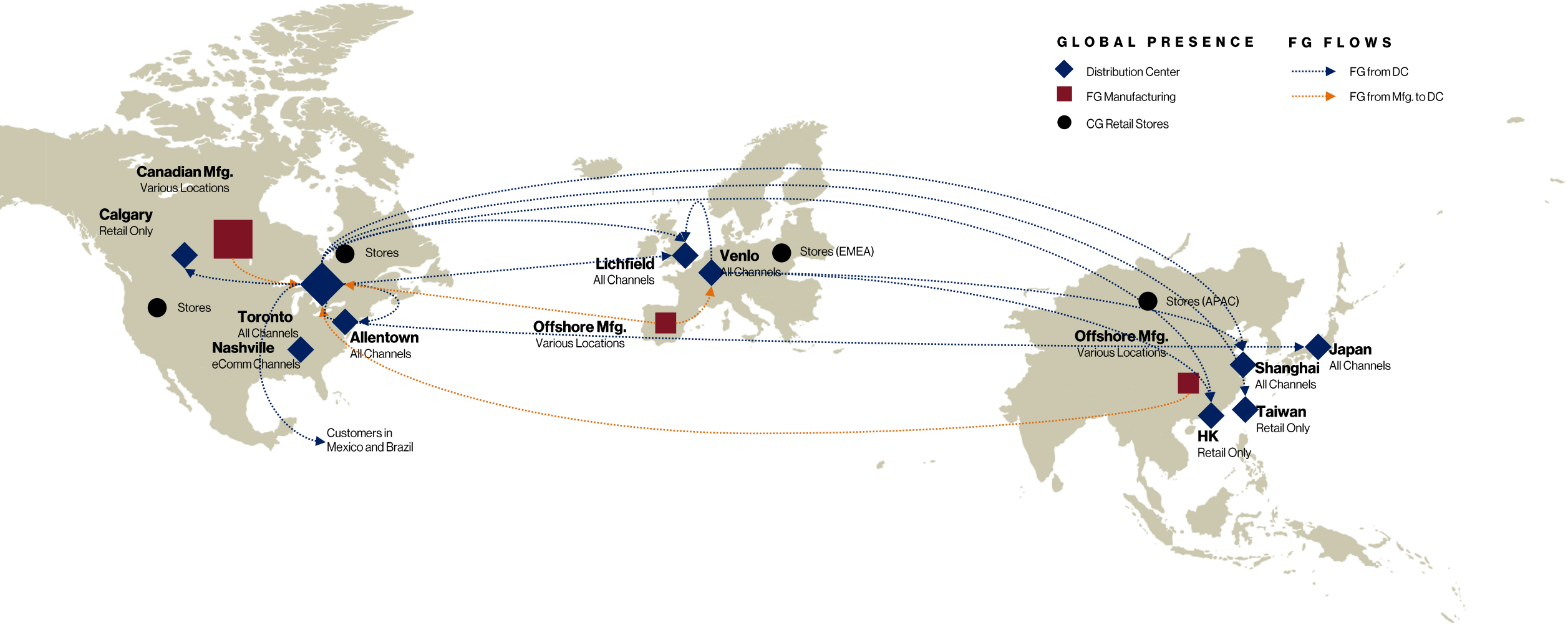
Luxury Materials Selected for Performance







Our Global Logistics Network





Operations Overview

JOHN MORAN, CHIEF OPERATING OFFICER



Create New and Expand Existing Categories, Rapidly

WOODY BLACKFORD, CHIEF PRODUCT OFFICER

CANADA GOOSE

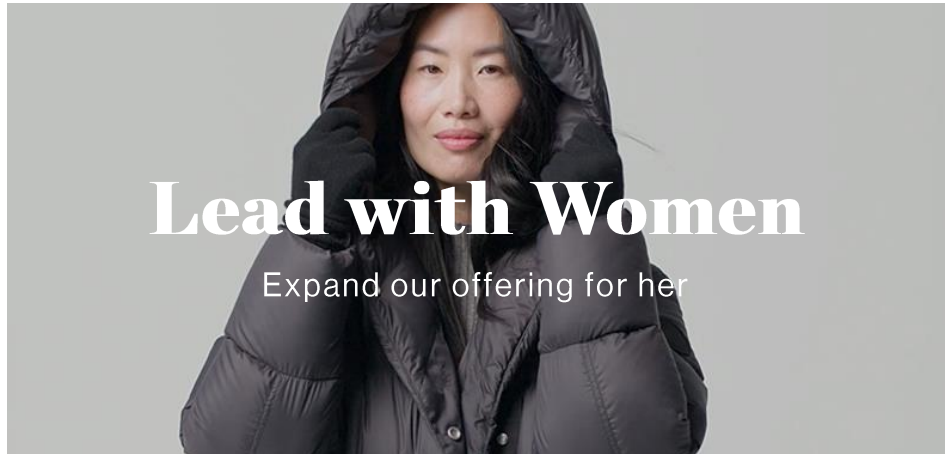
Category Expansion

Entering new and expand existing categories



Seasonal Relevance

Drive all-season relevance with product that protects in all climates



Lead with Women

Expand our offering for her



Sustainability

Purpose-led Sustainable Innovation



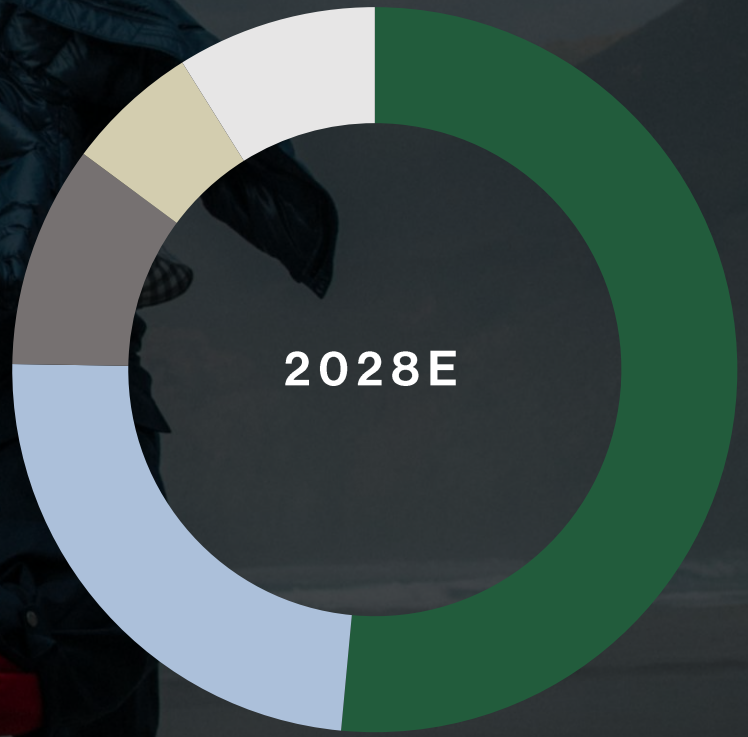
Category Expansion

Entering new and expand existing categories

Product Evolution and Growth







HWD LWD APPAREL ACCESSORIES OTHER

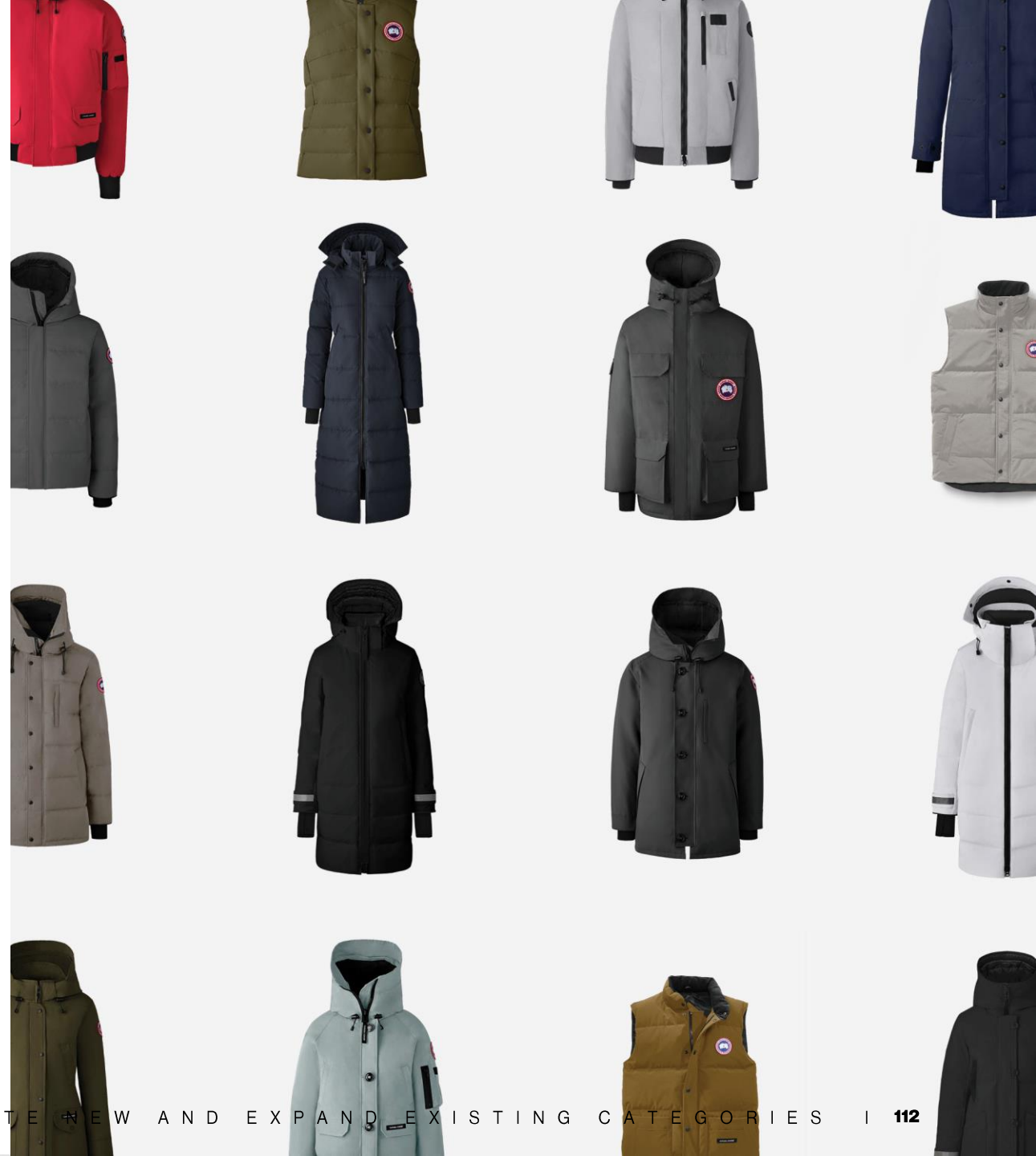
SNOW MANTRA EFFECT




HWD


CANADA GOOSE


CANADA GOOSE



LWD

THE WINNER IS…

Outside Gear of the Year



THE HYBRIDGE LITE JACKET

FY2023 YTD LWD

$250M[1]

