

SUSTAINABILITY REPORT 2019

It matters

WE BELIEVE THAT WHAT WE DO MATTERS,
AND HOW WE DO IT IS JUST AS IMPORTANT.

CANADA GOOSE

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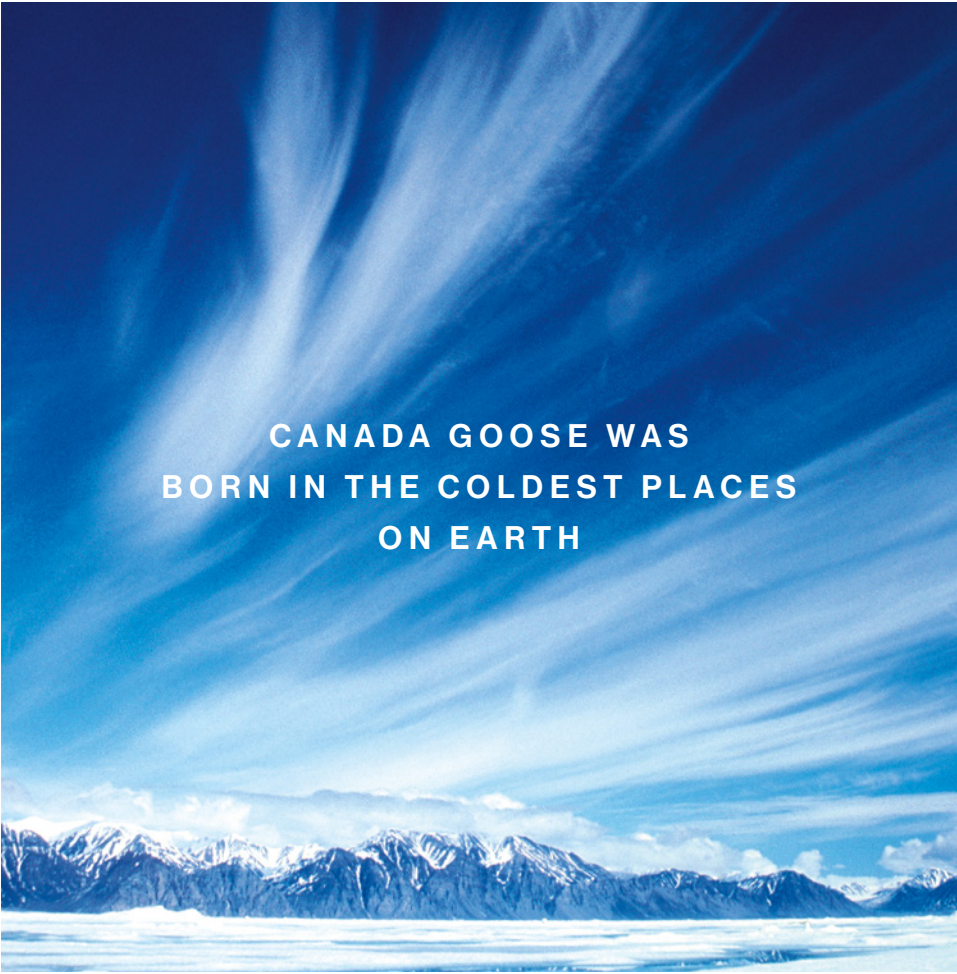
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OUR STANDARDS ARE HIGH. OUR FOCUS IS INTENSE.

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THE INITIATIVE TAKERS, THE CREATIVE THINKERS, THE DOERS. THE PEOPLE OF CANADA GOOSE RESPECT, TRUST AND COLLABORATE WITH EACH OTHER.

Where



IN A RAPIDLY CHANGING WORLD, OUR COMMITMENT TO PROTECT THE GREAT PLACES WHERE PEOPLE MAKE AND USE OUR PRODUCTS REMAINS STEADFAST.

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CANADA GOOSE IS MORE THAN A
BEST-IN-CLASS BRAND OR A COMPANY THAT
MAKES ICONIC OUTERWEAR. WE BELIEVE THAT
GREATNESS IS OUT THERE, AND WE'RE A TEAM
THAT IS RELENTLESS IN PURSUING IT.

For us, getting to greatness means looking beyond our
brand and beyond today. It means being a company that's good
for the world and for the people who live in it. It means doing everything we can to
care for our planet in order to ensure
a sustainable future for generations to come.

All of this matters – to us as a company and to us as people.
We're putting a stake in the ground, tethering ourselves to aggressive goals, and
taking real action. Now. And along the way, we're going to continue to treat our
planet and our people well.

ABOUT THIS REPORT

Part of this path is communicating our progress. So we're launching our first
annual sustainability report to share highlights from the past year and how
we plan to move forward.

This document includes forward-looking statements. These forward-looking statements generally can be identified by the use
of words such as "anticipate," "expect," "plan," "could," "may," "will," "believe," "estimate," "forecast," "goal," "objective,"
"target," "project," and other words of similar meaning. These forward-looking statements address various matters and are
necessarily based on a number of opinions, estimates and assumptions that we considered appropriate and reasonable as of
the date such statements are made. Each forward-looking statement contained in this document is subject to 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 risks identified under the heading "Risk Factors" in our Annual
Report on Form 20-F for the fiscal year ended March 31, 2019, as well as in the other information we file with the Securities and
Exchange Commission and the securities commissions or similar securities regulatory authorities in each of the provinces and
territories of Canada. The forward-looking statements in this document speak only as of the date of this document, and we
undertake no obligation to update or revise any of these statements.

Why

When my grandfather started this company more than 60 years ago, his vision was to make quality products that endure over time. I don't know if he ever dreamed that this is where we would be today, but I am sure he would be proud of what Canada Goose has become. At the same time, I'm not sure he'd recognize the state of the planet that we inhabit or how the forces of nature have been irreversibly altered by humanity.

Over the years, we have always stayed true to who we are, always focused on making superior products that last for the long-term, and always demonstrated that 'doing good' is good for business. We greatly honour the expertise of the Inuit – the original parka makers – who have lived in harmony with nature for thousands of years and whose practices are rooted in sustainability. Inspired by them, we strive to repair the gap between humanity and the natural world. But we also know that as citizens of the global community, we can always do more for the good of the world.

If you know the Canada Goose brand, you know that authenticity is everything to us. It is woven into every aspect of our business, from how we design and build our apparel with a product lifetime warranty, to how we engage with our customers. This past year, we took a long, hard look, not only at ourselves, but at the state of the world around us. Recognizing that from a global perspective, we're at a critical crossroads, we made a conscious decision to be a positive part of the change that's ahead. We have a part to play in creating a future that we want to see. So, we set a course to where we want to be.

