

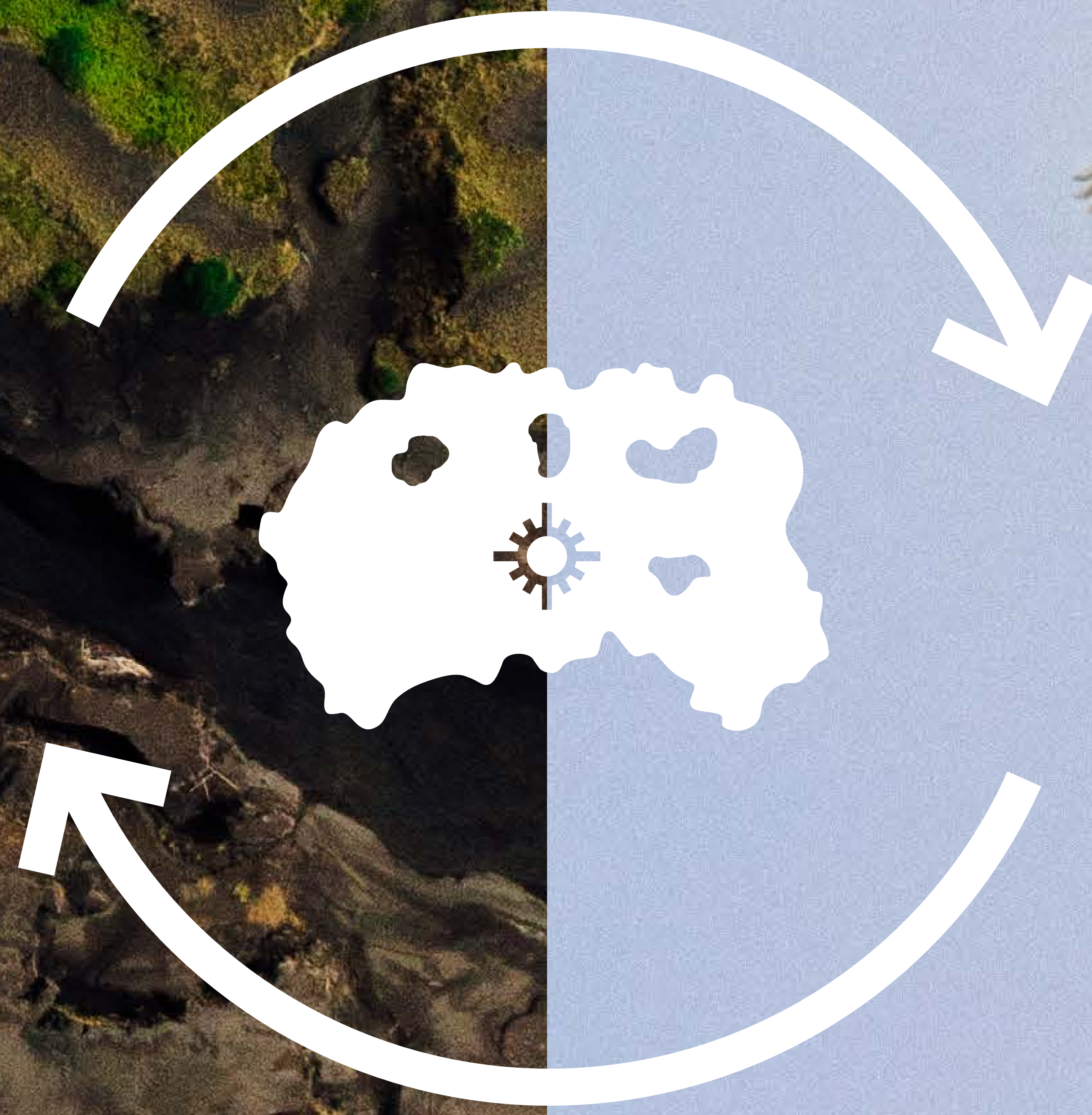
IMPACT REPORT



FY26



GROUNDING IN PURPOSE



MOVING WITH INTENTION

WELCOME

We’re working towards a more resilient and responsible future, guided by a clear purpose: to embolden explorers and preserve the planet they roam.

This report traces the ground we’ve covered. We share what we’ve advanced, the challenges we’ve faced, and what we’ve learned, with that clarity and determination shaping our next steps.

This is a shared adventure, powered by the conviction and care of our teams and partners around the world. Together, we move with intention.

For a closer look, our [Deep Dive](#) expands on the data and detail behind this report.

Our journey continues.



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“At Canada Goose, we’re building something that will last, and sustainability is fundamental to that ambition. It shapes how we operate, the choices we make, and the standards we hold ourselves to. The same discipline, long-term thinking, and accountability that drive our business ensure that we’re doing our part to protect the planet.”

— DANI REISS

C.M., OONT, CHAIRMAN & CEO



INTRODUCTION

01



Our Story

Founded in 1957 in a small warehouse in Toronto, Canada Goose has become one of the world’s leading lifestyle brands, with an operational footprint and retail stores across North America, Europe and Asia.

We are dedicated to empowering discovery and pushing boundaries in design, functionality, and style. Inspired by our Canadian heritage, we craft high-performance outerwear, apparel, footwear and accessories that elevate craftsmanship and embrace individuality. Rooted in resilience and driven by a pioneering spirit, we embolden explorers to thrive in all environments while preserving the planet they roam.

Our products, the majority of which are manufactured in Canada, are built to last, with a focus on longevity, function and design that endures.



TORONTO, 1960



To explore tomorrow, we must protect today.