65% MARGIN

CANADA GOOSE

1. Forward-looking information. See "Disclaimer".
























CANADA GOOSE





Seasonal Relevance

Drive all-season relevance with product that protects in all climates








CANADA GOOSE







FROM WARMTH TO PROTECTION IN ALL CONDITIONS

Arctic → Ocean → Expand

COLD

↓

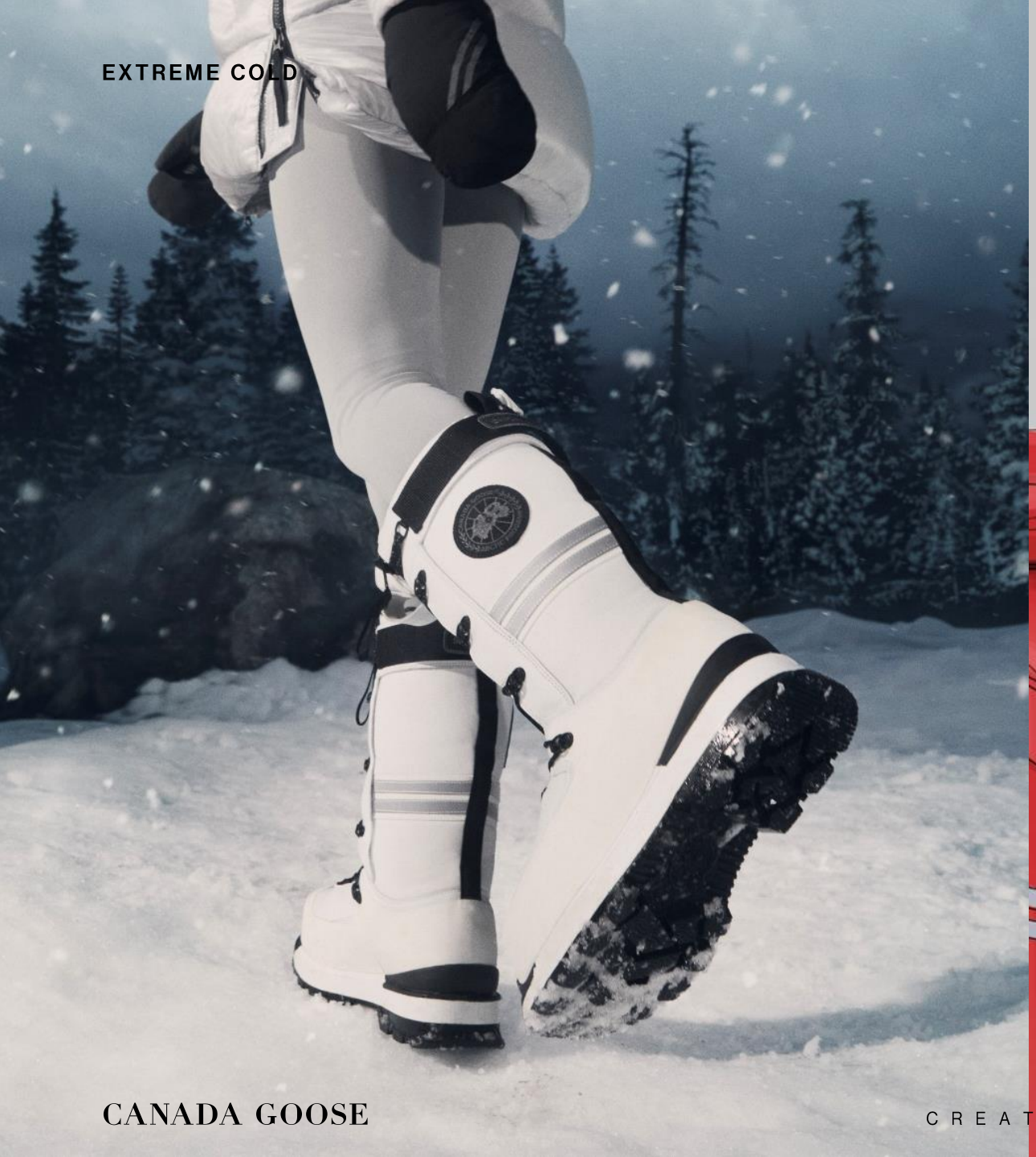
WARM

WET

↓

DRY


Extreme
Cold


EXTREME COLD
CANADA GOOSE





Extreme Wet


EXTREME WET





Future Climates



Lead with Women

Expand our offering for her

LEAD WITH WOMEN















Sustainability

Purpose-led Sustainable Innovation



STANDARD EXPEDITION PARKA



KIND FLEECE




REFORMATION


OCTOBER'S VERY OWN


ANGEL CHEN


FENG CHEN WANG


NBA


BAPE



UNION


HOOD TRIM COLLECTIVE



CONCEPTS

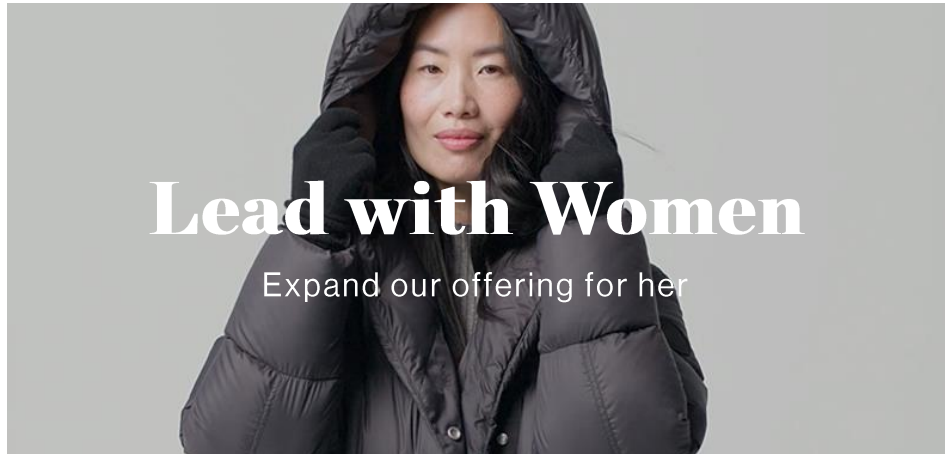
Category Expansion

Entering new and expand existing categories



Seasonal Relevance

Drive all-season relevance with product that protects in all climates



Lead with Women

Expand our offering for her



Sustainability

Purpose-led Sustainable Innovation

Financials

JONATHAN SINCLAIR, EVP & CFO

FEBRUARY 7, 2023

Our historical performance



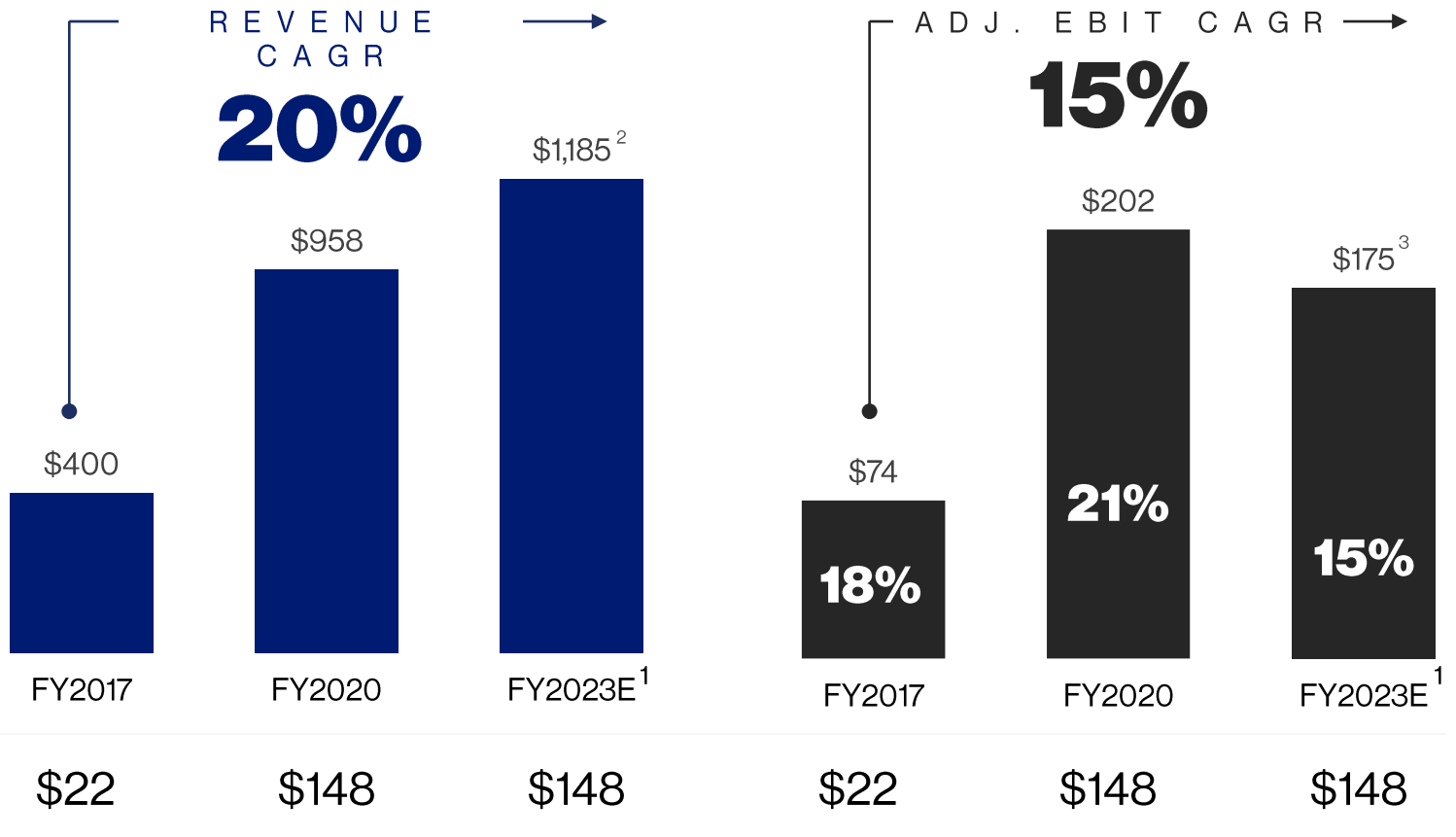
IPO Promises Delivered

	FY 2020 OUTLOOK	FY 2020	PERFORMANCE
FINANCIAL			
$ Revenue	$629M	$958M	**1.5X / +15% CAGR**
DTC %	44%	66%	**1.5X**
Adjusted EBITDA[1]	$139M	$263M	**1.9X**
Adjusted EBITDA Margin[1]	22.1%	27.5%	**+540 bps**
Adjusted Net Income	$76M	$147M	**1.9X**