In 2019, we officially embedded sustainability into our business, resolving to tackle pressing social, economic, and environmental challenges in a bigger way than ever before. While we have a long tradition of committing to sustainability, with this report we are now publicly tying our actions to defined goals and firm deadlines.

Our vision for the future is outlined in our Sustainable Impact Strategy, which builds on our core values and applies them with renewed vigour.

We've embraced a number of specific goals that will do more to help preserve the outdoors, but most noteworthy, we have set an ambitious target to address climate change by becoming carbon neutral by 2025, or sooner. This journey won't be easy, but we are all-in.

To make this vision a reality, we've added to our leadership team, engaged our employees on sustainability councils, and teamed up with forward-thinking industry partners – each of these passionate people and associations will be critical to achieving our Sustainable Impact Strategy and other goals. We've already started making exciting improvements in the way we operate, and envision many more as we progress.

I'm proud of these strategic decisions. I believe they will enable us to meet the challenges we and other businesses face in 2020 and beyond. They will make Canada Goose – and society as well – stronger for years to come. I think my grandfather would be proud.

I invite you to read this report and to learn more about how we are tackling these challenges openly and optimistically. It's our first step towards ensuring that we will all remain a part of nature and nature remains a part of us.

Dani Reiss, C.M.
President & CEO

“We have a part to play in creating a future that we want to see”

CANADA GOOSE WAS
BORN IN THE COLDEST
PLACES ON EARTH, SO
IT SEEMS FITTING THAT,
WE’VE ALWAYS EMBRACED
A GOOD CHALLENGE.

Whether it’s innovating to create products that withstand the harshest conditions on the planet or finding ways to inspire and enable all people to engage with the outside world, we thrive on achieving success by taking the road less travelled. We endure any condition, observe every detail, and take the long view; in order to keep this planet cold and the humans that live on it warm. It’s why, as Vice President of Corporate Citizenship, I’m so excited about and motivated by the aggressive and transparent sustainability goals laid out in this report.

What we’ve set out to achieve in the months and years ahead isn’t trivial, but we’ve built a long legacy of doing things that have never been done before. As with any challenge we undertake, to succeed we’ll need to continue being thoughtful and strategic in how we operate. We’ll need to keep our eyes locked on our goals, and we’ll make smart and impactful decisions that propel us towards reaching those goals.

“We endure any condition, observe every detail, and take the long view; in order to keep this planet cold and the humans that live on it warm.”

To me, the most inspiring and exciting part of this challenge is the collective determination and passion to achieve — and even surpass — these sustainability goals by the team at Canada Goose. Every department, every region, and every level are on board to collectively make a positive impact on our company and on our planet.

I have no doubt that we’re up to the task.

Gavin Thompson
Vice President, Corporate Citizenship

OUR PURPOSEFUL PATH TO SUSTAINABILITY: WHERE WE’LL BE IN 2025

Our sustainability goals are rooted in our core beliefs. They spring from our sense of responsibility to positively impact society and align with our commitment to honour the land from which we were born. We have always worked to inspire people to action and have now set out these goals to inspire our people, our suppliers, and our customers to come together to protect the world outside.

SUSTAINABLE IMPACT STRATEGY INSIDE OUR SUSTAINABLE IMPACT STRATEGY

- ENVIRONMENTAL IMPACT: Review and reduce our environmental impact, from our greenhouse gas emissions to our operational performance
- SOURCING: Refine our sourcing practices to use more responsible raw materials and provide safer, more sustainable products
- TRANSPARENCY: Initiate and continue annual public reporting to document our progress

OUR SUSTAINABLE IMPACT STRATEGY

PILLAR	TOPIC	GOAL	PROGRESS
STRATEGY	Sustainability	<ul style="list-style-type: none">• Determine long-term ambitions and priority areas• Set goals for our Sustainable Impact Strategy, including supporting UN Sustainable Development Goals and carbon reduction	<ul style="list-style-type: none">• Completed in 2019• Completed in 2019
ENVIRONMENTAL IMPACT	Carbon emissions	<ul style="list-style-type: none">• Achieve net zero Scope 1 and 2 emissions by the end of 2025 or sooner• Measure and publish our carbon footprint for direct and indirect (Scope 1 and 2) greenhouse gas emissions from our corporate headquarters, factories, retail stores, and transportation by 2019• Immediately achieve — and exceed — carbon neutrality for company operations (Scope 1 and 2 emissions) by investing in projects that reduce, avoid, or sequester the equivalent of 200% of each year’s greenhouse gas emissions until achieving net zero emissions by 2025	<ul style="list-style-type: none">• A continuing effort, which began 2019 and will be achieved by 2025• Completed in 2019• Completed in 2019. This will continue annually until net zero emissions are achieved by 2025
	Energy use	<ul style="list-style-type: none">• Adopt renewable energy commitments by 2021• Invest in energy efficiency and renewable energy purchases and/or installations by 2023• Invest in renewable energy credits, as needed, by 2025	<ul style="list-style-type: none">• A continuing effort, which began in 2019 and will be achieved by respective goal dates
	Habitat Preservation	<ul style="list-style-type: none">• Promote Arctic preservation through support of Polar Bears International’s research and conservation work	<ul style="list-style-type: none">• A continuing effort, which began in 2007
	Reduce waste	<ul style="list-style-type: none">• Eliminate single-use plastics that we cannot recycle — such as shrink wrap — in all facilities we own or control, by the end of 2020• Develop strategies for recycling, reusing, and upcycling unused and post-warranty materials and products• Incorporate recycled materials and reduce our use of virgin materials across our supply chain	<ul style="list-style-type: none">• A continuing effort, which began in 2019 and will be achieved by the end of 2020• A continuing effort, which began in 2019• A continuing effort, which began in 2019
SOURCING	Raw Materials	<ul style="list-style-type: none">• Transition from Canada Goose’s world-class proprietary Down Transparency Standard (DTS) to the global Responsible Down Standard (RDS)• Explore opportunities for other relevant sustainable global and industry standards	<ul style="list-style-type: none">• A continuing effort, which began in 2019 and will be implemented across our entire supply chain by 2021• A continuing effort, which began in 2019
	Manufacturing	<ul style="list-style-type: none">• Seek out environmentally-friendly opportunities to continually reduce the environmental impact of our manufacturing practices• Launch a collaborative Social Performance Program, including a comprehensive scorecard and monitoring system	<ul style="list-style-type: none">• A continuing effort, which began in 2019• A continuing effort, which began in 2019 and will be achieved by 2020
	Chemical Use	<ul style="list-style-type: none">• Join the bluesign® raw materials standard as a System Partner• Increase percentage of Canada Goose fabrics that are bluesign® approved for responsible and sustainable practices, with a goal to achieve 90% by 2025• Participate in and leverage the Textile Exchange and American Apparel & Footwear Association working groups on chemicals	<ul style="list-style-type: none">• Completed in 2019• A continuing effort, which began in 2019• A continuing effort, which began in 2019
TRANSPARENCY	Sustainability	<ul style="list-style-type: none">• Publish our inaugural sustainability report for 2019	<ul style="list-style-type: none">• Completed in 2020
GLOBAL IMPACT		<ul style="list-style-type: none">• Identify and publicly support UN Sustainable Development Goals where we can have the most impact	<ul style="list-style-type: none">• A continuing effort, which began in 2019