Our Approach to Sustainability

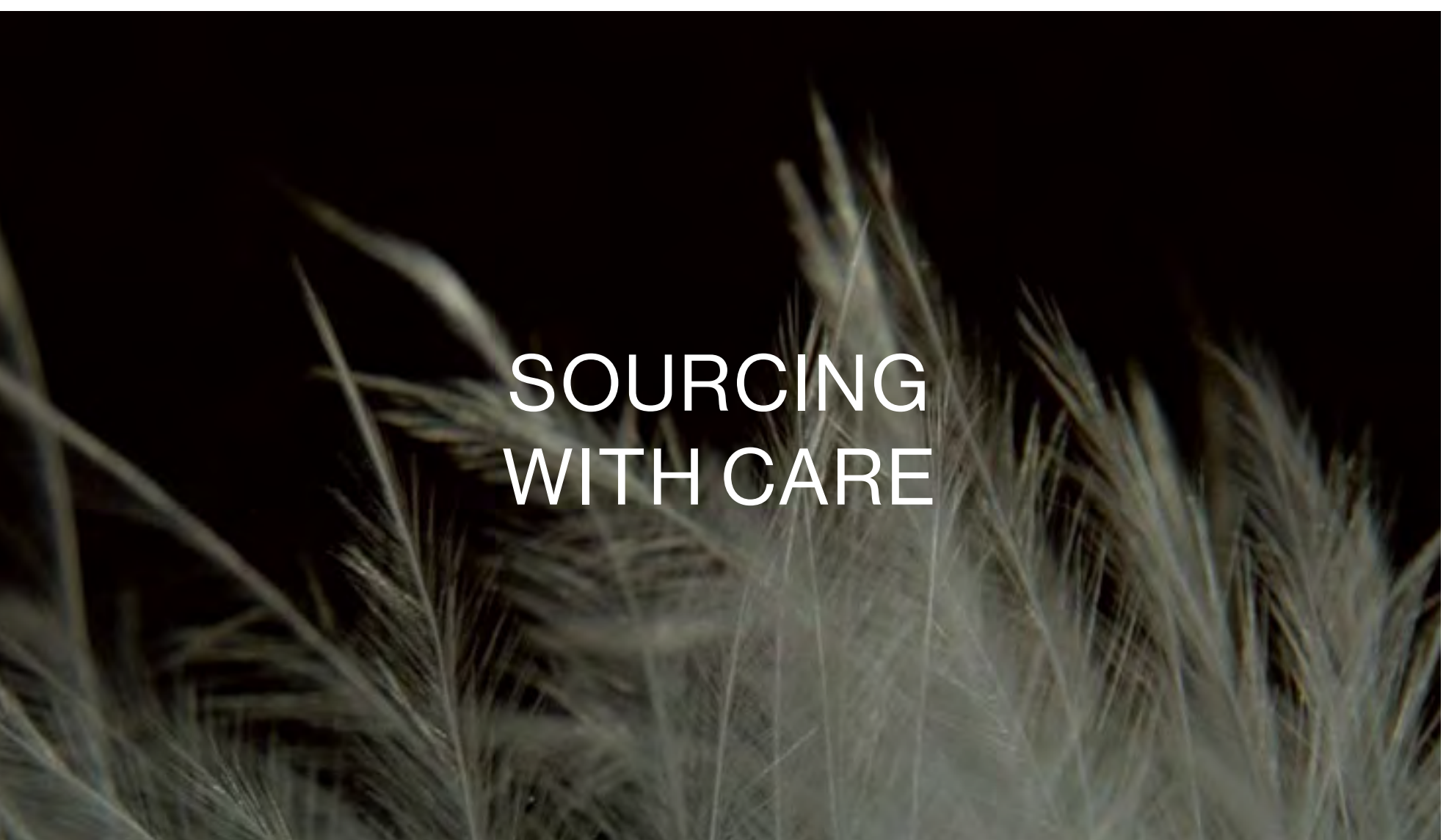
At Canada Goose, we design for life’s adventures: we exist to embolden explorers and preserve the planet they roam.

Born in the North, where the cold of the Arctic is answered by the warmth of its people, we remain true to our roots, grounded in craftsmanship, innovation and function. As we look ahead, we move with intention, guided by our pioneering spirit, towards a more resilient future.

We are committed to turning purpose into action: acting with integrity to protect the people who make and wear our products, supporting the

communities we serve and safeguarding the environments we all rely on. Our sustainability priorities, which sit within the six areas outlined below, align to the ambitions of key UN Sustainable Development Goals (SDGs), guiding our efforts to create lasting impact (see more in the [Deep Dive](#)).

As we grow, we are focused on shaping a thriving future: redefining the sustainable boundaries of our craft through thoughtful design, principled practices and impactful partnerships. With the passion and warm spirit of our people, we continue to evolve, as we aim to contribute to the long-term resilience of people and planet.



“The UN Sustainable Development Goals remind us that businesses have a real responsibility to help build a stronger, more inclusive future for the next generation. It’s encouraging to see Canada Goose align their sustainability journey with this intent, recognizing that protecting the planet and creating social opportunity must go hand in hand.”

– MASAI UJIRI

DALLAS MAVERICKS TEAM PRESIDENT AND
UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS ADVOCATE



Looking Back

Having closed out our five-year strategy, FY26 has been a time to reflect and deepen our understanding of where we are today.

After completing a detailed sustainability risk assessment, we are entering the next phase of our sustainability journey with intention. Equipped with stronger data and enhanced insight, we have a clear view of where our actions can make a meaningful impact.

The insights from our past are shaping our future, informing new priorities and how we measure their progress. While not a linear path, this work is essential, helping us refine our ambitions and take our next steps with more clarity and purpose.

For highlights of our progress so far, see the next page.

Learn more about our sustainability risk assessment and our FY26 progress and data in our [Deep Dive](#).



Progress Snapshot

50%

reduction in our Scope 1 and 2 GHG emissions in FY26 from our FY19 baseline. Electrification and efficiency improvements in our Canadian facilities have contributed to this reduction.

READ MORE ON [P24](#).

91%

of our materials for our domestic manufacturing were Preferred Fibres and Materials (PFMs)¹ in FY26. Up from 21% in FY21.

READ MORE ON [P19](#).

100%

of post-consumer global warranty waste diverted from landfill in FY26. Up from 78% when we started reporting in FY20.

READ MORE ON [P14](#).

SBTi
Approved

our Scope 1, 2 and 3 emissions reduction targets in FY26. We started measuring and reporting our greenhouse gas (GHG) emissions in FY19.

READ MORE ON [P24](#).

89%

of fabrics in our products were bluesign®² approved in FY26. Up from 45% when we started reporting in FY21.

READ MORE ON [P32](#).

81%

of our Tier 1 suppliers participated in our Social Compliance Program in FY26. Up from 46% in FY20.

READ MORE ON [P20](#).

\$8M

donated³ to Polar Bears International (PBI) to support conservation efforts since establishing our partnership in 2007.

READ MORE ON [P29](#).

