


# HUMANATURE

KEEP THE PLANET COLD  
AND THE PEOPLE ON IT WARM

CANADA GOOSE



## **ABOUT THIS REPORT**

Our annual report provides information on our strategy, performance and community relationships during the fiscal year that ended April 2, 2023, which we refer to as “FY 23” throughout this publication, unless otherwise stated (in several places, we compare FY 23 to FY 22, which extended from March 29, 2021, to April 2, 2022). We align with the Sustainability Accounting Standards Board (SASB) to the extent possible for us. For more details on our forward-looking statement, please see page 32.

# CONTENTS

At Canada Goose, we endure any condition, observe every detail, and take the long view in order to keep the planet cold and the people on it warm. We are pleased to present this report highlighting Canada Goose performance in FY 23.



**MATERIALS**

**12**



**PEOPLE AND COMMUNITIES**

**26**



**MANUFACTURING AND OPERATIONS**

**16**

**RESPONSIBLE BUSINESS**

**22**



At Canada Goose, we live and breathe sustainability every day. Part of staying true to that is our commitment to being clear and transparent to all of our stakeholders. We're making important progress on our Sustainable Impact Strategy, most notably in energy and material innovation. We've been delivering on our plans to reduce our overall carbon footprint, and have accelerated our transition to renewables to power much of what we do use. Our team is poised to conquer our Preferred Fibre and Materials (PFMs) goal ahead of schedule and have already achieved our 2025 bluesign® goal. We are putting new emphasis on more responsible ways of packaging our finished goods. All of this work is a testament to the collective efforts of our employees, suppliers, stakeholders and customers around the world.

## DANI REISS, CHAIRMAN & CEO





We're expanding and evolving our sustainability journey to meet the challenges of today. It's important that we take a leadership role while remaining accountable in slowing climate change, promoting Arctic conservation and using materials as responsibly as we can.

Our production is fur-free. As we ended production with fur, we continue to invest in new, sustainable materials to provide the trademark warmth and performance Canada Goose is known for. Materials like our Kind Fleece — primarily made from recycled wool — are a promising next step for our textile needs. Our REGENERATION collection rethinks leftover materials within our supply chain, and transforms them into

new products. Our new resale channel, Canada Goose Generations, is designed to keep our products, which are built for a lifetime, in circulation even longer.

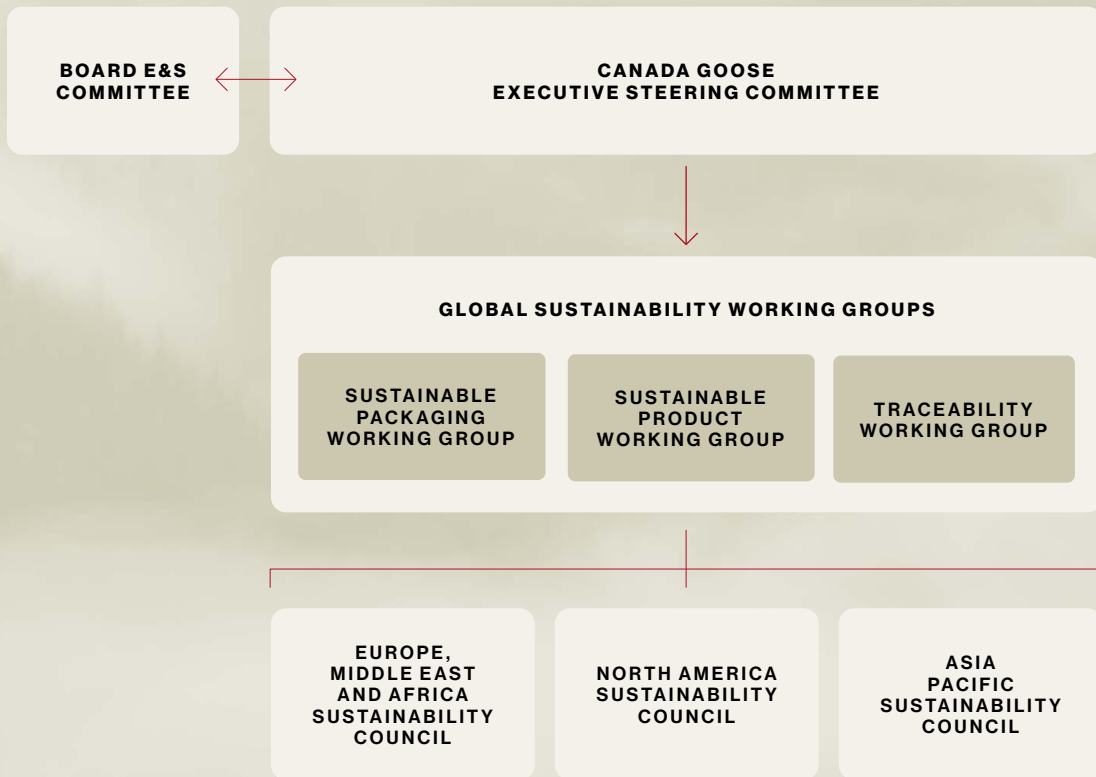
It's been a busy year at Canada Goose, and I'm excited to see what's ahead in our journey. We're planning for a bright future, with responsibility front and center.

The Canada Goose brand has never been stronger, and our success is due in large part to the focus we continue to put on positively impacting our business, the environment and the communities where we operate.

**Dani Reiss, C.M., OOnt**  
**Chairman & CEO**












## CORPORATE CITIZENSHIP GOVERNANCE STRUCTURE AND RESPONSIBILITIES



For more details on our governance structure, please see pages 67 and 68 of our [FY 21 ESG Report](#).

