

# HUMANATURE

KEEP THE PLANET COLD  
AND THE PEOPLE ON IT WARM

CANADA GOOSE

## ABOUT THIS REPORT

Our fourth report provides information on our strategy, performance and community relationships during the fiscal year that ended April 3, 2022, which we refer to as “FY 22” throughout this publication, unless otherwise stated. (In several places, we compare FY 22 to FY 21, which extended from April 1, 2020, to March 28, 2021.) We align 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.

## OUR REPORTING JOURNEY

At Canada Goose, we don’t keep up with the crowd. We forge ahead.

As the realm of environmental, social and governance (ESG) reporting evolves, we actively adapt our processes to meet more robust standards and higher expectations. From our first report in 2019 to now, we’ve focused on increasing the transparency and relevance of our reporting process.

This report shares our most recent progress in carrying out our Sustainable Impact Strategy. Releasing it now allows us to better align our fiscal year reporting with the corresponding calendar year. Our FY 23 report will then be released in Spring 2023, returning to our annual reporting cycle.

**It’s all part of our commitment to keeping the planet cold and the people on it warm.**



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At Canada Goose, we endure any condition, observe every detail, and take the long view in order to keep the planet cold and the people on it warm. We are pleased to present this report highlighting Canada Goose's performance in FY 22.



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# SUSTAINABLE IMPACT STRATEGY

Our strategy includes deliberate goals related to the materials we use, our manufacturing and operations, people and communities, and responsible business practices. All entries in the progress table are as of April 3, 2022, unless otherwise stated.<sup>1</sup>

AREA	GOAL	TARGET DATE	PROGRESS
<b>MATERIALS</b>	Move all packaging to more sustainable solutions by the end of 2025 <sup>2</sup>	End of 2025	<div> <div>59%</div> <div>FY21</div> </div> <div> <div>75%</div> <div>FY22</div> </div>
	Define sustainable solutions, conduct baseline measurement and finalize plan for improving the sustainable content and the recyclability of our packaging <sup>3</sup>	End of 2023	<div> <div>In progress</div> <div>FY21</div> </div> <div> <div></div> <div>FY22</div> </div>
	Eliminate single-use plastics that we cannot recycle — such as shrink wrap — in all facilities we own or control	End of 2022	<div> <div>In progress</div> <div>FY21</div> </div> <div> <div></div> <div>FY22</div> </div>
	Transition from Canada Goose's proprietary Down Transparency Standard (DTS) to the global Responsible Down Standard (RDS) by end of 2021 <sup>4</sup>	End of 2021	<div> <div>100%</div> <div>FY21</div> </div> <div> <div>100%</div> <div>FY22</div> </div>
	Increase percentage of Canada Goose materials that are Preferred Fibre and Materials (PFMs) as specified by Textile Exchange to 90%	End of 2025	<div> <div>21%</div> <div>FY21</div> </div> <div> <div>51%</div> <div>FY22</div> </div>
	Increase percentage of Canada Goose fabrics that are bluesign® APPROVED in our domestic production to 90% <sup>5</sup>	End of 2025	<div> <div>84%</div> <div>FY21</div> </div> <div> <div>65%</div> <div>FY22</div> </div>
	Purchase only PFAS-free Arctic Tech fabric	End of 2023	<div> <div>Target introduced for the first time</div> <div>FY21</div> </div> <div> <div>In progress</div> <div>FY22</div> </div>
<b>MANUFACTURING AND OPERATIONS</b>	Achieve net zero scope 1 and 2 emissions	End of 2025	<div> <div>3%</div> <div>FY21</div> </div> <div> <div>3% reduction compared to 2020</div> <div>FY22</div> </div> <div> <div>6% increase compared to 2021</div> </div>
	Maintain carbon neutrality for company operations (scope 1 and 2 emissions) by investing in projects that reduce, avoid, or sequester the equivalent of 200% of each year's greenhouse gas emissions	Annual goal until achieving net zero emissions by 2025	<div> <div></div> <div>FY21</div> </div> <div> <div></div> <div>FY22</div> </div> <div> <div>Carbon offset completed in both years</div> </div>
	Adopt renewable energy commitments <sup>6</sup>	End of 2022	<div> <div>In progress — initiated</div> <div>FY21</div> </div> <div> <div>In progress</div> <div>FY22</div> </div>
	Invest in energy efficiency and renewable energy purchases and/or installations <sup>6</sup>	End of 2023	<div> <div>In progress — initiated</div> <div>FY21</div> </div> <div> <div>In progress</div> <div>FY22</div> </div>