GLOBAL ACTION FOR GLOBAL IMPACT

In 2020 Canada Goose will join with the global community in supporting the Sustainable Development Goals (SDGs), a collection of 17 goals set by the United Nations in 2015. These ambitious goals call for societal action to end poverty, protect the planet, and enable peace and prosperity by 2030. We are focusing on supporting the following goals because it's within these areas that we believe we can make the most impact and can make the most tangible progress toward them.

OUR PLAN TO HELP ADVANCE THE SUSTAINABLE DEVELOPMENT GOALS



Promote inclusive and sustainable economic growth, employment and decent work for all.



SUPPORTING LOCAL
ECONOMIES IN OUR
SUPPLY CHAIN



CREATING ROLES FOR
NEW CANADIANS THROUGH
OUR SEWING SCHOOLS



CONTRIBUTING AND
INVESTING IN THE
CANADIAN ECONOMY,
AS WELL CREATING GOOD
PAYING JOBS IN OTHER
PARTS OF THE WORLD



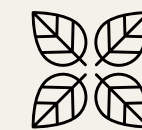
Build resilient infrastructure, promote sustainable industrialization and foster innovation.



DEDICATED INNOVATION
TEAM



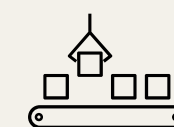
ENGAGING WITHIN INDUSTRY
GROUPS ON SUSTAINABILITY
INNOVATIONS



IMPLEMENTING
ENVIRONMENTAL
IMPROVEMENT PROJECTS
WITHIN OUR OWN
INFRASTRUCTURE



Ensure sustainable consumption and production patterns.



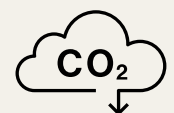
IMPROVING THE
TRANSPARENCY OF OUR
SUPPLY CHAIN AND
COMMITMENT TO GLOBAL
STANDARDS



REDUCING WASTE
GENERATION THROUGH
PREVENTION, REDUCTION,
RECYCLING AND REUSE



Take urgent action to combat climate change and its impacts.



INTEGRATING CLIMATE
CHANGE MEASURES WITHIN
OUR STRATEGIES



SUPPORTING PBI'S
ENVIRONMENTAL
PROGRAMING AND
STUDENTS ON ICE

How

OUR STANDARDS ARE HIGH. OUR FOCUS IS INTENSE.



Canada Goose began as a company that makes best-in-class outerwear with respect for our planet and the living things that inhabit it. Since those early days we've become a global leader, not only as a brand, but as a company that strives to always do what's good for the world. Now, we're asking even more of ourselves and those with whom we work. Together, we will continue to help build vibrant economies, maintain healthy, respectful workplaces, and make products that leave a smaller environmental footprint.

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Canadian-based manufacturing facilities owned and operated by Canada Goose produce over 45% of our product

32%

of Canada Goose fabrics used in 2019 were bluesign® approved for responsible and sustainable practices

4,900

trainees have gone through our 7 sewing schools since 2015 where individuals learn valuable skills

TRAINING TODAY.
TOOLS FOR TOMORROW.
WHAT DO YOU DO WHEN
THE WORKFORCE DOESN'T
EXIST? YOU BUILD IT.

Continuing to manufacture our core down-filled jackets in Canada instead of outsourcing overseas is the right decision, but it's not an easy one.



When apparel manufacturing largely went overseas a number of decades ago, skillsets in Canada were in danger of being lost as jobs were decimated. One of our greatest challenges was finding enough skilled employees to meet continued growing demand for Canada Goose products.

We saw an opportunity to lead by proactively doing something about this gap and taking action in a way that is unequalled in the manufacturing space in Canada. Our solution is to train people from diverse backgrounds who are ready and willing to learn and simultaneously to create a unique labour pool through opening Sewing Training Schools at seven locations across Canada, including Toronto, Montreal, and Winnipeg. Our Sewing Training Schools welcome and train the unemployed, underemployed and immigrants for skilled production jobs at Canada Goose. The majority of students are hired at Canada Goose with opportunity for advancement to managerial positions.

Over a six-week program, student trainees learn from experienced employees around them and learn progressively more exacting sewing techniques needed to create the extraordinary level of quality garments that Canada Goose is known for. Second language program certification in English or French is also offered in order to increase opportunities across the company.

This training prepares people not only for production line positions, but also sets them up to move into other positions as assistant supervisors, supervisors, engineers, and managers. To date, more than 800 people have completed our training program and moved on to other roles at Canada Goose. The on-the-job training and advancement opportunities are attracting Canadians to come and work for us and enabling new Canadians to thrive in this country.

In 2015, Canada Goose transitioned from a traditional apparel-making environment to one that embraces lean-manufacturing principles. With that came an easier way to train employees. Today we have faster throughput while still maintaining our highest quality standards. Our ability to train people for specific locations within those production lines is a critical element of that success.

Our story is a part of Canada's story, and our Sewing Training Schools is one of the ways our Made in Canada commitment is put into action.



DOING THE RIGHT THING HAS
ALWAYS MATTERED TO US.
OUR CULTURE MAKES IT HAPPEN.

CORPORATE CITIZENSHIP GOVERNANCE

We are committed to being good corporate citizens, which means operating with a sustainable mindset – taking the long-view when making decisions and considering what’s best for all the people we impact: our customers, our employees, investors, suppliers, and the communities we call home.

To embed this culture of citizenship throughout our entire organization, we’ve built a structure that outlines roles and responsibilities. We’ve established processes and have begun to put in place the tools and technologies that will help bring our sustainability vision to life. At the core of this is our new Global Sustainability Working Group, which reports to our Executive Steering Committee. Ultimately,

the Canada Goose Board of Directors Audit Committee has responsibility for environmental exposure, ethical standards, and other risks.

