

FY26

JULY 31, 2025

Q1 EARNINGS

CANADA GOOSE



DISCLAIMER

GENERAL

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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.

DISCLAIMER

NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES

This presentation includes references to certain non-IFRS financial measures such as adjusted EBIT, adjusted net income (loss) attributable to shareholders of the Company, net debt and constant currency revenue and certain non-IFRS ratios such as, adjusted EBIT margin and adjusted net income (loss) per basic and diluted share attributable to the shareholders of the Company. 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 Q1 2026 MD&A, as filed with the Canadian securities administrators on SEDAR+ at www.sedarplus.ca and with the SEC at www.sec.gov, which section is incorporated by reference in this presentation. This presentation also includes references to DTC comparable sales (decline) growth which is a supplementary financial measure defined as a rate of decline or growth of sales on a constant currency basis from e-Commerce sites and stores which have been operating for one full year (12 successive fiscal months). The measure excludes store sales from both periods for the specific trading days when the stores were closed, whether those closures occurred in the current period or the comparative period.



DANI REISS

CHIEF
EXECUTIVE OFFICER



NEIL BOWDEN

CHIEF
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CARRIE BAKER

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BETH CLYMER

PRESIDENT,
CHIEF OPERATING OFFICER

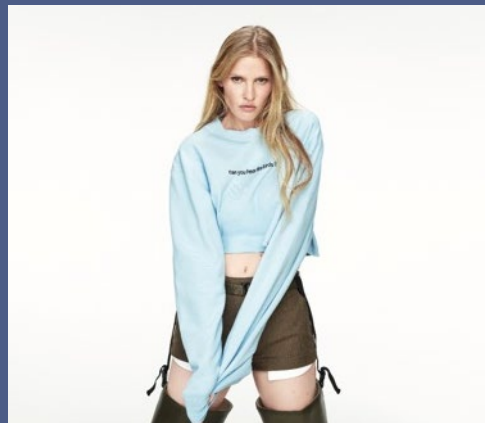


DANI REISS
CHIEF EXECUTIVE OFFICER

FY26 KEY OPERATING IMPERATIVES



EXPANDING OUR PRODUCT
OFFERING TO ENHANCE YEAR-
ROUND RELEVANCE



BUILDING BRAND HEAT
THROUGH FOCUSED
MARKETING INVESTMENTS



DRIVING BUSINESS EXPANSION
THROUGH STRATEGIC
CHANNEL DEVELOPMENT



OPERATING
EFFICIENTLY WITH PACE
& ACCOUNTABILITY



BEIJING. MAINLAND CHINA

EXPANDING OUR PRODUCT OFFERING TO ENHANCE YEAR-ROUND RELEVANCE

PRODUCT EVOLUTION

- Introduced more newness, making our offerings more seasonally relevant
- Robust sales growth in Apparel, our fastest growing category y/y
- Newness drove higher revenue growth in our core outerwear products and in Apparel y/y

