

ENVIRONMENTAL, SOCIAL AND GOVERNANCE
REPORT FY21

HUMANATURE

KEEP THE PLANET COLD
AND THE PEOPLE ON IT WARM



CANADA GOOSE



ABOUT THIS REPORT

Our third report provides information on our strategy, performance and community relationships during the fiscal year that ended March 28, 2021 (referred to simply as “FY 21” throughout this publication, unless otherwise stated).

The content and data provided here embody the evolution in our approach to reporting. We are evolving from a primarily qualitative sustainability report to the fuller perspective of an ESG report. We are improving our reporting processes to make our disclosures meaningful for stakeholders by aligning with the Sustainability Accounting Standards Board (SASB) to the extent possible for us at this time. We also consider our contribution to the UN SDGs as a result of our activities.

We signed onto the UN Global Compact (UNGC) in January 2022. This report demonstrates our commitment to upholding the UNGC’s 10 Principles, which cover human rights, labour, environment, and anti-corruption, and to engaging in collaborative projects that advance the Sustainable Development Goals. This report does not, however, serve as our Communication on Progress (COP). We will prepare a separate COP in 2023.

SPEAKING OF 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 March 28, 2021, 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.



CONTENTS

- AT A GLANCE 01
- CHAIRMAN & CEO LETTER 03
- CORPORATE CITIZENSHIP LETTER 05

- PURPOSE AND PRIORITIES 07
- MATERIALS 13
- MANUFACTURING AND OPERATIONS 27
- PEOPLE AND COMMUNITIES 41
- RESPONSIBLE BUSINESS 63

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.

WHERE WE ARE ON THE JOURNEY

“HUMANATURE is how we talk about our purpose. It is embedded across every aspect of our operations. It’s part of everything we do.”

Dani Reiss, Chairman & CEO



OUR LOCATIONS AS OF MARCH 28, 2021:

CANADA

FY 21 SUSTAINABILITY HIGHLIGHTS:

UNITED STATES

RDS

Achieved our goal to become Responsible Down Standard (RDS) certified as a brand and manufacturer in November 2021.

EMEA

84%

of the fabrics used in our domestic product were bluesign® APPROVED.

59%

Reached 59% in our goal to transition all packaging to more sustainable solutions by 2025.

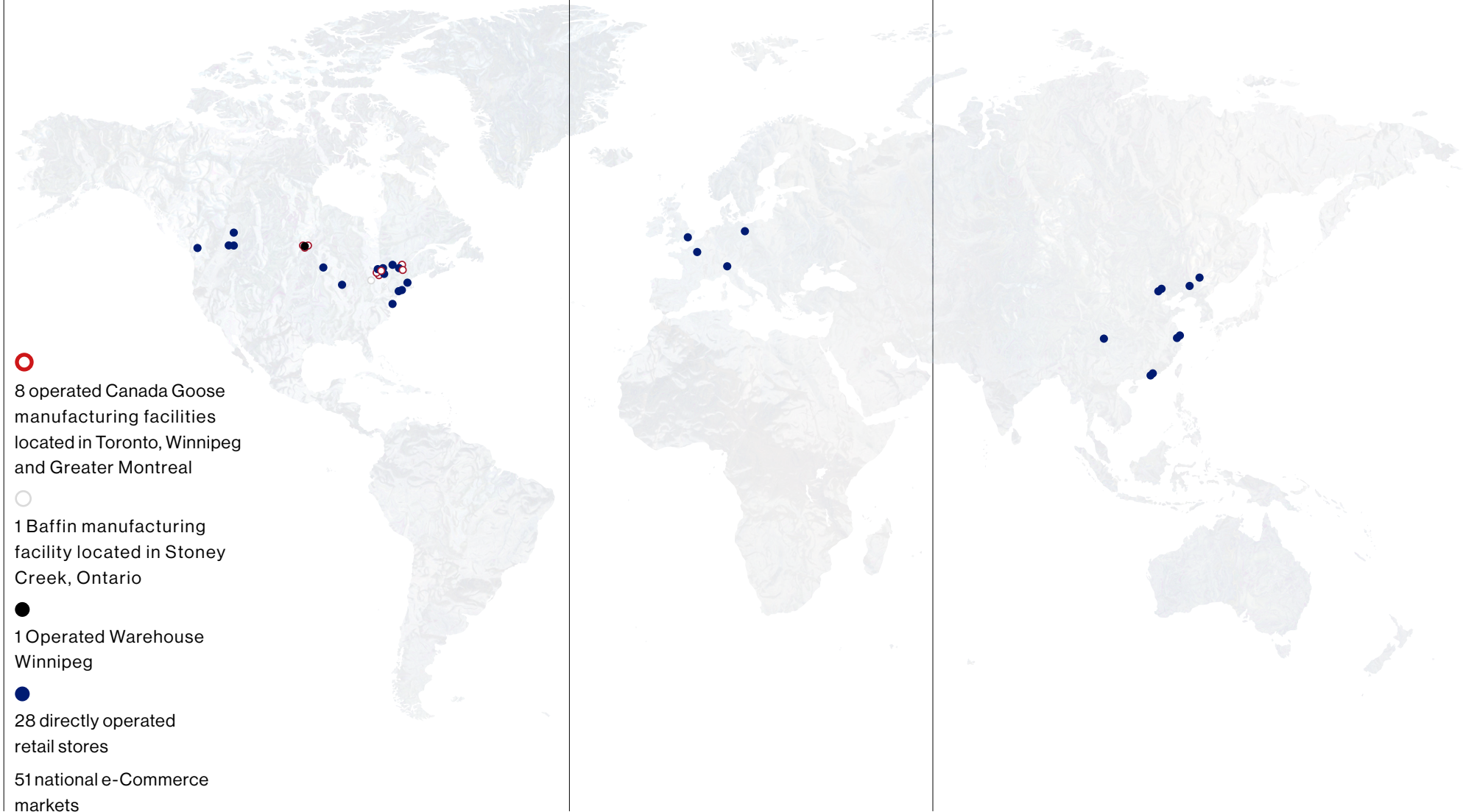
APAC

41%

Recycled and reused 41% of total post-consumer warranty waste generated during the year.

21%

Preferred Fibres and Materials (PFMs) purchased for domestic manufacturing. Launched the Standard Expedition Parka and the Crofton and Cypress collections — embodying our commitment to using more PFMs.





A LETTER FROM DANI REISS, CHAIRMAN & CEO

One of the greatest pieces of advice I have ever received is, “Don’t rest on your laurels”. There was a time to celebrate and feel proud; however, the next challenge or opportunity always lies ahead. It is a belief I have carried with me, and one that feels particularly important when I think about our commitment to sustainability at Canada Goose.

As I look ahead to the future of our work to become a leader in corporate responsibility, I believe the only true way to achieve meaningful sustainability is through constant evolution. This year, we challenged ourselves like never before, driving our efforts to reach some remarkable milestones.

In the summer of 2021, we announced we are officially going fur-free. With this action, we have already ended the purchase of all fur, and we have committed to cease manufacturing with fur by the end of December 2022.

Five months later, we announced that we achieved the Responsible Down Standard (RDS) Certification, ahead of plan. RDS aligns with our focus to manufacture world-class products that epitomize sustainable innovation, and I am proud that Canada Goose is recognized globally as a company that embraces sustainability and animal welfare. All these accomplishments wouldn’t be possible without our people, who are the heart of Canada Goose.

In January 2022, I was extremely proud to sign Canada Goose onto the United Nations Global Compact. We are committed to respecting and safeguarding

the fundamental human rights of those who are directly and indirectly a part of our company, and this partnership solidifies our commitment to support inclusive, safe and healthy working conditions.

And while these achievements mark significant progress in our commitment to protect our planet and build a better future, we must continue to evolve. For us, it means never resting on our laurels.

I invite you to read this report and learn more about how our commitment to sustainability is at the core of everything we do.

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



A LETTER FROM OUR VICE PRESIDENT OF CORPORATE CITIZENSHIP

At Canada Goose, we have a clear, straightforward mission: to keep the planet cold and the people on it warm. If you're familiar with our ESG Report, which is now in its third year, you have heard this mission before. It serves as our beacon, guiding everything we do, from the products we make to the way we work.

This year, the team at Canada Goose united around this mission and brought it to life in an extraordinary way. Employees from every corner of the business came together to help challenge and evolve our sustainability efforts, bringing new insights and knowledge that allowed us to reach important targets, adapt where needed and push ourselves to create new ones.

We have also made important strides in our continued effort to reduce waste, an initiative that has been close to our heart for many years. This past year, we began work to divert post-consumer warranty products through repurposing, recycling and donating them. We also focused on our commitment to infuse more sustainable packaging across our enterprise. To help us get there, we created the Sustainable Packaging Working Group. This team brings expertise from across the business to focus on specific initiatives to strengthen our sustainable packaging portfolio. Our goal to be an industry leader in this space is ambitious, and we're taking the necessary steps to make it happen.

Our products continue to exemplify our commitment to sustainability and our work to ensure, by the end of calendar year 2025, that 90% of our materials use Preferred Fibres and Materials (PFMs).

This past year, in addition to launching the Standard Expedition Parka — our most sustainable parka yet — we produced a new category of lightweight down jackets, the Cypress and Crofton, that mirror our commitment to PFMs in our assortment. As we continue to evolve, we are finding new ways to reduce our impact on the environment, without sacrificing the quality we are known for at Canada Goose.

In this year's report, you will see a focus on these topics: materials, chemicals, greenhouse gas (GHG) emission reductions, supply chain, human and labour rights, and people (including diversity and inclusion). These pillars are important to us, because we believe they are important to our communities, our planet and future generations to come.

I continue to be incredibly proud of the milestones we achieved this year, how we challenge ourselves each and every day to keep our planet cold and the people on it warm, and by what I know is possible for our future. We look forward to continuing to share our journey with you.

Gavin Thompson
Vice President, Corporate Citizenship

PURPOSE AND PRIORITIES



“I am a firm believer that your purpose can become your differentiator.”

DANI REISS, CHAIRMAN & CEO

OUR PURPOSE AND SUSTAINABILITY PRIORITIES

As a brand born in the Arctic, sustainability is part of our DNA. We’ve learned from people who have lived there for thousands of years what it means to use resources responsibly, adapt to new circumstances and support each other as a community. The land itself constantly reminds us that we are all part of nature, and nature is part of us.

And so, it is imperative that we act with our business in mind — and our people, communities, and climate. At Canada Goose, we’re on a journey to keep the planet cold and the people on it warm. In the face of every challenge, we follow this purpose with relentless focus. We fearlessly explore new materials, processes and partnerships that bring us another step closer to our goals.

STEPS IN OUR JOURNEY






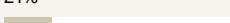
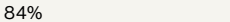
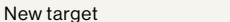
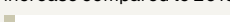
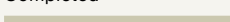



Keeping the planet cold and the people on it warm cannot happen by accident or through one-off efforts. Since launching our Sustainable Impact Strategy in 2019, we’ve seen the power of thoughtful, unified action.





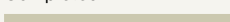
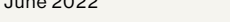
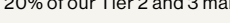
The world has changed over the past few years, though, and so have we. When we encounter barriers, we’ve learned to adapt without losing sight of our strategy. The pandemic, for example, has restricted our access to manufacturing facilities for in-person social and waste audits. Our progress on related goals may have been delayed, but we have forged new paths by which to pursue them — such as stronger technology platforms that support virtual audits.

To guide our steps over time, we’ve begun identifying how to report on key ESG matters and have strengthened our disclosures in six key areas: **materials, chemicals, GHG emission reductions, supply chain, human and labour rights, and people (including diversity and inclusion)**. Focusing on these areas has helped us further integrate our Sustainable Impact Strategy into our processes and decision making. We know we have more to do to ensure we’re pursuing the most material issues, and we are committed to continuously evaluating how to further strengthen our disclosure.

SUSTAINABLE IMPACT STRATEGY¹

Our strategy comprises specific 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 March 28th, unless otherwise stated.

AREA	GOAL	TARGET DATE	PROGRESS
MATERIALS	Conduct 10 Life Cycle Assessments identifying carbon and water footprints of our top-selling products	End of 2021	100% — target completed in August 2021 
	Move all packaging to more sustainable solutions	End of 2025	59% 
	Define sustainable solutions, conduct baseline measurement and finalize plan for improving the sustainable content and the recyclability of our packaging	End of 2022 ²	In progress — initiated 
	Eliminate single-use plastics that we cannot recycle — such as shrink wrap — in all facilities we own or control	End of 2022 ³	In progress — we continued to work toward this goal in 2021, but due to COVID-19 we have not yet been able to conduct waste audits to verify completion 
	Transition from Canada Goose's proprietary Down Transparency Standard (DTS) to the global Responsible Down Standard (RDS)	End of 2021	100% — target completed in November 2021 
	Increase percentage of Canada Goose materials that are Preferred Fibre and Materials (PFMs) as specified by Textile Exchange to 90%	End of 2025	21% 
	Increase percentage of Canada Goose fabrics that are bluesign® APPROVED in our domestic production to 90%	End of 2025	84% 
	Purchase only PFAS-free Arctic Tech fabric	End of 2023	New target 
MANUFACTURING AND OPERATIONS	Reduce our scope 1 and 2 emissions in order to achieve our net zero goal	End of 2025	3% reduction compared to 2020 (21% increase compared to 2019 baseline) 
	Measure and publish our direct and indirect (scope 1 and 2) greenhouse gas emissions from our corporate headquarters, factories, retail stores, and transportation	Annual goal	Completed 
	Maintain carbon neutrality for company operations 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	100% — target completed 
	Adopt renewable energy commitments	End of 2022	In progress — initiated 
	Invest in energy efficiency and renewable energy purchases and/or installations	End of 2023	In progress — initiated 

AREA	GOAL	TARGET DATE	PROGRESS
	Invest in renewable energy credits, as needed	End of 2025	In progress — initiated 
	Measure scope 3 emissions and set targets	End of 2024	New target 
	Set our SBTi targets and submit for approval	End of 2022	New target 
	Divert 100% of post-consumer global warranty waste products ⁴	End of 2025	41% — this work was halted due to pandemic-related, cross-border shipping disruptions 
PEOPLE AND COMMUNITIES	Promote Arctic preservation through support of Polar Bears International (PBI)'s research and conservation work	Ongoing	\$0.6m donated to PBI
RESPONSIBLE BUSINESS	Launch a collaborative Social Performance Program, including a comprehensive scorecard and monitoring system (Tier 1)	2021	Completed 
	Complete Tier 1 manufacturer assessments	100% by end of 2021	58% — due to COVID-19 disruptions, we now aim to reach 100% by end of June 2022 
	Introduce the CG Social Performance Program in Tier 2 and 3 manufacturers	50% by end of 2022	20% of our Tier 2 and 3 manufacturers 

¹ 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 March 28, 2021, except where noted otherwise.