ETHICS AND INTEGRITY

We promote a culture of integrity at Canada Goose. With that, comes expectations, which are articulated in a Code of Conduct for our employees, senior leaders, and Chief Executive Officer. While we believe that behaving with integrity is more than a policy, we also believe it’s important that we always keep our Code of Conduct top of mind. To do so, each year every employee must review our Code of Conduct and acknowledge that they understand our expectations and standards of integrity.

CORPORATE CITIZENSHIP GOVERNANCE STRUCTURE AND RESPONSIBILITIES



MEET OUR TRANSFORMATION TEAMS

Strategically placed around the globe, Sustainability Councils are our changemakers.

As a growing global business with an entrepreneurial mindset, sustainability will always influence our decisions. Making positive change on a global scale requires buy-in from everyone, in all areas of our business. To maximize the opportunity for employees to help, in 2019 we formed three regional Sustainability Councils spanning our major areas of operations: North America, Asia and International. All told, these councils involve over 50 employees across the enterprise, each with knowledge and a personal passion in sustainability.

The people in these councils are our boots on the ground. They are the changemakers who help recognize, capture, and foster the sustainable thinking already present in our organization. From waste, energy, efficient use of resources, and safer materials – council members are already wrestling with issues and exploring ideas that can be translated into sustainable solutions.

These action-oriented groups help us achieve impact as they:

- Raise awareness of social and environmental issues in their geographic areas, and promote sustainability initiatives that align with our global Sustainable Impact Strategy
- Assist in compiling data and information for annual reporting and benchmarking
- Identify issues, opportunities, and solutions with implementation plans to help drive our Sustainable Impact Strategy
- Meet quarterly and report their findings to the global Sustainability Working Group

THE PLACE OF MANUFACTURING MATTERS AS MUCH AS THE PRODUCT ITSELF.

We've always believed in the philosophy that the best products are made in the best places to make them. As such, we manufacture our core down-filled parkas in eight of our owned and operated facilities in Montreal, Toronto, and Winnipeg, including six new factories opened in the last three years. By keeping the majority of our production domestic, we contribute to local job growth and can more easily maintain our high manufacturing and labour standards. At the end of 2019, we employed 4,591 workers in Canada – one fifth of the Canadian garment-making sector's workforce.

As Canada Goose has grown into a global luxury brand, we've added new apparel categories including knitwear and accessories. To assure customers of the premier quality they have come to

expect from our brand, we source these new lines from manufacturers capable of meeting our exacting standards, and who share our values on the environment and workplace conditions. The skill and craftsmanship that goes into these pieces would not be possible without the work done by the vetted and operationally transparent factories our global manufacturing partners use. After extensive research, we found the right places on the globe to manufacture specific garments, based on quality and expertise, not margins. It's why we chose to make our knitwear in Italy and Romania, and our accessories in Asia, where we can get the highest-quality products at the scale we need, regardless of labour costs.

Responsibly made. Everywhere. Our high standards for working conditions are designed to protect and respect the people who make our products.

Whether they work in Canada or abroad, at our factories or our suppliers, the people who make our garments matter to us.

Canada Goose's Social Code of Conduct sets out our standards for inclusive, safe, and healthy working conditions, and environmental responsibility throughout our supply chain. The Code applies to contractors, manufacturing partners, and their factories that Canada Goose manufactures with directly or indirectly. The 13 sections clearly set forth the minimum requirements all suppliers must meet in order to do business with us.

We want to minimize our operational risk, and we also want to leave a positive, meaningful impact in the communities where we operate. We're committed to working with suppliers who demonstrate continuous improvement and leadership in social and environmental sustainability.

For 2020, we will update the Canada Goose Social Code of Conduct and

release it as our Supplier Code of Conduct to align more purposefully to international labour conventions with additional commitments to social responsibility and transparency. We will also introduce our updated supplemental expectations which will be available in English as well as additional languages that represent our diverse labour force, and will update our Supplier Manual and improve our processes for managing supplier performance. We have strengthened our internal Canada Goose Sustainability team to deliver on our Social Performance goals and to continuously improve our program.

PROTECTING HUMAN RIGHTS

We believe that business should support and respect the protection of human rights. At Canada Goose, we do not tolerate any human rights abuses including child labour; forced/prison labour, slavery, or human trafficking; verbal, emotional or sexual harassment/abuse; bribery and associated practices, and falsified documentation.



TRUST, BUT VERIFY.

WITH SELF- AND THIRD-PARTY ASSESSMENTS, WE ENSURE THAT OUR FACTORIES AND SUPPLIERS MAINTAIN SAFE, CLEAN WORKING CONDITIONS IN THEIR FACILITIES.



Through our Social Performance Program and in collaboration with our Sourcing team, we monitor our direct (Tier 1) partners and their (Tier 2) factories to determine their adherence to the standards set forth in our Supplier Code of Conduct. Our program includes periodic social self-assessments and third-party assessments; we rely on ongoing collaboration and open dialogue with our suppliers to deliver on our commitment to responsible manufacturing.

In 2020, we are partnering with third-party inspection services to assess 100% of our Tier 1 suppliers for their performance to our new Supplier Code of Conduct. Currently, for any facilities where improvement is needed, we issue corrective action plans and assist in any required remediation.



We track our facilities using our own database and, by the end of 2019, had received assessments for 82% of our Tier 1 and Tier 2 facilities. Moving forward, we plan to:

- Collect social self-assessments from all Tier 1 partners and their factories by May 2020
- Complete third-party assessments of all Tier 1 partners and their factories against our Supplier Code of Conduct by the end of 2020
- Update our scoring methodology for supplier performance to better identify areas for improvement

IMPROVING SUPPLIER PRACTICES

We view our relationship with our suppliers as a true partnership with high expectations as well as mutual support. If a supplier or one of their factories is not in compliance with any of the principles and guidelines in our Supplier Code of Conduct, we require immediate corrective measures. Based on assessment results, we actively work with suppliers and their factories to help them take action and align with our requirements by improving their practices. Our policy is to terminate the relationship with any supplier who is

unwilling to comply with the principles and guidelines outlined in our Supplier Code of Conduct and supplemental programmatic expectations.

MADE IN CANADA... AND BEYOND
As our company grows and we expand our use of partners in other markets with different labour practices, we will continue to onboard them and assess their new factories against our Supplier Code of Conduct for their adherence to our rigorous social and environmental manufacturing standards.

DECENT WORK AND ECONOMIC GROWTH

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs that stimulate the economy while not harming the environment.