AREA	GOAL	TARGET DATE	PROGRESS
	Measure scope 3 emissions and set targets no later than 2024	End of 2024	Target introduced for the first time FY21 In progress FY22
	Divert 100% of our post-consumer global warranty waste products <sup>7</sup>	End of 2025	41% FY21 During the pandemic, this work halted due to cross-border shipping requirements 61% FY22 Achieved through diversion efforts including donation and upcycling
	Set our science based targets and submit to the Science Based Targets Initiative (SBTi) for approval <sup>8</sup>	End of 2022	Target introduced for the first time FY21 In progress FY22
<b>PEOPLE AND COMMUNITIES</b>	Promote Arctic preservation through support of Polar Bears International's research and conservation work	Ongoing	Donated a total of \$600,000 in FY21 Donated a total of \$1,072,325 in FY22
<b>RESPONSIBLE BUSINESS</b>	Complete Tier 1 assessments	100% by end of 2022	58% FY21 Not completed at this time due to disruptions related to COVID-19 100% FY22
	Introduce the CG Social Performance program in Tier 2 and 3 manufacturers	50% by end of 2022	20% FY21 25% FY22

In FY 21, we also achieved the following targets. Since these are not ongoing or annual efforts, we are not reporting on these for FY 22.

#### AREA OF FOCUS

<b>MATERIALS</b>	Conduct 10 Life Cycle Assessments identifying carbon and water footprints of our top-selling products
<b>RESPONSIBLE BUSINESS</b>	Launch a collaborative Social Performance Program, including a comprehensive scorecard and monitoring system (Tier 1)

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

<sup>2</sup> Eliminated redundant packaging, upgraded gift boxes to 100% recycled content, and developed plans to transition to 100% recycled plastic polybags, after consuming and depleting current inventory.

<sup>3</sup> Canada Goose's enterprise Project Management Office (ePMO) has assembled a key group of internal stakeholders to complete competitive brand research and is in the process of onboarding a packaging expert agency. Deliverables are expected at the end of 2022.

<sup>4</sup> While our transition to RDS is complete, in FY 22, we sourced 99.8% RDS and 0.2% recycled down.

<sup>5</sup> bluesign® APPROVED fabrics have decreased due to Canada Goose's decision to prioritise PFMs such as recycled wool, which do not fall within bluesign requirements.

<sup>6</sup> In the process of identifying projects that align best with the business.

<sup>7</sup> 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.

<sup>8</sup> Learn more about the Science Based Targets Initiative at [sciencebasedtargets.org](https://sciencebasedtargets.org).





# MATERIALS



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

**Responsible Down Standard (RDS)**

Down is an important raw material for us due to its performance. In FY 21, we successfully completed the transition to the globally recognized RDS, which provides a strong chain-of-custody certification program. In FY 22, 99.8% of the down-sourced was RDS certified, while 0.2% was recycled down.

**Preferred Fibre and Materials (PFMs)**

PFMs are responsibly sourced materials such as those that are recycled or organic. We prioritize PFMs in domestic production, which represents a significant majority (78%) of our finished products. In FY 22, we achieved 51.35% third-party verified PFM materials in domestically manufactured products (up from 21% in FY 21). We continue to ramp up our sourcing to achieve 90% PFMs in 2025.

In FY 22, a number of our third-party finished goods manufacturers began purchasing Leather Working Group (LWG) certified leather. In total, 60% of the leather purchased in FY 22 was LWG-certified. We will provide more information on this topic in FY 23.

**bluesign® APPROVED fabrics**

We are a SYSTEM Partner of bluesign®, a globally recognized, third-party authority on chemicals, materials, and product safety. Over several years, we steadily increased the volume of bluesign® APPROVED fabrics used in domestic

production. In FY 22, we saw a decrease in bluesign® APPROVED fabrics — from 84% in FY 21 to 65.49% — primarily due to our decision to prioritize PFMs such as recycled wool that do not fall within bluesign® requirements. If we remove recycled wool from the equation, our bluesign® APPROVED fabric is 78%.