**SUSTAINABLE IMPACT STRATEGY<sup>1</sup>**

Our strategy focuses on goals related to the materials we use, our manufacturing and operations, people and communities, and responsible business practices. All entries in the progress table are as of April 2, 2023, unless otherwise stated.<sup>1</sup>

GOAL	TARGET YEAR	PROGRESS <sup>2</sup>
<b>MATERIALS</b>		
Move all packaging to more sustainable solutions by the end of 2025 <sup>3</sup>	End of 2025	<b>FY 23</b>  89% <b>FY 22</b>  86%
Define sustainable solutions, conduct baseline measurement and finalize plan for improving the sustainable content and the recyclability of our packaging	End of 2022	<b>FY 23: GOAL COMPLETED</b> As of September 2022, CG has stopped the purchase of regular LDPE polybags, and moved to purchasing 100% post-industrial recycled polybags. We are now prospecting 100% plant based and compostable options for FY24. <b>FY 22</b>  In progress
Eliminate single-use plastics that we cannot recycle in all facilities we own or control	End of 2022	<b>FY 23</b>  In progress All Canada Goose retail stores ended the purchase of any single-use plastics. <b>FY 22</b>  In progress
Increase percentage of Canada Goose materials that are Preferred Fibre and Materials (PFMs) as specified by Textile Exchange to 90%	End of 2025	<b>FY 23</b>  77% <sup>4</sup> <b>FY 22</b>  51%
Increase percentage of Canada Goose fabrics that are bluesign® APPROVED in our domestic production, with a goal to achieve 90% <sup>5</sup>	End of 2025	<b>FY 23: GOAL COMPLETED<sup>6</sup></b> <b>FY 22</b>  65%
Purchase only PFAS-free Arctic Tech fabric	End of 2023	<b>FY 23: GOAL COMPLETED</b> <b>FY 22</b>  In progress
Transition from Canada Goose's proprietary Down Transparency Standard (DTS) to the global Responsible Down Standard (RDS) by the end of 2021 <sup>4</sup>	End of 2021	<b>GOAL COMPLETED</b>
Conduct a Life Cycle Assessment identifying carbon and water footprints of our 10 top-selling products	End of 2021	<b>GOAL COMPLETED</b>

<sup>1</sup> For ease of communication, we use calendar years (not fiscal years) as the target dates in our Sustainable Impact Strategy. Progress is specifically as of April 3, 2022, except where noted otherwise.

<sup>2</sup> Rounded to the nearest decimal.

<sup>3</sup> Eliminated redundant packaging, upgraded gift boxes to 100% recycled content, and developed plans to transition to 100% recycled plastic polybags, after consuming and depleting current inventory.

<sup>4</sup> This year, we included RDS-certified down in the calculation of PFMs, as the standard is recognized by Textile Exchange, and will use this methodology in the years ahead. Without including down in the methodology, 65% of materials purchased by Canada Goose in FY 23 were verified PFMs.

<sup>5</sup> Recycled wool does not fall within bluesign® requirements.

<sup>6</sup> This year, we included RDS-certified down in the calculation of bluesign® -approved fabrics and we will use this methodology in the years ahead. Without including down in the methodology, 85% of fabrics purchased by Canada Goose in FY 23 were bluesign®-approved.



GOAL	TARGET YEAR	PROGRESS <sup>2</sup>
<b>MANUFACTURING AND OPERATIONS</b>		
Achieve net zero scope 1 and 2 emissions	End of 2025	<b>FY 23</b>  43% 43% reduction against FY 22.  FY 22  3% 3% increase compared to FY 21 <sup>7</sup> .
Maintain 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	Annual goal until achieving net zero emissions by 2025	<b>FY 23: GOAL COMPLETED</b> <b>FY 22: GOAL COMPLETED</b>
Adopt renewable energy commitments	End of 2022	<b>FY 23: GOAL COMPLETED</b> Invested in renewable energy projects, in the form of RECs <sup>8</sup> , around the globe.  FY 22  In progress
Invest in energy efficiency and renewable energy purchases and/or installations	End of 2023	<b>FY 23: GOAL COMPLETED</b> Launched a number of energy retrofit projects in our manufacturing plants. The energy savings from these projects would realize in FY 24 and is expected to be an equivalent reduction of 398 tons of CO <sub>2</sub> e.  FY 22  In progress
Measure scope 3 emissions and set targets no later than 2024	End of 2024	<b>FY 23</b>  In progress
Divert 100% of our post-consumer global warranty waste products <sup>9</sup>	End of 2025	<b>FY 23: GOAL COMPLETED</b> FY 22  61% Achieved through diversion efforts including donation and upcycling.
Set our SBTi targets and submit for approval	End of 2022	<b>FY 23</b>  In progress  Publicly committed to SBTi and will submit targets by end of calendar year 2023 with formal announcement.  FY 22  In progress
<b>PEOPLE AND COMMUNITIES</b>		
Promote Arctic preservation through support of <u>Polar Bears International's (PBI)</u> research and conservation work	Ongoing <sup>10</sup>	<b>FY 23:</b> Donation to PBI: \$750K CAD <b>FY 22:</b> Donation to PBI: \$1,072K CAD
<b>RESPONSIBLE BUSINESS</b>		
Introduce the CG Social Performance program in Tier 2 and 3 manufacturers	50% by end of 2022	<b>FY 23: GOAL COMPLETED</b> FY 22  25%
Launch a collaborative Social Performance Program, including a comprehensive scorecard and monitoring system (Tier 1)	2021	<b>GOAL COMPLETED</b>
Complete Tier 1 manufacturer assessments	100% by end of 2021	<b>GOAL COMPLETED</b>

<sup>7</sup> These figures were reinstated following the updated methodology for calculating GHG emissions. More information on page 22 of this report.

<sup>8</sup> Renewable energy certificates (RECS), equivalent to the amount of our usage in the same grid network.

<sup>9</sup> Our goal is to maintain 100% diversion each year moving forward. This goal is based on the total amount of post-consumer global warranty waste products per year. It is not cumulative over time compared to a baseline. The annual percentage of diversion may fluctuate annually as we conduct trials for various diversion methods, including recycling, donation and repurposing.

<sup>10</sup> In total, we've given more than \$6 million to Polar Bears International since our partnership began in 2007.

# OUR MATERIALITY ASSESSMENT

In FY 22, in line with sustainability best practices, we completed our first materiality assessment to identify and assess the relative importance of a range of sustainability topics for their impact on our business, considering stakeholders' views.