Canada Goose supports UN Sustainable Development 8: Decent Work and Economic Growth by supporting local economies in our supply chain, creating roles for new Canadians through our Sewing Schools, contributing, and investing in the Canadian economy, as well as creating good paying jobs in other parts of the world.

CANADA GOOSE MANUFACTURING LOCATIONS

Canada Goose owned and operated	8	Canada
Tier 1 Suppliers – Domestic	24	Canada
Tier 1 Manufacturing Partners – Global	8	Europe and Asia
Tier 2 Factories – Global	19	Europe and Asia

SUSTAINABLY SOURCED DOWN AND
FUR HAVE ALWAYS BEEN AN IMPORTANT
PART OF OUR STORY.

We are a function-first company, and authenticity is everything to Canada Goose. Since 1957 we have focused on making best-in-class products by using the highest quality materials and craftsmanship to deliver a product that performs when and where it's needed most. In making those products, we are committed to being transparent about where and how we make our products, including the sustainable sourcing and responsible use of animal products.

We do not condone any willful mistreatment, neglect, or acts that maliciously cause animals undue suffering. Our standards for the sourcing and use of fur, down and wool reflect our commitment that materials are sourced from animals which are not subject to willful mistreatment or undue harm.

**DOWN: A RENEWABLE
NATURAL RESOURCE**

We have chosen to use natural down in jackets because it is the best natural source for warmth per weight ratio. A by-product of the poultry industry, natural down also has 18 times less of an impact on climate change than polyester fill, according to a [Life Cycle Assessment \(LCA\)](#) that studied the environmental impact of down versus polyester fill material. This analysis, commissioned by the International Down and Feather Bureau and conducted by Long Trail Sustainability, an independent third-party firm specializing in LCAs and sustainability reports, studied the impact of both materials in five environmental areas: human health, ecosystems, resources, cumulative energy demand and climate change. It concluded that on a per ton basis, down has 85% to 97% lower impacts than polyester in all the impact categories analyzed.

**ADOPTING THE RESPONSIBLE
DOWN STANDARD**

In 2019, we committed to the Responsible Down Standard (RDS) and we intend to be 100% RDS-certified by 2021. This move will provide a number of advantages. The RDS aims to ensure that down and feathers come from animals that have not been subjected to unnecessary harm. Under this standard, Canada Goose will join with other brands and supply chain members to respect the Five Freedoms of the animals that provide the down and feathers in our garments.

Adopting a widely-used global textile industry standard will simplify compliance efforts for our suppliers by providing a common set of expectations and provides consumers with a tool to help them understand what is in their products. Canada Goose actively participates in the RDS Global Working Group governed by the Textile Exchange to ensure that the RDS standard continues to evolve and reflect best practices in the industry.

By the end of 2019 we had completed all of our third-party audits for compliance with the RDS at 100% of our CG owned and operated and cut-make-trim (CMT) manufacturing facilities.

FUR: SUSTAINABLE PERFORMANCE

For five decades, our renowned parkas have featured wild coyote fur sourced from western Canada and the United States. Natural fur provides functionality in extreme environments and is an integral feature of authentic Arctic outerwear.

Today's consumers want to know more about the sustainability of fur and animal welfare and demand more transparency to make informed purchasing decisions. We acknowledge this desire and are glad to provide information.

Pertaining to the sourcing of wild, western North American coyote fur, our suppliers ensure that:

- They do not tolerate any willful mistreatment, neglect, or malicious harm of animals.

- They only supply Canada Goose with wild fur from North American suppliers and that they never use fur from fur farms.
- They only source from trappers who are regulated by state, provincial and federal standards.

We pride ourselves on offering consumers with different styles, viewpoints, and tastes as much choice as possible when purchasing Canada Goose products.

In 2020, Canada Goose will launch a bold new initiative that will introduce reclaimed fur into our supply chain. We plan to begin making parkas using reclaimed fur and end the purchasing of new fur in 2022. Customers should begin to see reclaimed fur in some of our products as early as Fall of that same year.

We remain committed to the functionality and sustainability of real fur, however we are challenging ourselves to do it better, reusing what already exists. In the North, sustainability is a way of life and people there have been working with reclaimed fur for centuries. This initiative draws inspiration from that resourcefulness. We are proud to announce this commitment because we believe we must operate sustainably. It's the right decision for our business, our customers and most importantly, our future.

WOOL: PART OF OUR STORY

As we continue to expand our product offerings, we hold true to our commitment made in 2017 and use wool from sheep without the practice of mulesing.

We require that our suppliers confirm that wool in our supply chains originate from farms that do not use this practice.



HANDLED WITH CARE

WE WORK TO ENSURE THAT OUR PRODUCTS
ARE SAFE FOR PEOPLE AND THE PLANET.

As a global brand, Canada Goose is committed to ensuring sound product safety and chemical management throughout our global supply chain. We want our products to be safe for the people who make them, customers who use them, and the environment in which we all live.

We operate a comprehensive chemical testing management system, which is based on the relevant product safety regulations of the countries to which we sell. We require that all our raw material suppliers responsibly manage chemicals, dyes, and finishes and, to ensure compliance, we test raw materials and finished articles, both at the development stage and in mass production.

RAW MATERIALS THAT ARE SAFE FROM THE START

To better accomplish this, in 2019 we became a System Partner with bluesign® technologies, an independent textile auditing group based in Switzerland. Bluesign uses a system of factory audits and certification to monitor the complex journey of materials at every step of the supply chain – from chemical formulation to the finished product. We apply their criteria for resource efficiency, worker safety, environment and consumer protection, and chemical exclusions.

At the end of 2019, 32% of our Canada Goose fabrics were bluesign® approved for responsible and sustainable practices. We aim to have this number at 90% by 2025.

ENSURING THE SAFETY OF OUR FINISHED PRODUCTS

To further exclude unwanted chemicals from our products, we maintain a Restricted Substances List (RSL), which serves as the foundation for safeguarding customers and employees from exposure to potential ingredients of concern in the products we sell. As members of the American Apparel & Footwear Association (AAFA), we follow the thresholds outlined in their Restricted Substances List. Canada Goose suppliers are expected to comply with our RSL and we empower a third-party agency to sample test all our finished goods for more than 160 substances. In addition to keeping unwanted chemicals out of our products, our RSL guides suppliers in complying with local, national, and international laws on chemical management, use, and disposal.

Our workmanship is legendary. On average, each jacket is crafted by 60 people from start to finish.

Before any garment travels from our shipping facility to consumers around the world, our quality assurance team inspects every product by hand.

And our quality team reports product issues cited by customers to our design team to further embed customer feedback throughout the process.

Our authentic products involve innovation that is driven by function. We introduce new features to help our products perform better. We are constantly updating and adapting to meet changing customer needs and improve functionality.