FOOTNOTES

¹ PFMs are materials and fibres that are considered to have a lower environmental and/or social impact than conventional virgin fibres and materials.

² [bluesign®](#) provides certifications linked to fabrics that have been produced in line with a set of criteria. These criteria include chemical use and other environmental and social impacts in fabric production.

³ All monetary amounts throughout this Report are listed in Canadian dollars.



DESIGNING FOR GENERATIONS

02





Every product we make is designed to stand the test of time.

Grounded in uncompromised craftsmanship, we create products built to last, with a trusted heritage of withstanding the harshest conditions. Through our Warranty and Repair services, we help extend their life and performance. Canada Goose Generations, our resale platform, gives our products a second life. And through donation partnerships, we support ways for our materials and products to continue serving a meaningful use across communities.

Together, these efforts reflect the care behind every Canada Goose product and our ambition to create more circular pathways. We will continue expanding these programs and explore new ways to extend product and material longevity. By continuing to prioritize lower-impact materials and aiming to prevent waste at every stage, we seek to ensure each material and product is used to its fullest potential.





Enduring design starts with products that perform in real conditions and support everyday exploration. We prioritize high-quality, lower-impact materials, including natural fibres and Preferred Fibres and Materials (PFMs), and build in purposeful details that enhance comfort and function. These are rigorously tested for durability and reassessed after repeated care cycles to ensure they continue to perform over time.

Our in-house archive preserves products spanning nearly 70 years of design, offering a clear view of what lasts. By studying proven details, fits and constructions, we

refine familiar styles with modern updates that respect their origins while meeting today’s needs. This balance of heritage and performance keeps our products relevant, versatile and built for generations of wear. Through repair, reuse, and resale, we give our products the opportunity to live beyond a single lifetime, honouring the care, skill and purpose behind every stitch.



PRODUCT STEWARDSHIP AT END OF LIFE

Since 2020, we have partnered with Debrand, specialists in reverse-logistics and circularity, supporting businesses to keep products in use and out of landfills. Together, we assess end-of-life products to determine the best pathway to the garment’s next life, prioritizing reuse including donation, followed by recycling via fibre reclamation and responsible disposal as a last resort. Over 90,000 lbs of Canada Goose products have been diverted from landfill since 2020, with many donated to communities in need. In FY26, this partnership enabled the redistribution of our products to community organizations across Canada and the U.S., including Boys & Girls Clubs Canada, Working Gear in British Columbia, Indigenous-led partners through ITK, and a network of local non-profits supported via Good360. These donations provided appropriate, quality apparel to youth and families, supported individuals entering the workforce and reached Northern and Indigenous communities, extending product life and ensuring garments continued to serve a purpose where they were needed most. Discover more about our donation partnerships in [Community Connections](#) and our [Deep Dive](#).

100+

non-profit organizations supported with product donations in FY26

EXTENDING THE PRODUCT JOURNEY THROUGH CANADA GOOSE GENERATIONS

Generations, our recommerce platform launched in 2023, gives high-quality, pre-owned Canada Goose products the chance to begin a new chapter in different hands. In Canada, the U.S. and Japan, consumers can trade in their used garments which are then authenticated, restored and reintroduced on the site for someone else to purchase. In FY26, over 19,000 pieces were taken in and sold through [Generations](#), highlighting how thoughtful design and uncompromised craftsmanship allow products to remain in use well beyond first ownership.

19K+

pieces were take in and sold through Generations in FY26

LAYING THE
GROUNDWORK FOR
A MORE CIRCULAR
FUTURE.



TURNING INSIGHTS INTO ACTION

As we elevate our understanding of data and material flows within our operations, we are using evidence to prioritize where intervention will have the greatest impact on efficiency and waste reduction, while laying the groundwork for a more circular future.

This year, waste audits conducted across our key Canadian manufacturing sites gave us clear insights where taking action could have real impact: most waste originates in our cutting process, with textiles accounting for more than 80% of this waste. Looking ahead, we will focus on process improvements, including piloting ways to divert and reduce cutting waste at source, while enhancing support provided to employees to reduce waste in their day-to-day work. For more detail on our waste audits, please see the [Deep Dive](#).

(01)

DEVELOP

a holistic circularity strategy, bringing together existing initiatives under a flexible framework designed to adapt as we learn and scale.

(02)

CONTINUE

to define how PFMs can help us on our circularity journey, including the role of recycled fabrics.

(03)