² We previously intended to meet this goal by the end of 2021. At this time, the Packaging Strategy is to be set in mid-2022. With this strategy, our Sustainable Packaging Working Group will refine our sustainable packaging sustainability goals and deliver a multi-year implementation roadmap guided by the strategy.

³ We previously intended to meet this goal by the end of 2020. Due to the COVID-19 disruptions we have not been able to meet our goal. Thus, we have extended the goal to 2022.

⁴ Our goal is to be at 100% diversion by 2025 and every year after. 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 will fluctuate each year until 2025 as we conduct trials for various diversion methods, including recycling, donation and repurposing.

MATERIALS









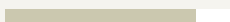
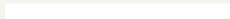
MATERIALS

We create products that give people the freedom to venture out in any weather, confident they'll be protected from the elements. We believe these same products should reflect our commitment to protecting the planet, starting with the raw materials we choose.

As part of our Sustainable Impact Strategy, we've reimagined how we evaluate the environmental impact and supply chain visibility of our materials. Our priority areas for action include sourcing verified Preferred Fibers and Materials (PFMs). We set an ambitious PFM target of 90% by the end of calendar year 2025 for the materials we purchase and use within domestic production, and we have implemented an internal PFM matrix to help guide sourcing decisions. With the expectation of evolving standards, industry expectations and government regulations, the matrix will be iterative and adapt to what is going on in the industry.

We achieved Responsible Down Standard (RDS) certification as a brand and manufacturer in November 2021 after more than two years of intensive planning, training and process updates. We're also well on our way toward responsible chemical management in our products and supply chain through our bluesign® SYSTEM partnership.

In August 2021, we completed life cycle assessments on our top 10 parkas. The insights confirmed the importance of our preferred fibres and materials process and helped shape material decisions for the year's new product collections.

GOAL	TARGET DATE	PROGRESS
Conduct 10 Life Cycle Assessments identifying carbon and water footprints of our top-selling products	End of 2021	100% — target completed in August 2021 
Move all packaging to more sustainable solutions	End of 2025	59% 
Define sustainable solutions, conduct baseline measurement and finalize plan for improving the sustainable content and the recyclability of our packaging	End of 2022 ⁵	In progress — initiated 
Eliminate single-use plastics that we cannot recycle — such as shrink wrap — in all facilities we own or control	End of 2022 ⁶	In progress — we continued to work toward this goal in 2021, but due to COVID-19 we have not yet been able to conduct waste audits to verify completion 
Transition from Canada Goose's proprietary Down Transparency Standard (DTS) to the global Responsible Down Standard (RDS)	End of 2021	100% — target completed in November 2021 
Increase percentage of Canada Goose materials that are Preferred Fibre and Materials (PFMs) as specified by Textile Exchange to 90%	End of 2025	21% 
Increase percentage of Canada Goose fabrics that are bluesign® APPROVED in our domestic production to 90%	End of 2025	84% 
Purchase only PFAS-free Arctic Tech fabric	End of 2023	New target 

⁵ We previously intended to meet this goal by the end of 2021. At this time, the Packaging Strategy is to be set in mid-2022. With this strategy, our Sustainable Packaging Working Group will refine our sustainable packaging sustainability goals and deliver a multi-year implementation roadmap guided by the strategy.

⁶ We previously intended to meet this goal by the end of 2020. Due to the COVID-19 disruptions we have not been able to meet our goal. Thus, we have extended the goal to 2022.



LOOKING AHEAD

Our priorities will focus on scaling up PFM sourcing and continuing our progress on bluesign® approval to give consumers additional confidence that our garments align with their values. The Sustainable Packaging Working Group will also finalize our strategy and multiyear implementation roadmap for transitioning our packaging to more sustainable materials.

DRIVING SUSTAINABLE MATERIAL SELECTION

In FY 19, we committed to sourcing more PFMs as defined by Textile Exchange: fibres and materials with improved environmental and social sustainability impacts compared to conventional production. For our products, this primarily means that we are incorporating more recycled, organic and other responsibly sourced materials.

We have prioritized PFMs in domestic production since this represents a significant majority (84%) of our finished products. In partnership with Textile Exchange, we introduced a new internal PFM process and trained employees across 13 teams — including Innovation, Quality Assurance & Compliance, Marketing, Sourcing and Merchandising — in PFM supplier requirements, third-party certifications, source traceability and claim verification.

In FY 21, we achieved 21% third-party verified PFM materials in products that were manufactured domestically. With this valuable experience behind us, we have a benchmark and are ready to ramp up our sourcing to meet our **2025 goal of 90% PFMs**. We expect our progress to rise dramatically in the coming years; since our production cycle requires that we purchase materials years in advance of using them, in FY 21 we were still using predominantly non-PFM materials that we had purchased in prior years. To ensure that nothing goes to waste, our teams are working to consume all existing non-PFM materials as we are phasing in and increasing our purchase of PFMs.

7 As of March 28, 2021.

8 Canada Goose sought third-party certification for some of the fabrics purchased in 2021, which resulted in 40% of recycled polyester, 92% of recycled nylon and 80% of PFM Blend being certified.



We put our new PFM process to work for several new products. The **Standard Expedition Parka** showcased PFMs: we filled it with responsibly sourced down, chose organic cotton and recycled synthetics for fabrics, and used recycled plastics for trims like the cordlock, cord end and bead. We also launched the brand-new **Cypress and Crofton collections** featuring recycled nylon outer shells.

DOWN

In November 2021, Canada Goose became fully RDS Certified.



MATERIAL SOURCING USED IN DOMESTIC PRODUCTION: TOP MATERIALS PURCHASED DOWN AND FABRICS⁷

% OF TOTAL TOP FABRICS PURCHASED, BY LENGTH

In FY 21 we did not source any **leather** in our domestic production. In FY 21, **cotton**, wool, cashmere, and polypropylene raw material sourcing represented less than 0.10% in total quantity by length used in domestic production.





RESPONSIBLY SOURCED DOWN

Down is one of the best natural sources for lightweight insulation. It is an important raw material for us due to its performance.

In November 2021, we successfully completed the multiyear transition from our proprietary Down Transparency Standard (DTS) to the globally recognized **RDS**, which provides a strong chain-of-custody certification program. We received RDS certification for both our brand and our domestic manufacturing sites. In total, we certified all operating facilities and contracted domestic manufacturing partners that handle down.

Our journey required intense focus and long-term dedication: six cross-functional teams took 60 individual action steps over two years to reach our goal. The effort involved new internal management systems for product identification, warehousing and data tracking, as well as education and training for every supplier and Canada Goose employee who handles down at any point in the process. Education and re-certification will continue on an annual basis to help us prioritize unwavering integrity in our management systems and best practices.

We're proud to belong to a leading community of global brands who, like us, are committed to responsibly sourcing down. The RDS respects the Five Freedoms of animal welfare, prohibits live-plucking or force-feeding in the supply chain, and stipulates that all down is a by-product of the poultry industry.

Our RDS certification also means we are part of the Textile Exchange network, so when standards are reviewed and updated, we now have a voice at the table. By sharing our unique perspective as both a brand and manufacturer, we will take an active role in continuing to strengthen requirements for down responsibility within the supply chain.

Canada Goose is now RDS certified as a brand and a manufacturer. With RDS certification, consumers will be able to feel confident that the down in our domestically produced jackets is third-party verified for responsible sourcing and traceability.

RECYCLED MATERIALS

Synthetic materials are a staple in the apparel industry. But very few are made with recycled content. It will take an industry-wide effort to change this status quo, and we can help by specifying recycled polyester and nylon for our products. Recycled polyester, in particular, is recognized to generate significantly less carbon.⁹

Our FY 20 and FY 21 product LCA studies showed us the difference that recycled synthetics make in our products' footprints and validated our decision to incorporate more recycled synthetics into 2021 product collections.

SUSTAINABLY SOURCED AND MANUFACTURED LEATHER

When we started designing our first-ever footwear collection — which ultimately launched in November 2021 — we knew it should embody our HUMANATURE platform by protecting consumers and the environment. It was our first significant foray into leather, so we joined the nonprofit **Leather Working Group (LWG)** as a brand member to support responsible manufacturing practices and access this group's established environmental auditing system for leather manufacturers.

We ultimately partnered with Heinen®, an LWG-certified manufacturer that received a Gold medal audit rating. This company's TerraCare® leather gives our new products exceptional performance out in the elements and a unique backstory of environmental sustainability. TerraCare® is dedicated to using and developing

ecological tanning methods, resulting in lower water and chemical consumption. Heinen® also sources from farms within a set radius of its tanning facilities in Germany, providing us with assurance that all of our leather originated in Europe.

Thanks to the LWG auditing protocol, we gained visibility into the supply chain and third-party assurance of material traceability as well as sustainable energy and water consumption, chemical management and other critical factors.



⁹ Textile Exchange provides details [here](#).

EXPLORING PATHWAYS FOR IMPROVEMENT

To make the best decisions during product design and development — and to choose the most sustainable materials — we need data about our existing products' impacts, from raw materials to end of life.

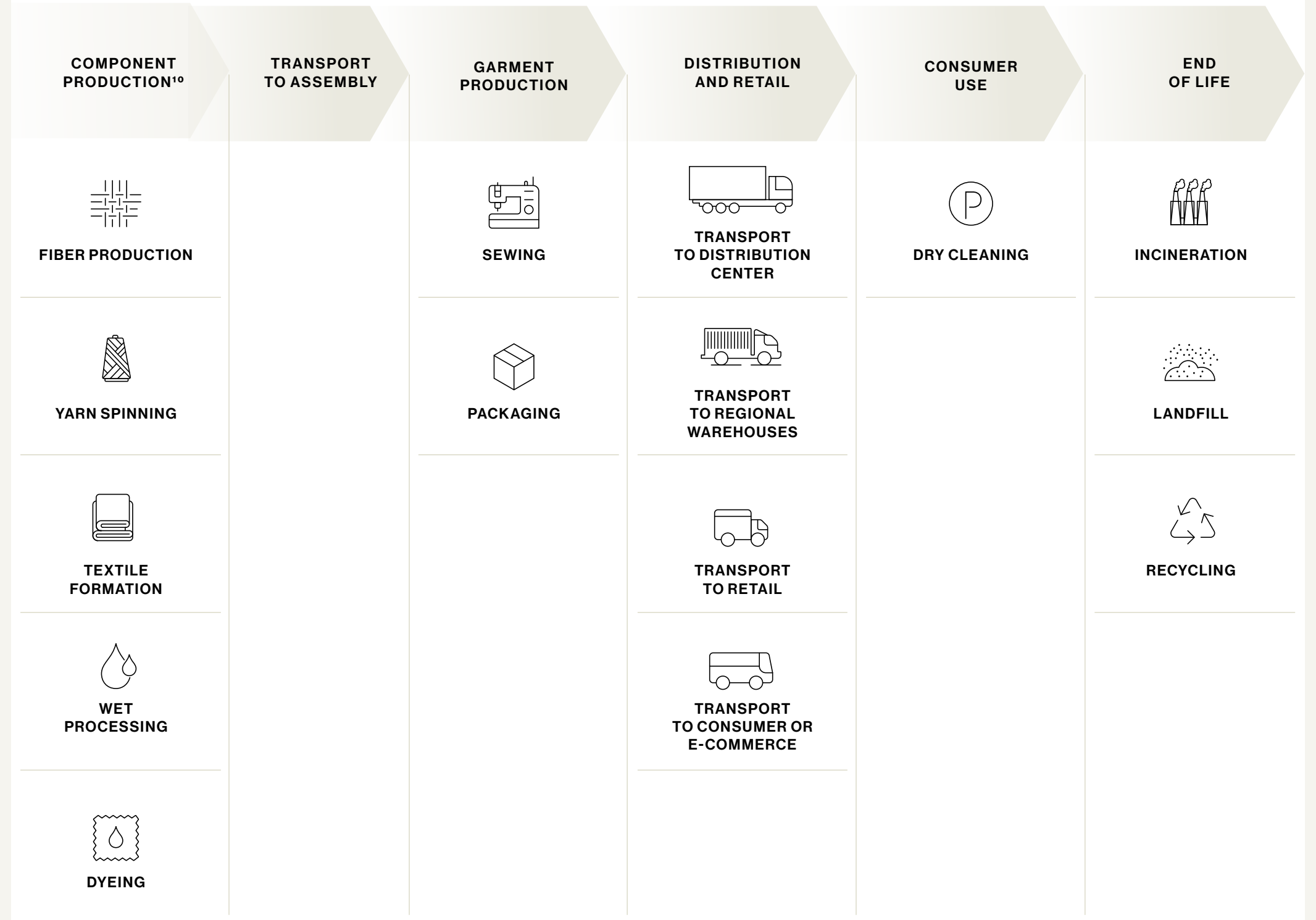
We had already completed a **LCA** to compare the Expedition Parka to the new Standard Expedition Parka design in 2020. We then expanded on this by initiating LCAs of our 10 top-selling parkas along with the Standard Expedition Parka, to evaluate GHG emissions and water consumption by parka, parka component and life cycle stage. Third-party consultant Brown and Wilmanns Environmental, LLC (BWE) completed the full LCA study in August 2021.

The data painted a vivid comparison between our products. More specifically, it highlighted which production area contributed most to the overall product environmental footprint. Component Production (e.g., fabrics) topped the charts and became our first priority for improvement.

¹⁰ Component production phase contributed most to both water and GHG emissions impacts.