**PFAS-free Arctic Tech fabric**

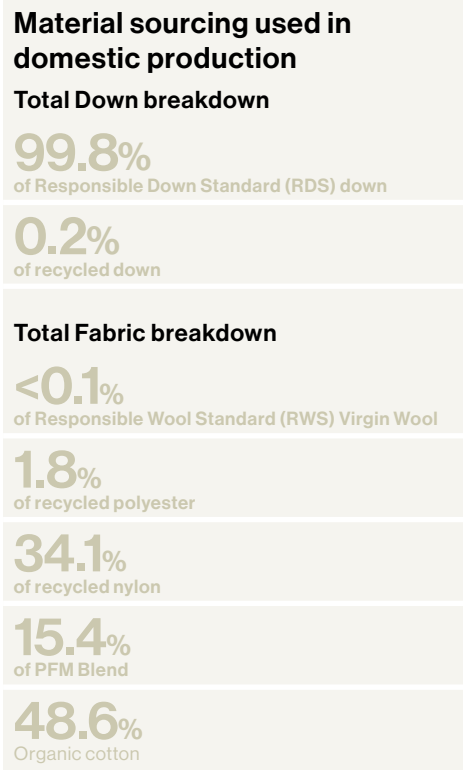
Per- and polyfluoroalkyl substances (PFAS) make waterproof and windproof gear possible, but they don't break down when they escape into the environment. In FY 21, we committed to phasing out PFAS in our Arctic Tech fabric and initiated internal processes to redevelop this fabric. FY 22 was a year of researching chemical and material options that meet performance requirements with fewer negative environmental impacts.

**Sustainable packaging solutions**

In FY 22, we achieved 86% of our 2025 goal to move all packaging to more sustainable solutions. Our internal Sustainable Packaging Working Group has propelled this progress through the inclusion of verified recycled content and other environmentally responsible materials and designs. For example, we have transitioned two of seven polybag types used in shipping from 85% virgin/15% recycled low-density polyethylene (LDPE) to 100% post-industrial recycled LDPE.

We also selected a strategic partner with expertise in sustainable packaging production and design to join us in mapping out a strategy to achieve our 2025 goal to move all packaging to sustainable solutions.

For more information about our ongoing advancements in sustainable materials, please read the SASB Index.







# MANUFACTURING AND OPERATIONS



We see climate change first-hand in the melting permafrost and receding glaciers of the North. We also see the path forward to protecting our communities, businesses and environment. To make a meaningful impact, we've refined and initiated our three-pronged net zero carbon strategy. In parallel, we're reducing waste and stewarding our resources wisely.

### Our map to reach net zero

We've committed to achieve net zero scope 1 and 2 greenhouse gas (GHG) emissions by the end of calendar year 2025 (scope 1 entails direct emissions from sources that are owned or controlled by Canada Goose; scope 2 entails indirect emissions resulting from the generation of electricity, heat, cooling, and steam purchased by Canada Goose). Given our vertical business model, we calculate that net zero for us will mean emitting less than 1,000 tonnes CO<sub>2</sub>e a year.

Our carbon reduction plan, which we published in FY 21, encompasses three main objectives:

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

We have set goals related to each of these objectives. In FY 22, we identified specific energy efficiency, renewable energy, and carbon offset projects that best align with our business and maximize our progress towards our net zero goal.

We continue to plan for smart investments in Renewable Energy Credits (RECs) in FY 23. We will purchase RECs from local projects in the various geographic regions in which we operate in order to increase the percentage of renewable energy on the local electrical grid. The RECs will be equivalently purchased, meaning that the amount we purchase in each region in FY 23 will be based on our FY 22 electrical usage.

Canada Goose has also partnered with a third-party carbon consultancy to identify scope 3 emissions (indirect emissions resulting from all other sources in Canada Goose's value chain). Data collection began in early 2022, putting us on track to meet our goal of measuring emissions and setting targets by the end of calendar year 2024.

See pages 32-33 of the FY 21 ESG Report for more information about our carbon reduction strategy.

### Investing in immediate impact

As we seek to reduce our carbon emissions, we also continue to grow as a company and expand our retail footprint. Between FY 21 and FY 22, we added more than a dozen new stores. We are accounting for this growth as we plan and implement our net zero strategy.

To make an immediate, meaningful difference, we invest in carbon offset projects at the same time that we're making operational changes. Located around the world, these projects reduce, avoid, or sequester the equivalent of 200% of our annual scope 1 and 2 GHG emissions, making us carbon neutral. They balance out the GHG emissions we produce for the set period of one year.