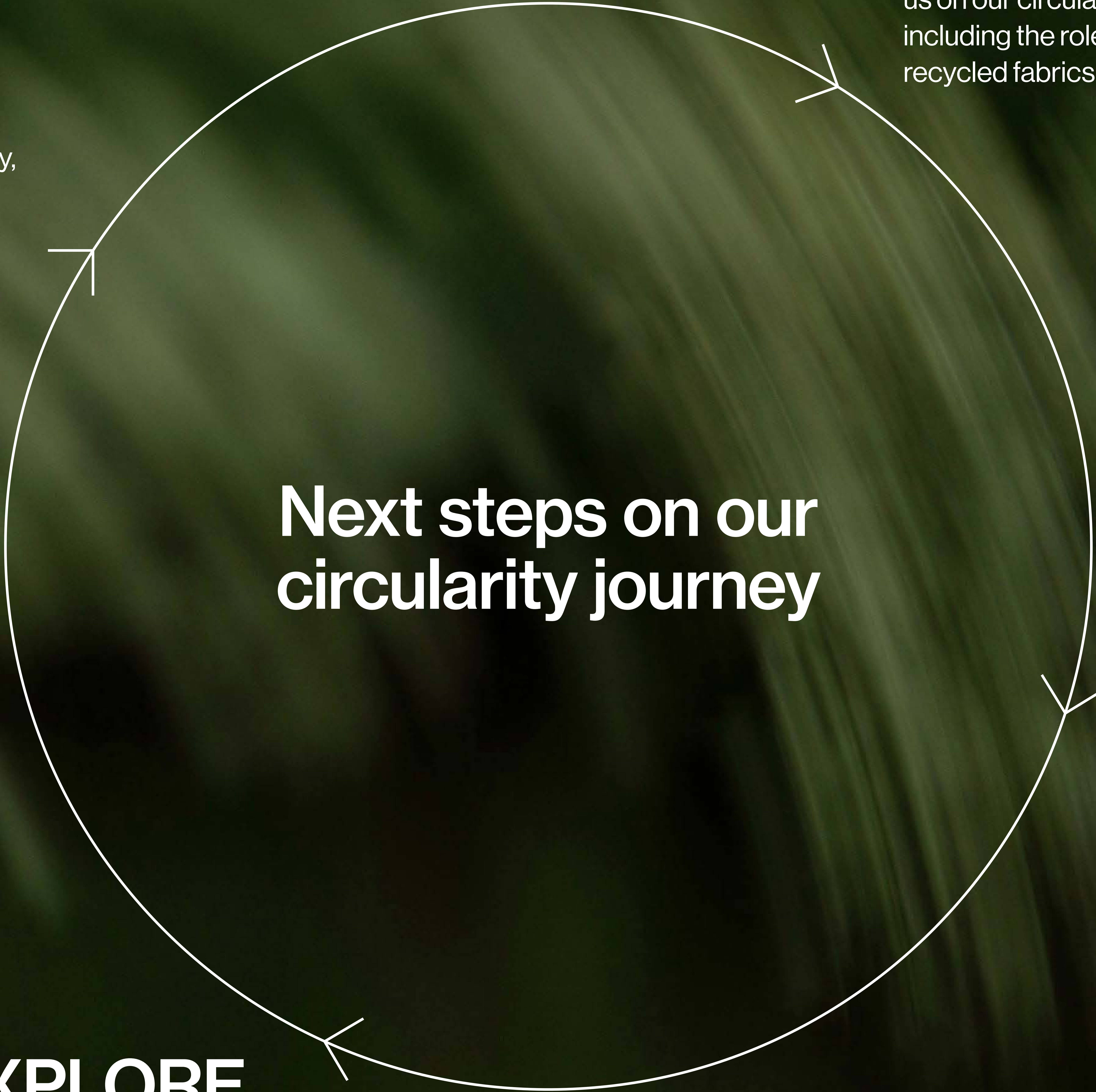
EXPAND

circular pathways for our materials and products across all regions, focusing on major cities where we have warehouses.

(04)

EXPLORE

solutions to divert waste from the fabric cutting process.



SOURCING
WITH CARE

03





Sharing information on how we source our materials and make our products is a priority.

Continually improving the transparency and traceability of our supply chain is critical to help us understand the impact of our materials and guide sustainability and design decisions that support meaningful social and environmental progress. We continue to expand our use of third-party certified PFMs and recyclable packaging materials, while ensuring that all animal-derived materials meet our Animal Welfare Policy.

Manufacturing the majority of our products in our own facilities, as well as sourcing the majority of our own materials, gives us greater visibility into where they come from and how they are produced. Building on this, we are continuing to strengthen traceability across our global supplier base through improved data collection and closer collaboration. Our traceability tool supports this work and verifies the standards behind our PFM sourcing.

As we grow, we see traceability and thoughtful material choices as powerful ways to advance our sustainability journey. Supported by robust data from trusted industry tools and aligned with world-class standards, these efforts drive climate progress, protect product integrity and help us to uphold the rights and well-being of everyone who contributes to making our products.



We are strengthening how we source, starting with greater visibility into the materials we use and the partners we rely on. That clarity allows us to better understand impact at every stage and to make more deliberate, responsible choices. Our focus is on sourcing materials through known and/or certified pathways that deliver proven social and environmental impacts.

CHOOSING PFMS AND UPHOLDING ANIMAL WELFARE STANDARDS

Using PFMs helps reduce the environmental footprint of our products without compromising signature quality or performance. Incorporating recycled fabrics, for example, results in lower water use and carbon emissions compared to virgin alternatives. Additionally, to help ensure we source animal-derived materials with care and integrity, we:

- Continue to exclusively use down certified by the Responsible Down Standard (RDS).
- Require all suppliers sourcing wool to sign our Non-Mulesed Wool Self Declaration.
- Explore premium alternatives to animal-sourced materials that deliver exceptional warmth and performance, such as Primaloft, G-LOFT and TENCEL Lyocell.

These expectations strengthen our sourcing approach and reinforce the standards we aim to uphold across our supply chain. Explore this year’s data in the [Deep Dive](#), or read our [Animal Welfare Policy](#).



91%

of the materials we sourced for Canadian manufacturing in FY26 were PFMs

100%

of down sourced for domestic production in FY26 was RDS certified

100%

of wool sourced in FY26 came from suppliers who signed a Non-Mulesed Wool Self-Declaration

IMPROVING HOW WE MAP OUR SUPPLY CHAIN

Understanding where our materials come from and how our products are made is essential to help us to manage environmental and social risks. In FY26, we collaborated with direct suppliers to map upstream supply chains in our traceability tool, improving visibility beyond Tier 2 and closer to origin for many materials. This work increased transparency into indirect supply chain relationships, enabling us to identify the origins of some materials while highlighting gaps in the data that require further engagement and verification.

The enhanced supply chain map is already informing forced labour risk screening and helping us as we prepare for regulatory requirements related to country-of-origin declarations. It also establishes a foundation to improve the completeness and accuracy of Scope 3 climate data in FY27.

Read more about the location and detail of our mapped suppliers in our [Deep Dive](#)



WHAT WE USE, AND
HOW WE SOURCE
IT, MATTERS.
TRACEABILITY AND
LOWER-IMPACT
MATERIALS ARE
ESSENTIAL.



We are enhancing our social compliance program, deepening visibility into our supply chain, and expanding our use of leading material certification standards. As we evolve our approach, it supports our climate progress, helping to ensure product integrity and safeguard the human rights of the people who make our products.

THE FUTURE OF PREFERRED FIBRES AND MATERIALS (PFMS)

We are continuously evolving our definition of a PFM, moving beyond materials certified by Textile Exchange to include newer standards that verify progressive practices like regenerative agriculture. As part of this approach, we regularly review and strengthen our PFM criteria to ensure they reflect best-available standards and inform our sourcing decisions.

RAISING THE BAR ON IDENTIFYING AND MANAGING RISKS

We are strengthening how we identify and address social risks across our supply chain. This year's third-party ESG risk assessment helped validate our approach to deepening our engagement with suppliers to uphold human rights and fair working conditions for the people behind every Canada Goose product. Our social compliance program helps us identify, assess and address risks across our supply chain, informed by data and insights from our traceability tool. Independent audits across our facilities give us a clear view of how well we are supporting safe, fair and respectful workplaces, helping to guide improvements and shape our expectations of partners. We rely on trusted industry tools such as Cascale's Higg Facility Social & Labour Module (FSLM) and Facility Environmental Module (FEM) to gather insights on supplier practices and standards. Read more in our [Deep Dive](#).