PROCESSES INCLUDED IN THE ASSESSMENT





The LCA findings confirmed the importance of our PFM goal and equipped our design and sourcing teams to make educated product and material decisions. The significant environmental benefits associated with the Standard Expedition Parka's recycled synthetic shell, for example, motivated our teams to continue developing recycled technical fabrics for new products. The results were 100% recycled, high-performance nylon shells for the year's new Cypress and Crofton collections.



LCA INSIGHTS

We designed the Standard Expedition Parka to be just as warm and just as durable as our iconic Expedition Parka — while having less impact on the environment. The LCA showed we succeeded. Based on overall footprint, its design required 68% less water and generated 33% less GHG emissions¹¹ than the Expedition. Looking specifically at raw materials and textile production, the design nearly cut the amount of GHG emissions in half (47% decrease). It also required the lowest amount of water out of all 11 parkas evaluated. This is largely due to its recycled fibers; virgin fibers have higher levels of embedded water in the textile production stage.¹²

¹¹ We previously compared the Standard Expedition Parka and the Expedition Parka in our 2020 report, based on the 2020 LCA study. The data shown here has been updated to reflect the 2021 LCA study.

¹² Our 2021 LCA study was designed as an internal benchmark and is not verified to conform to ISO standards. For that reason, we are not disclosing absolute values of emissions or water consumption.

DEFINING SOLUTIONS FOR OUR PACKAGING

Sustainable materials belong in our garments — and our packaging. Our internal Sustainable Packaging Working Group has tackled small changes that would have an immediate impact on our packaging footprint. They also began the process of **mapping out a plan for moving all packaging to more sustainable solutions.**

The group's efforts have already propelled our inclusion of verified recycled content and other environmentally responsible materials and designs. We have transitioned two of seven polybag types that we use in shipping from 85% virgin/15% recycled low-density polyethylene (LDPE) to 100% post-industrial recycled LDPE.

ELIMINATING SINGLE-USE PLASTICS

We continued to eliminate single-use plastics in our retail stores, cafeterias and offices. Due to the pandemic disruptions, however, we have not yet been able to carry out the waste audits required to verify our progress.

We knew eliminating non-recyclable, single-use plastics within our operations would be challenging because they are so commonly used for shipping and transport. Polybags are one of the hardest packaging types to replace. While we haven't eliminated them yet, our regional [Sustainability Councils](#) continue to help us find more ways to reduce, reuse and recycle them as often as possible.

Our retail teams began reusing polybags to send parkas back to us for warranty replacements, while manufacturing teams devised a different tactic to reduce our reliance on plastic. In the past, they used plastic bags to keep coat parts clean and safe when moving between different production lines. Now, our manufacturing teams opt for reusable cloth bags made from scrap material.

We are challenging ourselves and our suppliers to eliminate single-use plastics across the rest of our supply chain.

PURSuing SAFE MATERIALS

We operate and sell in markets around the world, many of which have their own distinct product safety regulations. To ensure that our chemical management processes are thorough and comprehensive, we maintain a **Product Restricted Substances List (PRSL)** with exposure thresholds based on guidance from the **American Apparel & Footwear Association (AAFA)**.

The AAFA tracks evolving regulations from around the world, and by following their “master list” of standards, we confidently match and exceed what is required of us in our markets. Our PRSL is global and applies to all of our products, which sets standards that should be applied, even if the list contains chemicals that are not yet regulated in certain markets.

We are all a part of nature, and nature is part of us. When we talk about safe products and materials, we’re taking into account any effects they may have on the people who make them, the consumers who use them, and the environment in which we all live.

TESTING IS PART OF OUR PROCESS

We focus on managing restricted substances upstream in our supply chain to prevent any of these substances from making it into finished goods. For this reason, [Tier 1 and Tier 2 suppliers](#) must comply with our PRSL. To ensure that they are responsibly managing chemicals, dyes,

and finishes, Canada Goose includes a standard operating procedure for substance testing as part of our material selection and approval process.

We engage a leading testing, inspection and certification company to assess all raw materials for compliance with our PRSL before we purchase them each season.

We require that our suppliers also test orders of those raw materials periodically as they arrive in our facilities to ensure they meet the same standards over time. If the test results do not meet our PRSL requirements, the order is rejected until the supplier can deliver a product that is fully PRSL compliant.

Fabrics that are bluesign® APPROVED are the only exception — they have already achieved assurance through a proactive systems approach of ensuring chemical integrity.

SUPPLIER EVALUATIONS

We pride ourselves on choosing the right material, with the right quality, from the right suppliers who understand our shared responsibility to safeguard workers, customers and the environment from restricted substances. To help us make the right sourcing decisions, we use a supplier scorecard that includes compliance with our PRSL. It also gives preference to suppliers that partner with bluesign®.

The scorecard is not only for new suppliers; our key existing suppliers also undergo quarterly reviews so that we can evaluate their performance over time and enforce corrective actions when we identify instances of non-compliance.

84%

We reached 84% bluesign® APPROVED fabrics, up from 45% in FY 20.

WHAT WE'RE PHASING OUT

People around the world rely on Canada Goose to protect them in all kinds of weather. They also trust us to balance product performance with product safety. That's why **we've committed to phasing out per- and polyfluoroalkyl substances (PFAS) in our Arctic Tech fabric.** PFAS have made waterproof and windproof outdoor gear possible for decades. But when these substances escape into the environment, they don't break down. We believe it's time for a change.

We launched internal processes to initiate redeveloping our Arctic Tech fabric without PFAS. We began by benchmarking performance indicators of our existing fabric and testing alternatives against those benchmarks. By the end of calendar year 2023, we aim to purchase only Arctic Tech raw materials that are PFAS free.

GOING FURTHER WITH BLUESIGN®

As a global brand, we wanted to take extra steps to ensure safety for our customers, the environment and workers across our supply chain. To that end, we became a SYSTEM Partner of bluesign® in FY 19.

This globally recognized, third-party organization serves as an independent authority on chemicals, processes, materials, and products that are safe for the environment, workers, and consumers. The bluesign® SYSTEM is a framework for **systematically reducing risk to people and the planet** by eliminating environmentally damaging chemicals at each point where they might enter the supply chain.

Our partnership is a vital part of how we manage risks associated with chemicals. bluesign® uses a system of factory assessments, process control, chemical formulation review and regular follow-ups to monitor the complex journey of materials from chemical formulation to the finished goods. We have wholly embraced their criteria as the standard for resource efficiency, worker safety, environmental and consumer protection, and chemical safety.

We're aiming for 90% of Canada Goose fabrics used in domestic production (by volume) to receive the bluesign® APPROVED label for responsible and sustainable practices by the end of calendar year 2025.

MANUFACTURING AND OPERATIONS



6811

CHARRED WOOD
6811

6126
MAX CAPACITY: 960 LBS/SHELF

6126 MONARCH ORANGE
(CANSEW POLY PLUS 40 TEX45)

6115

(LANSEW POLYDRI 50 TEX40)

6151

32241 WIRLESS
(A&E PERMA CORE TEX40)

6410

SKY
GREY

32159

45954 LIMESTONE
(A&E PERMA CORE TEX40)

MAX CAPACITY: 960 L

6612

32001 SNOWCAP
(A&E PERMA CORE TEX40)

32453

32187

32426

43

CHERRYWINE

CANADA GOOSE ESG REPORT FY 21

43486

MAX CAPACITY: 960 L

43004

RED
CARDINAL

43292
LILAC

PINK 1
45902

32085
RAIL
GREY

44118
PLANET
PURPLE

FORESTRY GREEN

32149

MANUFACTURING AND OPERATIONS

Climate change is real. We see it take the form of melting permafrost, receding glaciers, and habitat loss.

We also see the path forward — it’s right here inside our manufacturing facilities, offices and stores. We must take bold steps, quickly, to change “business as usual” in our operations.

To help protect our communities.
To help restore the natural world.

To make an impact that matters, we focused our efforts on refining our net zero carbon strategy. We began implementing the first phase of our three-pronged strategy: improving energy efficiency in the facilities that use the most energy and have the highest GHG emissions and intensities.

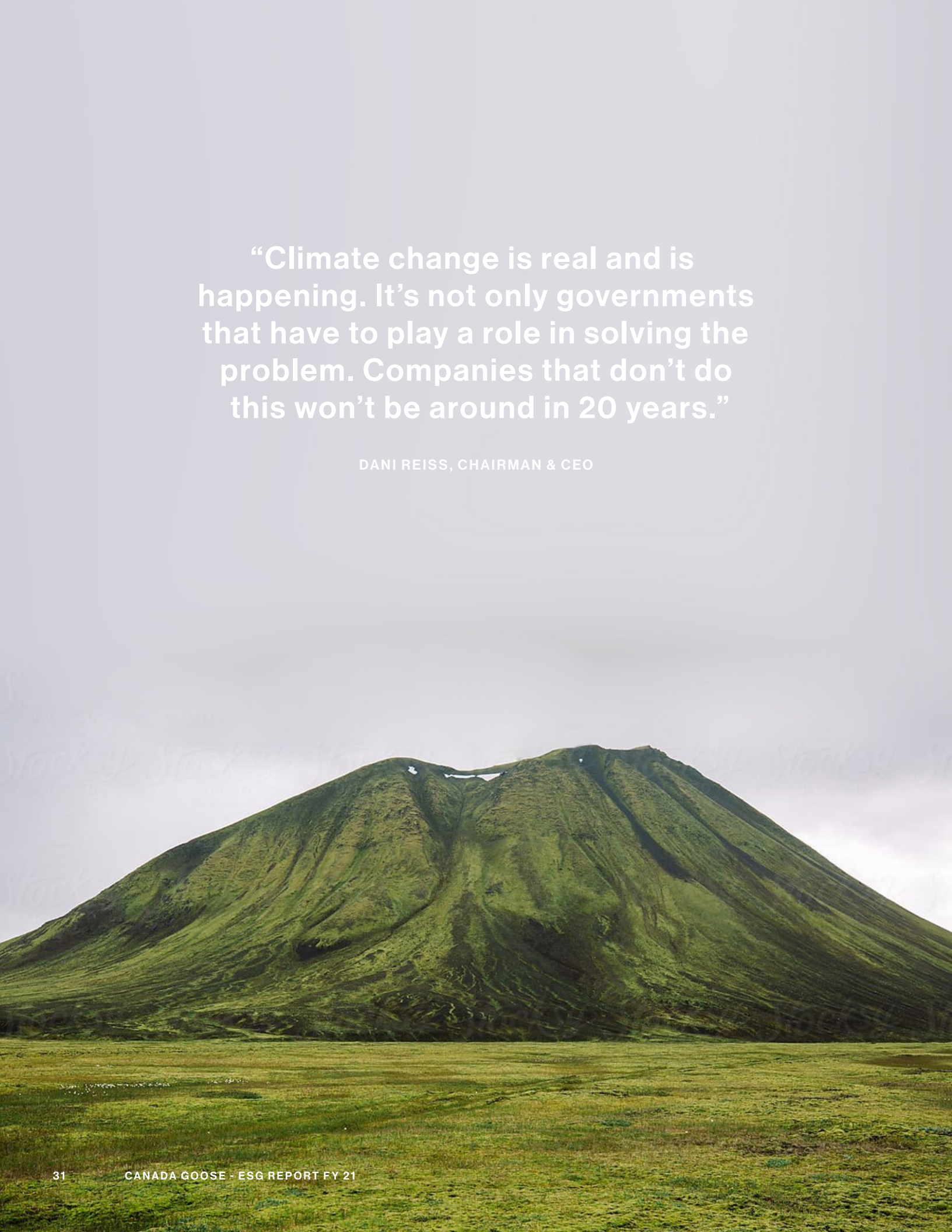
We’re also protecting our planet by reducing waste and stewarding our resources wisely. We implemented a waste diversion hierarchy that has prepared us to scale up our warranty waste reuse and recycling.

GOAL	TARGET DATE	PROGRESS
Reduce our scope 1 and 2 emissions in order to achieve our net zero goal	End of 2025	3% reduction compared to 2020 (21% increase compared to 2019 baseline) █
Measure and publish our direct and indirect (scope 1 and 2) greenhouse gas emissions from our corporate headquarters, factories, retail stores, and transportation	Annual goal	Completed █
Maintain carbon neutrality for company operations 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	100% — target completed █
Adopt renewable energy commitments	End of 2022	In progress — initiated █
Invest in energy efficiency and renewable energy purchases and/or installations	End of 2023	In progress — initiated █
Invest in renewable energy credits, as needed	End of 2025	In progress — initiated █
Measure scope 3 emissions and set targets	End of 2024	New target █
Set our SBTi targets and submit for approval	End of 2022	New target █
Divert 100% of post-consumer global warranty waste products ¹³	End of 2025	41% — this work was halted due to pandemic-related, cross-border shipping disruptions █

¹³Our goal is to be at 100% diversion by 2025 and every year after. 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 will fluctuate each year until 2025 as we conduct trials for various diversion methods, including recycling, donation and repurposing.



LOOKING AHEAD
In addition to ongoing energy efficiency improvements, we plan to transition away from carbon-intensive, natural gas heating. Our warranty waste diversion efforts will continue to grow, and we plan to collaborate with suppliers on the challenge of eliminating single-use plastics in our supply chain.



“Climate change is real and is happening. It’s not only governments that have to play a role in solving the problem. Companies that don’t do this won’t be around in 20 years.”

DANI REISS, CHAIRMAN & CEO

MAPPING THE PATH TO NET ZERO

We’ve committed to an ambitious — and vital — goal: achieve net zero scope 1 and 2 emissions by the end of calendar year 2025 or sooner. The path ahead will be challenging, but Canada Goose has never chosen the easy route.

Achieving net-zero emissions means reaching the point when any remaining human-caused GHG emissions are balanced out by removing GHGs from the atmosphere.¹⁴ Reaching net zero involves first significantly reducing GHG emissions, then balancing the remaining emissions with the amount of carbon we remove from the earth’s atmosphere through nature-based solutions (like restoring forests) or technological methods.

We will reach our goal of net zero scope 1 and 2 emissions through a three-pronged strategy:

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

IMPROVE BUILDING EFFICIENCY

Energy efficiency is the essential starting point, and this is where we focused our efforts so far. Our **annual global scope 1 and 2 GHG emissions inventory** showed us that our facilities in North America make up the vast majority of our GHG emissions and the greatest opportunities for improvement. We have already completed energy audits for six of those sites.