OPERATIONAL			
Pricing CAGR	3%	13%	**+10% CAGR**
Volume Units CAGR	15%	17%	**+2% CAGR**
Retail Stores	17	20	**3**
E-commerce Markets	18	13	**5**

1. Non-IFRS measures used in prior periods that may not be comparable to non-IFRS measures currently in use. Please refer to the Management's discussion and analysis of financial condition and results of operations of the Company for the applicable periods for additional information including definitions and reconciliations of non-IFRS measures to the nearest IFRS measure.

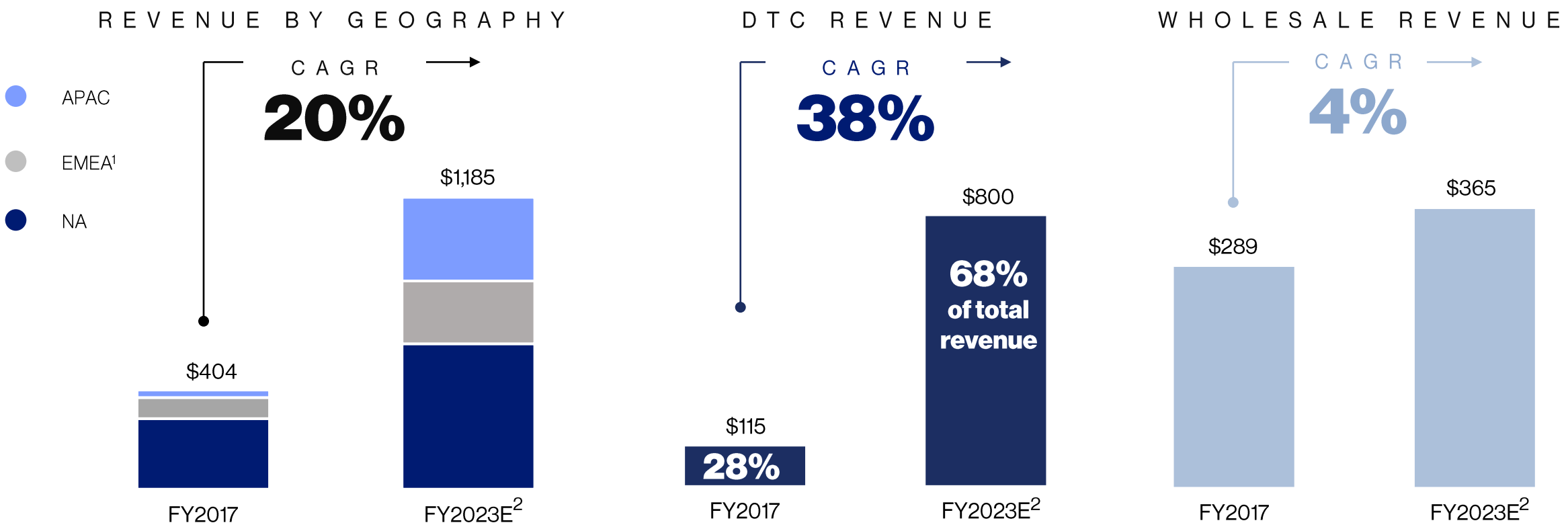
We have a strong record of growth.

$1.2B
REVENUE IN FY2023E[1,2]



1. Forward-looking information. See "Disclaimer".
2. Revenue for Fiscal 2023E is expected to be between $1.175B and $1.195B
3. Non-IFRS specified financial measure. See "Disclaimer - Non-IFRS Financial Measures and Other Financial Measures". Adjusted EBIT for Fiscal 2023E is expected to be between $167M and $182M, and Adjusted EBIT Margin for Fiscal 2023E is expected to be between 14.2% and 15.3%.

This growth has been executed with discipline globally.



1. Europe, Mid East, Africa, Latin America
2. Forward-looking information. See "Disclaimer".

Our fiscal year 2028 Financial Targets.

$3B
REVENUE[1]

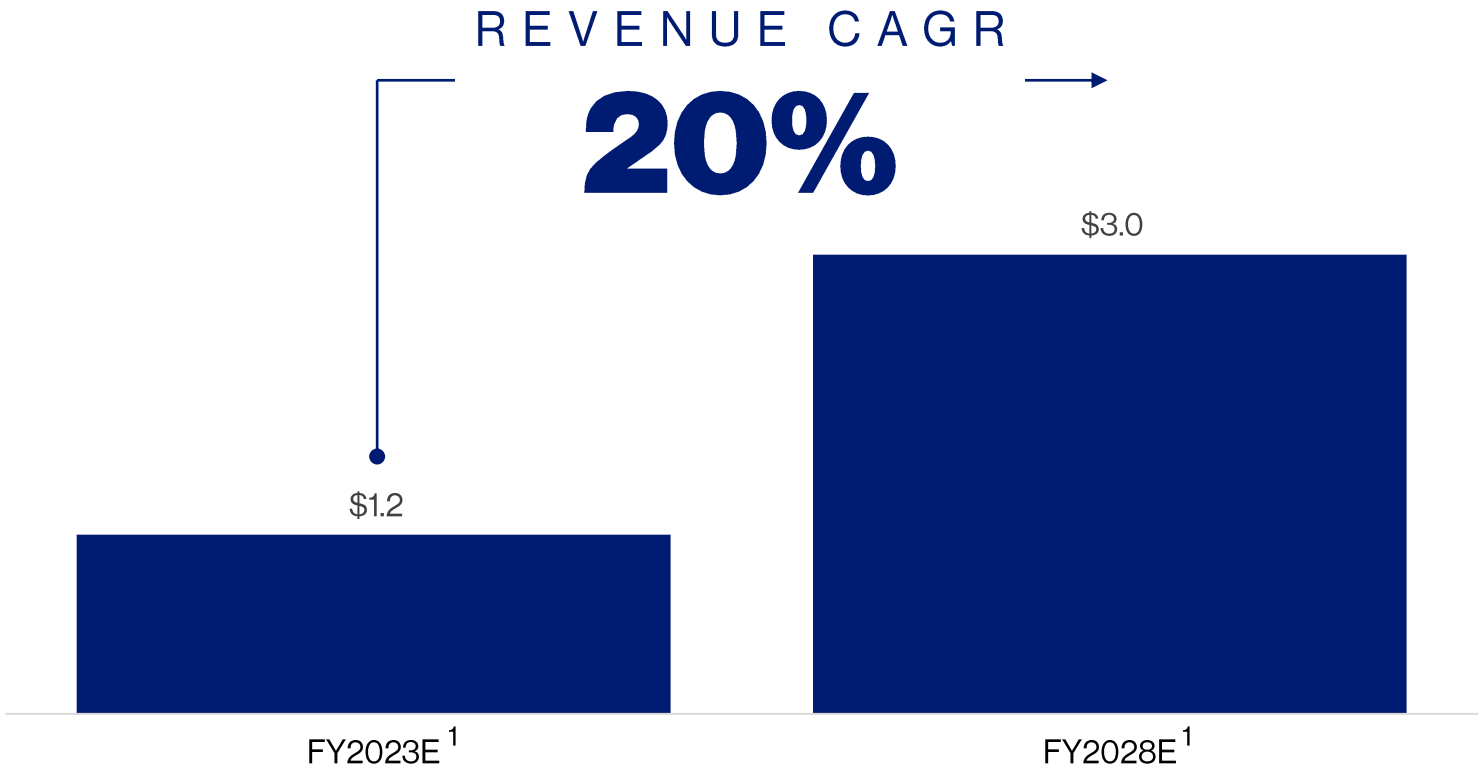
30%
ADJ. EBIT MARGIN[1, 2]

1. Forward-looking information. See "Disclaimer".
2. Non-IFRS specified financial measure. See "Disclaimer - Non-IFRS Financial Measures and Other Financial Measures".