PRODUCT QUALITY

Inspired and informed by the demands of the Arctic for more than 60 years, our durable products are designed to endure.

Keep your clothes longer. We'll help.

One of the easiest and most effective ways to use fewer resources and move toward eliminating the concept of waste in the apparel industry is to simply keep clothes in use longer. With extraordinary craftsmanship and high-quality materials, Canada Goose products are designed to last longer than a season.

Operating on the front lines, our warranty and repair departments hear our customers loud and clear, especially when they return a garment under our renown product lifetime warranty program.

In 2020, we'll begin reusing fabric from decommissioned jackets for better fabric color matching with older jackets in need of repair. That will help us return more garments to their owners, while putting others to good use. This is in addition to processes begun in 2019, as our skilled craftspeople actively began reducing waste, increasing resource productivity, and helping reduce environmental impacts. For example, if a garment can't be repaired and returned to the customer, rather than disposing of it, we salvage materials ranging from fur to zippers for use in our Sewing Training School programs.

Who

THE INITIATIVE TAKERS, THE CREATIVE THINKERS,
THE DOERS. THE PEOPLE OF CANADA GOOSE RESPECT,
TRUST AND COLLABORATE WITH EACH OTHER.
WE PUSH EACH OTHER TO DO BETTER AND BE BETTER,
BOTH ON THE JOB AND IN OUR COMMUNITIES.

We create opportunities for people and help them pursue their dreams. We're proud to offer meaningful work and valuable job skills for thousands of people, both in Canada and abroad. We're keeping the majority of our manufacturing right here in the country where we began. And as we continue to grow, we'll offer even more possibilities to more Canadians.

2,500+

students, scientists and business leaders transformed into advocates for the Arctic through Students on Ice sponsorships

2M+

metres of surplus fabric provided to remote Northern communities to create parkas, outerwear and essential clothing

3

paid volunteer days for every salaried employee to give back to the causes and communities they care about most

EVERYDAY HEROES

OUR EMPLOYEES CONNECT WITH THEIR COMMUNITIES BY GIVING BACK.

Goose Crew members are our heroes, coming together to change their communities for the better.

Our employees believe in connecting deeply with the places they call home. We call them our Goose Crew. Banding together, our Goose Crew members find meaning and contribute by giving back to their communities. Living purposefully, our Goose Crew is taking action in many ways, from improving hospice facilities and raising funds for cancer research, to bringing holiday cheer to children in Northern communities and hosting a holiday food bank drive.

We're inspired by these everyday heroes and want to equip them to do more. Launched in 2019, our new CG Gives program provides salaried employees with up to three paid days off each year to volunteer for a charity of their choice. For hourly employees who volunteer their personal time, we also make cash equivalent donations up to \$2,000 CAD to registered charities of their choice.

We also match employee financial donations to charities around the world, up to \$2,500 CAD per employee each fiscal year. For charities that honour the north – Polar Bears International, Students on Ice and Inuit Tapiriit Kanatami (ITK), the national Inuit representational organization – we double our match.

These efforts aren't made by individuals alone. Departments in every Canada Goose location band together to support at least one charitable initiative a year. These activities range from a breakfast hosted by the Headquarters Finance team to support Light the Night, a Toronto-based event that raises awareness of and donations for the Leukemia and Lymphoma Society of Canada to larger, more coordinated efforts. For example, during the holiday season, employees collected toys and essential items for communities in the vast northern region of Canada, partnering with First Air (now Canadian North).



STUDENTS ON ICE

BY VENTURING TO ICE-FILLED LANDS WHERE MOTHER NATURE IS IN CONTROL, STUDENTS BECOME AMBASSADORS OF THE POLAR REGIONS.

How do you really learn about something? By immersing yourself in it completely. Each year, hundreds of students, crew and staff venture to the harsh beauty of the polar regions on educational treks with the non-profit Students on Ice (SOI). Equipped with expedition gear provided by Canada Goose, high school and university students venture to lands where Mother Nature is in control. There they discover the power and beauty of the Arctic and Antarctic in person.

SOI's mandate is to educate the world's youth about the importance of the polar regions, support them in their continued personal and professional growth, and inspire and catalyze initiatives that contribute to global sustainability. Students are introduced to a broad spectrum of topics ranging from science and

sustainable development to glaciology and climate change, and more. Canada Goose has been a proud partner of SOI since 2011, helping more than 2,500 students, scientists, educators, elders, artists, musicians, historians and business leaders embrace the elements.

Through our support of Students on Ice, students from all socio-economic, cultural and geographic backgrounds can participate.

In 2019, we launched the Canada Goose Sea Ice Scholarship program with SOI, which provides full scholarships to one Inuit and one International student. Kelsy Gill from Seychelles and Nuiana Hardenberg from Greenland were the inaugural recipients.

Kelsy Gill

Born and raised on the tropical island of Seychelles, Kelsy has seen for herself how climate change has affected her home. Driven by a "can do" attitude, Kelsy has organized plantings and clean ups with the Mangrove Rehabilitation Project. Now, inspired by her exploration of the Polar Region, she has learned more about climate change in the Arctic and better understands how it impacts her homeland.

Nuiana Hardenberg

A native of Nuuk, Greenland, Nuiana has been an advocate for the Arctic – a place where she feels a connection to her culture, language and ancestors. Despite the harsh climate conditions, Nuiana, her family and the generations before her have always adapted to the land. Because she has seen the effects of climate change firsthand, Nuiana wants to find ways that can reverse the trend and make a difference. Moved and informed through her SOI expedition, Nuiana aspires to influence decision-making around environmental issues affecting her country and the world.



PROJECT ATIGI

Project Atigi celebrates the tradition and craftsmanship of Northern artisans through social entrepreneurship.

Canada Goose was born in the North and for generations we have been inspired by its people, communities and landscapes. When translated into English, the Inuktitut word “atigi” means “parka.” In a literal sense, that’s the story behind this initiative: in 2019 Canada Goose partnered with Inuit designers to make a one-of-a-kind parka collection. On a deeper level, Project Atigi celebrates the expertise in the North and the rich heritage of craftsmanship that has enabled Inuit — the original parka makers — to live in the most formidable climates and conditions.

For this project, we commissioned 14 designers across the four Inuit regions — Inuvialuit, Nunatsiavut, Nunavut, and Nunavik — to create bespoke parkas using their traditional skills and designs, and our materials. Project Atigi, first launched in 2019, was developed to create social entrepreneurship opportunities for Inuit designers by leveraging our global platform to showcase their extraordinary craftsmanship and unique designs.