The audit findings have helped us focus on the most impactful energy and GHG reduction measures. We have the opportunity to substantially reduce our

energy use by prioritizing high-impact upgrades across this portion of our facility portfolio — upgrades like LED lighting, building envelope updates, and new HVAC and automation systems. These improvements also offer a high return on investment, trimming our operating expenses as they decrease our energy use. Going forward, we plan to establish a green procurement policy that includes standards for leasing facilities that will help us reduce our energy use and emissions.

¹⁴ Access the World Resources Institute’s full definition [here](#).



REDUCE CARBON SOURCES

In common with the majority of Canadian buildings, our domestic manufacturing and warehouse facilities use natural gas as their primary source of winter heating.

Natural gas is also a significant source of our GHG emissions. To reach our emission reduction goals, we plan to explore how we can convert our heating equipment from natural gas to electricity. Electricity is predominantly generated by hydropower in our three key manufacturing provinces (Manitoba, Ontario, Quebec). Converting to electricity will create opportunities for us to add other forms of renewable energy into our mix as well.

EMBRACE RENEWABLE ENERGY

The third phase of our strategy will incorporate additional sources of renewable energy. Without this part of our strategy, we will not be able to reach our net zero goal.

We will work with third-party partners to understand the challenges and opportunities of investing in onsite and

offsite renewable sources. We'll also explore a variety of financing models for optimizing the ROI of transitioning to more renewables.

We believe that transitioning to renewable energy is the right decision for our company and our planet for the long term. Doing so provides us the opportunity to dramatically reduce GHG emissions while also choosing an arrangement that helps us reduce our operating expenses.



TAKING THE STEPS THAT COUNT

We're already seeing the difference that high-impact upgrades can make in a facility's energy use. At one of our manufacturing plants in Toronto, Ontario, an LED lighting retrofit is saving 214,000 kWh each year compared to conventional lighting and an air compressor upgrade has reduced yearly energy use by 33,000 kWh.

IMMEDIATE IMPACT THROUGH CARBON OFFSETS

Reaching net zero is a must. But we knew we couldn't wait until 2025 to make a difference for the climate. So, we set an intermediate goal for ourselves: maintain carbon neutrality annually for company operations.¹⁵

Each year, we invest in carbon offset projects totalling 200% of our GHG footprint — in other words, these projects reduce, avoid, or sequester the equivalent of 200% of our annual scope 1 and 2 GHG emissions. Those projects, which have been located anywhere around the world, balance out the GHG emissions we produce for the set period of one year.

We've partnered with Carbonzero to source these projects since 2019. Carbonzero helps companies like ours choose high-quality carbon offsets that are certified to international standards and verified by third parties. They work with carbon-offset projects around the world, but as a Canadian company based in Toronto, they also provide a unique expertise in projects that appeal to other Canada-based companies.

Ultimately, we hope to develop our own project in Canada that will offset our GHG emissions over the long term.

2019

50% Yingxin Glassworks Waste Heat to Energy Project (China) and 50% Sutas Aksaray Biogas Project (Turkey); certified to the Gold Standard

2020

Afgonak Island Forest Conservation Project (USA); certified to the VCS Standard

2021

Thermal Residential Aggregation Heating Project (Canada); ISO-14064-2 certified

¹⁵ Carbon neutrality is achieved when the GHG emissions associated with an entity are reduced and offset to zero for a defined duration. See https://assets.naturalcapitalpartners.com/downloads/The_CarbonNeutral_Protocol_Jan_2021.pdf

CARBON EMISSIONS: WHERE WE ARE

Canada Goose significantly expanded our retail footprint from FY 19 to FY 21, going from 12 to 28 retail stores.

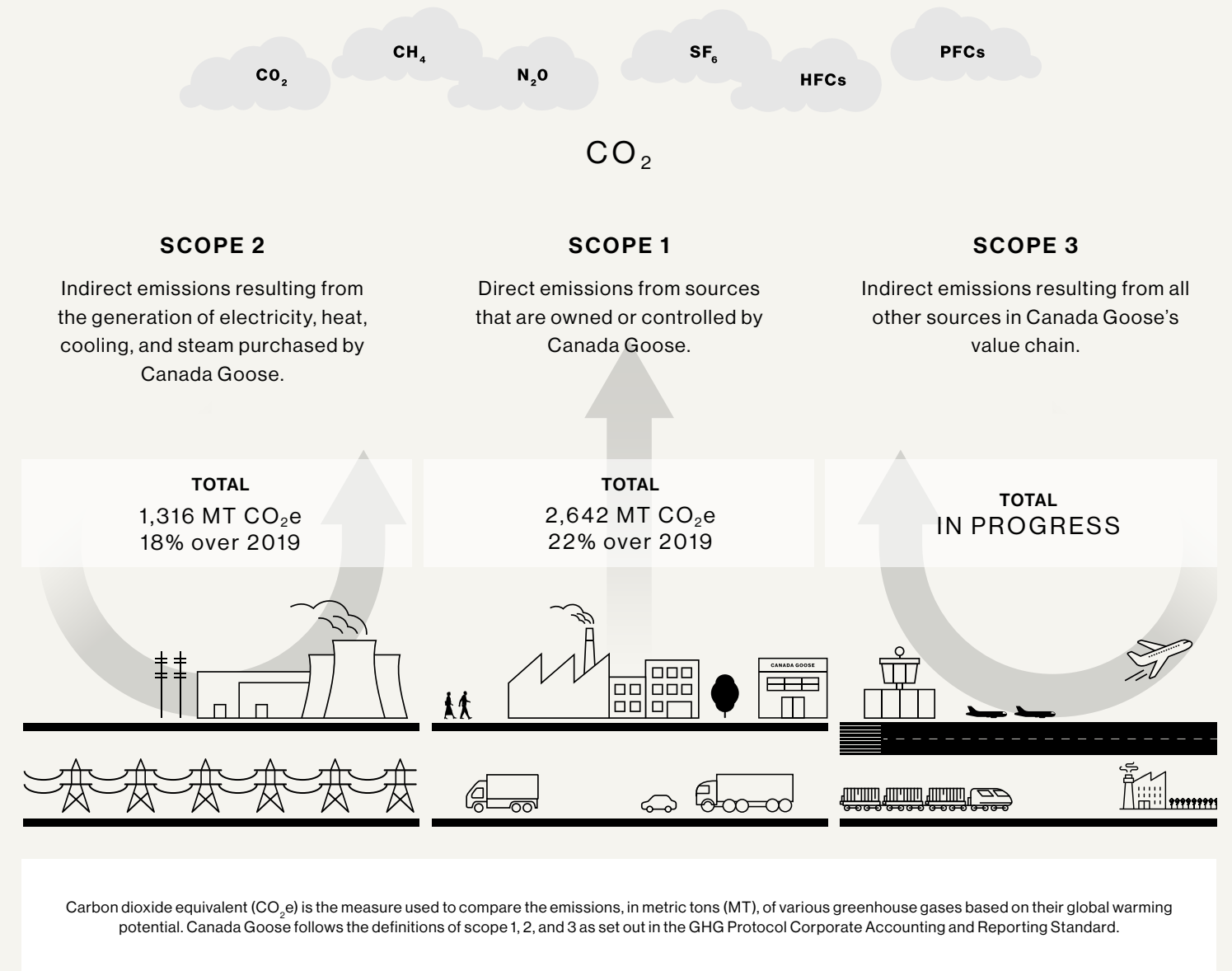
This made reducing GHG emissions a greater challenge. Despite our expanding physical footprint, we decreased our FY 21 GHG emissions by 3% compared to FY 20. Our energy efficiency initiatives played a role in this reduction, as did disruptions related to COVID-19.

We are still 21% higher than our FY 19 baseline, against which we measure each year's emissions. This means we still have significant work to do to reach net zero by the end of calendar year 2025. Going

forward, we must face the challenges more directly through our three-pronged strategy, and evolve our business processes and infrastructure to support this goal.



OUR FY 21 GREENHOUSE GAS FOOTPRINT



STEPPING UP ON WASTE DIVERSION

Everything we make, every piece of packaging we use, has energy, water and other resources embedded within it. These resources are too important to waste. We regularly explore new ways to reduce, reuse, and recycle across all areas of our operations. With ingenuity and commitment, our teams are transforming what was once considered waste — material scraps, used packaging and end-of-life products — into opportunities to protect our planet.

EXTENDING PRODUCT LIFE TO REDUCE WASTE

We pride ourselves in developing exceptional products made with high-quality materials and unmatched attention to detail. Our gear is built to last, whether it's worn trekking the Arctic tundra, climbing the highest mountain, or navigating city streets.

No matter how durable we make our jackets, though, the wear and tear of life (plus accidental damage) can accumulate over time. That's why in addition to our Warranty Program, we offer value-added parka repair services for our customers so that they can continue to live out in the open. We even take it one step further by equipping our retail teams with the tools and knowledge to perform quick repairs, making the product journey more seamless.

Through our warranty program, our jackets are fully protected against defects in materials and workmanship for the lifetime of the product. Our dedicated warranty

teams evaluate each product sent to our five global warranty facilities. If one fails due to a manufacturing defect, we will repair the product free of charge or replace it at our discretion.

Our warranty team's firsthand insights also help us update or develop new products with repairability and our customer's product journey in mind — which helps reduce waste over time.

GIVING WARRANTY WASTE NEW LIFE — IN MULTIPLE WAYS

When we determine that a warranty return must be replaced, the "end-of-life warranty waste" remains with us. In the past, we faced a dilemma: what should be done with the warranty waste — those garments that

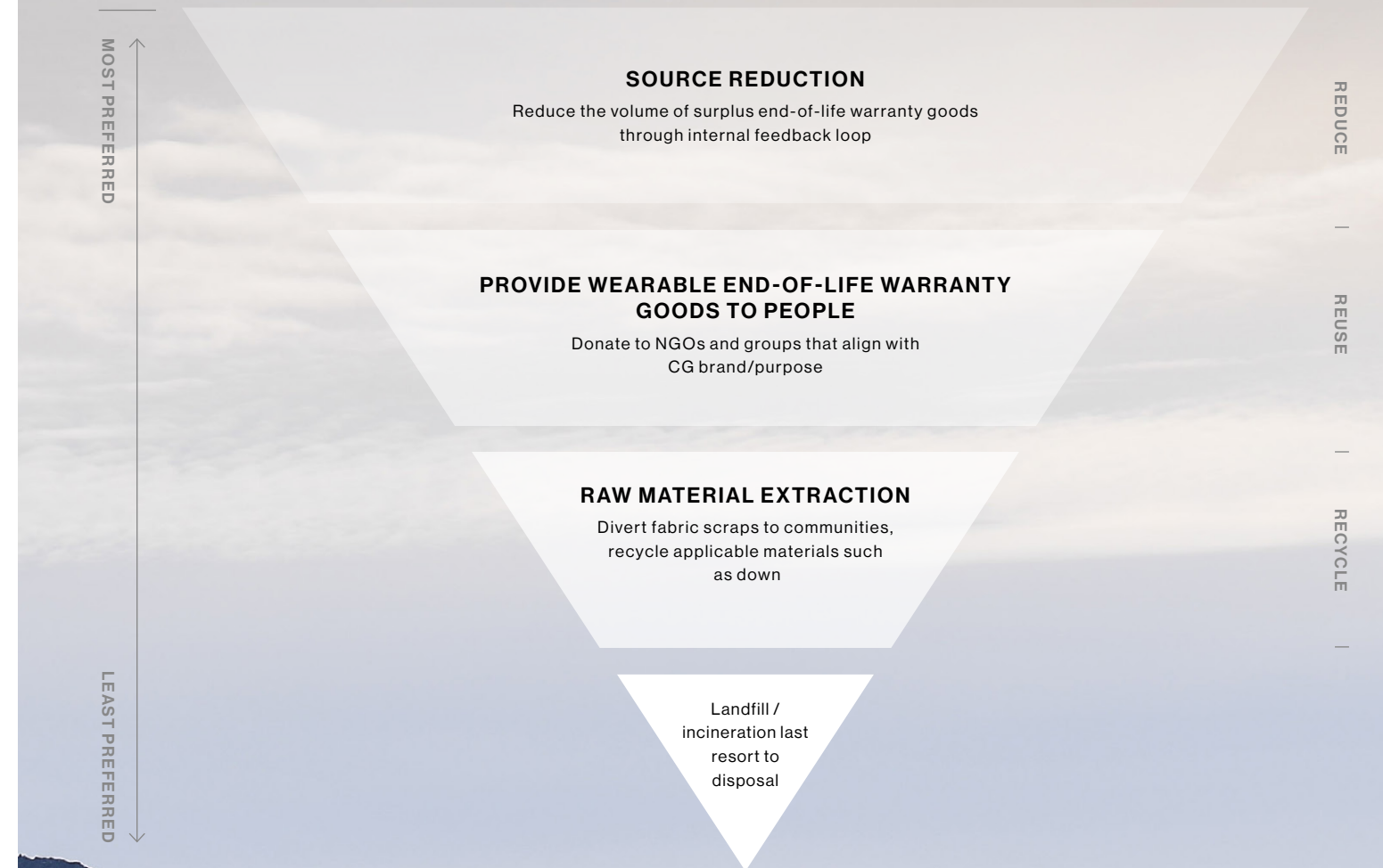
we deem should be replaced instead of repaired and returned to their owners? Common industry practices include incineration and sending it to the landfill. Instead, we challenged ourselves to develop new pathways for responsibly managing warranty waste.

We developed our **Warranty Apparel Recovery Hierarchy** to guide our efforts. To implement the hierarchy, each end-of-life jacket now goes through an identification process in which we assess whether it is best fit to be recycled or reused.

The hierarchy demonstrates how we will focus our efforts to achieve the goal of diverting all annual warranty waste by 2025. By that time, we will make the largest impact on warranty waste by reducing end-of-life warranty goods through repairs and by continuously improving our products; goods that are still wearable will be reused and donated through our Resource Centre and Response Program; jackets that cannot be reused will be deconstructed so that the different materials can be recycled.