Revenue momentum continues along same trajectory while adjusted EBIT accelerates.

39%

ADJ. EBIT CAGR[2]



1. Forward-looking information. See "Disclaimer". Revenue for Fiscal 2023E is expected to be between $1.175B and $1.195B.
2. Adjusted EBIT for Fiscal 2023E is expected to be between $167M and $182M. CAGR calculated based on a starting point of $175M (being the midpoint of that range) and an end-point of $900M, being the arithmetical application of 30% Adjusted EBIT Margin to $1.2B Revenue. See "Disclaimer - Financial Outlook" and "- Non-IFRS Financial Measures and Other Financial Measures".

FISCAL YEAR 2028 TARGETS

How we'll reach $3B revenue by 2028.

$3B
REVENUE[1]

30%
ADJ. EBIT MARGIN[1, 2]

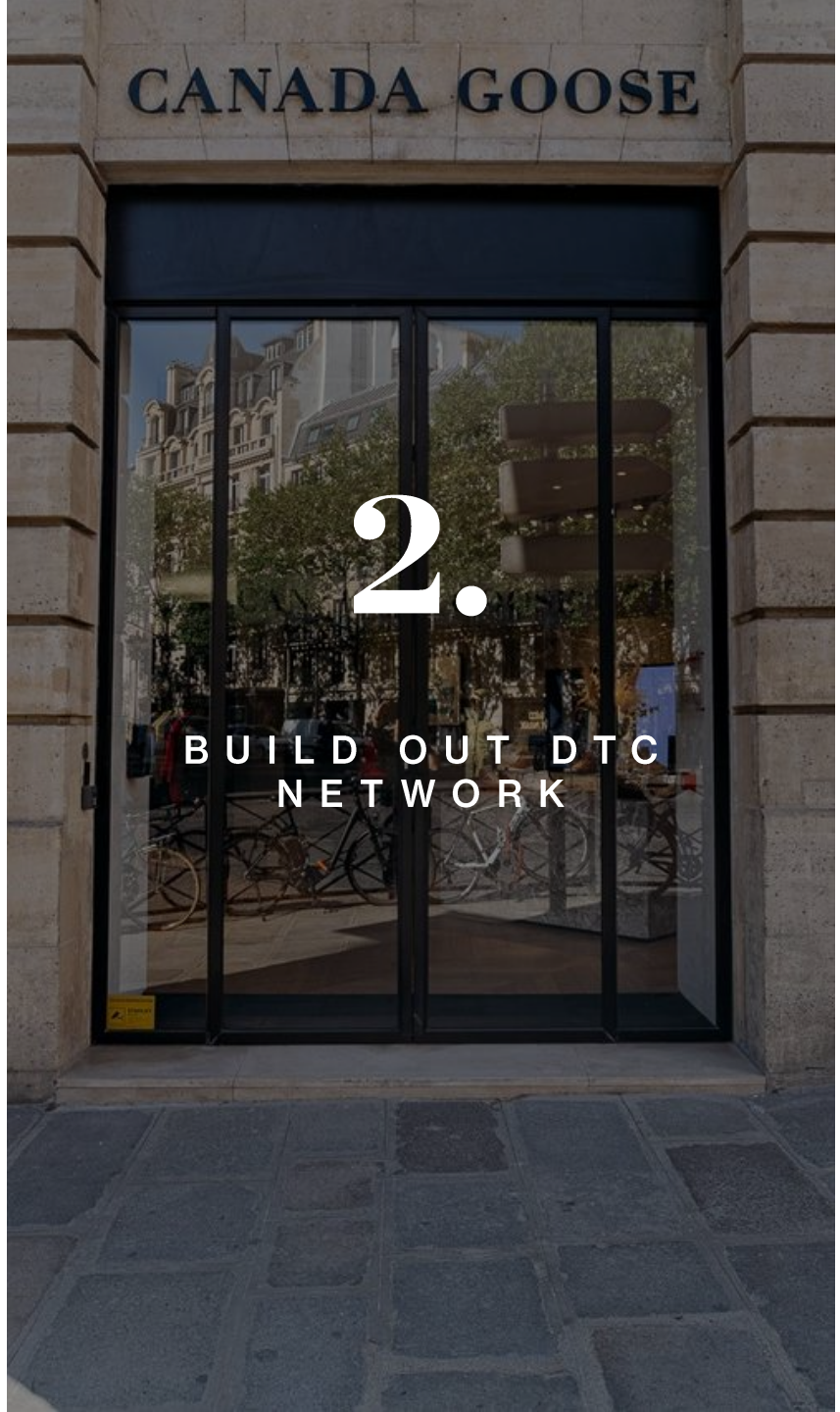
1. Forward-looking information. See "Disclaimer".
2. Non-IFRS specified financial measure. See "Disclaimer - Non-IFRS Financial Measures and Other Financial Measures".



1.

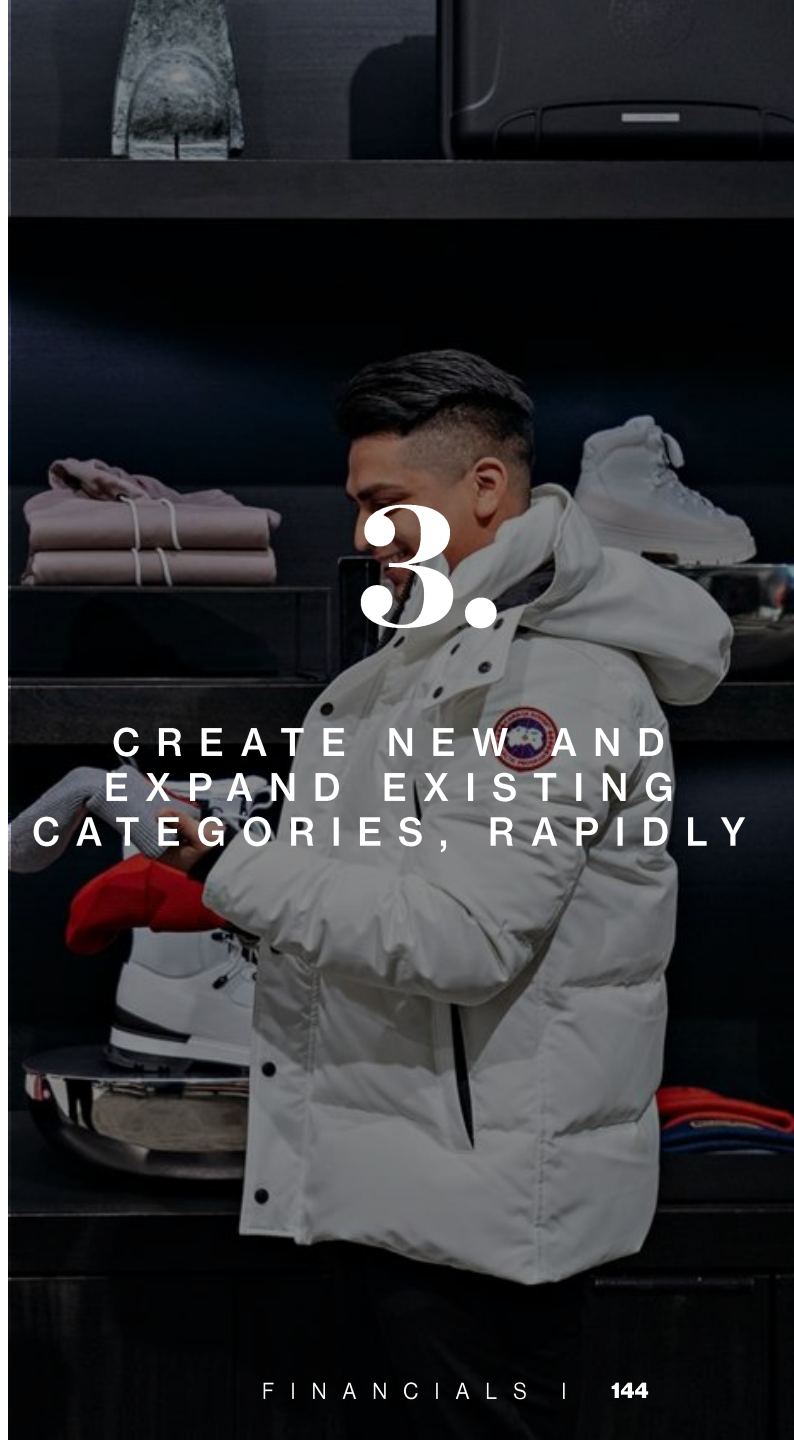
ACCELERATE CONSUMER-FOCUSED GROWTH

CANADA GOOSE



2.