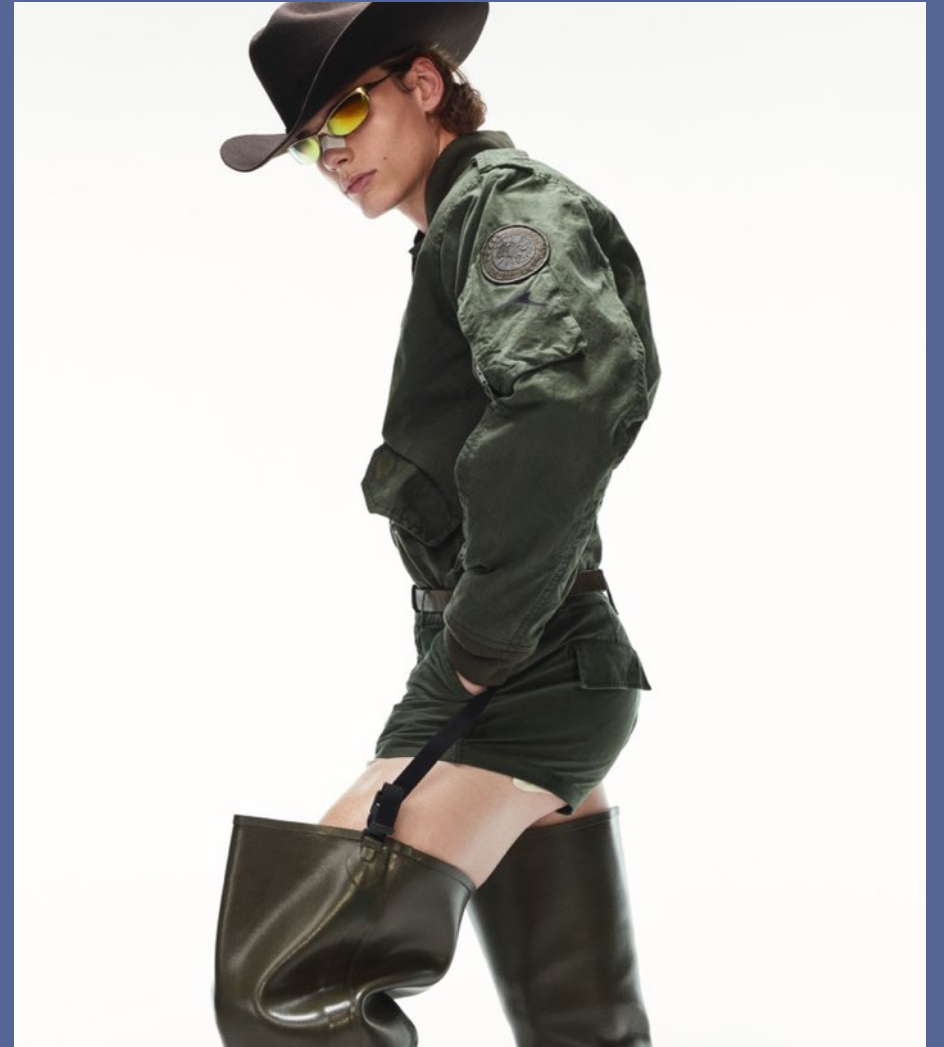
BUILDING BRAND HEAT THROUGH FOCUSED MARKETING INVESTMENTS

SPRING-SUMMER 25 CAMPAIGN

- Cheeky and bold campaign with a clear message - *We do summer too*
- Campaign challenged long-held seasonality perceptions, driving strong consumer engagement and renewed attention to our year-round relevance

SNOW GOOSE CAMPAIGN

- Launched second chapter of Snow Goose capsule, driving significant brand momentum supported by our 360-degree marketing approach
- Campaign drove strong lifts in earned media, consumer engagement, and follower growth



SNOW GOOSE SUMMER CAMPAIGN



AMSTERDAM, NETHERLANDS

DRIVING BUSINESS EXPANSION THROUGH STRATEGIC CHANNEL EXPANSION

- Executing across DTC and wholesale to deliver an elevated experience at every touchpoint
- Q1 DTC comparable sales growth¹ of 15% y/y led by North America and Mainland China
- Seven consecutive months of positive DTC comparable sales growth¹
- Q1 store conversion rates higher y/y in each region

¹ DTC COMPARABLE SALES (DECLINE) GROWTH IS A SUPPLEMENTARY FINANCIAL MEASURE. SEE "NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES" FOR A DESCRIPTION OF THIS MEASURE.



NEIL BOWDEN

CHIEF FINANCIAL OFFICER

Q1 FY26 REVENUE RESULTS

\$107.8M

+22% Reported and cc¹

¹ CONSTANT CURRENCY REVENUE (CC) IS A NON-IFRS FINANCIAL MEASURE. SEE NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES FOR MORE INFORMATION.

² DTC COMPARABLE SALES (DECLINE) GROWTH IS A SUPPLEMENTARY FINANCIAL MEASURE. SEE "NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES" FOR A DESCRIPTION OF THIS MEASURE.

Q1 FY26 REVENUE INCREASED 22% Y/Y

- Robust DTC revenue growth with DTC comparable sales² up 15% y/y
- WS sales up 11% in cc¹ as we deliver on our orderbook

DTC

- DTC revenue increased 24% y/y (23% cc¹) to \$78.1m as enhanced retail execution, more relevant seasonal product offerings and successful marketing campaigns drove strong results
- DTC comparable sales² growth increased 15% y/y