Proceeds from the sale of the collection go to Inuit communities through the Inuit Tapiriit Kanatami (ITK), the national Inuit representational organization that works with the four Inuit regions of Inuit Nunangat. ITK uses research, advocacy, public outreach and education to promote Inuit health, well-being and prosperity through unity and self-determination.



RESOURCE CENTRES PROGRAM

Excess materials bring warmth to the North.



In 2007, two seamstresses from Pond Inlet, Nunavut – Meeka Atagootak and Rebecca Kiliktee – visited our factory in Toronto to help us make a commemorative, one-of-a-kind parka using their traditional Inuit sewing methods.

Noticing surplus fabrics in our factory, they asked to bring the material home to make their own jackets for friends and family. Their request was the beginning of a new way for us to give back to the people of the North and a responsible way to deal with excess materials that would otherwise go to waste.

Several times a year, we send fabric along with zippers, buttons, and other finishings to pop-up distribution events in remote communities in Canada's North. With the generous assistance of local volunteers and transportation provided at no cost by Canadian North (formerly First Air), these

deliveries are a rare and welcome infusion of much-needed sewing materials that they otherwise can't purchase or would be too expensive.

Since 2009, we've donated more than 2 million metres of fabric to these communities.

WE SUPPORT THE WHOLE PERSON

CANADA GOOSE EMPLOYEES HAVE BEEN A CRITICAL PART IN THE SUCCESS WE HAVE ACHIEVED TO DATE.

We support our employees' growth – at work and off the job.

Employees have the opportunity to develop professionally through a variety of programs. We offer a Continuing Education program through which salaried employees are eligible for reimbursement of external course fees. Over the past three years, we have devoted more than \$100,000 in continuing education funding for employees across our business. We believe this is an investment that benefits our employees, our business, and our communities.

All of our corporate employees, globally, have access to LinkedIn Learning, which offers access to more than 10,000 online learning modules that teach business, creative and technology skills.

Our Global Mentorship Program empowers junior employees with practical advice, encouragement and support while offering more experienced colleagues the chance to share their experience and build their interpersonal skills. Now in our second round, we have matched 100% mentors to mentees.

Canada Goose conducts an annual survey to better understand our employee engagement, learn about what's working, and surface up any concerns. In 2019, we achieved a 93% participation rate globally. Highlights from the survey included strength in diversity, high levels of employee pride, clarity of corporate values, and an understanding of how individual contributions impact our global business objectives.

We're passionate about promoting the power of our authentic, inclusive culture.

The Canada Goose culture is one of our attributes that we are most passionate about. We are proud of our strong, dynamic and inclusive workplace, and we believe it sets us apart from other companies. As our company grows, we are working fiercely to protect and promote this distinctive culture.

To do that, we have articulated and are intentionally sharing our philosophy as we continue to welcome new people into the company.

AUTHENTICITY DRIVES INCLUSION

Authenticity isn't jargon to us. For us, it's a core value and a foundation for what we do and how we do it. We believe in the power of inclusion and that our best work happens when people bring their authentic selves to work and are welcomed for exactly who they are. We embrace diversity in all its forms and definitions, and we strive to create an inclusive culture where everyone can live authentically, every day and in every situation.

This is not a policy, but rather a statement that reflects what we've always done and what we will continue to do. This is the standard we hold ourselves to and expect employees to follow as well. We expect our employees to incorporate this into every action, decision, and task.

Where

IN A RAPIDLY CHANGING WORLD, OUR COMMITMENT TO ACTING
LOCALLY AND GLOBALLY TO PROTECT THE GREAT PLACES WHERE
PEOPLE MAKE AND USE OUR PRODUCTS REMAINS STEADFAST.

From our factory floors to the frigid expanse of the polar regions, where we're bearing witness to the impact of climate change, such as the loss of glaciers, melting permafrost and the opening of the Northern Passage, we're finding better ways to care for the world today. Less waste. Fewer resources. More reuse. Guided and inspired by the forces of nature and by the indigenous people who have respectfully lived in harmony with those forces for thousands of years, we are determined to achieve more with less and do our bit to repair the gap between humanity and the natural world.

0

We commit to net zero direct and indirect (Scope 1 and 2) greenhouse gas emissions by 2025, or sooner.

0

We pledge to eliminate single-use plastics in all facilities we own or control, by the end of 2020.

200%

We commit to offsetting our annual carbon footprint by 200% on our journey to 2025.

MANAGING OUR ENVIRONMENTAL IMPACT

MANAGING OUR ENVIRONMENTAL IMPACT

To reduce our environmental impact, we are focusing on those areas that offer the greatest potential. Our five-year Sustainable Impact Strategy sets out goals to: reduce our carbon emissions through increased energy efficiency, increase our use of renewable energy, and reduce both waste and single-use plastic use.

LOWERING OUR CARBON EMISSIONS

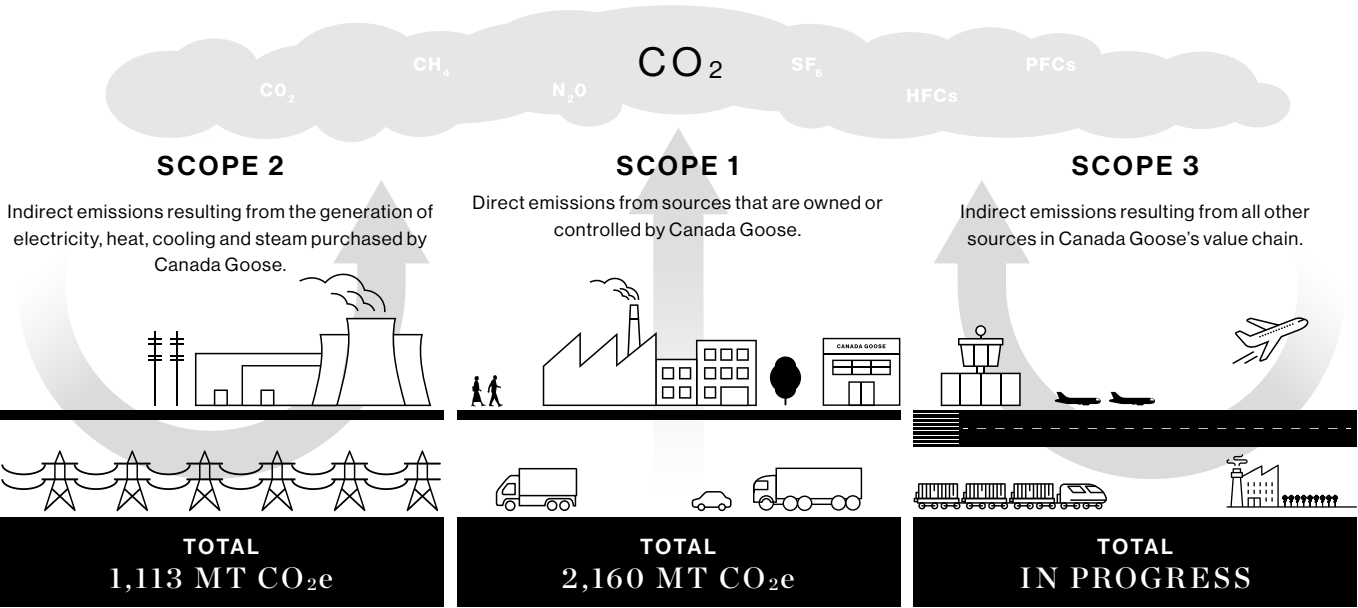
We commit to achieving net-zero Scope 1 and 2 greenhouse gas emissions and increasing our use of renewable energy by 2025, or sooner. We believe this ambitious goal supports the urgent global movement to mitigate the impacts of climate change.