To make the greatest difference, we are diverting waste from the landfill and reducing the volume of waste that requires diversion by extending the life of our products.

WARRANTY APPAREL RECOVERY HIERARCHY





We successfully implemented our Warranty Apparel Recovery Hierarchy in Canada — and **diverted 100% of Canadian end-of-life products from the landfill**. Globally, we diverted 41% of our total end-of-life warranty jackets. We will continue to seek out new diversion opportunities in all of our global warranty service locations.

PROGRESS THROUGH PARTNERSHIPS

We partnered with textile recyclers in Canada, the United States and Europe to conduct trials for various recycling and reuse (which includes donation) options for end-of-life warranty products.

Our continuing partnership with reverse logistics expert Debrand in Vancouver played a vital role in achieving 100%

diversion of those warranty products in Canada. Together, we diverted 2,653 garments from the landfill. Of those, 21% of jackets were reused, primarily through donations to Northern communities. While 79% of jackets did not qualify for reuse, they were diverted toward a down extraction recycling stream.



PEOPLE AND COMMUNITIES



PEOPLE AND COMMUNITIES

Building relationships is a vital element of our journey. We support our employees, local neighbours, and global communities on their unique paths — and gratefully acknowledge how their wisdom, passion and actions help us live out our HUMANATURE platform.

As the pandemic continued in FY 21, we created new ways to support the people around us. We offered new mental health resources to employees and worked across our organization to incorporate diversity and inclusion in meaningful, authentic ways. We expanded our Resource Centres project to provide not only materials but refurbished parkas for remote Northern communities.

Inside and outside our facilities, we continued to create good together — to maintain healthy, respectful workplaces, prepare individuals for successful careers, keep our neighbours warm, celebrate the Inuit heritage, and bring humans and nature closer together.

GOAL	TARGET DATE	PROGRESS
Promote Arctic preservation through support of Polar Bears International (PBI)'s research and conservation work	Ongoing	\$0.6m donated to PBI



LOOKING AHEAD
 With the addition of a dedicated diversity and inclusion (D&I) director role, we will gain a broader understanding of our employees across the organization and continue to grow and strengthen our D&I focus. We will also explore new ways to engage a broader employee population in our online CG Gives platform to build back a strong sense of community connection in the wake of the pandemic.

EMPOWERING OUR EMPLOYEES

Canada Goose is the sum of its team members. Their passion, expertise and authenticity are the driving force of our company. For that reason, empowering employees at all levels is foundational to who we are and to our ability to make an impact for our world.

As a company, we work to support the whole person by providing each team member with the freedom and resources to pursue their goals, create change, and be proud of who they are in every aspect. Together, we live out our core values of entrepreneurship, relentlessness, passion, innovation and authenticity. And together, we achieve greatness.

SURVEY INSIGHTS LEAD TO ACTION

Each year, we survey our global employee population to better understand how, when and why employees engage within our company. In FY 21, 98% of global employees participated to help us identify what's working and where we need to grow and change.

"Pride in Canada Goose" and "inclusivity" received some of the highest scores from our employees. Other areas of strength include:

- Clear company values
- Employee understanding of how their work contributes to overall business objectives
- Manager communication, feedback, and team building abilities

We share overall and department-specific results with employees to tee up collaborative action-planning sessions. The results help us develop new initiatives that our employees value. The FY 21 engagement survey showed us that employees needed a greater degree of flexibility during the pandemic, and as a result, we created a hybrid work model.

GLOBAL EMPLOYEES AS OF MARCH 28, 2021¹⁶

TOTAL
3,590

CORPORATE HEAD OFFICE
544

SELLING AND RETAIL
557

CANADIAN MANUFACTURING
2,489

We also saw that employees wanted more learning and development opportunities. This led us to engage a partner in developing a new, proprietary manager development series to be piloted in FY 22.

EXPANDING DIVERSITY AND INCLUSION

As a company, we don't simply want our employees to feel welcomed, safe and free of judgment — we're taking action to integrate diversity and inclusion even deeper into the fabric of our company. This is absolutely necessary for our employees to succeed and for Canada Goose to grow.

Each year, all employees around the globe participate in our "Respect in the Workplace" training. This course is designed to educate our people about biases and the connection between workplace diversity and achieving objectives like efficiency, effectiveness and innovation. It provides an overview of cultural sensitivity, how to support diversity, and harassment awareness and prevention.

To help create authentic, long-term equality, our Talent Acquisition team also completed unconscious bias training, and we regularly review our processes for developing and promoting employees internally to help us monitor the effects of unconscious bias. We also consider how to support diverse representation in project groups and our open feedback culture.

CREATING THE INCLUSION ADVISORY COUNCIL

Authenticity is a core value of our brand. We encourage each of our team members to stretch themselves, speak out, and share who they really are. Creating our Inclusion Advisory Council (IAC) was a natural outcome of our commitment to authenticity. The IAC brings together employee members representative of a variety of roles and regions within the company, including many different backgrounds, intersectional identities, perspectives and diversity of thought. The group is committed to advocating for team members across the spectrum of diversity

and facilitating meaningful dialogue about inclusion with consideration of being a global organization.

The IAC has a direct link with our leadership: our Chairman & CEO as well as our Chief of Staff and EVP of People and Culture were appointed as executive sponsors. The group is already playing a fundamental role in business strategy, partnership and marketing decisions.

The IAC's efforts have laid a foundation for us to continue advancing D&I in ways that are authentic to our brand and our people. Within its first year, the IAC helped our leadership identify a significant gap in our internal data — we needed to better understand our starting point in order to measure impact. They began researching what data should be collected and how it should be used. They also identified opportunities for greater awareness and education. They curated learning resources to help employees across Canada Goose engage in personal conversations and facility-wide observances such as Black History Month and International Women's Day.



STRENGTHENING OUR D&I STRATEGY

The IAC's work demonstrated the need to develop a clear D&I strategy and hire a subject matter expert to strategically lead our efforts, help us more deeply understand our starting point and embed a D&I lens across the organization to foster meaningful outcomes.

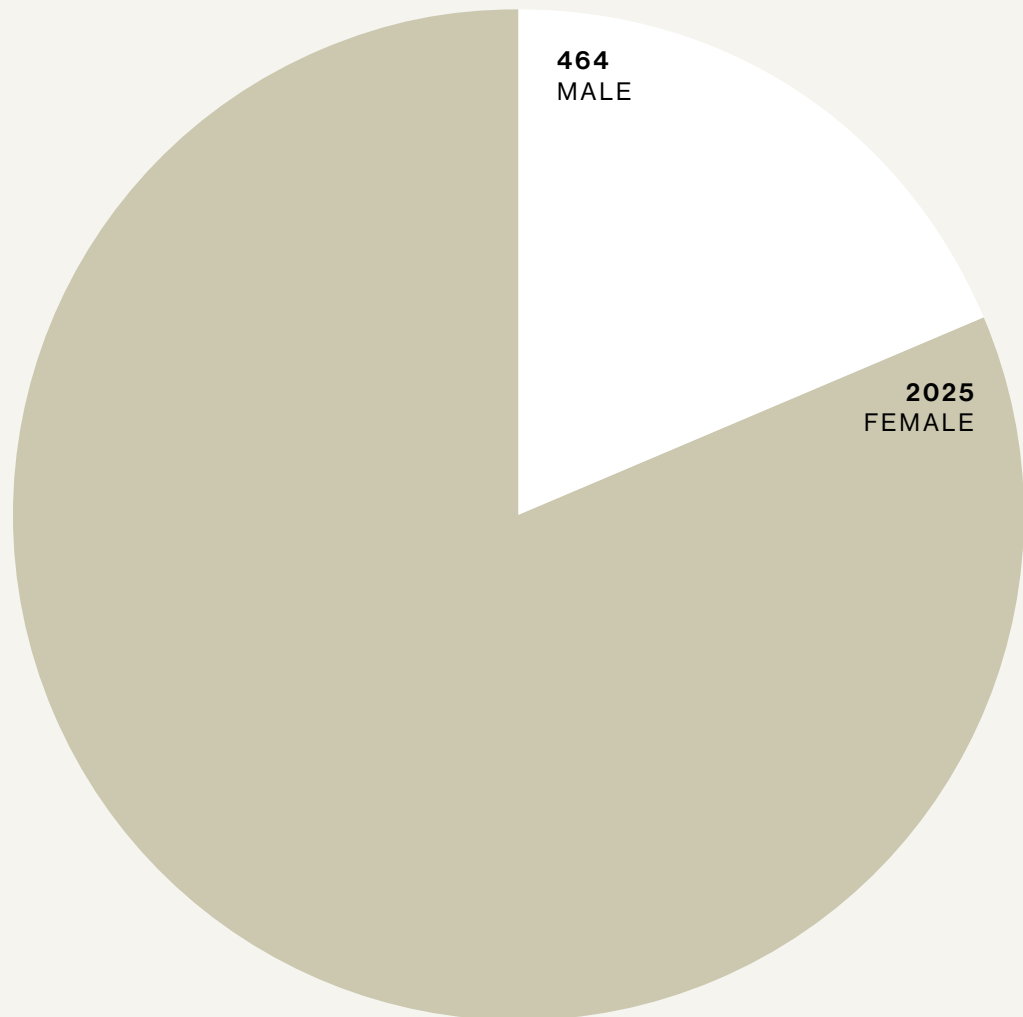
We created the position of Director of Diversity & Inclusion in July 2021 to guide our ongoing journey and take on a new degree of accountability for meaningful progress. The creation of this role is a testament to the level of commitment from our leadership.

"As the first D&I leader at Canada Goose, my goal is to be intentional about weaving D&I into the fabric of our organization to meet the needs of our diverse teams and build a sense of belonging for all."
– Sheena Chaudry, Director, Diversity & Inclusion

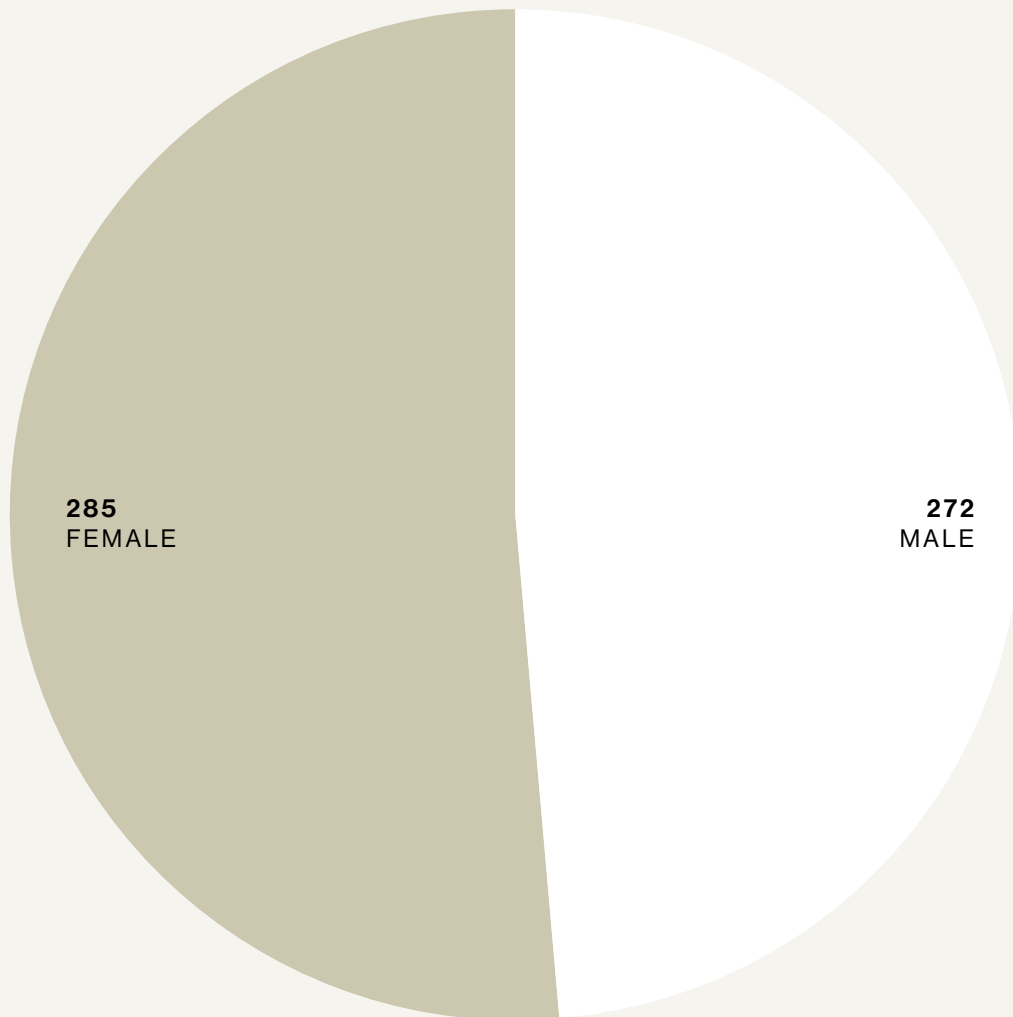
¹⁶ Represents full and part-time employees. Does not include employees on leave at that time.