This assessment gives us an important baseline for accountability as we continue to make progress and tackle sustainability challenges. We will continue to work on and enhance our disclosures and keep our customers, partners, employees and the wider community informed on Canada Goose's efforts around the topics listed below.

The assessment was conducted through the following process:

## 1. Defining the issue universe

We compiled a preliminary list of 18 sustainability topics by carrying out research consisting of a detailed review of key industry trends, an evaluation of requirements of leading ESG standards and frameworks, a peer benchmarking exercise and a review of key internal documentation on business strategies and plans.

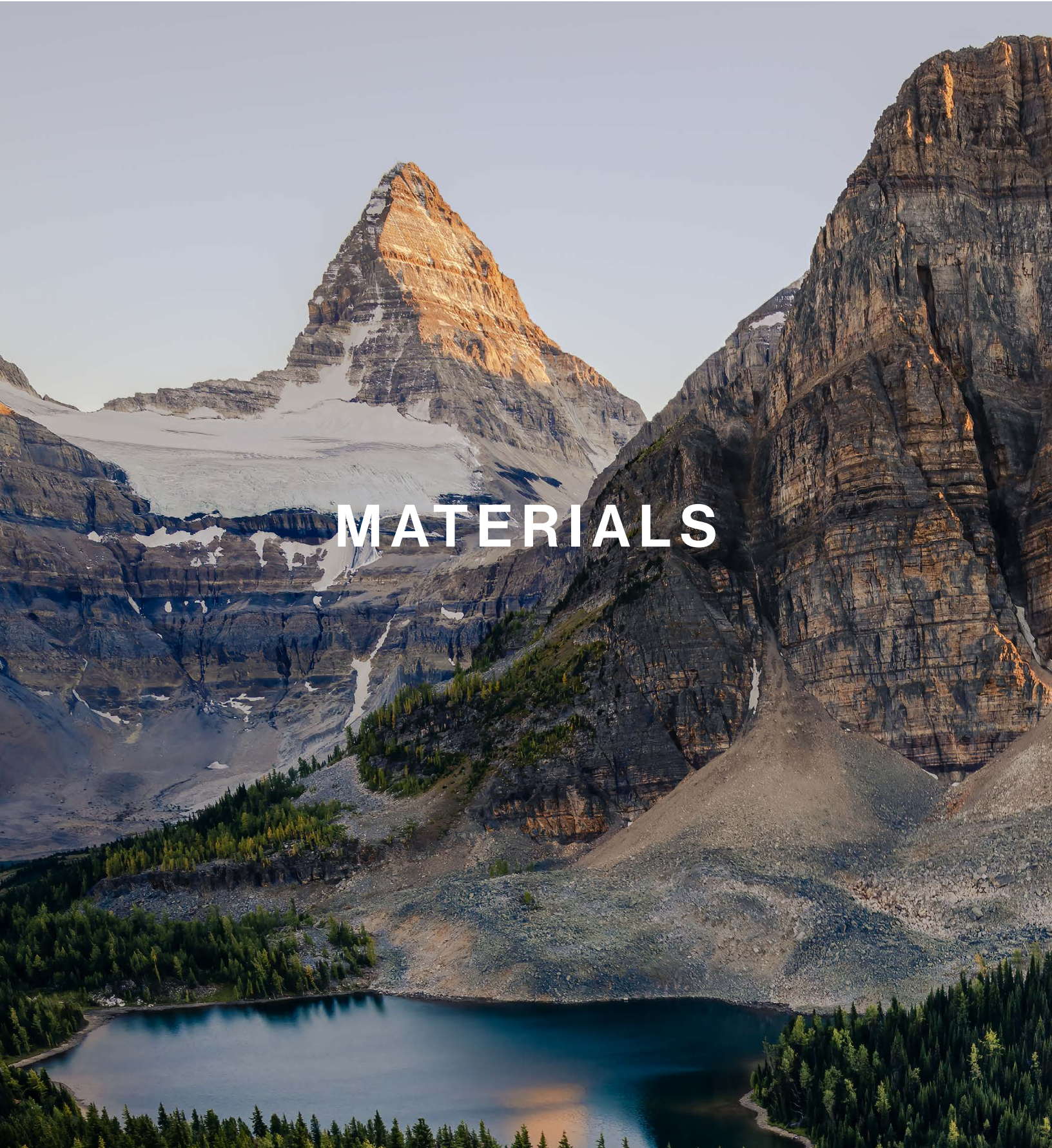
## 2. Engaging stakeholders

We engaged with internal and external stakeholders by conducting surveys and one-on-one interviews to aid topic prioritization. During this phase, we gathered feedback from associates across the business, customers and other external stakeholders including suppliers, investors and nonprofit organizations.

## 3. Topic prioritization

We scored stakeholder responses and assigned a weighting to reflect the relative importance of each topic across two dimensions: our impact on society and the environment and the impact on our business. The topics in the top right-hand corner of our ESG prioritization assessment matrix have scored high across both dimensions. While all of these topics are significant for Canada Goose, we further defined our sustainability focus areas based on their strategic relevance and a consideration of where our company can have the greatest positive impact moving forward.







Our products are designed to protect people from the elements, keeping them warm and dry. These same products, along with their packaging, also reflect our commitment to protecting the planet — and keeping it cold. Our process starts with carefully choosing materials that are proven in their performance and environmental sustainability.

### PREFERRED FIBRES AND MATERIALS (PFMS) UPDATES

We prioritize PFMs in domestic production, which represent a significant majority (75%) of our finished products. In FY 23, we achieved 77% third-party verified PFMs in domestically-manufactured products.

In FY 23, 97% of all leather purchased was Leather Working Group-certified. This emphasizes our commitment to PFMs in all categories, including footwear and accessories.

### HOW WE USE CHEMICALS

Beyond using widely-accepted certification standards such as bluesign® and OEKO-TEX®, we practice responsible management of chemicals, dyes and finishes throughout our supply chain. We also work with a leading testing, inspection and certification company to assess all raw materials for compliance with our Product Restricted Substances List (see SASB Index for more information).

### OUR PRODUCTION IS FUR-FREE

We achieved our commitment to end the purchasing of all fur in December 2021 and ended the production of fur in our products in December 2022.



