

Q4 FY26

EARNINGS DECK

CANADA GOOSE

DISCLAIMER

GENERAL

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This presentation contains forward-looking statements within the meaning of applicable securities laws, including statements relating to our fiscal 2027 financial outlook, the related assumptions included herein, the execution of our proposed strategy, and our operating performance and prospects. These forward-looking statements generally can be identified by the use of words such as “believe,” “could,” “continue,” “expect,” “estimate,” “may,” “potential,” “would,” “will,” and other words of similar meaning. Each forward-looking statement contained in this presentation is subject to substantial risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statement. Applicable risks and uncertainties include, among others, the impact on our operations of the current global economic conditions and their evolution and are discussed under “Cautionary Note regarding Forward-Looking Statements” and “Factors Affecting our Performance” in our Management's Discussion and Analysis (“MD&A”) for the third and three quarters ended December 28, 2025, and, when available, for the year ended March 29, 2026 as well as under “Risk Factors” in our Annual Report on Form 20-F for the year ended March 30, 2025 and, when available, for the year ended March 29, 2026. You are also encouraged to read our filings with the SEC, available at www.sec.gov, and our filings with Canadian securities regulatory authorities available at www.sedarplus.ca for a discussion of these and other risks and uncertainties. Investors, potential investors, and others should give careful consideration to these risks and uncertainties. We caution investors not to rely on the forward-looking statements contained in this presentation when making an investment decision in our securities.

The fiscal year 2027 financial outlook discussed in this presentation also constitutes “financial outlook” within the meaning of applicable securities laws and is based on a number of assumptions and subject to a number of risks. The purpose of this outlook is to provide a description of management's expectations regarding the Company's annual financial performance and may not be appropriate for other purposes. Actual results could vary materially as a result of numerous factors, including certain risk factors, many of which are beyond the company's control. Please refer to our earnings release dated May 14, 2026 for more information on the assumptions underlying our fiscal year 2027 outlook.

DISCLAIMER

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.

NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES

This presentation includes references to certain non-IFRS financial measures such as adjusted EBITDA, 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, adjusted net income (loss) per basic and diluted share attributable to the shareholders of the Company and net debt leverage. 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.

Adjusted EBIT, adjusted EBIT margin, adjusted net income attributable to shareholders of the Company, and adjusted net income per basic and diluted share attributable to shareholders of the Company.

These measures exclude the impact of certain non-cash items and certain other adjustments related to events that are non-recurring or unusual in nature, that we believe are not otherwise reflective of our ongoing operations and/or that make comparisons of underlying financial performance between periods difficult. We use, and believe that certain investors and analysts use, this information to evaluate our core financial and operating performance for business planning purposes, as well as to analyze how our business operates in, or responds to, swings in economic cycles or to other events that impact the apparel industry.

DISCLAIMER

Constant currency revenue

Constant currency revenue is calculated by translating the prior year reported amounts into comparable amounts using a single foreign exchange rate for each currency calculated based on the current period exchange rates. We use, and believe that certain investors and analysts use, this information to assess how our business and geographic segments performed excluding the effects of foreign currency exchange rate fluctuations.

Net debt and net debt leverage

We define net debt as cash less total borrowings and lease liabilities, and net debt leverage as the ratio of net debt to adjusted EBITDA, measured on a spot basis. We use, and believe that certain investors and analysts use, these non-IFRS financial measures and ratios to determine the Company's financial leverage and ability to meet its debt obligations.

This presentation also includes references to DTC comparable sales growth (decline) which is a supplementary financial measure defined as a rate of growth or decline 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.

Annual Report and Financial Information

The financial information contained in this presentation is unaudited and remains subject to the completion of year-end procedures by our independent auditor. We expect to file our annual report on Form 20-F, including our audited annual consolidated financial statements for the year ended March 29, 2026 and related management's discussion and analysis (MD&A) on or before May 15, 2026.