(01)

ONBOARD

key trim and packaging suppliers to our traceability tool, improving the visibility of our Tier 3 and 4 suppliers.

(02)

FORMALIZE

Responsible sourcing risk and performance metrics for Tier 1 and 2 partners.

(03)

DEVELOP & APPLY

a risk-based approach to address potential human rights concerns, track data through our traceability platform and prioritize actions.

Next steps on our sourcing with care journey



FACING A CHANGING CLIMATE

04



A polar bear is shown in profile, looking towards the right. It is surrounded by snow-covered, dry brush and small trees. The background is a soft, out-of-focus snowy landscape.

DEEPENING OUR
FOCUS FOR MORE
INTENTIONAL,
LASTING CLIMATE
IMPACT.

Our roots in the North ground our understanding of what's at stake as the climate changes.

For generations, Canada Goose has outfitted and empowered people to explore some of the planet's most extreme environments. We remain committed to doing our part to reduce our climate impact and preserve the environments that have always inspired us.

Our approach to climate action is grounded in a long-standing responsibility to the environments we operate in and depend on. We continue to improve our understanding of our greenhouse gas (GHG) footprint across our operations and value chain, guided by our science-based targets. We have already made strides in reducing our Scope 1 and 2 emissions by electrifying the majority of the heating systems in our Canadian manufacturing sites, a key step on our decarbonization journey.

We have gathered our global teams to identify opportunities and strengthen the quality of our data, and we have advanced our GHG accounting methodology by evaluating the environmental impact of each of our products. With this clearer view across our operations, products and partners, we are continuing to reduce our Scope 1 and 2 footprint and develop our strategy for our Scope 3 emissions, working towards our science-based targets as we strive to reach net zero by 2050.



Our deep-rooted sense of environmental stewardship is inspired by the landscapes that spark exploration. We are committed to playing our part to reduce our greenhouse gas emissions and continue to advance our climate action journey to mitigate our impact.

LOWERING THE IMPACT OF OUR MADE IN CANADA MANUFACTURING

We have invested over \$7 million to electrify the heating systems at our Canadian manufacturing sites. By replacing conventional natural gas rooftop units with electric heat pumps, we take advantage of Ontario and Manitoba’s low-carbon electricity grids to reduce our reliance on carbon-intensive fuels. At one of our facilities, a specialized system captures heat from the manufacturing machinery to warm the site, while significantly reducing natural gas consumption and in turn cutting the facility’s Scope 1 emissions by 60%. Read more in our [Deep Dive](#).

VALIDATING OUR SCIENCE-BASED CLIMATE TARGETS

To ensure our climate action is grounded in both responsibility and rigour, we validated our targets through the Science Based Targets initiative (SBTi), a globally recognized framework for science-based emissions reductions. Our SBTi targets were approved in FY26 and cover our Scope 1, 2 and 3 emissions with the long-term goal of reaching net-zero by 2050. In the near-term, our Scope 3 targets cover our largest sources of emissions within our value chain resulting from our products, transportation and purchased goods and services.

Find out more, including our SBTi targets, GHG emissions data and our decarbonization levers in the [Deep Dive](#).





We continue to focus on improving our climate data and calculation methodologies, as well as deepening our understanding of product environmental footprints to find opportunities to reduce their impact. This work is bringing Canada Goose teams together with our supplier partners on the journey towards our net zero goal.

UNDERSTANDING PRODUCT IMPACT

New this year, we conducted Life Cycle Assessments (LCAs) for all of our global products manufactured in FY26. By assessing the full impact of each product across its life cycle, from material sourcing through manufacturing and global distribution, we gain greater visibility into our highest impact areas. This evolution represents a significant stride in how we measure our Scope 3 emissions, supporting us in advancing our climate strategy to reduce the GHG emissions across our products' supply chain and achieve our SBTi targets.

IMPROVING DATA AND IDENTIFYING GHG REDUCTION OPPORTUNITIES THROUGH ENGAGEMENT

Collaboration plays a central role in how we continue to strengthen our understanding of our GHG footprint. In FY26, we focused on deepening collaboration with our suppliers to refine our GHG emissions data. Through targeted engagement, we expanded the collection of primary data from our suppliers to improve visibility of GHG emissions resulting from our transportation and corporate services. In FY26, we collected primary data from our key logistics suppliers, representing 65% primary data coverage for Scope 3 emissions from our global transportation. More accurate data provides greater confidence in our GHG footprint and helps inform more targeted reduction opportunities, strengthening the foundation of our climate strategy. Read more in our [Deep Dive](#).

DESIGNING SPACES THAT REFLECT OUR VALUES

As our global retail footprint grows, the spaces we create are an increasingly important part of our climate action journey. With existing stores representing a significant segment of our GHG footprint, addressing the environmental impact of store design and construction is a key focus. In FY26, this work came to life through the development of a roadmap which sets out how our future retail spaces can be developed with environmental impact in mind. As a first step, we began an embodied carbon assessment of a flagship retail location, gaining a clearer understanding of how material and construction choices influence emissions across the store's life cycle. Our learnings are informing sustainable material guidelines and design considerations for future developments, helping to embed climate awareness into how new stores are conceived, built and evolved over time.

(01)

MODEL

decarbonization pathways across our Scope 3 emissions, using product life cycle assessment data to inform design, development and transportation decisions.

(02)

ASSESS

the full impact of the manufacturing facility electrification projects and identify any additional projects needed to achieve our 2030 SBTi targets.

(03)

DEVELOP

our Climate Transition Plan which will outline a robust strategy and roadmap to achieve our 2030 SBTi targets.

Next steps on our climate journey



STEWARDING NATURE

05





Nature is central to our craft and our future.

Nature provides many of the raw materials that make Canada Goose products possible. We recognize our responsibility to steward the natural resources we depend on as we work to help preserve the planet.