Eliminating the use of “forever chemicals” in our products is an important part of making Canada Goose a more responsible company moving forward.

By Spring 2024, all our products made in Canada will be PFAS-free.

By Fall 2024, all products made by our partners in Europe will be PFAS-free.



## RETHINKING OUR USE OF MATERIALS

### DOWN ALTERNATIVE JACKET

The HyBridge Lite Hoody TENCEL™ — the latest iteration of our HyBridge Lite Series highlighted the potential of using a biodegradable, plant-based solution to provide warmth, performance and durability.

### REGENERATION

Intended for the past, reimagined for the future — REGENERATION is designed with purpose. This collection utilizes surplus fabrics and materials upcycled into a functional, distinct collection that reflects our heritage and reinforces our commitment to sustainability. It was also an opportunity for us to create a new perspective on some of the most iconic Canada Goose styles.



### Kind Fleece

Fleece is often petroleum-based, using significant natural and synthetic resources throughout the production process. Our next-generation Kind Fleece is a gentler approach, made from a specific blend of 62% recycled wool; 18% wood-based TENCEL™ Lyocell, a biodegradable fibre made from wood; 13% bio-based Sorona® Polymer, a plant-based polymer made from the sugar derived from corn; and 7% nylon. This is a fleece that still performs with the warmth and comfort Canada Goose is known for, but with less overall environmental impact.

### Patchwork Parka

In the production phase of a garment, the last metre of material often goes unused. In order to avoid disposing of these patches of fabric, our design team has taken the initiative to reuse the leftover material and sew it together to create our signature expedition parka silhouette. Although the final products ultimately equal a small collection, the Patchwork Parka represents new thinking around how to make the most out of our textiles and let nothing go to waste.

### THE HUMANATURE COLLECTION

THE HUMANATURE collection, which was first launched in 2022, demonstrates our commitment to stretching the boundaries of what we could do with certain materials across some of our most iconic styles. The choice of materials in the collection is guided by our commitment to choose more environmentally friendly fabrics and materials.



A wide-angle landscape photograph of a volcanic region. In the background, a large mountain peak is covered in snow under a clear blue sky. The middle ground features rolling hills and valleys with patches of snow and brown volcanic soil. Wisps of white steam or smoke rise from the ground, particularly in the lower right and center, suggesting an active volcanic area. The foreground shows a steep, brown volcanic slope. The overall scene is rugged and atmospheric.

# MANUFACTURING & OPERATIONS



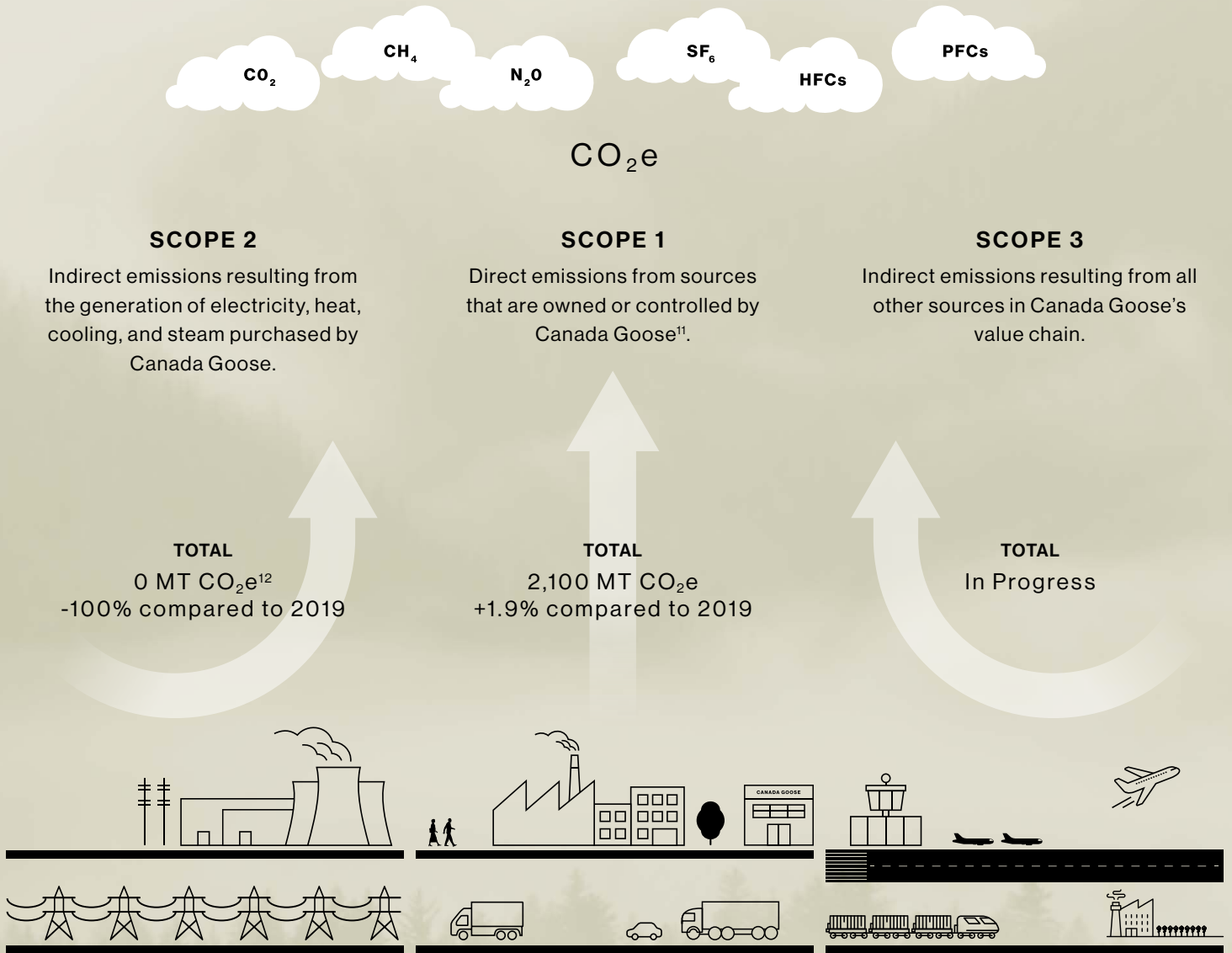


We see climate change first-hand in the melting permafrost and receding glaciers of the North. We also see a path forward to protect our communities, businesses and environment. We're continuing to implement our three-pronged strategy, alongside reducing waste and practicing smart resource stewardship:

- Improve building efficiency
- Reduce carbon sources
- Embrace renewable energy



## OUR FY 23 GREENHOUSE GAS FOOTPRINT



Carbon dioxide equivalent (CO<sub>2</sub>e) 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 annually reviews carbon emissions data and it is verified by an independent third party.