DANI REISS

Chief Executive Officer



NEIL BOWDEN

Chief Financial Officer



CARRIE BAKER

President, Brand & Commercial



BETH CLYMER

President, Chief Operating Officer



DANI REISS

Chief Executive Officer

FY26 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 AND ACCOUNTABILITY

EXPANDING OUR PRODUCT OFFERING TO ENHANCE YEAR-ROUND RELEVANCE

Expanded assortment continued to resonate with customers

Launched largest Spring/Summer 26 mainline collection earlier than prior years, strengthening presence across the shoulder season

Balanced product growth, led by apparel and supported by continued strength in down-filled outerwear





BUILDING BRAND HEAT THROUGH FOCUSED MARKETING INVESTMENTS

Strengthened brand desire and momentum versus competitive benchmarks in priority markets

Campaigns drove higher DTC traffic and conversion around key launches, supporting full-price sell-through and luxury positioning

DRIVING BUSINESS EXPANSION THROUGH STRATEGIC CHANNEL DEVELOPMENT

DTC Network

Improved execution through stronger merchandising, healthier inventory, and better conversion

Meaningful e-commerce growth driven by improved discovery, content, and personalization

Wholesale

Channel reset complete with return to growth

Strong performance reflects improved product flow, healthier inventory, and strong sell-through

Higher re-orders for FW25 collection and earlier introduction of Spring/Summer 26 assortment strengthened demand



FY26 OPERATING IMPERATIVES



EXPANDING OUR PRODUCT OFFERING TO ENHANCE YEAR-ROUND RELEVANCE



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FY27 STRATEGIC PRIORITIES



DEEPEN BRAND DESIRE AND TRANSLATE
MOMENTUM INTO DEMAND



BUILD A REPEATABLE
PRODUCT PLAYBOOK



IMPROVE CHANNEL PRODUCTIVITY
AND CAPITAL EFFICIENCY



NEIL BOWDEN

Chief Financial Officer

Q4 FY26 REVENUE RESULTS

\$453.3m

18% Y/Y Reported and cc¹

Q4 FY26 total revenue increased 18% Y/Y, with broad-based growth across all channels and regions

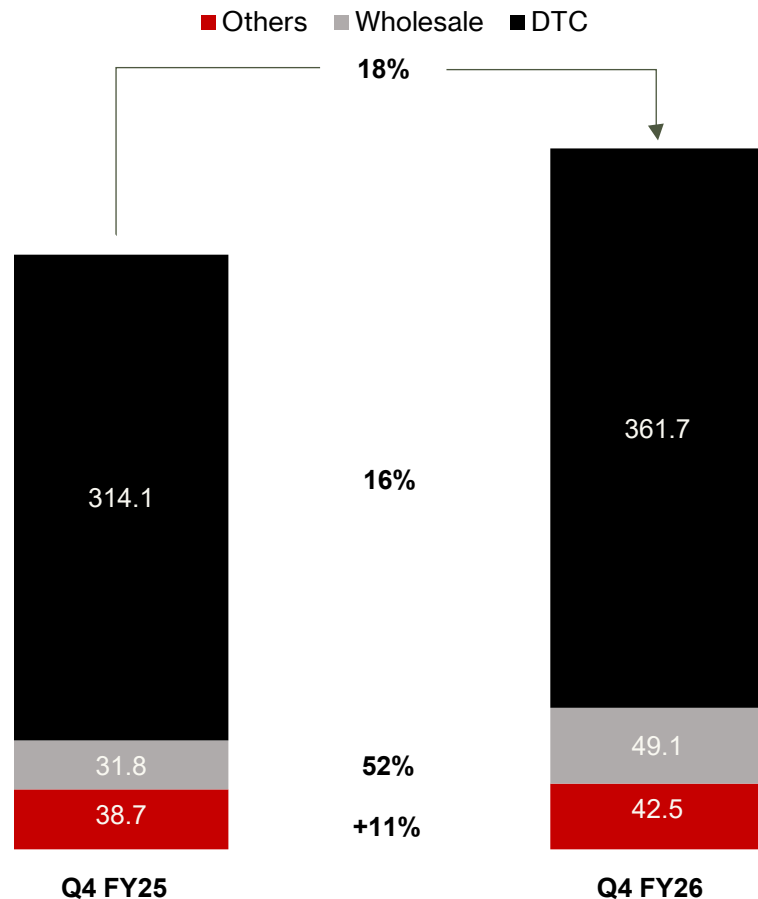
DTC comparable sales growth² was 10%

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 growth is a supplementary financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