Shaped by the diverse environments that influence our craft, we are committed to protecting the wild spaces that continue to inspire us. As nature faces unprecedented challenges, we are responding with intention: developing tangible ways to reduce and mitigate our impact and supporting organizations dedicated to conserving and restoring the natural world. From how we source materials and packaging, to the careful management of chemicals in our supply chain, this spirit of stewardship is embedded in how we operate.

We are strengthening our use of data and supplier partnerships to reduce the environmental impact of the natural materials we source. We remain dedicated to safeguarding wild places for explorers to roam, as we evolve our approach to preserving nature for generations to come through a focused, data-informed strategy that considers the biodiversity, water and ecosystem impacts connected to our priority materials and sourcing regions.

We depend on the natural world and so does everything we make. Protecting these environments is not only necessary, it is inseparable from our purpose. The landscapes that inspire exploration are the same systems that sustain our materials, our craftsmanship and our future.

Designing for generations means thinking beyond the product itself. It requires us to consider the natural systems that make our work possible and to act with their longevity in mind. This perspective sharpens how we operate, pushing us to look beyond our immediate decisions and take responsibility for the broader systems our business relies on.

SUPPORTING POLAR BEAR CONSERVATION

What happens in the North matters to us. At Canada Goose, our nature journey continues to deepen as we expand our understanding of the ecosystems connected to our work and actively support the long-term protection of iconic Arctic species and habitats.

Since 2007, our partnership with Polar Bears International (PBI) has helped shape how we think about product, purpose and responsibility. Through our PBI collection, cause-related capsules and other initiatives, we have contributed nearly \$8 million to advance PBI's mission. That support helps drive critical research, conservation, climate education and community-based efforts to reduce human-bear conflict. From foundational science on polar bear biology and maternal dens to enabling safer co-existence in Arctic communities, like Churchill, Manitoba - the world's first Polar Bear Smart Community. By backing PBI's science, education and outreach, we're helping turn knowledge into action to protect polar bears and preserve the sea ice habitat they depend on.

In FY26, we marked International Polar Bear Day with a limited-edition Snow Goose capsule, with proceeds from every item sold going to PBI. Explore our annual employee trip to Churchill, Manitoba, where teams connect directly with the region and the impact of our partnership with PBI in *Community Connections*.



\$8M

raised for Polar Bears International since 2007

“Long-term partnerships matter in conservation, especially in the Arctic, where reliable gear and sustained support make all the difference.”

— ALYSA MCCALL

DIRECTOR OF SCIENCE, PBI





SUPPORTING BIODIVERSITY IN SANJIANGYUAN

In FY24, we began our partnership with Shan Shui Conservation Centre, providing multi-year funding support for nature conservation through the Sanjiangyuan National Park Experience and Community Engagement Project in the Yangtze River Source Region. The project supports biodiversity conservation and human-nature co-existence in the Yangtze River Source Region through research, community development, policy engagement and nature education. In FY26, this work documented more than 40 species, including snow leopards, Pallas's cats, Tibetan brown bears and wolves, installed bear-proof infrastructure for all households in Moqu Village, and established a new environmental education workstation to support long-term stewardship. We were honoured to receive six awards for the project in FY26, please see the [Deep Dive](#) for details.

The outdoor world informs what we do and where we choose to act. Our understanding of our dependence on natural systems has grown. The work we completed in FY26 deepened that understanding, giving us clear insight into the ecosystems and resources our business relies on. That clarity allows us to focus our efforts, prioritizing where we can make the most meaningful impact. We cannot solve every challenge, but we are committed to take action where it matters most.

MANAGING CHEMICAL USE IN OUR SUPPLY CHAIN

Our approach to nature includes reducing impacts across the value chain, including those linked to the materials and processes used to make our products. Careful management of chemicals used in materials, dyes and finishes helps protect the people who make our products as well as the environments in our supply chain. We use a multi-layered system that includes standards for substance restrictions on chemicals, supplier testing and audits, along with third-party standards, like bluesign®, OEKO-TEX® and Leather Working Group. Discover the data in our [Deep Dive](#).



96%

of leather purchased for offshore product certified to Leather Working Group

89%

of materials bluesign® approved

98%

of materials OEKO-TEX® approved



(01)

DEVELOP

strategies to address key nature-related risks and opportunities, based on our environmental, social and governance (ESG) risk assessment findings.

Next steps on our nature stewardship journey

(02)

CONTINUE

to strengthen our partnerships with conservation organizations to help preserve and protect iconic wilderness and ecosystems.



COMMUNITY CONNECTIONS

06





Canada Goose was born in the North, where the communities and culture are warm, and the planet is cold.

We draw inspiration from its people and landscapes and believe true warmth goes beyond protection from the elements to how we show up for one another, wherever we are.

Our heritage is rooted in a long-standing connection to Northern communities, environments and traditional ways of life. Their ingenuity and skills, passed down through generations, continue to inspire the functional design of our iconic parkas. Since 2009, our Resource Centre Program has donated millions of metres of fabric and materials to remote communities, supporting makers as they bring their skills, traditions and creativity to life using modern textiles. Each year, we also donate garments to community-based organizations, helping to ensure our products reach communities and individuals who can benefit from them most. Alongside this, we are committed to supporting Inuit and Indigenous artists, creating space to share their work and stories and helping preserve and amplify cultural expression across the communities that inspire us.

As Canada Goose grows globally, our commitment to community grows with us. Guided by partnership and our company values, we work alongside local communities and organizations to create meaningful impact and help protect the environments that make our work possible.

Beyond supporting initiatives that strengthen cultural understanding and celebrate the people and places that inspire us, our employees contribute their time, skills and passion to causes that matter to them, helping bring our purpose to life in the communities we serve.

AN ADVENTURE OF A LIFETIME TO THE CANADIAN ARCTIC

Each year, a group of Canada Goose employees embark on a once-in-a-lifetime trip to Churchill, Manitoba – the polar bear capital of the world – hosted in partnership with Polar Bears International (PBI) (see [Stewarding Nature](#) for more about this partnership). The experience offers a rare opportunity to see polar bears in their natural habitat, while deepening understanding of the region’s beauty, fragility and challenges, and strengthening employees’ connection to our purpose.

In FY26, 10 team members took part and also toured our Winnipeg manufacturing facilities, linking our Arctic heritage to the craftsmanship behind our products. To mark the launch of the Snow Goose FW25 collection, Creative Director Haider Ackermann also hosted our global expedition to Churchill, Manitoba, spending time with Indigenous Knowledge Keepers and PBI to foster cultural exchange and a deeper appreciation of Northern landscapes, wildlife and conservation.