<sup>11</sup> In FY 23 we have purchased RECs which allowed us to reduce our Scope 2 emissions to zero. If not considering RECs, our Scope 2 emissions were 1,950 CO<sub>2</sub>e.

<sup>12</sup> Scope 1 entails direct emissions from sources that are owned or controlled by Canada Goose; scope 2 entails indirect emissions resulting from the generation of electricity, heat, cooling, and steam purchased by Canada Goose. Scope 3 emissions include indirect emissions resulting from all other sources in Canada Goose's value chain.

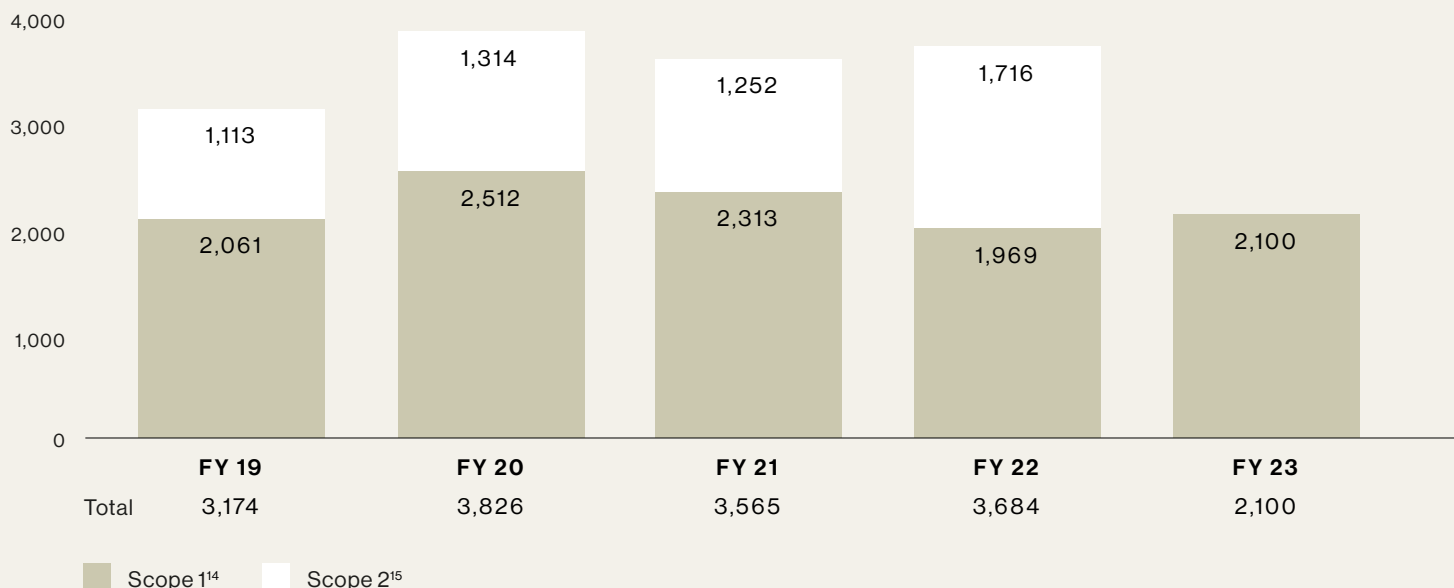
**Energy reduction achievements**

We made significant progress towards our Net Zero target through our renewable energy credits (RECs) commitment. In FY 23, we saw a 43% reduction on our Scope 1 & 2 GHG emissions<sup>13</sup> compared to the previous fiscal year, and 34% below our base year FY 19. We also maintained our carbon neutrality by investing in projects that reduce, avoid or sequester the equivalent of 200% of our GHG emissions.

In FY23 we launched a number of energy retrofit projects in our manufacturing plants, such as smart Building Automation System projects and LED retrofits. We will be able to account for the energy savings from these projects in FY 24, with an expected total reduction equivalent to 398 tons of CO<sub>2</sub>e.

We also began a process to identify opportunities to electrify our manufacturing facilities as we work to pivot away from carbon-intensive sources such as natural gas. We expect to take on two to three sites per year in order to achieve our 2025 Net Zero Carbon target. We are also assessing the changes to the Net Zero Guidance set out by the Science-Based Targets Initiative (SBTi) in 2022 and our commitment to reduce our carbon emissions.

**SCOPE 1 AND 2 EMISSIONS BREAKDOWN (TONS OF CO<sub>2</sub>e)<sup>13</sup>**



Our retail and manufacturing locations can be seen [here](#).

