

FY26

NOVEMBER 6, 2025

Q2 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

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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 Q2 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.



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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



SHANGHAI

EXPANDING OUR PRODUCT OFFERING TO ENHANCE YEAR-ROUND RELEVANCE

PRODUCT EVOLUTION

- Introduced products that are more seasonally relevant
- Revenue from new styles as a percent of total revenue more than doubled y/y
- Apparel remained the fastest growing category, as we strengthen our year-round relevance

BUILDING BRAND HEAT THROUGH FOCUSED MARKETING INVESTMENTS

Fall-Winter 25 Campaign

- Refreshed our brand to celebrate both city life and the outdoors, amplifying hero products through bold storytelling and design

Collaborations

- Purposeful collaborations driving cultural relevance and resonance across key markets
- Launched product collaboration with Shai Gilgeous-Alexander, blending style and heritage in a way that speaks to today's luxury customer
- Welcomed Hsu Kuang-Han as Global Brand Ambassador, fueling engagement and brand momentum across Mainland China and APAC



FALL WINTER 25 CAMPAIGN



CHAMPS-ÉLYSÉES, PARIS

DRIVING BUSINESS EXPANSION THROUGH STRATEGIC CHANNEL DEVELOPMENT

DTC Network

- Q2 DTC comparable sales growth¹ of 10% y/y led by North America and APAC
- 10 consecutive months of positive DTC comparable sales growth¹
- Higher store conversion rates in every region for the third consecutive quarter, underscoring progress in disciplined retail execution
- Executed two strategic relocations in Paris and Beijing, and opened one new store in Macau, bringing our global network to 77 permanent stores

Wholesale

- Evolving brand presence with more relevant assortments and elevated in-store experiences through activations with key wholesale partners

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

Q2 FY26 REVENUE RESULTS

\$272.6M

+2% Reported; (-1% 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.

Q2 FY26 REVENUE INCREASED 2% Y/Y (-1% in CC¹)

- Robust DTC revenue growth with DTC comparable sales² up 10%; DTC up 22% (21% in cc¹)
- Other revenue significantly lower y/y, reflecting lower activity y/y

DTC

- DTC revenue increased 22% y/y (+21% cc¹) to \$126.6m, driven by more consistent marketing, a stronger mix of in-season product newness, and sharper channel execution
- DTC comparable sales² growth increased 10% y/y, marking ten consecutive months of positive DTC comps

WHOLESALE

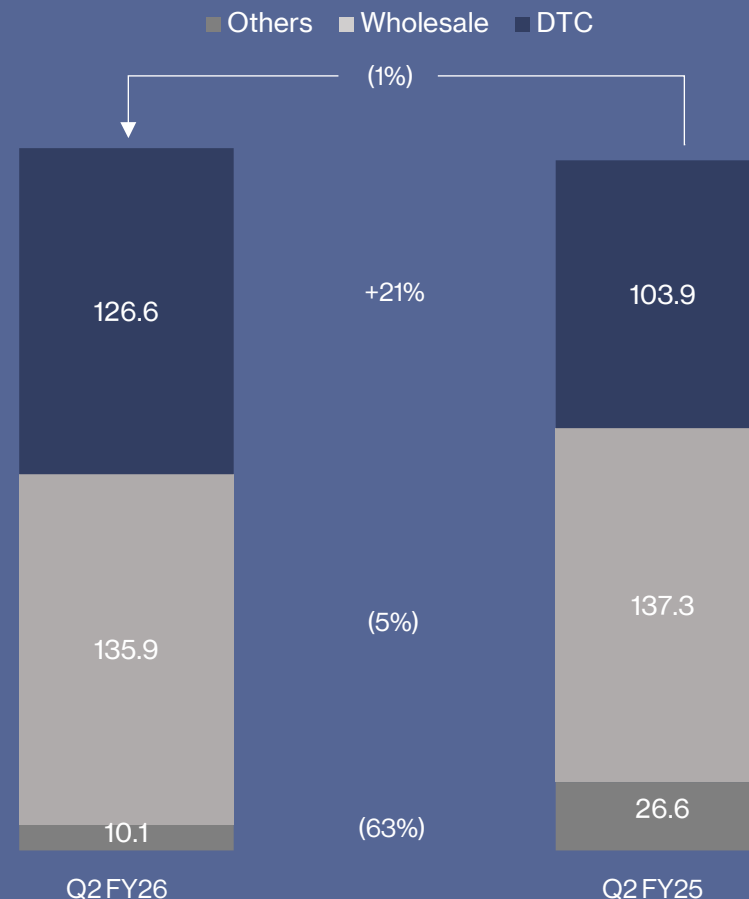
- Wholesale revenue decreased 1% y/y (-5% in cc¹) to \$135.9m, in line with expectations
- Sell-through at our top wholesale partners higher y/y in each region

OTHER

- Other revenue decreased 62% y/y (-63% in CC¹) to \$10.1m due to fewer friends and family events and employee sales