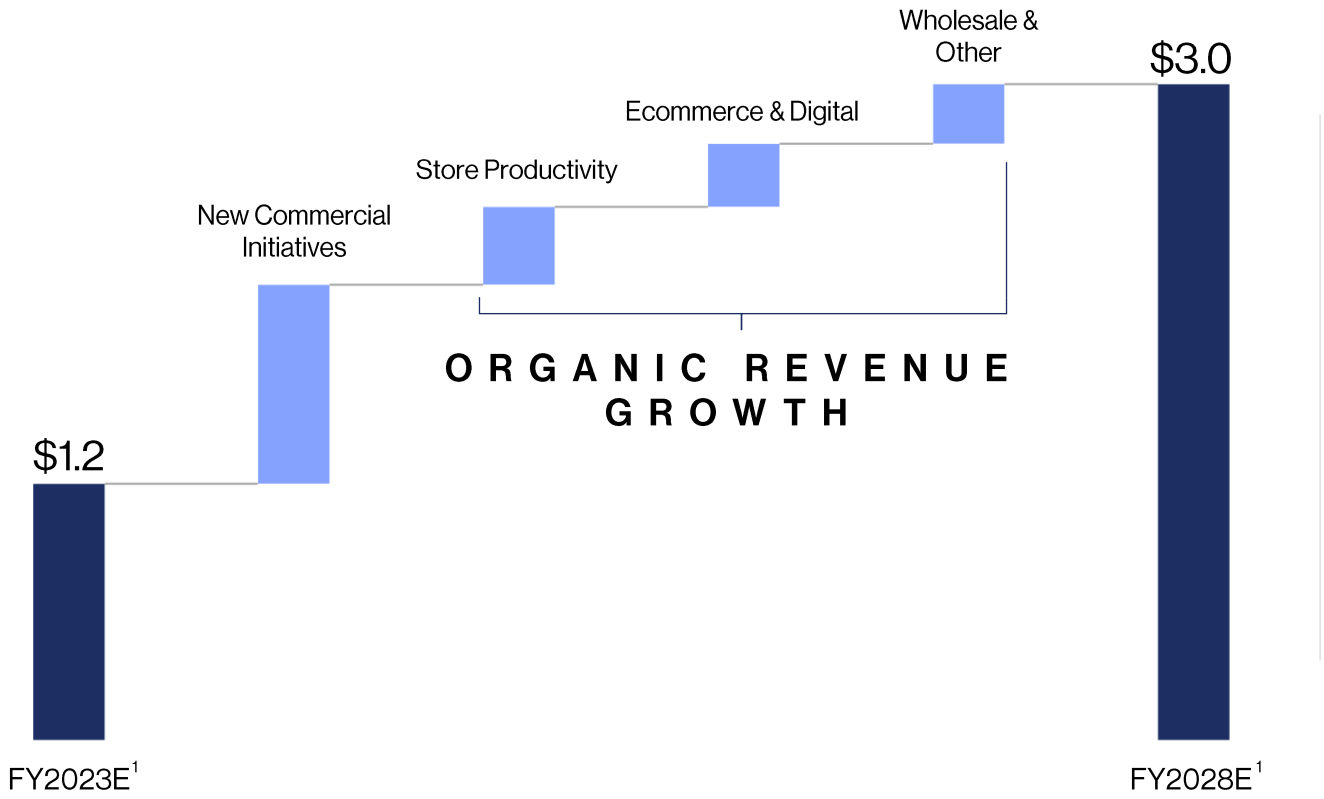
BUILD OUT DTC NETWORK



3.

CREATE NEW AND EXPAND EXISTING CATEGORIES, RAPIDLY

New Stores, New Markets and Store Productivity Fuels Topline Growth



COMMERCIAL INITIATIVES

Expanding store network in existing markets, converting markets from distributor to DTC, deepen presence in Japan, open new markets, *Generations*, and travel retail combine to deliver significant revenue growth

STORE PRODUCTIVITY

Traffic, year-round product, and pricing combine with elevated retail experience and clienteling in the world's best retail store locations

ECOMMERCE + DIGITAL

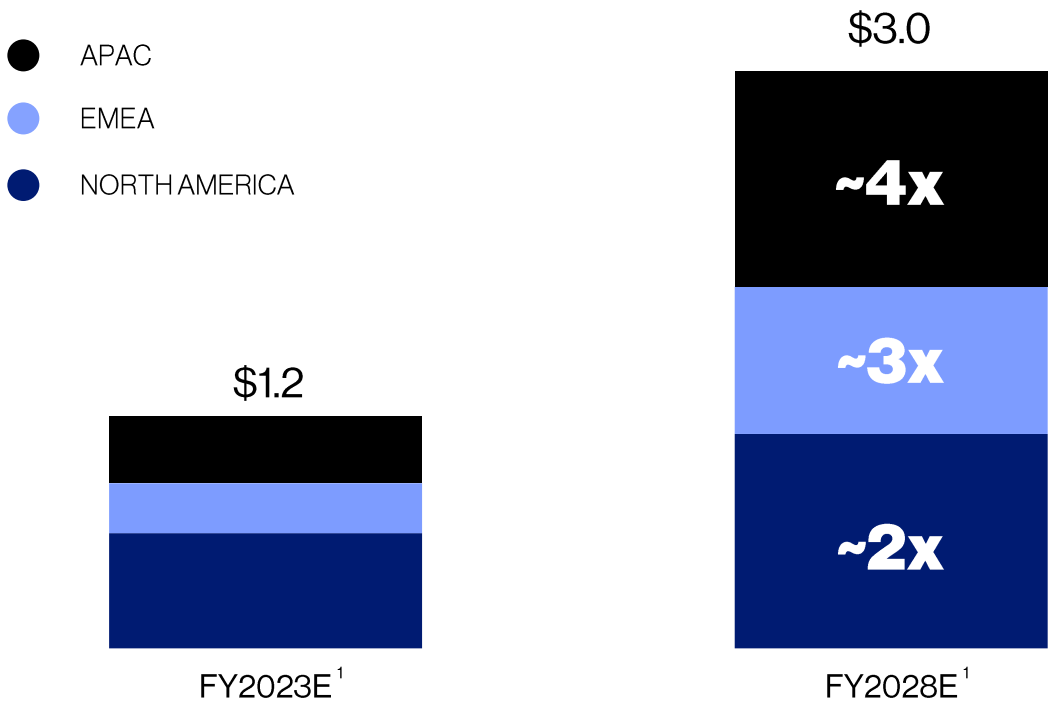
Consumer-led journey drives higher conversion alongside pricing and expanded product offering

WHOLESALE & OTHER

Optimizing distribution, pricing opportunity, and continued buyback of key markets

1. Forward-looking information. See "Disclaimer". Revenue for Fiscal 2023E is expected to be between $1.175B and $1.195B.

Strategically, balancing revenue across the regions.



REGIONAL OUTLOOKS

APAC

- **Mainland China -** Brand strength allows for deeper penetration and entry in new locales
- **Japan & Korea -** Potential size of Mainland China
- **Hong Kong, Macau, Taiwan, Australia -** Deepen retail presence and establish foothold where luxury already exists

EMEA

- Grow store base in key cities; accelerate Women's business
- Execute omnichannel rollout

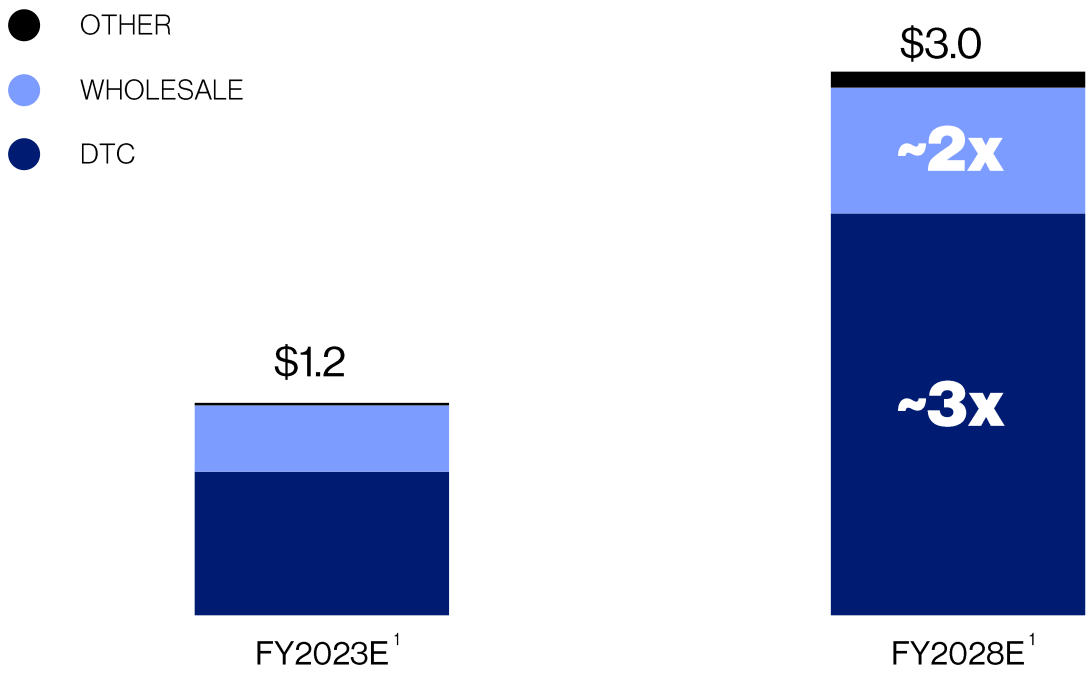
NORTH AMERICA

- Deepen in key cities; "Quest West" in the US; expand omnichannel; strategic wholesale partners support volume; *Generations*
- Optimize Canadian distribution between DTC and wholesale

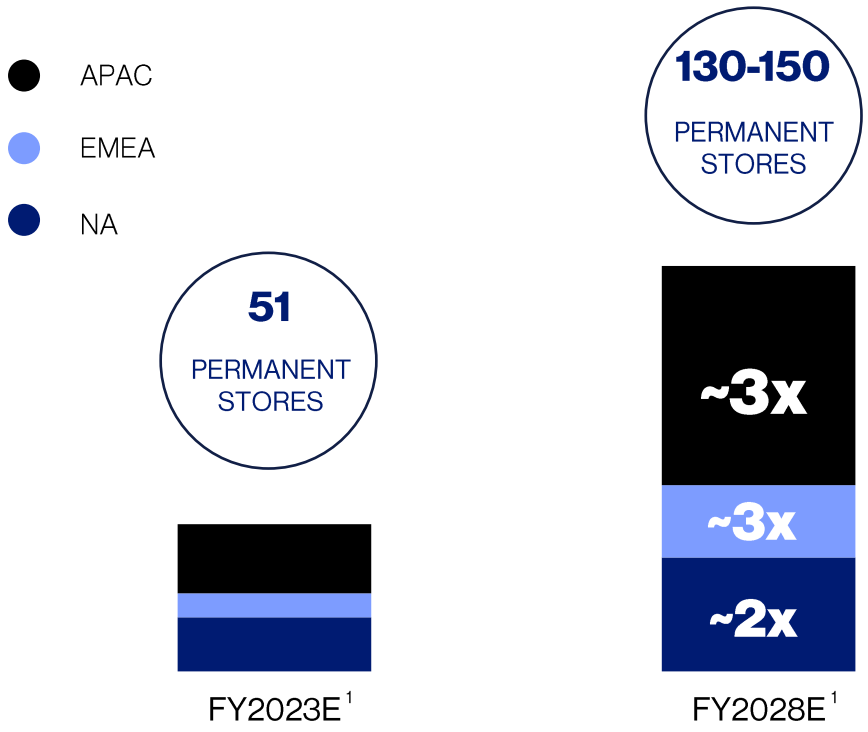
1. Forward-looking information. See "Disclaimer". Revenue for Fiscal 2023E is expected to be between $1.175B and $1.195B.