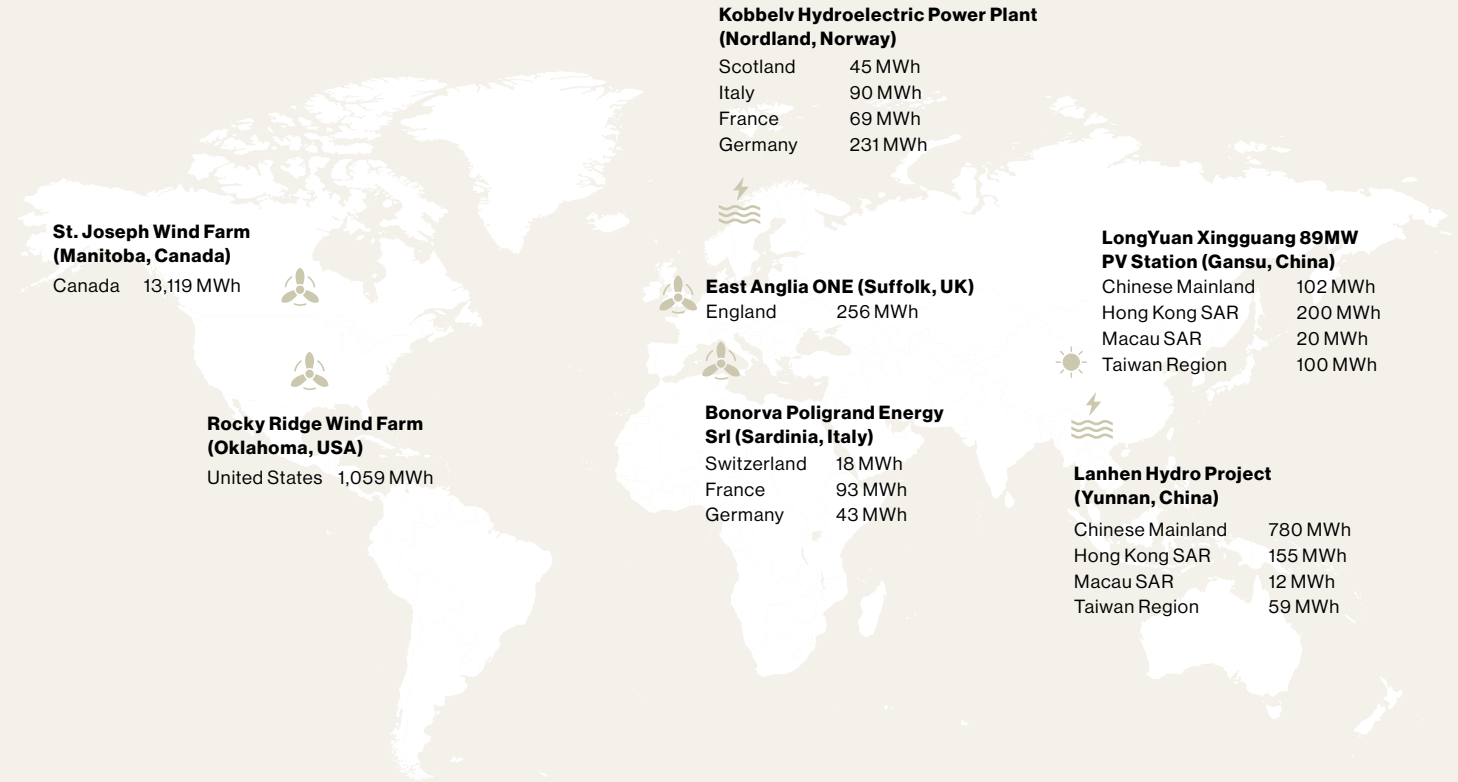
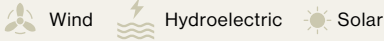
<sup>13</sup> As we annually review our data with our third-party, independent verifier, we reviewed our ownership models of the facilities that have been accounted for in our Scope 1 and Scope 2 carbon footprint calculations. After reviewing leasehold documents, we found that many of our retail sites in shopping centres and leased warehouses that were originally designated as Scope 1 and 2 will now be accounted for in our Scope 3 emissions. Our direct and indirect ability to influence changes in these locations is very restricted. For example, utilities are shared, and HVAC systems are not located within Canada Goose's lease area; therefore, they fall out of the scope of Canada Goose's facilities management team and our ability to influence decisions and investments. Major energy retrofits, such as switching building fuel sources or a complete HVAC upgrade, fall under the responsibility of the building owner/lessor.

<sup>14</sup> Scope 1 emissions entail direct emissions from sources that are owned or controlled by Canada Goose (excluding leased retail sites in shopping centres and operational facilities as applicable)

<sup>15</sup> Scope 2 emissions entail indirect emissions resulting from the generation of electricity, heat, cooling, and steam purchased by Canada Goose (excluding leased retail sites in shopping centres and operational facilities as applicable).

REC PURCHASES OVER FY22 AND FY23

Technology Key



Since FY 20, we've partnered with Carbonzero to find high-quality carbon offsets that are certified to international standards and verified by third parties. In FY 23, we invested in renewable energy, through the VCS Gold Standard-certified Renewable Solar Generations Project in China, which offset our entire Scope 1 emissions by 200%. A new key component of our energy reduction effort is through RECs, which aim to account for our Scope 2 emissions.

This year was the first year we began investing in RECs globally, while continuing to invest in global offsets. Our strategy is intrinsically local, focusing on investments that can make the most positive impact in the communities we work with. We've invested in projects in North America, Europe and Asia, focusing on wind and hydropower. Beyond the positive environmental impact, we do our due diligence to ensure our investments can also have a positive social impact in the local communities where these projects exist.



# RESPONSIBLE BUSINESS



Our high standards of integrity and accountability drive us to look beyond our business to consider how we impact consumers, employees, business partners, suppliers and investors. We see an intimate connection between how we structure and manage our business and our capacity to care for the planet and the people with whom we share it.

**Our focus on human rights**

Our formal [Human Rights Commitment](#) highlights our commitment to respecting and safeguarding the fundamental human rights of anyone who engages with Canada Goose, directly or indirectly, in our day-to-day business operations and throughout our supply chain. We champion the rights of everyone our business touches: our employees, vendors and business partners, global supply chain workers, and the communities in which we operate.





**Canada Goose Generations:  
Our Approach to Resale**

Every one of our pieces has a story to tell, and we want to add as many chapters as we can. In January 2023, we launched our re-commerce platform, Generations, in the United States, with the goal of giving consumers a verified platform to trade-in their Canada Goose outerwear and apparel, as well as shop an assortment of authentic styles, iconic heritage pieces and limited-edition items. We expanded the platform to Canada in July 2023. Generations directly supports our Sustainable Impact Strategy and helps to achieve our annual warranty waste diversion goal. Compared to buying a newly produced product, our analysis finds that a Generations parka contributes 70% less CO<sub>2</sub> emissions.