Q4 FY26 CHANNEL PERFORMANCE

(in \$M of Canadian dollars) (unaudited)
(Y/Y variances in constant currency¹)



DTC

DTC comparable sales² increased 10% Y/Y led by e-commerce, supported by store growth

WHOLESALE

Wholesale benefitted from continued reset of the channel toward brand-aligned partners and healthier inventory positions

Wholesale growth was led by EMEA and Asia Pacific, driven by Spring/Summer 26 assortment and higher in-season demand for Fall/Winter 25

OTHER

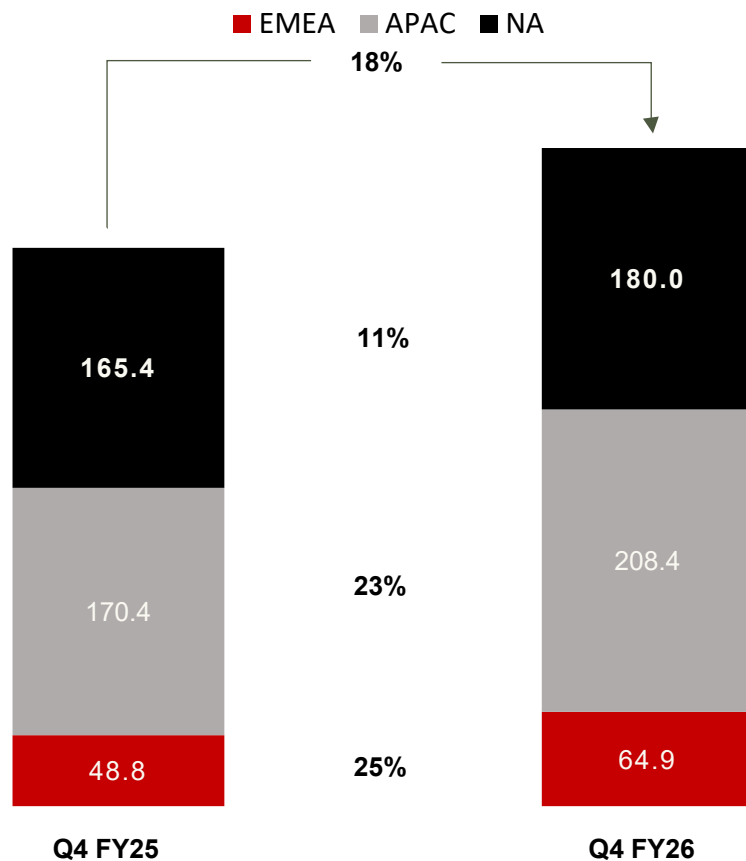
Higher revenue generated from friends and family events Y/Y

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² DTC comparable sales growth is a supplementary financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

Q4 FY26 GEOGRAPHIC PERFORMANCE

(in \$M of Canadian dollars) (unaudited)
(Y/Y variances in constant currency¹)



NORTH AMERICA

DTC comparable sales² declined 1%, as improved conversion was offset by traffic pressure

Strong e-commerce growth, reflecting underlying demand and continued conversion strength

ASIA PACIFIC

Growth driven by gains in both DTC and Wholesale

DTC comparable sales² grew by double digits, led by Mainland China, supported by strong holiday traffic, improved conversion, and a positive response to Lunar New Year product capsule and marketing campaign

EMEA

Revenue growth led by Wholesale strength and double-digit DTC comparable sales growth²

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INCOME STATEMENT

(in \$M of Canadian dollars)

	Q4FY26 (unaudited)	% of Revenue	Q4FY25	% of Revenue
Revenue	453.3		384.6	
Y/Y change (reported)	18%		7%	
Gross profit	315.4	69.6%	274.4	71.3%
SG&A	250.5	55.3%	219.3	57.0%
Adjusted EBIT ¹	64.9	14.3%	59.7	15.5%
Net income attributable to shareholders	28.1		27.1	
Net income per diluted share attributable to shareholders	\$0.28		\$0.28	
Adjusted net income attributable to shareholders ¹	36.3		32.0	
Adjusted net income per diluted share attributable to shareholders ¹	\$0.37		\$0.33	