REDUCING WASTE

People are concerned about waste in the apparel industry. We are, too.

We are transitioning to more circular business models where the goal is to eliminate the concept of waste, and have made it a goal to implement recyclable and reusable materials in all possible areas of our operations. In 2019, we initiated this by developing a waste audit and action plan in the facilities we own and control, knowing that these efforts will also help us to reduce our carbon emissions. We've already begun by tackling waste related to plastics, product packaging, surplus fabric, products that don't meet our quality standards, and warranty returns. Additionally, as part of our Sustainable Working Group, we are forming a Packaging Working Group that will conduct a comprehensive review of all packaging use, from factory to floor, and implement waste reduction strategies with an effort to shrink our environmental impact. Learn more about these initiatives in our case studies.

2019 GREENHOUSE GAS FOOTPRINT



Carbon dioxide equivalent (CO₂e) is the measure used to compare the emissions, in metric tons (MT), of various greenhouse gases based on their global warming potential. Canada Goose follows the definitions of Scope 1, 2 and 3 as set out in the GHG Protocol Corporate Accounting and Reporting Standard. Canada Goose will begin exploring Scope 3 emissions in 2020, aiming to report in 2021. This footprint reflects FY2019: April 2018 - March 2019

GOODBYE TO PLASTICS.
SOFT PLASTICS LIKE SHRINK WRAP
ARE DIFFICULT TO RECYCLE,
BUT WE FOUND A WAY.

Take-charge employees and a local recycler are leading the way to eliminate all single-use plastics in our facilities by the end of 2020. First up – recycling the difficult-to-recycle plastic shrink wrap waste from the cutting floors in three of our production facilities in Canada. Our team is working with a start-up recycling company based in Winnipeg that collects the soft plastic and repurposes it into construction blocks, benches and other composite plastic items. Within a year, more than over

2,700 kg of soft plastics have been kept out of landfills. In 2020 we will expand the program to facilities in other provinces as we seek to remove all single-use plastics in all facilities we own or control.

EMPLOYEES TEAMED UP ON PILOT
PROJECT TO TRANSFORM DOWN

Our commitment to craftsmanship means those rare garments that fail our rigorous quality control standards are not sold to consumers. But what happens to those garments? Guided by a respect for natural resources – especially resources such as down – our team at our Winnipeg production facility teamed up with their quality control colleagues in our Toronto office to find a way to reuse the materials from down jackets. Together, they resolved to develop a new process for recovering the down and preventing it from becoming waste.

And this simple change has paved the way for repurposing other resources. By seeing possibilities and embracing the opportunity to find a better way, resourceful Canada Goose employees are advancing our journey to reuse materials, transforming production waste into a resource. Because of this work, we will explore the use of recovered down in our products in 2020.



IT MATTERS

OUR REDESIGNED PAPER SHOPPING BAGS
ARE BETTER FOR SHOPPERS
AND THE ENVIRONMENT.

In late 2019, holiday shoppers carried home their Canada Goose purchases in redesigned paper shopping bags that are now 100% recyclable and more durable. The new bags feature a woven paper handle and reinforced paper, making them sturdier and better able to carry heavy items and reuse. And, they are now made completely of one material – paper, making it easier, and quicker, for our customers to recycle every bag.

Next, we want to reduce the use of virgin materials in our packaging. In 2020, we will explore using recycled paper in our shopping bags and recycled plastic water bottles in our garment bags. And like our rugged garments, these branded black garment bags are designed to last a lifetime. Incorporating recycled materials and creating products that last will further reduce our use of virgin materials.





BORN IN THE NORTH

WE'RE HELPING SECURE A FUTURE FOR POLAR BEARS
IN CANADA AND ACROSS THE ARCTIC.



Dwindling sea ice and global warming are threatening these great creatures of the North. For more than a decade, Canada Goose has supported Polar Bears International (PBI), the only organization dedicated solely to conserving wild polar bears and their habitat. Our contributions to PBI take multiple forms. First, we donate our Arctic-worthy parkas to PBI staff to help them perform their invaluable research. These parkas help keep PBI researchers warm during critical denning studies on Alaska's North Slope, and work on Hudson Bay. We contribute funds generated by selling signature PBI Blue parkas to consumers. This effort has been critical in helping PBI grow into the organization it is today. We also dedicate critical support through the time spent by Canada Goose CEO and President Dani Reiss as a PBI board member.

PBI staff are now located throughout Canada, the U.S., and Denmark, where they pursue a shared goal to conserve polar bears and the sea ice they depend on. To date, Canada Goose has contributed more than \$4 million CAD to support important research, as well as critical education and outreach about polar bears and their conservation needs.



“With Canada Goose’s funding and support, Polar Bears International is at the forefront of conservation efforts, the global movement to protect the Arctic, and action on the climate crisis.”

*Krista Wright,
Executive Director of Polar Bears International*

The PBI story is powerful to hear, but we know that nothing is quite like actually seeing and feeling the North. We understand the power of beauty and the power of experience. Through a variety of initiatives, we make it possible for influential writers, celebrities, film productions, and our own employees to see polar bears in the wild. Over the years, groups of Canada Goose employees have experienced this first-hand by venturing to the polar bear capital of the world, trekking to the Polar Bears International House in Churchill, Manitoba. From this launch pad, they see the challenges that bears face in a changing climate. These encounters are awe-inspiring and often life changing.

Through this partnership, Canada Goose is playing its part to help tip the scale towards global action to protect the Arctic habitat.