Growing our DTC channels to ~80% revenue by 2028 driving profitability and sales.

REVENUE



NUMBER OF STORES

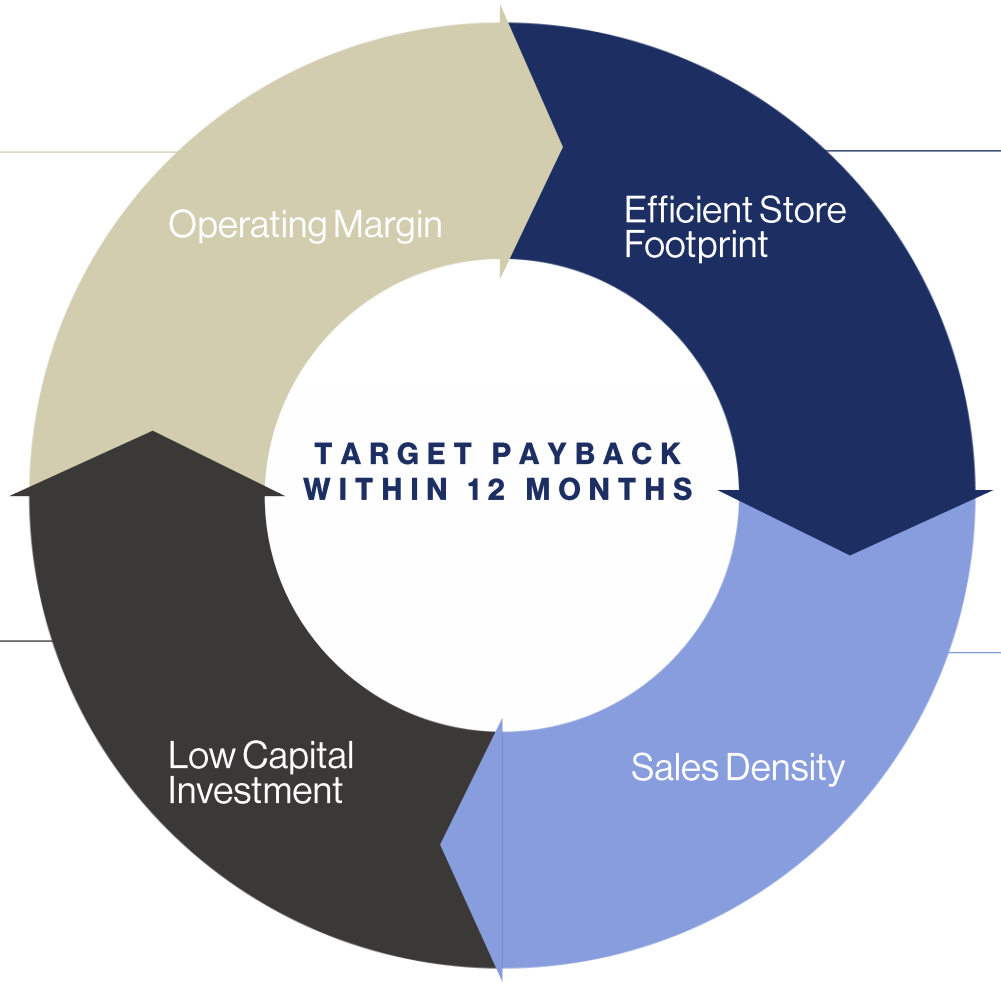


1. Forward-looking information. See "Disclaimer". Revenue for Fiscal 2023E is expected to be between $1.175B and $1.195B.

Replicate best-in-class unit economics in every store.

>40% OPERATING MARGIN TARGET PER STORE

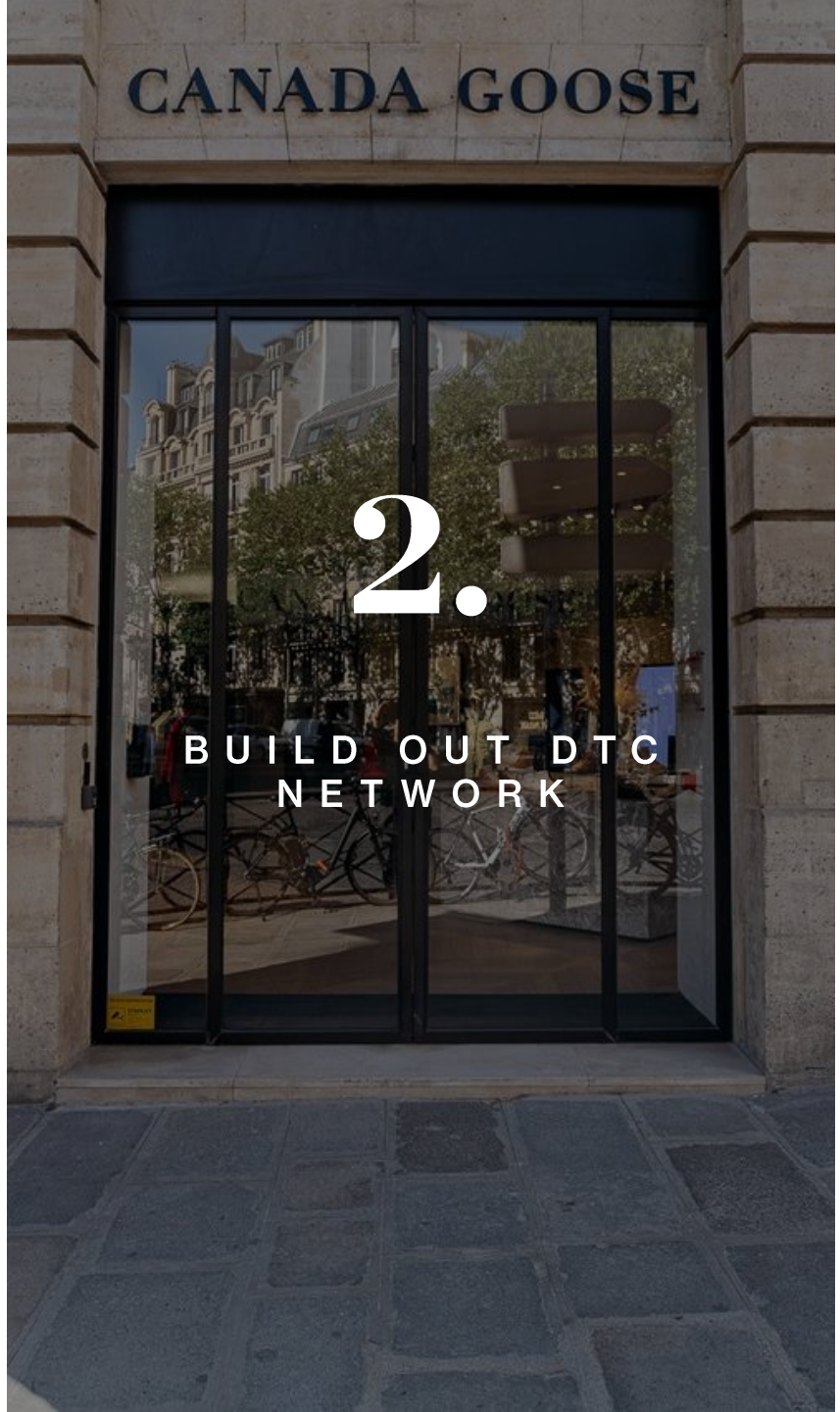
AVG. NET SELLING SPACE ~3,000 SQFT.