Gross Margin down 170 basis points Y/Y primarily due to product mix, reflecting the earlier release of Spring/Summer 26 collection, a higher proportion of Wholesale revenue, and higher freight and duty costs attributable to regional mix

SG&A expenses drove ~50 basis points of operating leverage, excluding prior year EBIT¹ adjustment

- DTC operating margin consistent Y/Y, excluding \$8.4m store impairment charge
- Wholesale operating margin improved Y/Y
- Underlying corporate expenses well-controlled, with Y/Y increase primarily attributable to higher annual incentive compensation
- Marketing costs declined 8% Y/Y

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.

KEY BALANCE SHEET ITEMS

(in \$M of Canadian dollars)

	Mar 29, 2026 (unaudited)	Mar 30, 2025
Cash	408.2	334.4
Net debt ¹	383.2	408.8
Inventory	386.3	384.0
Y/Y inventory change	Relatively flat	(14%)

Inventory dollars were relatively flat Y/Y, reflecting strong demand and tighter inventory management, with turns improving to 1.2x (+20% Y/Y), supported by improved planning and brand-appropriate approach to product lifecycle management

Net debt¹ declined Y/Y, with net debt leverage ratio stable at 1.3x adjusted EBITDA¹

¹ Net debt and Adjusted EBITDA are non-IFRS financial measures. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

FY27 Financial Outlook¹

Metric	Outlook	Drivers
Total Revenue Growth (%)	Increase by approximately low-single digits Y/Y on a constant currency basis ²	<ul style="list-style-type: none"> • Growth led by DTC across stores and e-commerce • Wholesale contributes to revenue growth • Gross margin expansion
Adjusted EBIT Margin ³	11% to 12%	<ul style="list-style-type: none"> • Balancing investments in strategic channels with more efficient marketing and tight control of corporate costs

Our FY27 outlook assumes:

- Revenue growth is driven by pricing actions already implemented, increased depth in our product assortment, a larger wholesale order book, and new store openings, partially offset by lower consumer demand relative to fiscal 2026, including softer traffic in key markets, reduced consumer confidence, and lower travel.
- Gross margin expands, reflecting the benefit of pricing actions and operational efficiencies embedded in fiscal 2026 production and favourable channel mix, partially offset by product mix, raw material inflation, and supply chain cost pressures from current disruptions, with the tariff environment assumed to be unchanged from fiscal 2026.
- SG&A declines as a percentage of revenue, as we balance disciplined cost management with targeted investments across channels, marketing, and technology, driving operating leverage on a consolidated basis.

¹ Financial Outlook. See Forward-looking Information on slide 2, 3 and 4 of this presentation.

² Constant currency revenue is a non-IFRS financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

³ Adjusted EBIT margin is a non-IFRS financial ratio. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

FY27 Outlook¹ - Adjusted EBIT Margin² Drivers

Drivers	H1 FY27	H2 FY27
Revenue Growth	Growth in DTC and Wholesale Channels	
	~25% of full-year revenue	~75% of full-year revenue
Gross Margin Expansion	<p style="text-align: center;">Tailwind</p> Pricing and manufacturing and operational efficiencies	
SG&A Leverage	Fixed costs are evenly spread through the full fiscal year, excluding strategic channel investments	
Marketing	More efficient spend allocation	
Channel Costs	<p style="text-align: center;">Headwind</p> Investments in ecommerce capabilities & EMEA logistics network plus costs to expand retail network	<p style="text-align: center;">Tailwind</p> Cost leverage as revenue scales Non-recurrence of FY26 U.S. wholesale bad-debt expense and store impairment charges
Corporate Overhead	Disciplined headcount and tight discretionary controls	

¹ Financial Outlook. See Forward-looking Information on slide 2, 3 and 4 of this presentation

² Adjusted EBIT margin is a non-IFRS financial ratio. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

Q & A