WHOLESALE

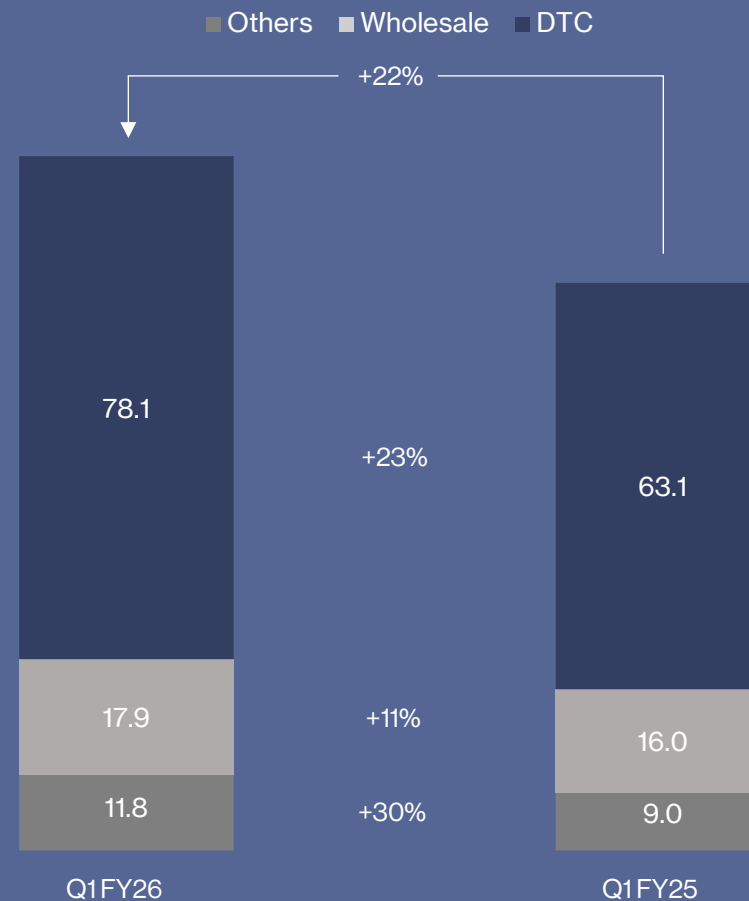
- Wholesale revenue increased 12% y/y (11% in cc¹) to \$17.9m due to timing of shipments and increased demand from wholesale partners

OTHER

- Other revenue increased 31% y/y to \$11.8m, due to two friends and family events in the quarter versus one in the prior period

Q1 FY26 CHANNEL PERFORMANCE

(in \$M of Canadian dollars) (Y/Y variances in constant currency)

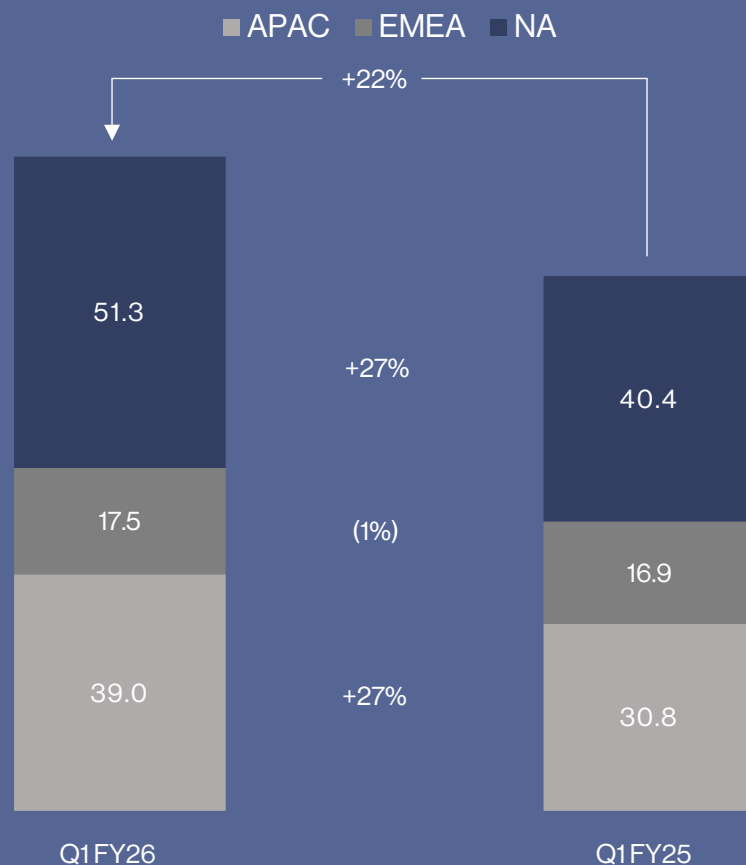


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Q1 FY26 GEOGRAPHIC PERFORMANCE

