

Letter from the CEO

Dear Fellow Shareholders,

Canada Goose was built on a simple idea: make products that perform when conditions are at their toughest, and earn trust at every step. That's how my grandfather started this business in 1957, and it's how we've continued to make decisions.

When I last wrote to shareholders at the time of our IPO, I spoke about building something enduring by staying true to who we are and choosing the long term over the easy win. More than nine years later, those principles continue to shape how we run the company and how we're positioning Canada Goose for the future.

That path hasn't been linear, and it rarely is when you're building something enduring. We've stayed disciplined on what matters and made the harder choices along the way, and it gives me confidence in where we're headed.

For us, it comes down to three things: product, brand, and channel execution.

Product is always our starting point. We keep raising the bar, protecting what has always defined Canada Goose: uncompromising performance and craftsmanship, while designing for more ways people live, across seasons and settings. The result is product that feels relevant, purposeful, and unmistakably Canada Goose.

We've strengthened our creative capabilities to support this evolution, including the appointment of our first-ever Creative Director, Haider Ackermann, in fiscal 2024. His role is to make our product more expressive and compelling, while staying grounded in the heritage our brand is built on.

That standard is reflected in how we make things. Our decision to continue producing our core down-filled outerwear in Canada is deliberate. It protects the craftsmanship in the product and anchors the brand in



something real that customers recognize around the world.

Brand is what turns our credibility into desire. When we show up with confidence with work that feels bold, fresh, and authentic, we create momentum and invite new customers into the Canada Goose experience.

Execution across our channels is where it all comes together. It's where customers experience the brand, especially in our stores and online, and where the bar for execution and performance is highest.

Decisions That Strengthen the Business

None of this works without discipline, reducing complexity, saying no to distractions, and building consistency.

Over the past two years, that focus has translated into decisions as we've continued to move toward a Direct-to-Consumer ("DTC") led model: restructuring the organization, aligning our cost structure,

and continuing to optimize our store fleet so we can focus our energy where we can win. It's giving us a stronger operating model, one built to deliver growth and improved profitability over time.

Fiscal 2026: Laying the Foundation

In fiscal 2026, parts of the business advanced faster than expected, particularly where product resonated and DTC conversion improved. We delivered strong comparable sales growth¹ of 8% across our network, alongside a return to growth in Wholesale, contributing to annual revenue growth of 12%².

We continued investing behind the drivers of long-term growth by building brand heat through marketing, strengthening product creation capabilities, and elevating in-store experiences. These choices were made to support margin expansion over time, even as they weighed on near-term profitability. As we exit fiscal 2026, we're operating with a clearer playbook and a stronger understanding of what it takes to translate growth into improved profitability.

In DTC, we improved productivity through stronger store execution, deeper digital engagement, and greater alignment across markets. In product, we elevated design expression while protecting our functional credibility, supporting stronger storytelling throughout the year. And across channels, we raised standards for how we show up by positioning the business to deliver with increased reliability as we move into fiscal 2027.

/s/ Dani Reiss

Dani Reiss

Chairman & Chief Executive Officer

This same focus on standards extends beyond how we operate and into *how* we design — with a mindset shaped by quality, durability, responsible sourcing, and supply-chain resilience. Designing products that last and building a more resilient business reinforce each other.

Fiscal 2027: The Next Phase

Fiscal 2027 marks the next phase, as we begin converting this foundation into more consistent growth and start expanding profitability. Our priorities are clear: deepen brand desire and translate momentum into demand; build a repeatable product playbook to inspire more wear occasions year-round; and continue driving channel productivity through strong execution. All of this underpinned by a more focused and disciplined operating model.

We will grow at the right pace, with a focus on quality and long-term returns. The work we've done to simplify the business and build capability gives me confidence in what comes next.

This company works because of the people behind it - across our factories, stores, and offices - whose craftsmanship and creativity show up in every product we make and every customer we serve. That's what allows Canada Goose to empower exploration in all its forms, and it's the foundation we're building on as we enter the next phase of our brand.

Thank you for your continued support.

¹ DTC comparable sales growth is a supplementary financial measure. See "Non-IFRS Financial Measures and Other Specified Financial Measures" for a description of this measure.

² Constant currency revenue is a non-IFRS financial measure. See "Non-IFRS Financial Measures and Other Specified Financial Measures" for a description of this measure.