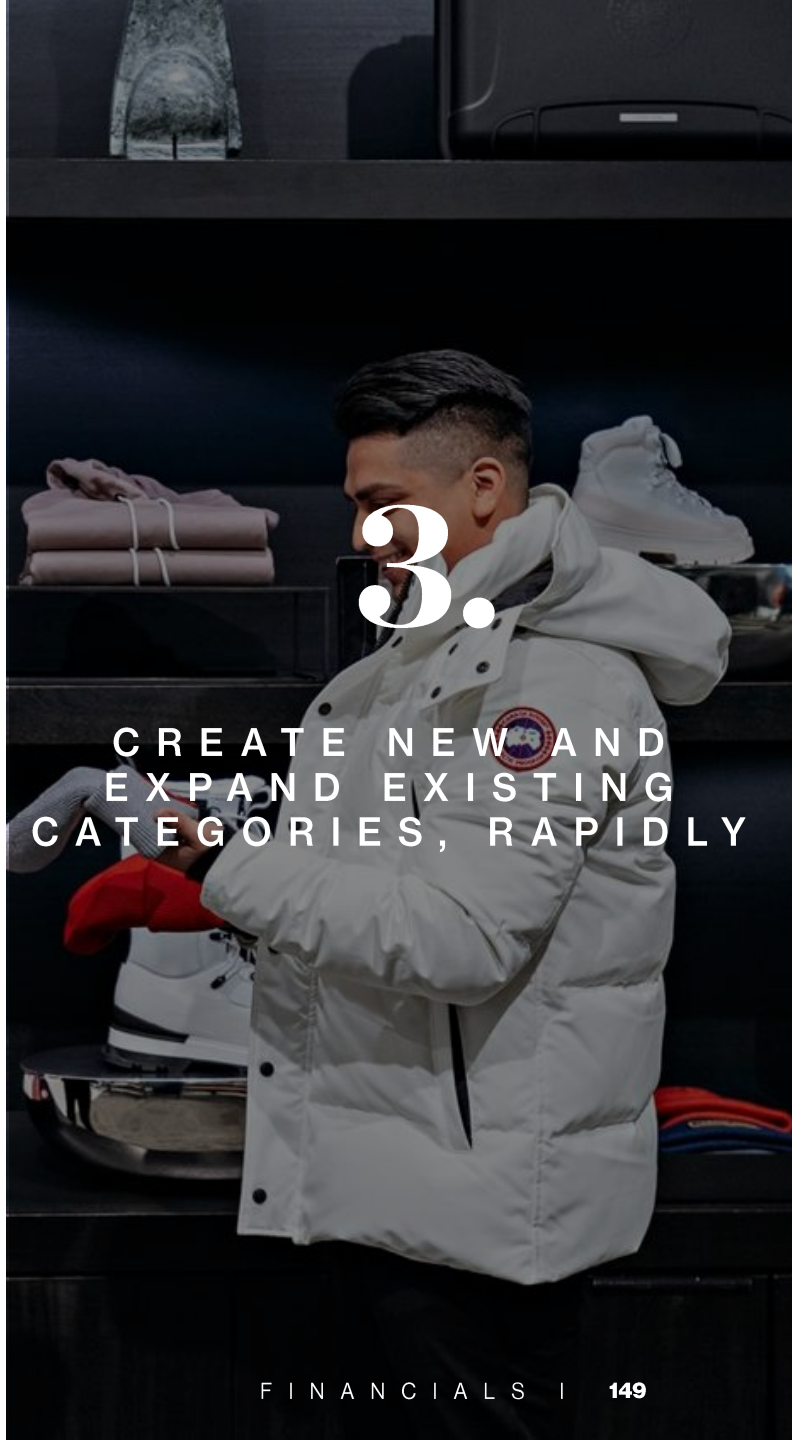


AVG. ~$1K CAPEX PER SQFT.

>$4K SALES PER SQFT.


1.
ACCELERATE CONSUMER-FOCUSED GROWTH
CANADA GOOSE

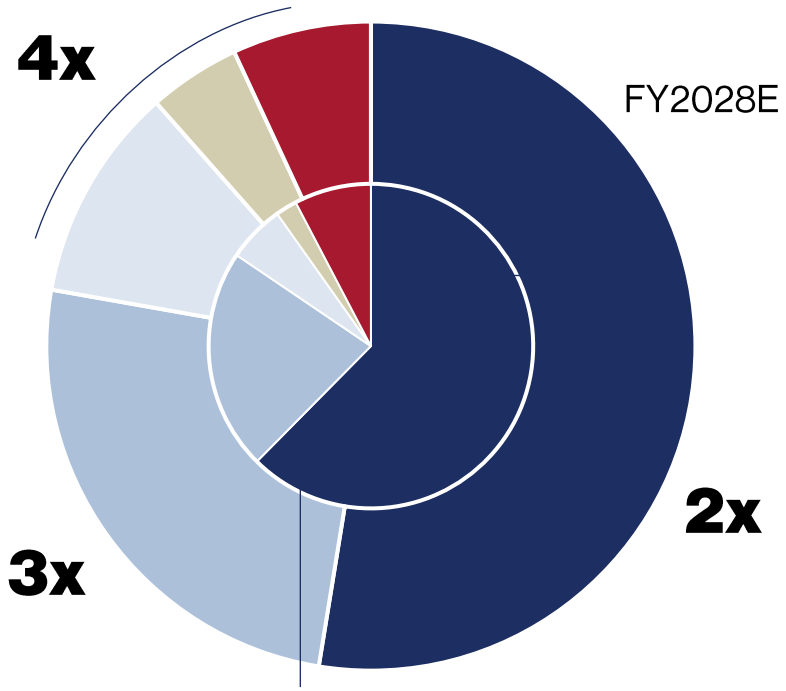

CANADA GOOSE
2.
BUILD OUT DTC NETWORK


3.
CREATE NEW AND EXPAND EXISTING CATEGORIES, RAPIDLY

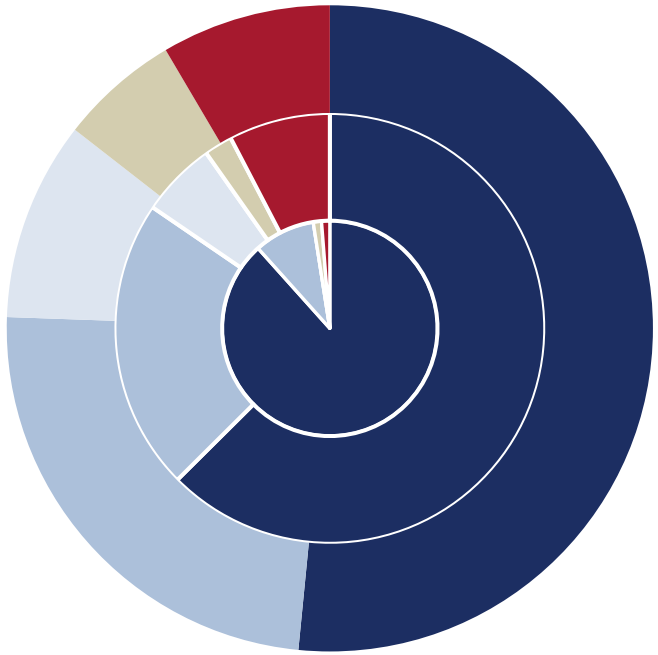
Accelerate category expansion in our mission to be an all-season brand.

- HEAVYWEIGHT DOWN
- LIGHTWEIGHT DOWN
- APPAREL
- ACCESSORIES
- OTHER

REVENUE IN CAD$



SHARE OF REVENUE



*FY2017, FY2023E, FY2028E (Inside to Outside)

FISCAL YEAR 2028 TARGETS

How we'll reach 30% adjusted EBIT margin by 2028.

$3B
REVENUE[1]

30%
ADJ. EBIT MARGIN[1,2]

1. Forward-looking information. See "Disclaimer".
2. Non-IFRS specified financial measure. See "Disclaimer - Non-IFRS Financial Measures and Other Financial Measures".



We actively balance headwinds and tailwinds to keep channel gross margins in balance.

PRICING

CHANNEL SHIFT TO DTC

GEOGRAPHIC SHIFT TO APAC and EMEA

MANUFACTURING LEVERAGE

INPUT COST INFLATION

DECREASING HEAVYWWEIGHT DOWN JACKET MIX

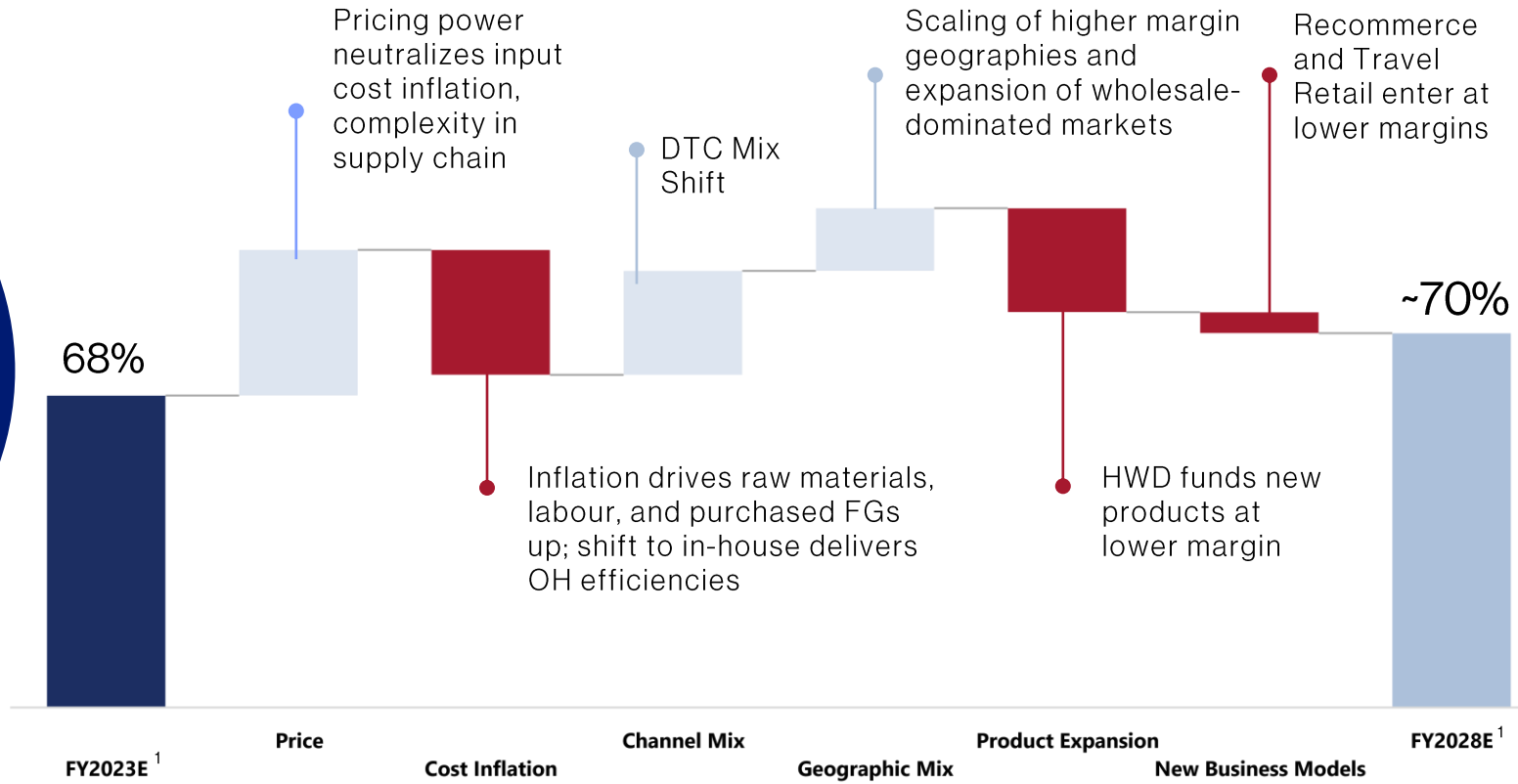
INVESTMENT IN NEW PRODUCT CATEGORIES

NEW BUSINESS MODELS

WORKING CAPITAL OPTIMIZATION

Pricing, channel and geographic shift deliver sustained gross margin gains.