(in \$M of Canadian dollars) (Y/Y variances in constant currency)



NORTH AMERICA

- North America revenue of \$51.3m, up 27% y/y (27% cc¹), with Canada up 11% and United States up 45% y/y (44% in cc¹)
- Strong store performance led to double-digit DTC comparable sales² growth each month in the quarter

ASIA PACIFIC

- Asia Pacific revenue of \$39.0m, up 27% y/y (27% cc¹), supported by higher DTC and wholesale revenue y/y
- Strong DTC performance in Mainland China

EMEA

- EMEA revenue increased 4% y/y (-1% cc¹) to \$17.5m as a decline in WS revenue was partially offset higher DTC revenue y/y
- UK remains under pressure, while Continental Europe is performing better

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INCOME STATEMENT

(in \$M of Canadian dollars, except per share amounts)

	Q1FY26	% of Revenue	Q1FY25	% of Revenue
Revenue	107.8		88.1	
<i>Y/Y change (reported)</i>	<i>22.4%</i>		<i>4.0%</i>	
Gross profit	66.2	61.4%	52.6	59.7%
SG&A	224.9	208.6%	149.5	169.7%
Adjusted EBIT ¹	(106.4)	(98.7%)	(96.0)	(109.0%)
Net loss attributed to shareholders	(125.2)		(77.4)	
Net loss per basic and diluted share attributable to shareholders	(\$1.29)		(\$0.80)	
Adjusted net loss attributed to shareholders ¹	(88.2)		(76.1)	
Adjusted net loss per basic and diluted share attributable to shareholders ¹	(\$0.91)		(\$0.79)	

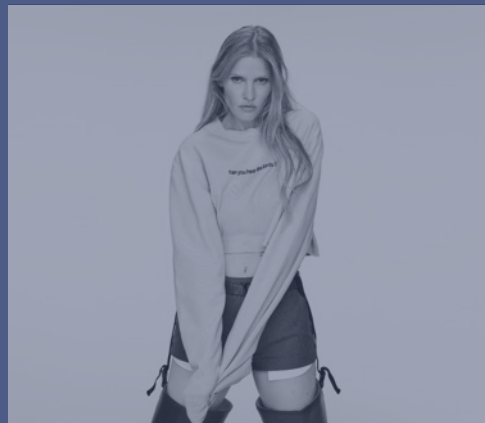
- Gross margin expanded 170 basis points y/y to 61.4%, favorably impacted by margin expansion from our European manufacturing facility. Pricing, product and channel mix did not have a significant impact in the quarter
- SG&A up 50% y/y primarily due to one-time charges of \$44m relating to arbitration award and \$9m linked to performance milestones met under purchase of our Knitwear manufacturing facility in 2023
- Excluding one-time charges, our underlying adjusted SG&A was up 16% y/y as we made investments in revenue driving areas like store expansion, marketing spend and product creation

¹ ADJUSTED EBIT AND ADJUSTED NET INCOME ATTRIBUTABLE TO SHAREHOLDERS ARE NON-IFRS FINANCIAL MEASURES, AND ADJUSTED NET INCOME PER DILUTED SHARE ATTRIBUTABLE TO SHAREHOLDERS IS A NON-IFRS FINANCIAL RATIO. SEE NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES FOR MORE INFORMATION.

FY26 KEY OPERATING IMPERATIVES



EXPANDING OUR PRODUCT
OFFERING TO ENHANCE YEAR-
ROUND RELEVANCE



BUILDING BRAND HEAT
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KEY BALANCE SHEET ITEMS

(in \$M of Canadian dollars)

	June 29, 2025	June 30, 2024
Cash	180.5	61.9
Net debt ¹	541.7	765.9
Inventory	439.5	484.3
<i>Y/Y inventory change</i>	<i>(9%)</i>	<i>(7%)</i>

- Q1 FY26 inventory levels decreased 9% y/y marking seven consecutive quarters of y/y inventory declines
- Q1 Inventory turns increased to 0.9x, up from 0.8x last fiscal year
- Lower Net debt¹ y/y due to strong operating cash performance which resulted in higher cash balances and lower borrowings on our credit facilities

¹ NET DEBT IS A NON-IFRS FINANCIAL MEASURE. SEE NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES FOR MORE INFORMATION.



Q&A