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PRIME MINISTER JUSTIN TRUDEAU JOINS CANADA GOOSE TO OPEN THEIR SEVENTH AND LARGEST MANUFACTURING FACILITY TO DATE

New factory marks third in Winnipeg; plans to create more than 700 new jobs and expand sewing training schools

TORONTO, SEPTEMBER 11, 2018 - Canada Goose (NYSE: GOOS, TSX: GOOS) today announced the official opening of its third manufacturing facility in Winnipeg, the company's largest to date, which will employ more than 700 new employees over the next three years. Canada Goose already employs more than 1,000 people working at its two existing factories in Winnipeg. The expansion demonstrates the company's continued drive to increase its owned capacity and meet continued growing global demand for its performance luxury apparel.

With an investment in state-of-the-art manufacturing technologies, processes and machines, the new facility will produce classic Canada Goose parkas as well as newer lightweight styles. This is the seventh wholly-owned facility for the company, including two other sites in Winnipeg, three in Toronto and one in Boisbriand, Quebec. At full capacity, the new 128,000 square-foot production facility will make Canada Goose the largest apparel manufacturing employer in the province, employing more than 20 per cent of the Cut & Sew Industry in Canada.

Canada Goose also announced the expansion of its sewing training school program within its Winnipeg operations. The schools, in conjunction with Opportunities for Employment (OFE), provide free sewing skills training and upon successful completion, graduate directly into full-time employment opportunities at Canada Goose. To date, the program has seen more than 750 graduates transition into a variety of roles from sewers to supervisors throughout the company's Winnipeg operations since the program began in 2015.

"Made in Canada isn't a slogan for Canada Goose – our commitment to growing production capacity in Canada is stronger than ever. We are proud of our role in creating manufacturing jobs in Canada, and to be doing it in Winnipeg – a city we are privileged to call home," said Dani Reiss, President & CEO, Canada Goose.

The Winnipeg-made products will be sold at leading luxury retailers in more than 38 countries around the world as well as Canada Goose online, and its retail stores in London, Tokyo, New York, Toronto, Chicago, Boston and Calgary. The company recently announced it will open stores in Vancouver, Montreal, New Jersey, Beijing and Hong Kong this fall.

About Canada Goose Inc.

Founded in a small warehouse in Toronto, Canada in 1957, Canada Goose has grown into one of the world's leading makers of performance luxury apparel. Every collection is informed by the rugged demands of the Arctic and inspired by relentless innovation and uncompromised craftsmanship. From



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Antarctic research facilities and the Canadian High Arctic, to the streets of New York, London, Milan, Paris, and Tokyo, people are proud to wear Canada Goose products. Employing more than 3,000 people worldwide, Canada Goose is a recognized leader for its Made in Canada commitment, and is a long-time partner of Polar Bears International. Visit canadagoose.com for more information.

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