

# CANADA GOOSE

## Canada Goose Advances Journey Into Footwear With Strategic Hire

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### *Adam Meek to join as General Manager, Footwear & Accessories*

TORONTO--(BUSINESS WIRE)-- Canada Goose (NYSE/TSX: GOOS) today announced the appointment of Adam Meek to the new role of General Manager of Footwear & Accessories. Adam will lead the ongoing development and execution of the company's global footwear strategy, as well as oversee the brand's accessories collection.

"Now, with all of the pillars in place and our strategy crystalized, we've never been closer to bringing our long-term vision for footwear to life," said Dani Reiss, President & CEO, Canada Goose. "Bringing Adam on board is a key part of making Canada Goose footwear a reality, which we are committed to executing in the right way, at the right time. Adam's entrepreneurial spirit, passion for footwear, and deep expertise in product development and global product management make him perfectly suited for this dynamic new role."

Adam brings more than 20 years of global footwear experience to this role, having held leadership positions with prominent global brands including Sperry, Nike and Lacoste Footwear. Most recently, Adam served as Senior Vice President of Product at Sperry-Wolverine Worldwide, where he led global product teams in footwear. Prior to that, Adam led Nike Sportswear's Footwear Merchandising function for Western Europe and served as Global Head of Category & Merchandising for Lacoste Footwear.

"My career in the global apparel and footwear industry has taken me to Europe and North America, and I've witnessed first-hand the incredible global strength of the Canada Goose brand," said Meek. "It's a rare opportunity to be able to join a company with such a rich history that still has so much opportunity ahead. As a brand that's synonymous with authenticity and whose function-first products are developed with purpose, I believe Canada Goose has an incredible opportunity in footwear and I'm excited to join the team and help define and develop this category in a way that no other brand has before."

Adam will report to Woody Blackford, EVP, Product, who joined the company in November 2019 to lead the global product strategy as the company continues to focus on category expansion and innovation.

### **About Canada Goose**

Founded in a small warehouse in Toronto, Canada in 1957, Canada Goose has grown into one of the world's leading makers of performance luxury apparel. Every collection is informed by the rugged demands of the Arctic and inspired by relentless innovation and uncompromised craftsmanship. From the coldest places on Earth to global fashion capitals, people are proud to wear Canada Goose products. Canada Goose is a recognized leader for its Made in Canada commitment, and is a long-time partner of Polar Bears International. Visit [www.canadagoose.com](http://www.canadagoose.com) for more information.

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