**EMPLOYEE GENDER REPRESENTATION
AS OF MARCH 28, 2021**

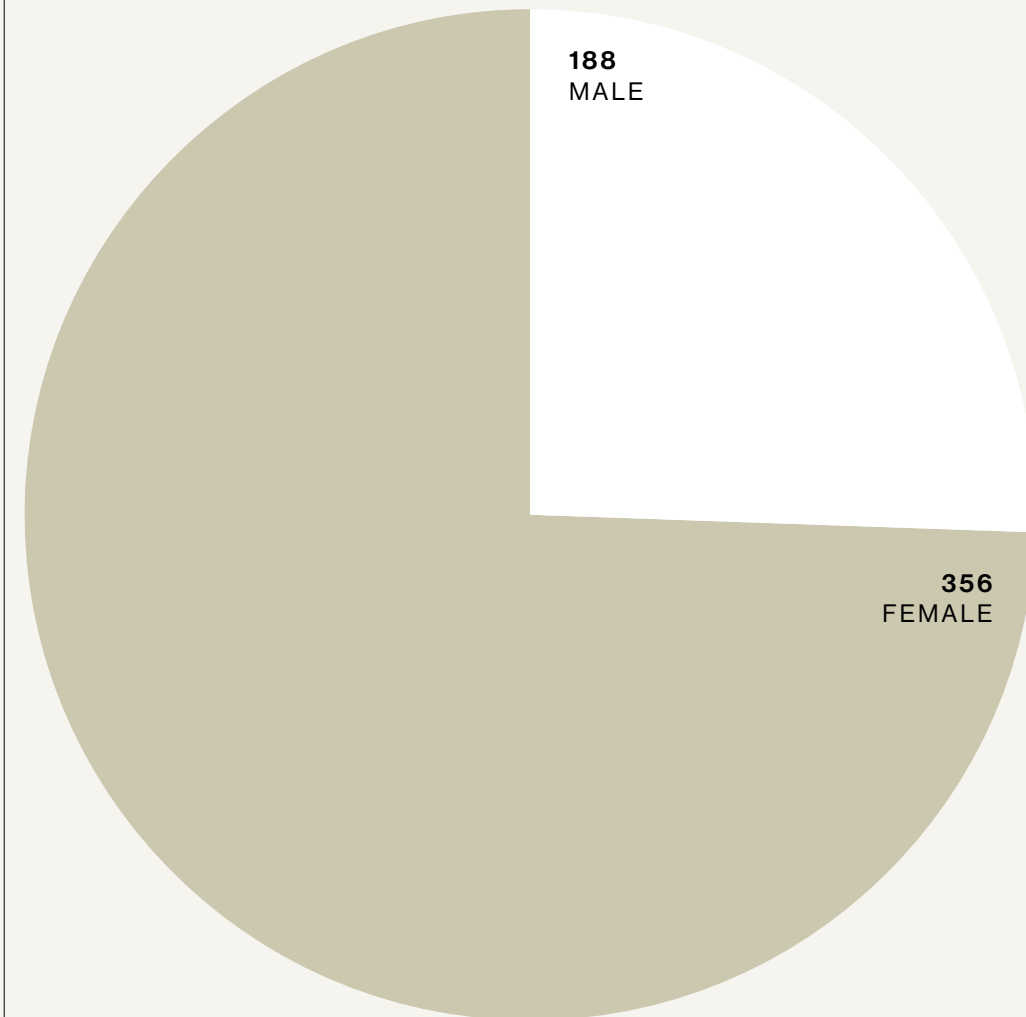
MANUFACTURING
TOTAL: 2489



SELLING AND RETAIL
TOTAL: 557



CORPORATE HEAD OFFICE
TOTAL: 544





OUR INCLUSION STATEMENT

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 definition and strive to remove barriers to create an inclusive culture and equitable workplace where everyone can live authentically, every day and in every situation.

SUPPORTING OUR EMPLOYEES' SUCCESS

From the start, we aim to prepare employees to succeed. We've always welcomed new full-time hires with a comprehensive seminar about Canada Goose and by helping them translate our values into their new roles. New hires with people management responsibilities also attend tailored sessions to learn about recruitment, onboarding, performance management and other key topics.

Throughout the year, we encourage employees at every level to engage their colleagues and managers for brainstorming, advice and career insights. This is formalized within the biannual performance review process, as employees work with their managers to set goals and plan for growth.

A culture of open, honest feedback is vital for employee success. We welcome employees to speak up about anything and everything without fear of negative consequences. It's especially important for employees to know they can share feedback on their manager's performance, and we provide numerous confidential outlets.

As employees develop their careers, we know satisfaction can climb up — and down. We began to implement "Stay Surveys" to help us better serve high-performing employees who show signs of disengagement or dissatisfaction. Stay Surveys help us make proactive changes that give employees a reason to re-engage with our brand and their specific role.

WE LEARN FROM EACH OTHER

Junior team members can learn firsthand from seasoned colleagues through our Global Mentorship Program. Mentors support and inspire mentees (and often vice versa) as they guide them through the ins and outs of life as a rising professional.

These relationships are incredibly impactful. We survey participants throughout the six-month program; 100% of mentees said they felt the program met their goals, and 97% of participants — both mentees and mentors — said they were open to extending their partnership beyond the program timeframe.

Program participation jumped from 36 mentor/mentee partnerships in FY 19 to 48 in FY 21. We're excited to see how it grows in FY 22.

"Serving as a mentor has proven to be a rewarding experience. I'm not required to have all the answers. I just need to provide a safe place for open communication and dialogue. In doing so, we both learn and grow."
– Program Mentor

"The mentorship program has positively shaped my work experience in the way that I gained valuable guidance, wisdom, and knowledge from another experienced individual."
– Program Mentee

DEVELOPING A WORLD-CLASS WORKFORCE

Supporting our employees' professional development is an investment in their future and ours. We provide multiple routes for growth, including reimbursement for continuing education course fees and unlimited access to LinkedIn Learning. Our global workforce has more than 16,000 online modules at their fingertips to help them learn new business, creative and technology skills.

In addition, we run monthly product knowledge sessions to introduce employees to the functional purpose behind various design elements. Recording our virtual sessions during the pandemic has made it easier for participants to share what they learned with their colleagues.

Retail store managers and other high-potential retail employees have their own tailored program, the bi-annual Goose Academy. We immerse participants in our brand values and engage them in product knowledge sessions. The Academy has traditionally been hosted at our Toronto headquarters, but we've taken this program online as well during the pandemic.

INVESTING IN OUR EMPLOYEES' CAREERS

Our unique Canada Goose Career Development Tool helps employees identify their career goals and map the best path to achieve them. It's designed to fuel self-reflection, spark the right questions, and guide employees as they develop a clear, detailed plan.

PROMOTING EMPLOYEE HEALTH AND WELLNESS

At Canada Goose, we prize excellence and exploration, but we know employees' physical, mental and financial well-being must come first. When we care for our whole selves, we can do our best work. We've designed our health benefits, wellness programs and financial benefits to help employees be at their best, at home and on the job.

We provide competitive health plans for any full-time employee, with plan details varying for salaried and hourly workers. All health plans include dental, eyecare, and other health specialists, such as massage therapy. Family coverage is available. Both salaried and hourly workers can also qualify for life and disability insurance.

NURTURING MENTAL AND PHYSICAL WELL-BEING

In response to the pandemic, we launched our Employee Assistance Program to provide employees and their families with confidential, 24/7 counselling services. This program has continued to benefit employees, providing help through everyday stress, personal challenges, and acute crises. For additional mental health support, employees can take online courses through our Learning Management System such as Coping with Anxiety, Managing Stress in the Workplace, and An Introduction to Meditation.

As vaccines became available, we began focusing on how to remove barriers to vaccination and ensure equitable access. We now offer employees up to four hours paid leave to receive COVID-19 vaccinations and partner with a leading Toronto physician to share guidance and answer employees' questions around vaccination safety, side effects and success.

REFRESHING OUR POLICIES

As passionate as we are about our work, we know how important work and life balance is. As of the end of FY 21, we updated our policies to provide all our Canadian employees with a minimum of 15 paid vacation days per year. In addition, full-time, salaried employees can adopt flexible start/finish hours, telecommute (we instated this policy before COVID-19 made this a standard part of office life), and take advantage of reduced summer hours.



We launched the Global Wellness Council to champion employee wellbeing across the organization and help us drive positive change. The council is composed of corporate, manufacturing and retail employees from around the globe. EVP of People and Culture, Kara MacKillop serves as the executive sponsor. In May 2021, the council sponsored its first initiative: a week of virtual activities that included meditation and yoga classes as well as a lunch-and-learn for people managers to help them recognize mental health issues and support their team members. Since then, the council has continued to sponsor events, provide educational resources, and develop employees' ideas into actions.

SUPPORTING FINANCIAL WELL-BEING

In March 2020, we quickly created an Employee Assistance Fund for employees impacted by our store and manufacturing closures but ineligible for government assistance. This fund provided financial support beyond compensation packages and extended benefits. As the pandemic has stretched on, we have continued to provide the Employee Assistance Fund for our team members and their families.

We also offer financial benefits for employees:

- Canada Goose matches employees' biweekly Registered Retirement Savings Plan (RRSP) contributions up to a certain amount for both salaried and hourly employees.
- Permanent, salaried employees can enroll in the Employee Share Purchase Plan (ESPP) to become a shareholder in Canada Goose. We offer a company matching program to purchase shares up to a certain amount.



WHEN EMPLOYEE AND ENVIRONMENTAL HEALTH INTERSECT

Employees at our European headquarters in Zug, Switzerland, committed to stay active and sustainable by joining an annual Swiss challenge: biking to work over the course of two months. As part of the challenge, they were given a choice: did they want to win personal gifts or donate trees? Their decision was unanimous. After biking 2,177 kilometers and preventing 314 kilograms of carbon dioxide, these Canada Goose employees joined challenge participants from many other companies to donate a total of 14,000 trees for planting across Africa and Asia.

The Bike to Work Challenge is one of the many ways employees across the globe are incorporating our HUMANATURE platform into their everyday lives. This shows just how much we are part of nature and nature is part of us.



GENEROSITY IS WOVEN IN

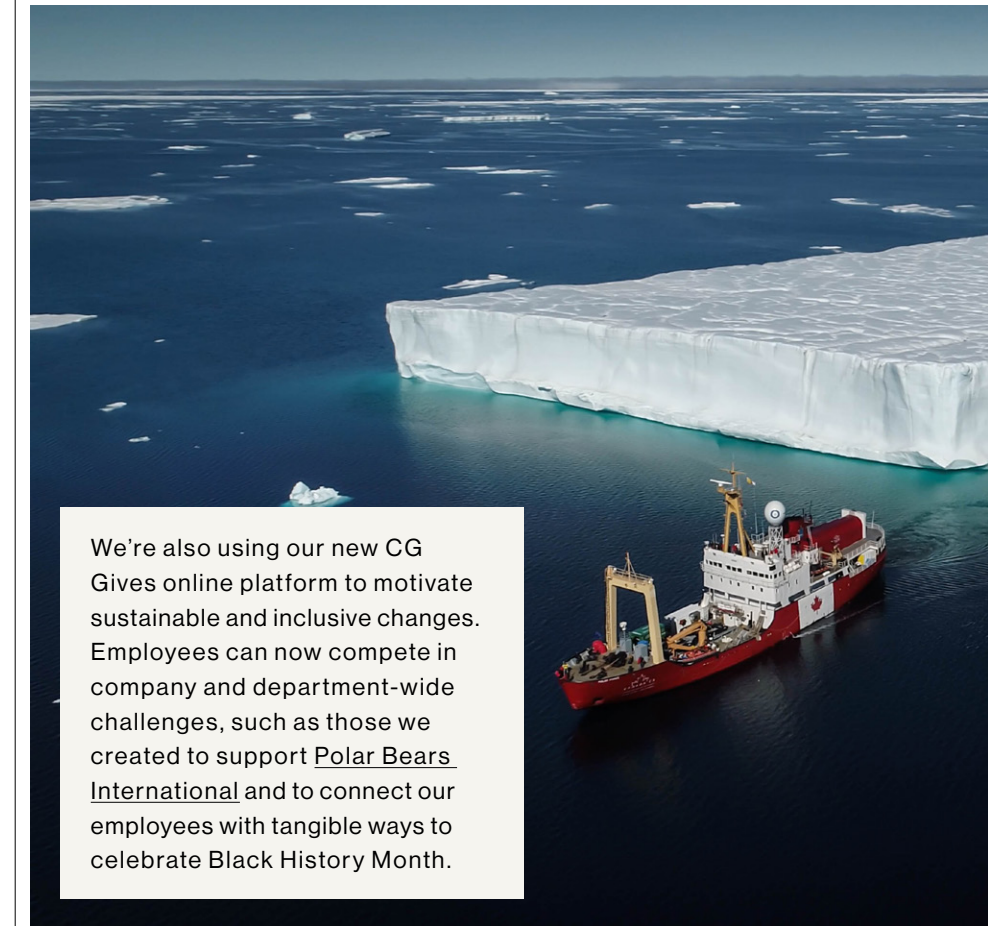
Employees know that our in-house charitable endeavours are born directly from our sense of purpose. They also believe that doing good in our communities isn't just for Canada Goose as a corporate body. Every person has the opportunity to make an impact, at home and in the northern communities that inspire us.

We developed a new virtual volunteering platform to put our CG Gives program at employees' fingertips, making it easy for them to donate to and find volunteer opportunities with nearly 2 million non-profit organizations worldwide. We also encouraged employees to complete acts of goodness for people and planet right in their own backyards and track their acts via CG Gives.

Salaried employees have up to three paid days off each year to volunteer for a charity of their choice. When an hourly employee volunteers their personal time, we make an equivalent cash donation to their chosen charity — for each employee, we donate \$20 per volunteered hour, up to 100 hours per calendar year. Over time, we could see hourly employees' participation on the CG Gives platform remained significantly lower than that of salaried employees. In 2022, we will focus on engaging our hourly retail and manufacturing employees.

We also match employee financial donations to charities around the world, up to \$2,500 per employee each fiscal year. We double our match, up to \$5,000, when employees give to the organizations that Canada Goose corporately supports, including Polar Bears International,

Students on Ice, and the national Inuit representational organization, Inuit Tapiriit Kanatami (ITK).



We're also using our new CG Gives online platform to motivate sustainable and inclusive changes. Employees can now compete in company and department-wide challenges, such as those we created to support [Polar Bears International](#) and to connect our employees with tangible ways to celebrate Black History Month.



\$106,000

In FY 21, we gave more than \$106,000 to charities through CG Gives employee donations and matching contributions.

CREATING AND SHARING VALUE WITH LOCAL COMMUNITIES

The North is our home. Years ago, we made a conscious decision to be a caring, connected neighbour.

We act locally to address global environmental and social issues, including climate change and the need for decent work and economic growth. So, in addition to CG Gives, we've cultivated long-term partnerships and programs dedicated to supporting the people and places of the North.

Community partnerships are a point of connection for consumers, too. As Chairman & CEO Dani Reiss says, "Consumers want to buy things from companies that are good for the world and good for the communities in which they serve." We leverage our global platform to help our partners raise awareness of critical issues, including climate change, and create entrepreneurship opportunities.