THE CANADA GOOSE ART COLLECTION – BRINGING NORTHERN STORYTELLING INTO OUR STORES

Art has long been part of how Canada Goose shares the stories, landscapes and cultures that shape our Northern identity. Through the Canada Goose Art Collection, we bring Inuit and Indigenous perspectives into our retail spaces around the world, using art as a living form of storytelling. Our collection continues to grow in both scale and purpose, with new works added and original commissions created for our stores. Today, more than 700 artworks are showcased across our global retail portfolio, embedding Northern stories and cultural expression into everyday customer experiences. With both permanent installations and site-responsive pieces, the collection helps bring Northern art to a global audience, supporting artists, amplifying voices and ensuring cultural storytelling is part of how our brand is experienced worldwide.





Art in the new Canada Goose Paris flagship.

In FY26 we opened our Paris flagship store on the world-famous Champs Élysées. Inuit and Indigenous works are integrated directly into the architecture of the space, including a large-scale plaster mural reimagining *Tiptoe Through the Tundra* by Inuk artist Ningiukulu Teevee, and a sculptural fireplace installation by Anishinaabe artist Michael Belmore. These pieces explore themes of warmth, shelter and connection to land, allowing Northern art and storytelling to be experienced daily in one of the world's most prominent retail environments.



We continue to evolve our community approach by learning from and collaborating with the people and places that shape our brand. We are deepening long-standing relationships, expanding partnerships and growing our Resource Centre program beyond Canada to Northern regions in the U.S., working with partners to meet local community needs. This focus helps us drive meaningful impact in regions connected to our story, while supporting stronger community and environmental outcomes.

EXPANDING PRODUCT DONATION PROGRAMS

As we continue to grow our global partnerships, we look for opportunities to expand the impact of our Product Donation Program by aligning donations with community needs. In FY26, we partnered with Smart Works in the United Kingdom, donating parkas to support individuals entering or re-entering the workforce. This collaboration demonstrates how targeted product donations can support trusted partners’ work, remove practical barriers to employment, and extend the life and purpose of our products.



(01)

CELEBRATE

20 years of partnership
with Polar Bears International.

Next steps on our
communities journey

(02)

CONTINUE

to donate product and material to
community-based organizations
and non-profit partners
(see *Designing for Generations*).

(03)

EXPAND

our Resource Centre Program
outside of Canada.



CRAFTING A CULTURE OF PURPOSE

07



Our people are at the heart of our success.

We focus on building an environment where individuals feel supported and valued, enabling everyone to bring their best work forward in service of our shared purpose.

We strive to promote an inclusive culture that extends warmth and community to every member of our teams. We are committed to their safety, wellbeing and professional growth, supporting them along the way to help them reach their full potential.

Across our workplaces, diversity is celebrated and we aim to ensure every voice is heard, valued and considered. This helps us make our sites, stores and offices equitable environments where people feel respected and empowered to show up each day as their authentic, best selves. Belonging is more than just an ideal; it's the key to unlocking our collective potential, taking us further together.

Together, we are building a team united by purpose and ready for what lies ahead, nurturing creativity, resilience and authentic talent. By offering opportunities to grow skills, strengthen leadership and broaden perspectives, we empower our people to rise, represent the communities we serve and confidently meet the challenges of tomorrow.



We are dedicated to nurturing a culture at Canada Goose that reflects our values and supports our people through their career journey. Our programs help them bring their authentic selves to work through an inclusive and holistic approach.

Our Inclusion & Belonging initiatives honour cultural moments, share diverse perspectives and amplify employee voices. We invest in wellbeing, create opportunities for learning and development and strengthen connections across teams through mentorship and ambassador programs. By recognizing excellence wherever it appears, we reinforce a people-first environment where everyone can thrive. We are proud to be recognized by TIME in FY26 as one of Canada's Best Managed Companies and Fast Company's Brands that Matter.

58%

of employees in management positions are women, in FY26. Discover more detail in the [Deep Dive](#).

SHARING OUR STORIES, HONOURING PERSPECTIVES

Building an inclusive, respectful culture includes learning from the moments that matter to our people. Throughout the year, we acknowledge and celebrate days of significance, such as Black History Month, Pride, Indigenous History Month, Diwali, Lunar New Year and the International Day for Persons with Disabilities, creating opportunities to learn, connect and reflect on diverse stories that shape our communities. Across the year, employees engaged in dialogue-driven programming, cultural workshops and conversations led by community voices, exploring themes of identity, creativity, wellbeing and belonging. By centering real stories and lived experience, these moments helped translate recognition into deeper understanding, reinforcing inclusion as something felt and practiced, not just observed. Read more about our Inclusion & Belonging principles and programs in our [Deep Dive](#).



FROM BOARDROOM TO STAGE:
STORIES THAT EXPAND PERSPECTIVE

During Black History Month, we hosted a fireside chat moderated by Toronto radio presenter, Azalea Hart, featuring Michael Armstrong, Canada Goose Board Member and Hassan Phills, comedian and storyteller. They explored the many dimensions of Black identity, highlighting how personal experiences, professional paths and creative expression intersect in unexpected ways. The session created space for honest reflection and connection, and demonstrated how storytelling can open dialogue, challenge assumptions and deepen understanding across teams.

INVESTING IN WELLBEING

We believe supporting physical, mental and financial wellbeing is essential to building a strong and resilient workplace. Our people have dedicated time to recharge, with up to five personal Global Wellness Days each year. Mental health support is available through Employee Assistance Programs and local benefit plans, offering access to counselling, telehealth and other wellbeing resources that fit team needs. In FY26, Canada Goose offered a new virtual Global Wellbeing Series for teams around the world. Sessions include topics such as women's and men's health, caregiver support and nutrition. Discover more about our extensive wellbeing programs in the [Deep Dive](#).



Expanding the support we give to our teams, through innovative opportunities to grow skills, strengthen inclusive leadership, enhance wellbeing and broaden perspectives is just part of our journey to becoming a leading workplace of choice.