**PERCENTAGE OF TOTAL GOODS  
PRODUCED, BY REGION (BY  
VOLUME):**

**NORTH AMERICA**

**75%**

**EUROPE**

**22%**

**ASIA**

**3%**





# PEOPLE & COMMUNITIES



Relationships are the heart of HUMANATURE. Inside and outside our facilities, we focus on building relationships with respect, passion and thoughtful listening. We take action to maintain healthy workplaces, prepare employees for successful careers, keep our neighbours warm, celebrate Indigenous heritage and bring humans and nature closer together.

The passion, expertise and authenticity of our team are the driving forces of our company. Empowering our employees to do and be their best is foundational to who we are. We support our team members with the freedom and resources to pursue their goals, create change and be proud of who they are. Together, we live our core values of entrepreneurship, relentlessness, passion, innovation and authenticity. And together, we achieve greatness. For more information on our People initiatives, please see our [FY 21 ESG Report](#).

**5,053**  
Total number of employees

#### EMPLOYEE GENDER REPRESENTATION

1,389 (27.5%) MALE	3,638 (72%) FEMALE
-----------------------	-----------------------

PREFER NOT TO SAY/NON-BINARY = 5 (0.09%)

#### Expanding our Resource Centre Program to more locations

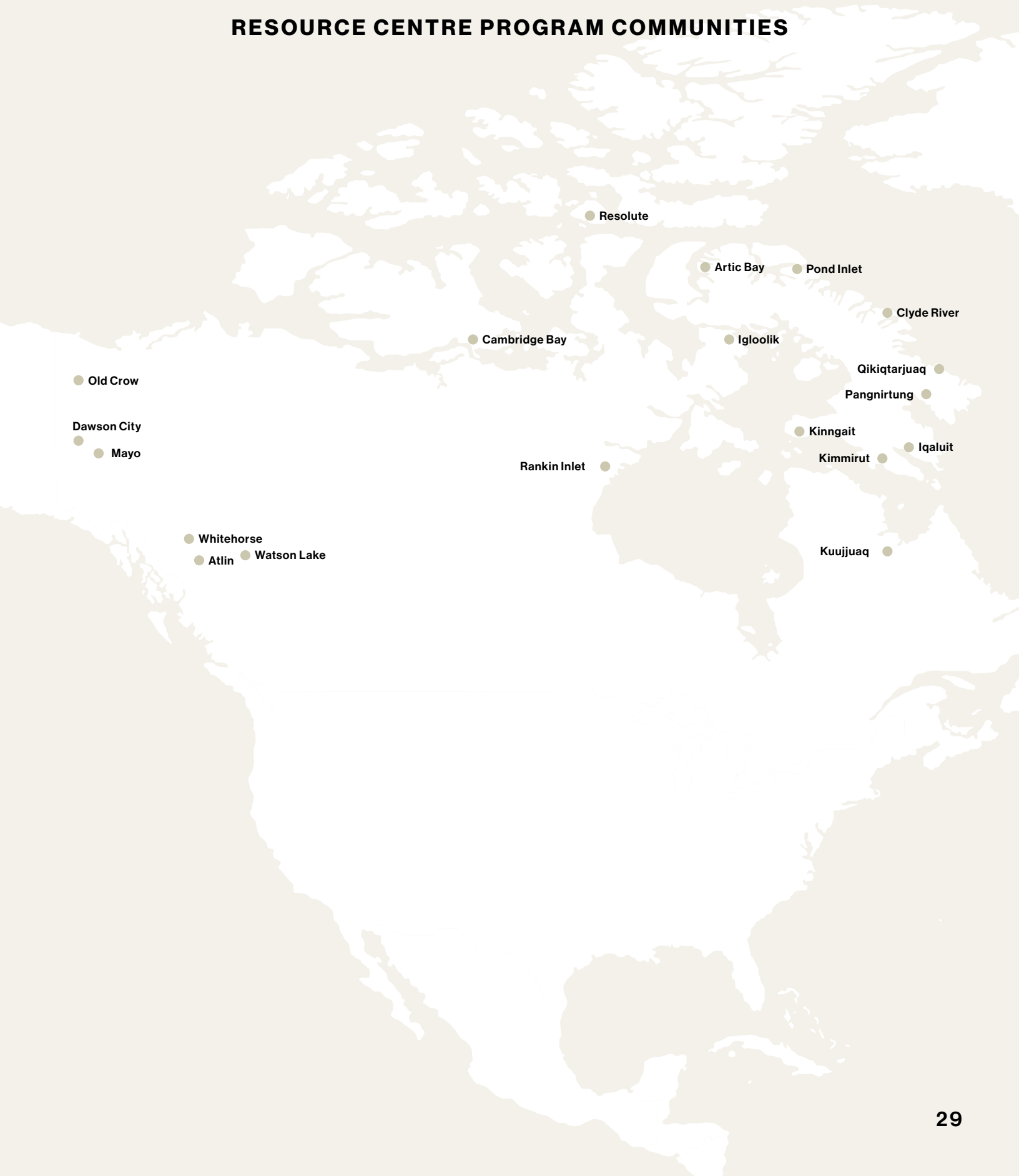
For nearly 15 years, we've partnered with airline partners to get critical cultural supplies to remote Indigenous communities in northern Canada. Through this initiative, we send excess fabrics and materials, such as linings, buttons, zippers and trims, to local seamstresses to continue their traditional ways of sewing with modern technical materials.

Not only does this program create entrepreneurial opportunities, but it's another way to celebrate the craftsmanship and traditions of these important communities.

In December 2022, we welcomed Indigenous sewers, seamstresses and parka designers to Whitehorse, Yukon to choose from more than 70,000 metres of premium Canada Goose fabric and materials.

Air North also coordinated a separate shipment to four additional communities who logistically could not make the larger event.

## RESOURCE CENTRE PROGRAM COMMUNITIES





### **Our continuing work with Polar Bears International**

For over 15 years, Canada Goose has supported Polar Bears International (PBI) to inspire people to care about the Arctic and to help consumers see the connection between the biodiversity of the remote Arctic North and our global climate.

A new extension of this partnership included a limited capsule collection with acclaimed artist Paola Pivi. The collection included an array of colourful Spring/Summer prints on a variety of our classic styles. Above all, using our product to empower messaging about protecting the Arctic North is another way we can extend our reach and continue to evolve our work with PBI.