LOW 70s[1]
GROSS MARGIN TARGET in FY2028

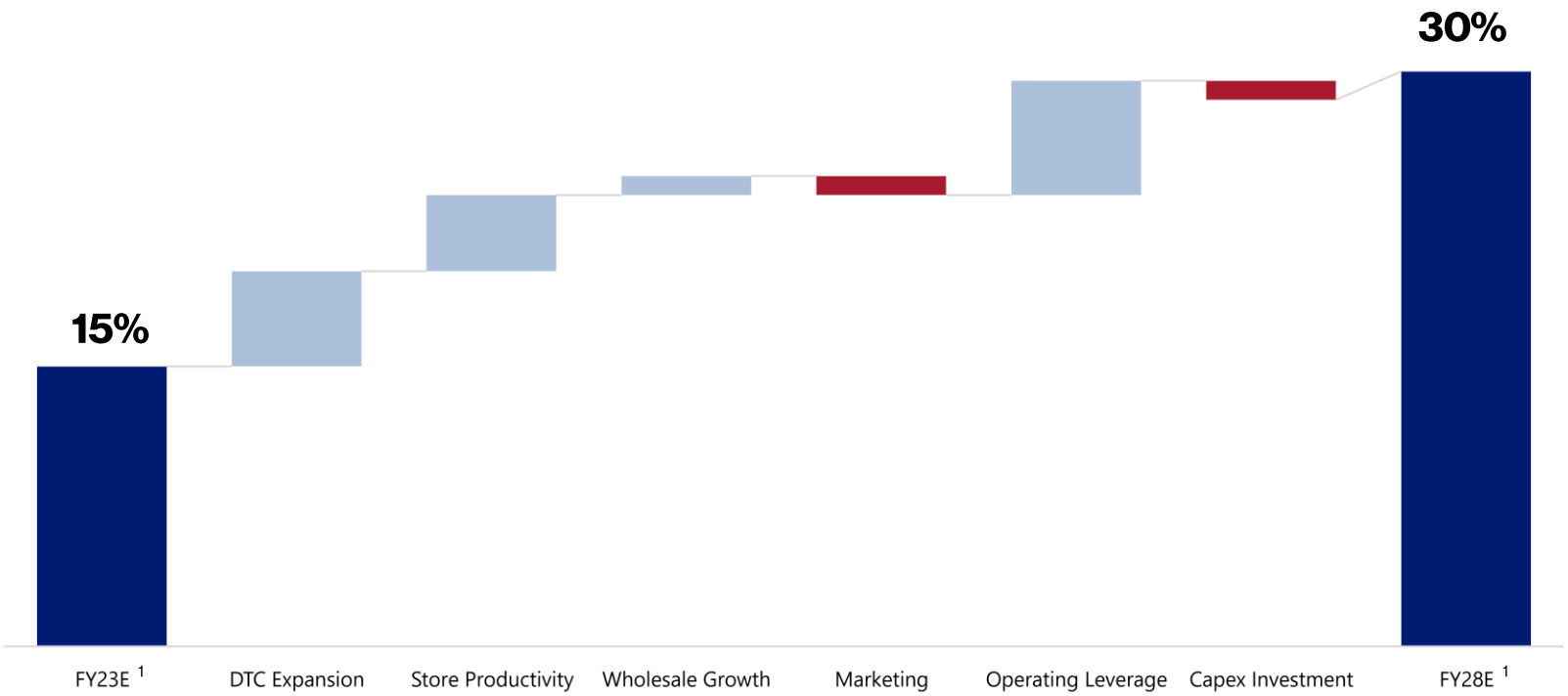


FY2028E
MID 70s
DTC[1]

FY2028E
MID-HIGH 40s
WHOLESALE[1]

1. Forward-looking information. See "Disclaimer".

DTC expansion, store productivity and operating leverage mission critical to Adjusted EBIT Margin growth.



KEY CALLOUTS

DTC comp performance and return to historical levels key

Marketing deleverages to support DTC expansion and new product

Operating leverage delivered through focused approach to cost savings and realizing benefits of earlier stage investments

1. Forward-looking information. See "Disclaimer".

The Power of Our Luxury DTC Levers



We intend to re-platform our operating model and cost base to deliver revenue growth to $3B[1] and 30% adjusted EBIT margin.[1,2]

~$150m

SAVED & AVOIDED COSTS BY FY28

- Direct Cost of Goods
- Sourcing
- Technology
- Organization & Operating Model
- Marketing

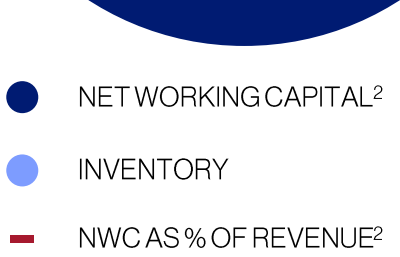
SG&A = 40% of Revenue in FY28

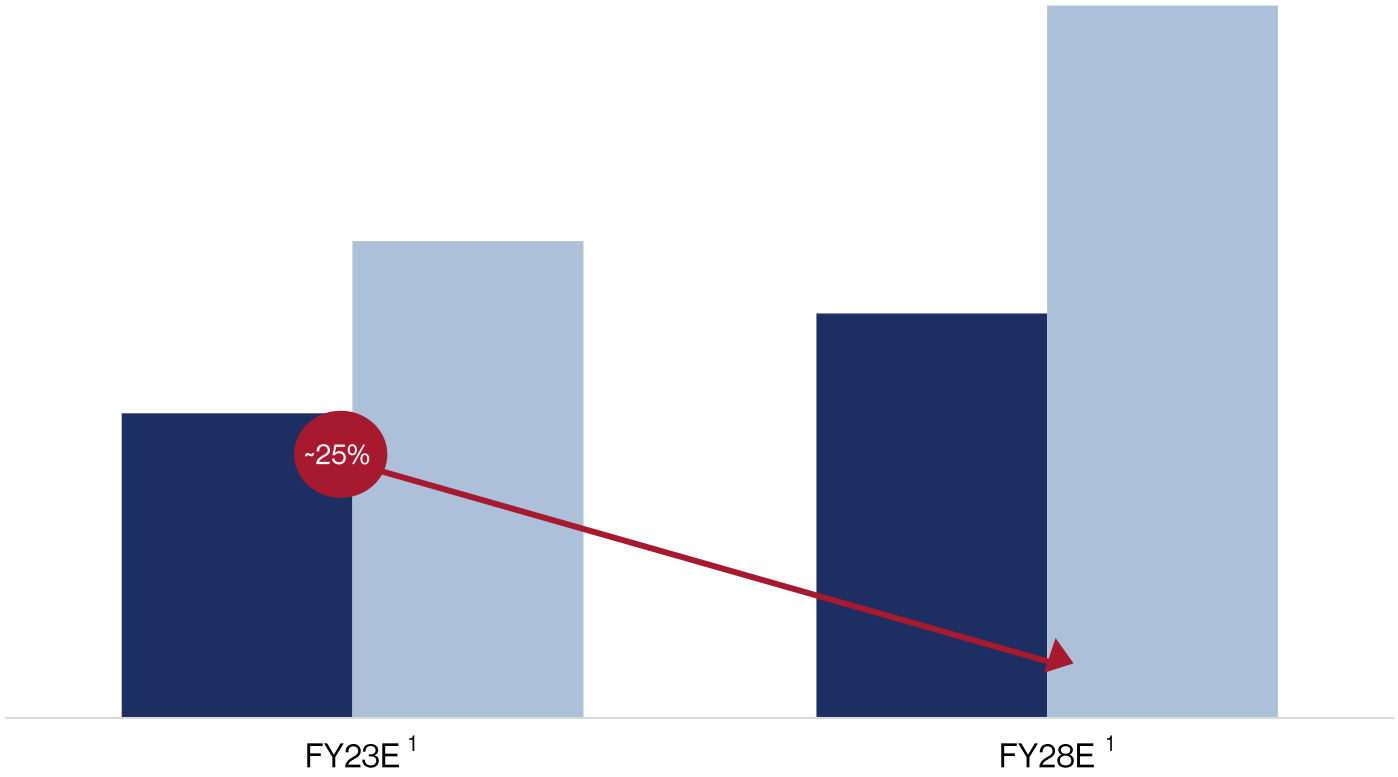


1. Forward-looking information. See "Disclaimer".
2. Non-IFRS specified financial measure. See "Disclaimer - Non-IFRS Financial Measures and Other Financial Measures".

Improved inventory turnover key to optimizing working capital.

INVENTORY TURNOVER BY 2028





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Capital priorities focused on driving business growth and value.

1.

Re-invest cash in the business to execute growth plans: consumer focus, DTC expansion, product.

2.

Opportunistic repurchase of shares.

3.

Maintain Appropriate Leverage.

FISCAL YEAR 2028 TARGETS

Our bar is high for our 5-year financial vision.

$3B
REVENUE[1]

30%
ADJ. EBIT MARGIN[1,2]

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2. Non-IFRS specified financial measure. See "Disclaimer - Non-IFRS Financial Measures and Other Financial Measures".



Q&A



Thank You.

CANADA GOOSE