TRAINING THE FUTURE WORKFORCE

When the majority of domestic apparel manufacturing shifted overseas, we were determined to stay in Canada. Our choice was rewarding, but not easy. Filling the growing demand for our products was a challenge when the supply of skilled workers was dwindling.

We created Sewing Training Schools to close this gap. Through this six-week program, we equip unemployed, underemployed, and immigrant community members with in-demand skills. Trainees learn progressively more challenging sewing techniques and have the option to earn a second language program certification in English or French to increase their opportunities. Program graduates move onto the production line as Sewing Machine Operators. The program prepares them not only for production line positions, however, but also for advancing their careers as future supervisors, engineers, and managers.

Since 2015, nearly 5,000 people have completed our Sewing Training. COVID-19 has affected our ability to offer training, but we are eager to resume the program in the future.

AN INTRODUCTION TO THE INDUSTRY

We teamed up with the University of Manitoba engineering department to give undergraduates the opportunity to practice their skills in a real-life setting. Over the course of a semester, Canada Goose team members met weekly with the students to discuss manufacturing processes, business needs and sustainability. By the project's end, the students had not only applied their knowledge outside the classroom — they'd also learned firsthand about opportunities in our industry, and more specifically, about the passionate, problem-solving culture here at Canada Goose.

ELEVATING NORTHERN ARTISANS

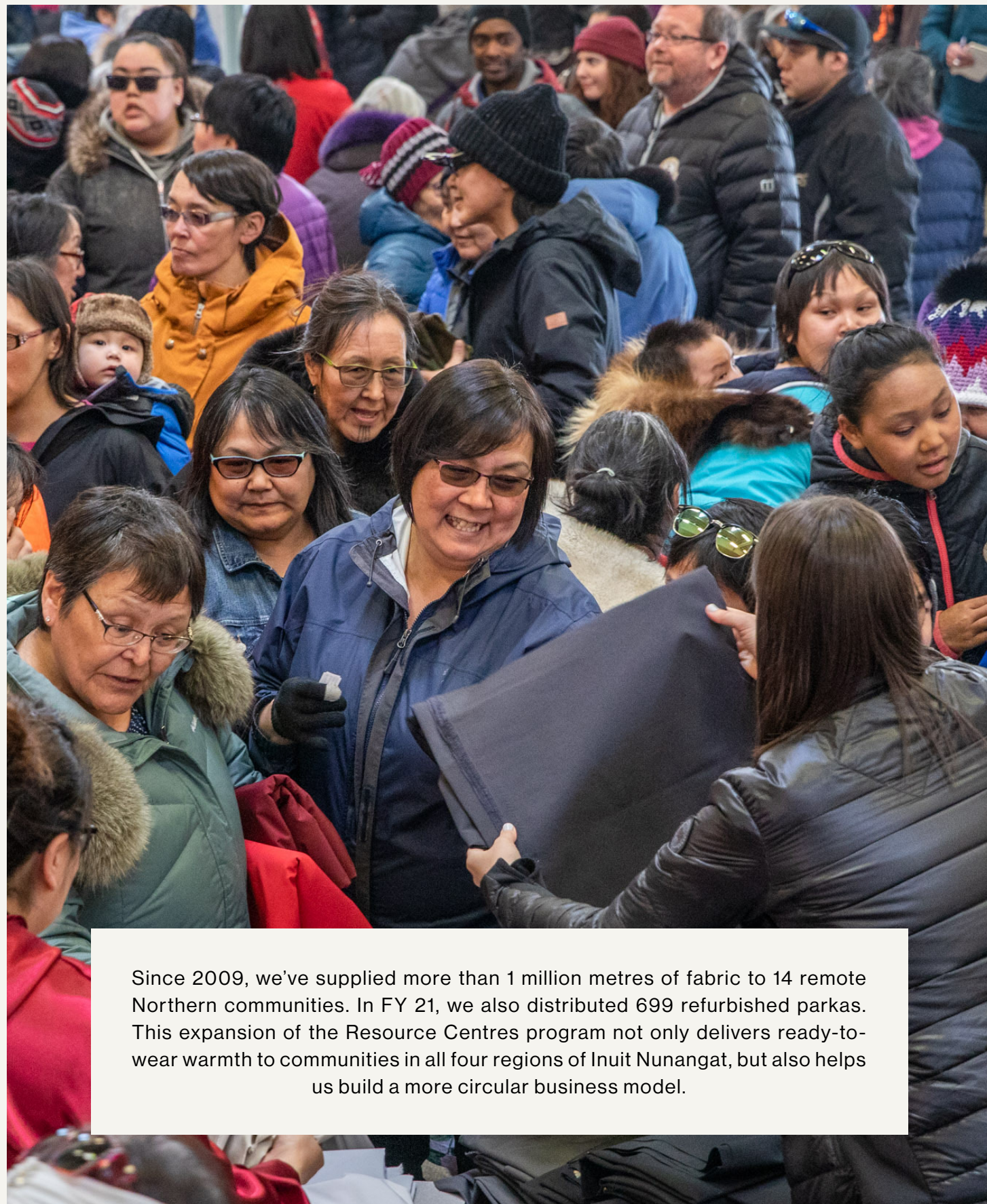
Through Project “Atigi” — the Inuktitut word for parka — we celebrate Inuit culture and artistry. They are the original parka makers, and their rich heritage of craftsmanship that seamlessly combines beauty and function has inspired us for generations.

We commission Inuit designers to make one-of-a-kind parka collections using their traditional methods and our modern materials. Sales proceeds go to Inuit communities through the Inuit Tapiriit Kanatami (ITK), the national representational organization that works with the four regions of Inuit Nunangat. ITK uses research, advocacy, public outreach, and education to promote Inuit health, well-being, and prosperity.

Project Atigi launched in FY 19, when we supplied 14 Inuit seamstresses with identical fixings, trims, and materials. From this standard kit, each designer

created something unique. For the second year of Project Atigi, we selected 18 new designers and commissioned five garments from each. Not only did we increase the collection size — we leveraged our global marketing platform to showcase their designs around the world and enable these artists to build new entrepreneurial opportunities. We continued to promote their parkas in FY 21.





Since 2009, we've supplied more than 1 million metres of fabric to 14 remote Northern communities. In FY 21, we also distributed 699 refurbished parkas. This expansion of the Resource Centres program not only delivers ready-to-wear warmth to communities in all four regions of Inuit Nunangat, but also helps us build a more circular business model.



DONATING SUPPLIES TO NORTHERN COMMUNITIES

In 2007, two seamstresses from Pond Inlet, Nunavut, inspired an ongoing community partnership. During a visit to our Toronto factory, they asked for surplus material to make their own jackets for friends and family. Their request evolved into the Canada Goose Resource Centres program, a way for us to give back to the people of the North while preventing waste. This program helps Inuit continue their traditional ways of sewing with modern and technical materials that might otherwise be too expensive and difficult to find in their area.

Several times a year, we send surplus fabric, zippers, buttons, and other finishings to pop-up Resource Centres in remote Northern communities. With the generous assistance of local volunteers and transportation provided at no cost by airline Canadian North, these deliveries provide community members with

In addition to our Resource Centres, we donated more than 300 parkas and Baffin boots to provide elementary students in Arctic Bay, Nunavut, with adequate protection for the winter months.

everything they need to make their own outerwear using their preferred methods and our high-quality fabrics.

We partnered with ITK in FY 21 to expand the program: we now donate refurbished parkas, many of which are upcycled from our warranty program. In partnership with third party reverse logistics partner, Debrand, we ensure these parkas are clean, functional, and ready to protect their wearers.

PROTECTING THE ARCTIC'S FUTURE

For more than 10 years, Canada Goose has championed Polar Bears International (PBI). Through our involvement with this nonprofit organization, we aim to inspire people to care about the Arctic and help consumers understand the connection between climate change and the threats not only to polar bears, but to all who call the Arctic North home.

Our support takes many forms, starting with the Arctic-worthy parkas we donate to keep PBI researchers warm as they perform critical studies in fiercely cold conditions. Proceeds from the sale of our exclusive PBI Collection — including parkas, raincoats and wind jackets, all in the signature shade of PBI blue — go

directly to the organization. The marketing campaigns we create for the collection put PBI's mission in front of millions of people around the world. Additionally, each year on International Polar Bear Day (February 27), our entire business, online and in-store, focuses solely on selling PBI products.



ENGAGED IN KEEPING THE ARCTIC COLD

Our employees care deeply about our home ecosystem — the Arctic. To help them learn about PBI's important work, we decided to celebrate Polar Bear Week and Giving Tuesday together by launching our first-ever PBI Challenge. The challenge was divided into three different missions with a variety of activities to complete. Everyone who completed the challenge was entered into a drawing to receive \$50 to donate to the organization of their choice through our CG Gives program.

In FY 21, we contributed \$0.6 million to PBI. Cumulatively to date, this adds up to more than \$4.6 million funneled into urgent research, outreach and a state-of-the-art educational centre in Churchill, Manitoba.



RESPONSIBLE BUSINESS



RESPONSIBLE BUSINESS

Our high standards of integrity and accountability drive us to look beyond our business, today. We think through what’s beneficial for those around us: consumers, employees, business partners, suppliers and investors. Ultimately, we exercise our strengths, skills and position in the industry to care for the planet and the people with whom we share it.

In FY 21, we began assessing suppliers according to the standards set out in our [Supplier Code of Conduct](#) — standards designed to protect the health, well-being and dignity of workers around the globe. Recently in 2022, we formed the Environmental & Social Committee, as a committee of our Board of Directors, to provide an additional level of focused oversight. We believe this will help us further integrate environmental and social issues into our corporate strategy — and increase our effectiveness in keeping the planet cold and the people on it warm.

GOAL	TARGET DATE	PROGRESS
Launch a collaborative Social Performance Program, including a comprehensive scorecard and monitoring system (Tier 1)	2021	Completed <div style="width: 100%;"></div>
Complete Tier 1 manufacturer assessments	100% by end of 2021	58% — due to COVID-19 disruptions, we now aim to reach 100% by end of June 2022 <div style="width: 58%;"></div>
Introduce the CG Social Performance Program in Tier 2 and 3 manufacturers	50% by end of 2022	20% of our Tier 2 and 3 manufacturers <div style="width: 20%;"></div>

LOOKING AHEAD

COVID-19 restrictions challenged us to adapt our supplier assessment plan and proceed much more slowly than we had planned. Going forward, we are continuing the Tier 1 supplier assessments that COVID-19 delayed, as well as rolling out our Social Performance Program to remaining Tier 2 and 3 factories. We will also prioritize onboarding our owned and operated manufacturing facilities onto the Higg Facility Social Labour Module (FSLM) and Facility Environmental Module (FEM) Assessment.



MANAGING OUR SUSTAINABILITY PROGRESS

To embed a culture of citizenship, we've built roles and responsibilities that stretch across the Canada Goose enterprise. 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 Global Sustainability Working Group. The group reports to our Executive Steering Committee, and together, they share the responsibility for mitigating unethical standards, environmental exposure and other risks.

LEADERSHIP FROM THE TOP

The Environmental & Social (E&S) Committee was chartered in FY 22 to help our Board of Directors fulfill the responsibilities of overseeing our ongoing environmental and social policies and programs, including the development of our GHG emissions reduction strategy. Working in close partnership with the Nominating and Governance Committee, they will ensure ESG is embedded in Canada Goose's corporate governance.

The committee's focused guidance will help us further integrate environmental and social issues into our long-term vision and daily operations.

LEADERSHIP ON LOCATION

Making a lasting impact for good requires support and action from employees at every level of Canada Goose. Canada Goose employees make up our North America, APAC, and EMEA Sustainability Councils — our boots on the ground across our global operations.

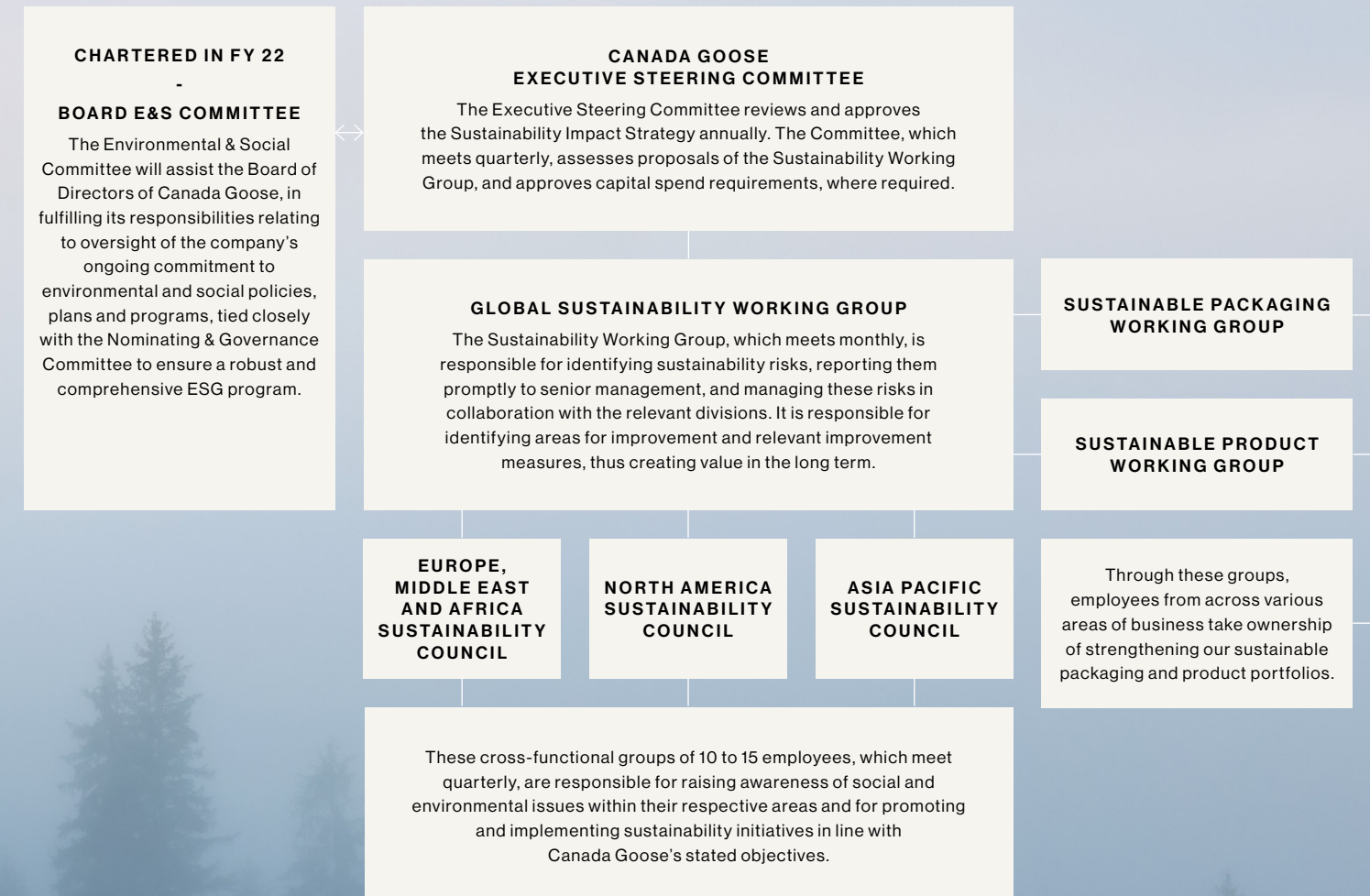
These groups bring environmental issues to the forefront for other employees through events and advice. They assist the Global Sustainability Working Group by compiling information for annual reporting and benchmarking, and by reporting quarterly on practical challenges and solutions they see around them. Their insights and passion help us create and promote region-specific sustainability initiatives that align with our global Sustainable Impact Strategy.