Q2 FY26 CHANNEL PERFORMANCE

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

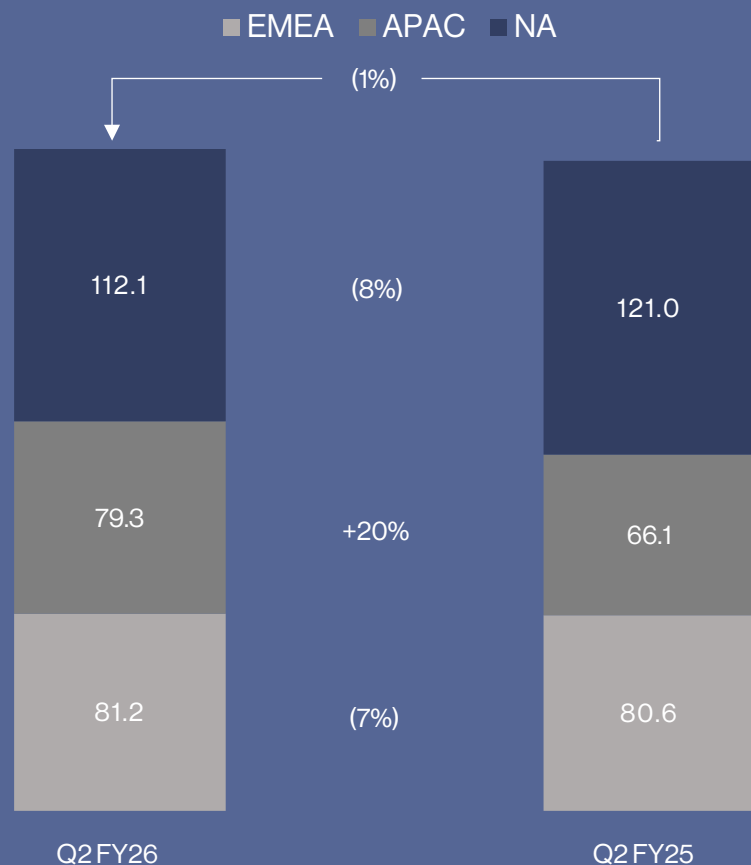


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Q2 FY26 GEOGRAPHIC PERFORMANCE

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



NORTH AMERICA

- North America revenue of \$112.1m, down 7% y/y (-8% cc¹), with Canada up 1% and United States down 15% y/y (-16% in cc¹)
- Timing shift of wholesale orders to Q3 FY26 and fewer friends and family activity was partially offset by strong DTC performance

ASIA PACIFIC

- Asia Pacific revenue of \$79.3m, up 20% y/y (+20% cc¹), supported by higher DTC and wholesale revenue y/y
- Growth supported by strong DTC performance in MLC

EMEA

- EMEA revenue increased 1% y/y (-7% cc¹) to \$81.2m due to higher DTC revenue partially offset by a timing shift in wholesale orders

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INCOME STATEMENT

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

	Q2 FY26	% of Revenue	Q2 FY25	% of Revenue
Revenue	272.6		267.8	
<i>Y/Y change (reported)</i>	<i>1.8%</i>		<i>(4.7%)</i>	
Gross profit	170.1	62.4%	164.1	61.3%
SG&A	187.7	68.9%	162.5	60.7%
Adjusted EBIT ¹	(14.2)	(5.2%)	2.5	0.9%
Net (loss) income attributed to shareholders	(15.2)		5.4	
Net (loss) income per basic and diluted share attributable to shareholders	(\$0.16)		\$0.06	
Adjusted net (loss) income attributed to shareholders ¹	(13.3)		5.2	
Adjusted net (loss) income per basic and diluted share attributable to shareholders ¹	(\$0.14)		\$0.05	

- Gross margin expanded 110 basis points y/y to 62.4%, favorably impacted by a higher proportion of DTC sales, partially offset by higher product costs and greater mix of apparel
- SG&A up 16% y/y driven by costs associated with store execution ahead of peak season, an expanded global retail network and a planned increase in marketing spend to support a more “always on” marketing presence in fiscal 2026

¹ ADJUSTED EBIT AND ADJUSTED NET INCOME ATTRIBUTABLE TO SHAREHOLDERS ARE NON-IFRS FINANCIAL MEASURES, AND ADJUSTED EBIT MARGIN 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
THROUGH FOCUSED
MARKETING INVESTMENTS



DRIVING BUSINESS EXPANSION
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OPERATING
EFFICIENTLY WITH PACE
& ACCOUNTABILITY

KEY BALANCE SHEET ITEMS

(in \$M of Canadian dollars)

	September 28, 2025	September 29, 2024
Cash	94.2	68.8
Net debt ¹	707.1	826.4
Inventory	460.7	473.4
<i>Y/Y inventory change</i>	<i>(3%)</i>	<i>(9%)</i>

- Q2 FY26 inventory levels decreased 3% y/y, marking eight consecutive quarters of y/y inventory declines
- Q2 inventory turns remained stable y/y at 0.9x
- Lower net debt¹ y/y due to disciplined working capital management, particularly inventory, delivered operating cash flows that led to lower borrowings
- Successful re-financing of term loan during Q2

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



Q&A