We have partnered with Carbonzero to help us choose high-quality carbon offsets that are certified to international standards and verified by third parties. In FY 22, Canada Goose invested in the **Grouped Connect Solar PV Power Generation Project (China)**, which is certified to the

**Verified Carbon Standard.** This project is implemented by China Three Gorges Renewables (Group) Co., Ltd. It is designed to replace electricity generated for the State Power Grid by fossil-fuel power plants with an equivalent amount of solar electricity.

### Keeping our products out of landfills

Our gear is built to last, whether it's worn trekking the Arctic tundra, climbing the highest mountains, or navigating city streets. But no matter how durable we make our jackets, the wear and tear of life can accumulate over time. That's why we offer value-added parka repair services for customers.

In addition to repair services, we provide an industry-leading warranty program, through which our jackets are fully protected against defects in materials and

workmanship for the lifetime of the product. If one fails due to a manufacturing defect, we will repair the product free of charge or replace it at our discretion. As they inspect any failed items, our warranty team gathers insights to help us further improve our products and ultimately reduce waste over time.

When we determine a warranty return must be replaced, the "end-of-life warranty waste" remains with us. We developed the Warranty Apparel Recovery Hierarchy to determine the next step in each warranty return's life cycle. Each end-of-life jacket now goes through an identification process in which we assess whether it is fit to be donated and reused, or whether it should be deconstructed so the materials can be recycled. This is a major step toward our goal of diverting all annual warranty waste by the end of 2025.

We have partnered with textile recyclers in Canada, the United States, and Europe to conduct trials for various recycling and reuse/donation options for end-of-life warranty products. Together with reverse logistics partner Debrand, we diverted 61% of our total global warranty waste from the landfill in FY 22 — thus enabling 3,430 garments to be upcycled or donated instead. The majority of those garments (53% of total warranty waste) were donated to communities in the Canadian North and in Ukraine.

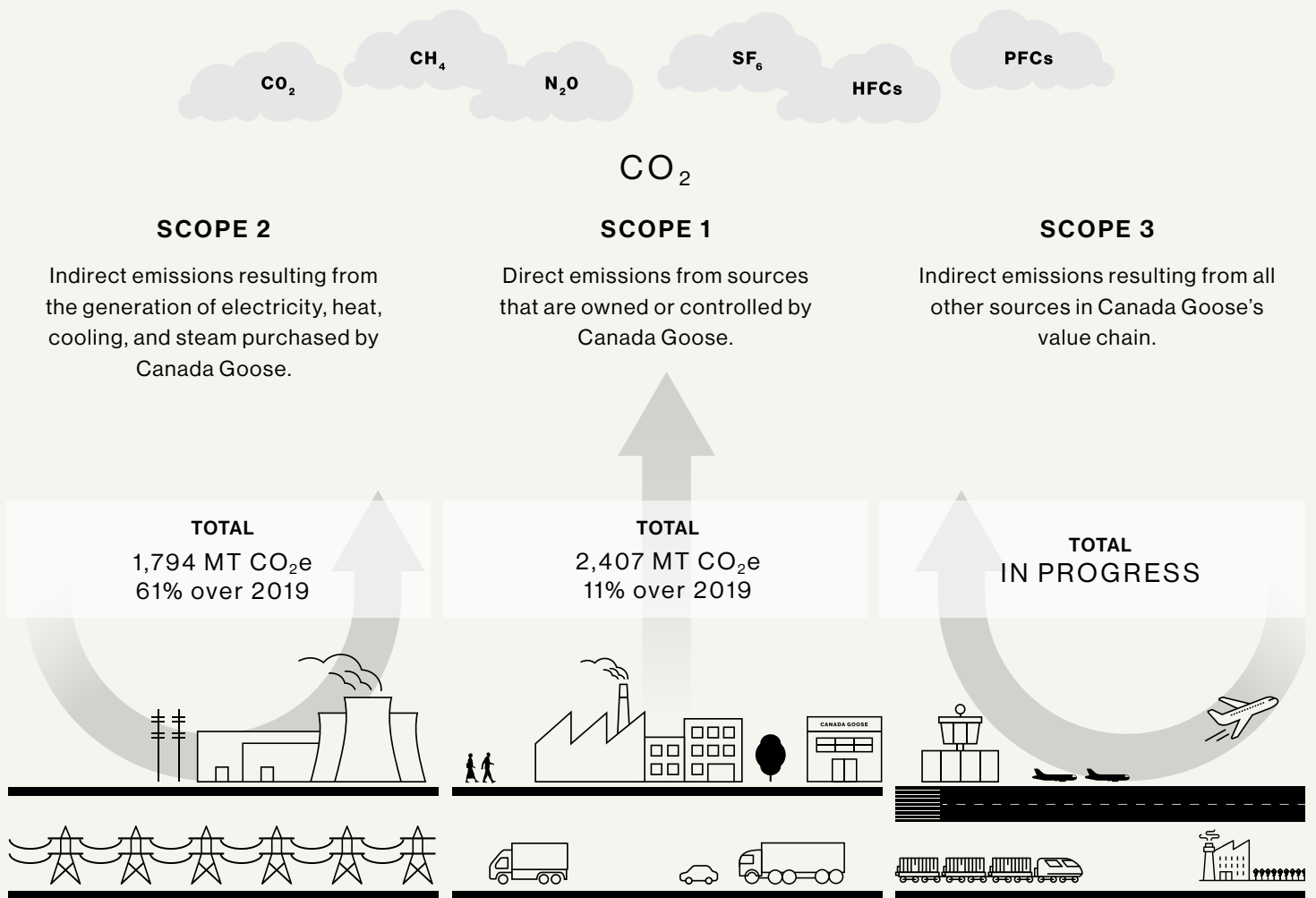
Our partnership with Debrand played a vital role in helping us achieve 100% diversion of those warranty products in Canada in both FY 21 and FY 22.