INVESTING IN LEARNING AND GROWING AT CANADA GOOSE

Continuous learning is central to how we support our employees to develop and grow their skills. Alongside existing global programs, including our Leadership Program, LinkedIn Learning and continuing education policy, we strengthened our approach in FY26 by introducing a new learning platform: 360Learning. This platform brings all training, including self-paced courses and live sessions, into one accessible place and has reshaped how development is accessed and experienced across the business. Designed for easier navigation and more engaging learning, it has improved visibility into learning opportunities, reduced barriers to participation and helped employees build skills at their own pace. Managers have been given clearer insight into skill-building and growth across teams, supporting more intentional coaching conversations. By investing in this shared learning experience, we reinforced a culture where learning is ongoing and aligned with the evolving needs of our business, and a sustained part of how we work and grow together. Find more details in the [Deep Dive](#).

BUILDING CONNECTION THROUGH SHARED EXPERIENCES

Walking in each other's shoes creates powerful, lasting insights: our ambassador programs are designed to make that connection real. Through the Brand Ambassador Program, corporate teams spend time in our stores and gain firsthand perspective into the retail experience. In FY26, we built on this by launching our Corporate Ambassador Program, bringing retail employees to head office for a four-month internship to develop new skills and share frontline insights. One participant summed it up: "It's an inspirational program that fosters mutual communication between frontline and office staff."

Together, these initiatives strengthen collaboration and support shared learning and growth across functions. Learn more in our [Deep Dive](#).

EMPLOYEE COMMUNITIES AND NETWORKS

We are continuously working to strengthen spaces where employees can connect, be heard and help shape our culture. In FY26, we introduced the Women's Collective to build community, share experiences and inform policy and program discussions, alongside existing groups such as Black Voice and Pride Affinity Groups. Our employee communities continue to foster dialogue, advocacy and a stronger sense of belonging across the company. Find out more in the [Deep Dive](#).



(01)

ADVANCE

our formalized Truth and Reconciliation Action Plan, currently in its first phase, to further strengthen relationships with Indigenous communities and guide future actions.

(02)

CREATE

new opportunities for employees to take part in Inclusion & Belonging training through the year.

(03)

EXTEND

our employee communities by expanding our Affinity Groups globally.

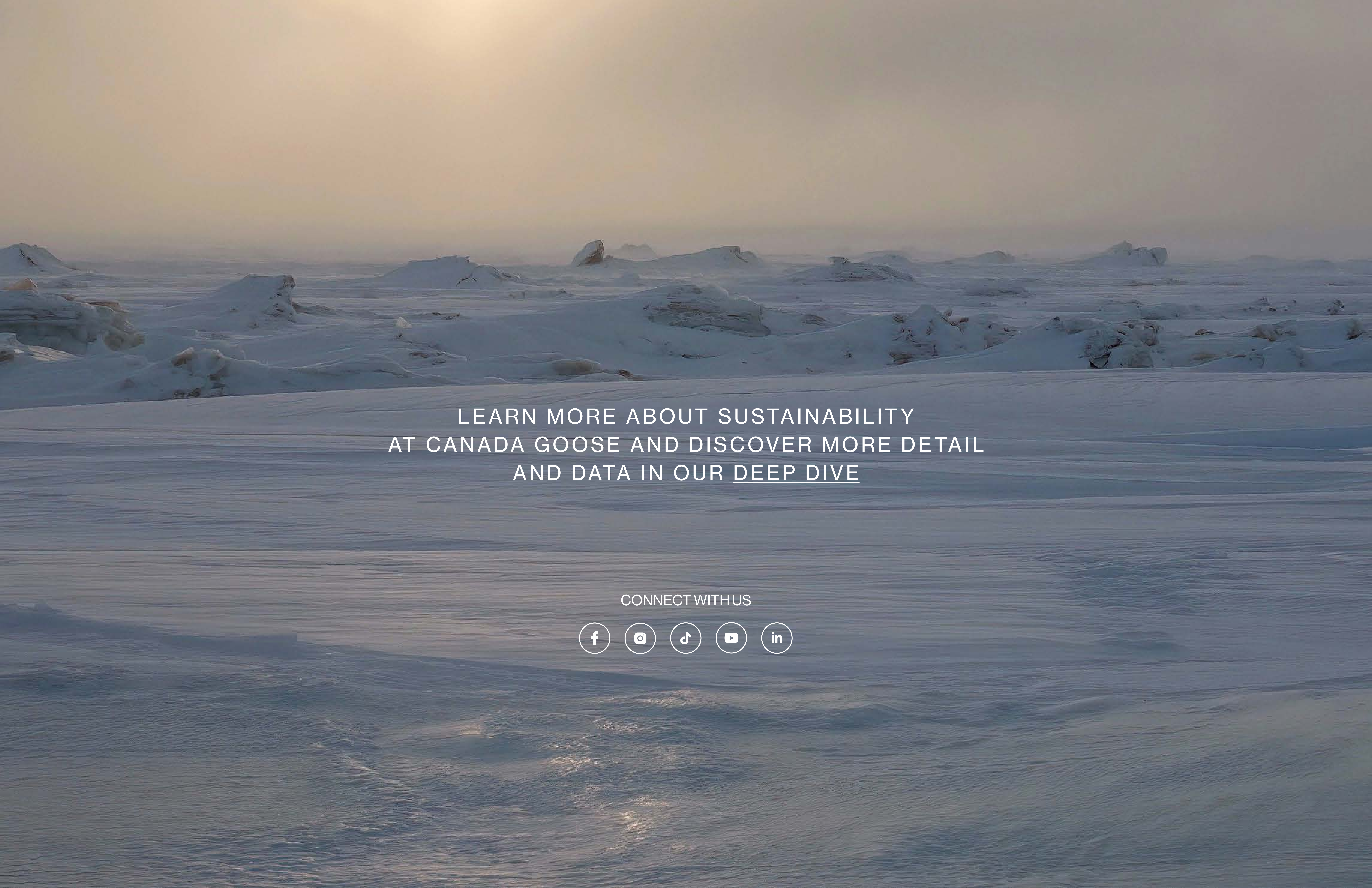
(04)

BUILD

our Wellbeing Series, focusing on holistic wellbeing, with monthly sessions on topics like sleep management and healthy cooking.

Next steps on our journey to craft a culture of purpose





LEARN MORE ABOUT SUSTAINABILITY
AT CANADA GOOSE AND DISCOVER MORE DETAIL
AND DATA IN OUR DEEP DIVE

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