### **CG Gives**

Our charitable giving program empowers us to donate quickly to pertinent global causes while empowering our employees to do the same. We continue to match employee financial donations to charities, up to \$2,500 per employee each fiscal year. We double our match, up to \$5,000, when employees give to organizations that Canada Goose supports as a company, including the Inuit Tapiriit Kanatami Foundation, Polar Bears International and, most recently, Hearts In The Ice. In FY 23, employee donations totaled \$37,825 CAD.

We offer three paid days off annually for our employees to give their time to organizations related to causes they care about most.

In FY 23, we continued to support relief efforts around the world, specifically in Ukraine. Our employees were encouraged to fundraise alongside our own corporate donations of both product and financial support. Our donations towards relief in Ukraine totaled 10,000 parkas, jackets and accessories, and \$220,000 to UNHCR, The UN Refugee Agency.



### **REBORN: A HUMANATURE ART INSTALLATION**

We gave Toronto-based visual artist Briony Douglas an array of leftover materials from previous-season window displays and excess from our upcycled warranty program along with free license to create something invigorating that represented HUMANATURE.

Together, they found new life under her creative vision. According to Douglas, the piece is a globe breaking out of an iceberg, representing transformation and rebirth — taking what we've learned and formulating a new outlook on life.

## BUILDING EDUCATION AROUND BIODIVERSITY

As part of our employee volunteerism, efforts, our North America Sustainability Council partnered with Ontario retreat center Souls Path to build four new gardens meant to support and enhance local biodiversity. Toronto-based employees were invited to the property to help create these important natural destinations for birds, insects and more. These gardens are an essential part of the local ecosystem and serve as an opportunity to educate both our employees and visitors about the importance of biodiversity.

### Hearts In The Ice

In 2019, scientists Sunniva Sorby and Hilde Fåln Strøm became the first women in history to overwinter in the Arctic without men. 140 kilometers away from civilization, there's no running water or electricity, and total darkness reigns through the harsh winter, yet their steely resolve perseveres as they collect critical data on climate change in the Arctic.

They remain in the Arctic today, continuing to highlight the rapidly-changing conditions at the top of the world through a project called Hearts in the Ice. Using their time at their remote cabin, they contribute to scientific projects for The Norwegian Polar Institute and the University Centre of Svalbard (Norway) as citizen scientists. Their work is incredibly taxing, but ultimately essential to offering a range of organizations a better understanding of what's happening in both the Arctic and Antarctic.

We're proud to support Hearts in the Ice through promotional and global connection efforts through our channels.

We're also involved in Arctic preservation causes across the landscape, well beyond Canada. A group of our most dedicated CG Gives employees went to Iceland to meet with Sorby, Strøm and our long-time partner [Students on Ice](#) for an engaging conversation about Arctic Policy and how we can all work towards greater preservation and more positive change. Our employees also participated in a local beach cleanup, removing 320 kg of garbage from the shoreline.

### Telling our story through art

Our stores are meant to be a reflection of who we are as a brand and what we stand for. Woven into our values are the heritage and traditions of Canada, especially those of the country's Indigenous peoples.

As we opened our first retail stores in 2016, we realized that the art we displayed inside could be a powerful way to celebrate and

accurately represent Canada's diversity and rich culture. We began acquiring works – sculpture, large canvasses, portraits and more – from artists across the nation with a special focus on the talents of those in the country's northernmost areas, in addition to international artists. The pieces are showcased as if they were in a museum, while complementing the product in our stores.

In our stores, each piece has description and credit name underneath with a QR code for visitors to learn more. We also train our in-store ambassadors about the art in their specific store, so they can answer questions from guests.

Today, we have more than 500 pieces of art in our [collection across 50+ stores in North America, EMEA and APAC](#), making our collection the largest retail collection of Inuit Indigenous art in the world.



# ABOUT THIS REPORT

## How we speak about the future

This document contains forward-looking statements. These statements are neither historical facts nor assurances of future performance. Instead, they are based on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies and other future conditions. These forward-looking statements generally can be identified by the use of words such as “anticipate,” “expect,” “plan,” “could,” “may,” “intend,” “predict,” “should,” “would,” “will,” “believe,” “estimate,” “forecast,” “goal,” “objective,” “target,” “project,” and other similar expressions, although not all forward-looking statements contain these identifying words. These forward-looking statements include all matters that are not historical facts and include statements regarding our intentions, beliefs, or current expectations concerning, among other things, our sustainability strategies, our emission and energy consumption and targets, expectations regarding industry trends on environmental and social commitments, our business plan and our goals. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future.

Applicable assumptions, risks and uncertainties include, among others, those identified throughout this report, the risks identified under the heading “Risk Factors” in our Annual Report on Form 20-F for the fiscal year ended April 2, 2023, 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. Although we base the forward-looking statements contained in this document on assumptions that we believe are reasonable, we caution you that actual results and developments, including our achievement of our targets, goals and commitments, may differ materially from those made in or suggested by the forward-looking statements contained in this document as the result of assumptions not being realized, scientific or technological developments, evolving sustainability strategies, changes in carbon markets, evolving government regulations or changes in circumstances of our business. Additional impacts may arise that we are not aware of currently. The potential of such additional impacts intensifies the business and operating risks which we face, and these should be considered when reading the forward-looking statements contained in this document. In addition, even if results and developments are consistent with the forward-looking statements contained in this document, those results and developments may not be indicative of results or developments in subsequent periods. As a result, any or all of our forward-looking statements in this document may prove to be inaccurate. No forward-looking statement is a guarantee of future results. Moreover, we operate in a highly competitive and rapidly changing environment in which new risks often emerge. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. You should read this document and the documents that we reference herein completely and with the understanding that our future results may be materially different from what we expect. 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.







LEARN MORE ABOUT SUSTAINABILITY AT CANADA GOOSE:  
[CANADAGOOSE.COM/SUSTAINABILITY](https://canadagoose.com/sustainability)

COPYRIGHT © 2023 CANADA GOOSE INC.