See page 38 of the FY 21 ESG Report to learn more about our Warranty Apparel Recovery Hierarchy.





# OUR FY 22 GREENHOUSE GAS FOOTPRINT



Carbon dioxide equivalent ( $\text{CO}_2\text{e}$ ) is the measure used to compare the emissions, in metric tons (MT), of various greenhouse gases based on their global warming potential. Canada Goose follows the definitions of scope 1, 2, and 3 as set out in the GHG Protocol Corporate Accounting and Reporting Standard.





# PEOPLE AND COMMUNITIES



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

**Expanding diversity and inclusion (D&I)**

We believe in the power of inclusion and that our best work happens when people bring their authentic selves to work and are welcomed for exactly who they are. We embrace diversity in all its forms and definitions. We strive to remove barriers to create an inclusive culture and equitable workplace where everyone can live authentically, every day and in every situation.

Creating a such a workplace environment requires ongoing action. Each year, every employee participates in our “Respect in the Workplace” training to improve understanding around cultural sensitivity, biases, and harassment. In FY 21, our Talent Acquisition team also completed a dedicated unconscious bias training. In FY 22, we reviewed our processes for developing and promoting employees internally to help us monitor the effects of unconscious bias.

Our Inclusion Advisory Council, formed in FY 21, has laid the foundation for us to continue advancing D&I in ways that are authentic to our brand and our people. In FY22, we created the role of Director, Diversity and Inclusion to lead our ongoing work in this area. Together, the director and the council are developing a data-informed D&I strategy that starts with increasing awareness across Canada Goose.

**Engaging and developing employees**

We survey our global employee population every year. In FY 22, 95% of employees participated to help us identify how they

engage within our company, what’s working, and where we need to make changes.

We take the results of each survey seriously. In response to our FY 21 employee engagement survey, for example, employees told us they wanted more learning and development opportunities. So, in FY 22, we continued to offer our Global Mentorship Program while also piloting new programs, like our Goose Leadership Program for manager development. After 15 employees completed the successful Good Leadership pilot, 120 more people signed up to participate before the end of the fiscal year.

See pages 50-51 of the FY 21 ESG Report to learn more about our approach to employee engagement.

**Creating and sharing value**

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

One way we do this is by celebrating Inuit culture and elevating Northern artisans — the original parka makers. Through Project “Atigi” — the Inuktitut word for parka — 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. We also amplify Northern artists through the Canada Goose Art Collection — a curated,

constantly evolving body of artwork by Canadian and international artists that reflects our deep relationship with the North. We display this collection in our retail locations around the world.

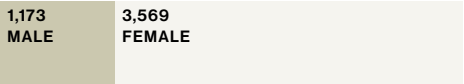
Over the last decade, we’ve also championed Polar Bears International. Through our involvement with this non-profit organization, we aim to support vital research and inspire people to care about the Arctic’s future. In FY 22, we donated a total of \$1,072,325.

To weave generosity into our culture, we match employee financial donations to charities, up to \$2,500 per employee each fiscal year. We double our match, up to \$5,000, when employees give to organizations that Canada Goose corporately supports, including both ITK and PBI. In FY 22, employee donations plus matching contributions added up to \$132,790 for charities.