During the pandemic, the Sustainability Council encouraged all employees to take steps to reduce energy and waste. For example, the North America Sustainability Council created a dedicated GooseNET page for sharing at-home tips to living more sustainably while working remotely. All three Sustainability Councils promoted a LinkedIn Learning course called "The

Employee's Guide to Sustainability" to help all of our people learn not only what to do to be sustainable, but also why sustainability is so important for us as a company.

The APAC Sustainability Council also initiated a global contest for Canada Goose retail teams: creatively upcycling all the materials used in our Standard Expedition Parka window displays. The results took many forms — and all of them were inspiring. Some teams transformed the materials into artwork. Other teams built office and stockroom supplies, plant stands and even cat scratching posts from the displays. One team created paperboard baffles that protected parkas in storage without the need for plastic bags.

CORPORATE CITIZENSHIP GOVERNANCE STRUCTURE AND RESPONSIBILITIES





MANAGING OUR SUPPLY CHAIN

Our VP Sourcing & Procurement and EVP Manufacturing & Supply Chain are responsible for supply chain management and supporting our Social Performance Program.

Through the Social Performance Program, we take measures to protect and respect the people who make our products. The program uses a comprehensive score card and monitoring system in addition to annual social self-assessments and third-party assessments. We initiate ongoing collaboration and open dialogue with our suppliers to deliver on our commitment to responsible manufacturing.

We have launched the Social Performance Program, which involves policy, audits and capacity building, across Tier 1 manufacturers of our supply chain. We have also introduced the program to 20% of our Tier 2 and 3 manufacturers, with the goal of reaching 50% by the end of 2022.

Our suppliers are true partners — we give and receive mutual support. We aim to motivate suppliers not only to meet our standards, but to continuously improve their processes. Together, we can make a more significant impact for safe, inclusive, responsible workplaces.

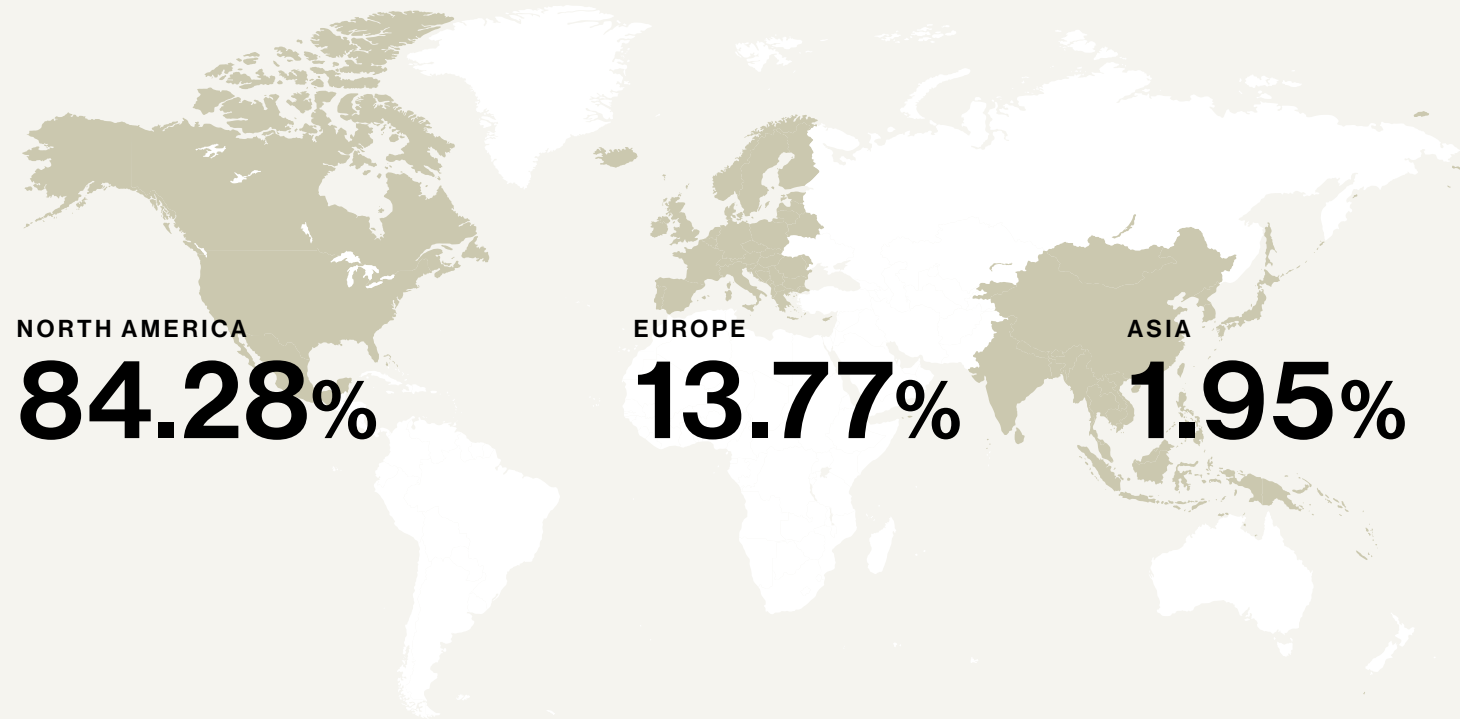
- Tier 1:** Finished goods manufacturing (Canada Goose owned and operated factories plus finished goods manufacturers with which we directly engage)
- Tier 2:** Raw material suppliers
- Tier 3:** Yarn, spinners and fiber processors

Canada Goose Tier 1 manufacturing as of March 28, 2021

Canada Goose operated	8	Canada
Finished goods – domestic third party	13	Canada
Third party finished goods – international	26	Europe and Asia

**TOTAL FINISHED GOODS
(MANUFACTURED AND PURCHASED)**

% OF TOTAL UNITS FROM EACH REGION OF
PRODUCTION IN CALENDAR YEAR 2021¹⁷



SUPPLIER SOCIAL AUDITS

A critical element of our Social Performance Program involves regularly auditing suppliers to the standards described in our [Supplier Code of Conduct](#). Our due diligence process starts with the supplier self-assessment, our request and review of third-party social assessment(s), and corrective action plan submission and review. When local COVID-19 protocols permit, Canada Goose staff also visit factories.

Most factories that undergo our Canada Goose Supplier Code of Conduct audit (conducted by our auditing partner Bureau Veritas) are approved for production for up to a year. If the factory's performance is outstanding, we may consider a two-year approval period.

To reduce audit fatigue within our supply chain, we have an alternate audit policy that allows suppliers to submit existing and current third-party assessments for review. This policy was especially successful in FY 21 as it protected the safety of workers and auditors during the pandemic.

The audits we accept under the alternate policy can be from a number of global standards, including WRAP, Sedex, SLCP, Amfori and other brand audits, on a case-by-case basis. Depending on the audit standard, factory location and findings, factories may be approved for production for up to two years. In some cases, factories may be working with other brands, so we respect the audit cadences these factories may already have in place.

When an audit has expired, we reach out to the factory to request their most recent report and corrective action plan.

On a case-by-case basis, we may allow factories with less than 25 people to submit a self-assessment in lieu of a full-scale audit. In these cases, Canada Goose staff will routinely conduct factory visits to validate these self-assessments.

This process is currently being rolled out to factories beyond Tier 1. Overall, we completed 58% of Tier 1 supplier assessments due to continuing delays resulting from the pandemic.

¹⁷ These figures are presented in calendar year instead of fiscal as they align with our internal production schedule.



HELPING SUPPLIERS IMPROVE

If a Tier 1 supplier or one of their factories is found to be non-compliant with any of the principles or guidelines in our Supplier Code of Conduct, we take an active role in assisting the factory as needed to improve their practices and following up on the status of corrective action plan items. For example, in some factories, we identified the need to increase the number of fire extinguishers available and asked for rectification. We request a report on the corrective actions taken, supported by photographic evidence. We then follow up after six months to a year, depending on the specific issue, to assess how the non-compliances have been addressed. No contracts were terminated for non-compliance in FY 21.

SUPPLIER ENVIRONMENTAL PERFORMANCE

We strive to do business with suppliers who share our concern for and commitment to preserving the environment. When we joined the **Sustainable Apparel Coalition (SAC)**, we gained access to a suite of measurement tools to help drive environmental and social responsibility throughout our supply chain. One such tool is the **Higg Facility Environmental Module (FEM) Assessment**. Whereas our life cycle assessments provide insights into a product's environmental impact, the Higg FEM measures and quantifies the sustainability impacts of a facility. It standardizes how facilities evaluate a range of performance indicators, including environmental management systems, energy, emissions, water and wastewater, waste and chemical management. The results will help us prioritize improvement opportunities, collaborate with our suppliers to implement changes, and better manage environmental risk in the supply chain going forward.

As part of our first-year SAC membership requirements, we prepared to begin reporting on the FEM Assessment in FY 22. Six of our Tier 1 and 2 factories, which share business with multiple clothing brands, have already been assessed according to the Higg FEM. Five of these have been verified in line with Higg's verification process.



RESPECTING ALL PEOPLE

We believe each and every person deserves to be treated with dignity. We take measures to protect and respect the people who make our products by upholding our Human Rights Commitment and rooting out discrimination and harassment. Our internal Workplace Violence & Sexual Harassment Policy outlines steps any Canada Goose employee can take if they have been harassed or bullied for any reason.

Discrimination has no place in our operations or our suppliers'. We believe people of all personal characteristics and beliefs deserve fair and equal treatment, no matter their age, race, ethnicity, nationality, religion, marital status, family status, sexual preferences, gender identity/expression, maternity status, disability, political beliefs or record of offenses.

Our Code of Business Conduct and Ethics makes it clear that we are an equal opportunity employer committed to actions and policies to assure fair employment, including equal treatment in hiring, promotion, training, compensation, termination and corrective action. In alignment with International Labour Organization (ILO) core conventions, our Supplier Code of Conduct also clearly states that no worker should be discriminated against in any form, in any aspect of their employment.

Our Supplier Code of Conduct sets the standards for working conditions and environmental responsibility throughout our supply chain. The Code is informed by the United Nation's Universal Declaration of Human Rights

and is based on the ILO core conventions. It applies to our own factories, contractors, manufacturing partners, and their factories that we manufacture with, both directly and indirectly. Among other important provisions laid out in the Supplier Code of Conduct (and which are represented in our supplier audits), we do not tolerate any human rights abuses including forced and prison labour; slavery or human trafficking; or verbal, emotional or sexual harassment. We do not tolerate child labour and set restrictions on this in accordance with ILO Core Convention 138.

SUPPORTING WORKERS' RIGHTS

The Supplier Code of Conduct outlines our belief that workers have the right to collective bargaining and freedom of association.

As of March 28, 2021, three of our eight operated facilities were unionized. Subsequently, an additional three facilities have voted for unionization. Canada Goose employees who are covered by a collective bargaining

agreement can use their union's grievance process if needed; employees who aren't covered can report grievances to their supervisor, their facility's HR manager or the whistleblower hotline.

Workers at our Italian suppliers are covered under the national contract of the textile sector.

In regions where laws prohibit these freedoms, we require suppliers to allow workers to develop means for independent association and collective bargaining, such as by creating representative committees.

Grievances from workers in our extended supply chain can be submitted anonymously through our dedicated platform. In FY 21, zero grievances were reported via this mechanism.

SAFELY REPORTING GRIEVANCES

Our [Whistleblower Policy](#) ensures that our employees and third parties can report actual or suspected unethical behaviors confidentially and, if desired, anonymously, without fear of negative consequences.

Anyone wishing to report a concern or complaint can do so in one of three ways: address it with their manager, submit a report directly to the appropriate department head (such as the Chair of the Audit Committee or the Chief of Staff and EVP, People and Culture), or submit a report through the third-party whistleblower hotline, available via phone or online.



PROMOTING A CULTURE OF INTEGRITY

At Canada Goose, we act with honesty and in accordance with high ethical and legal standards. Our Code of Business Conduct and Ethics articulates how we expect employees to embody this commitment and points employees to additional, detailed guidelines for preventing corruption and bribery as set out in our Improper Payment Policy and Conflict of Interest Policy.

To help foster a work culture in which integrity is the norm, every employee must review the Code of Business Conduct and Ethics on an annual basis and acknowledge that they understand our expectations and standards. We hold our suppliers accountable for integrity, too, through our Supplier Code of Conduct.



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

COPYRIGHT © 2022 CANADA GOOSE INC.