Learn more about our approach to community engagement on pages 54-62 of the FY 21 ESG report.

4,745  
Employees worldwide

**EMPLOYEE GENDER REPRESENTATION**



PREFER NOT SAY = 3

A photograph of a modern interior space, likely a retail store or office. In the foreground, a long, light-colored wooden table is partially visible. On the table, there is a rectangular planter box filled with green moss and a white, abstract sculpture. In the background, a rack of Canada Goose jackets is hanging, featuring various colors like navy, white, and red. A large window in the background provides a view of a city skyline. The text "RESPONSIBLE BUSINESS" is overlaid on the left side of the image.

## RESPONSIBLE BUSINESS



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

**Leadership from the top**

The Environmental & Social (E&S) Committee was chartered in FY 22 to assist our Board of Directors in fulfilling its responsibilities relating to oversight of the company’s ongoing commitment to environmental and social policies, plans and programs. The E&S Committee works closely with the Nominating and Governance Committee to 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.

For more information about governance structures, please see pages 67-68 of the FY 21 ESG Report.

**Managing our supply chain**

Through our Social Performance Program, we take measures to protect and respect the people who make our products. The program uses a comprehensive scorecard

and monitoring system in addition to annual social self-assessments and third-party assessments.

In FY 21, we launched the program across our Tier 1 manufacturers and began introducing it to Tier 2 and 3 manufacturers. By the end of FY 22, we had onboarded 25% of Tier 2 and 3 manufacturers; we’re on track to reach our goal of 50% by the end of 2022.

As part of the Social Performance Program, suppliers are regularly audited 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. In FY 22, 31 Canada Goose Code of Conduct audits were conducted by an independent third party. We also accepted 15 social assessments through our alternate assessment policy, and nine facilities with fewer than 25 people submitted self-assessments.

In FY 22, Canada Goose also engaged a number of Tier 1 and 2 factories to complete the Higg Facility Environmental Module (FEM) assessment. Many of these factories were either verified in FY 22 or we expect them to be verified by December 31, 2022.

- 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

For details about our supply chain management, including our supplier audit policies, please see pages 70-73 of the FY 21 ESG Report and the SASB Index.



## Respecting all people

Discrimination has no place in our operations or our suppliers'. We expect our employees, suppliers and partners to treat all people fairly, act with integrity, and work responsibly as described in our [Code of Business Conduct and Ethics](#) and our [Supplier Code of Conduct](#).

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.

**TOTAL FINISHED GOODS  
(MANUFACTURED AND PURCHASED):  
% OF TOTAL UNITS FROM EACH  
REGION OF PRODUCTION IN FY22:**

**NORTH AMERICA**

**78%**

**EUROPE**

**20%**

**ASIA**

**2%**



# ABOUT THIS REPORT

## How we speak about the future

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

Applicable assumptions, risks and uncertainties include, among others, those identified throughout this report, the risks identified under the heading “Risk Factors” in our Annual Report on Form 20-F for the fiscal year ended April 3, 2022, as well as in the other information we file with the Securities and Exchange Commission and the securities commissions or similar securities regulatory authorities in each of the provinces and territories of Canada. Although we base the forward-looking statements contained in this document on assumptions that we believe are reasonable, we caution you that actual results and developments, including our achievement of our targets, goals and commitments, may differ materially from those made in or suggested by the forward-looking statements contained in this document as the result of assumptions not being realized, scientific or technological developments, evolving sustainability strategies, changes in carbon markets, evolving government regulations or changes in circumstances of our business. Additional impacts may arise that we are not aware of currently. The potential of such additional impacts intensifies the business and operating risks which we face, and these should be considered when reading the forward-looking statements contained in this document. In addition, even if results and developments are consistent with the forward-looking statements contained in this document, those results and developments may not be indicative of results or developments in subsequent periods. As a result, any or all of our forward-looking statements in this document may prove to be inaccurate. No forward-looking statement is a guarantee of future results. Moreover, we operate in a highly competitive and rapidly changing environment in which new risks often emerge. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. You should read this document and the documents that we reference herein completely and with the understanding that our future results may be materially different from what we expect. The forward-looking statements in this document speak only as of the date of this document, and we undertake no obligation to update or revise any of these statements.



Learn more about sustainability at Canada Goose:  
[canadagoose.com/sustainability](https://canadagoose.com/sustainability)

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