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### **CANADA GOOSE SIGNS INVESTMENT DEAL WITH BAIN CAPITAL TO ACCELERATE GLOBAL GROWTH**

**TORONTO and BOSTON – DECEMBER 10, 2013** – Canada Goose, one of the world’s leading manufacturers of extreme weather outerwear, today announced the completion of a definitive agreement to sell a majority stake in the company to Bain Capital, a leading global private investment firm. Dani Reiss will remain President and CEO, and continue to own a significant minority stake in the company. Financial terms of the private transaction were not disclosed.

Starting out in a small warehouse in Toronto, Canada more than 55 years ago, Canada Goose is today recognized globally for its iconic and authentic apparel which is sold in over 50 countries. Employing more than 1,000 people around the world, the company’s rapid growth includes recently doubling production capacity in Winnipeg by moving into a 57,000 square-foot facility, as well as moving its Toronto manufacturing operations into a new 90,000 square-foot building – a 60 per cent increase over its previous location.

“With this investment, we’re able to amplify what has driven our success for the last 15+ years: delivering the best and warmest jackets to the rest of the world – all proudly made in Canada,” said Reiss. “Bain Capital has a long and impressive track record of successfully investing in beloved Canadian companies, and we are thrilled to bring them on board. They’re the right partner with the right resources and people to help us reach our potential.”

Bain Capital has a history of successful investments in a variety of Canadian consumer brands and retail companies, including Shoppers Drug Mart, Bombardier Recreational Products, and BTI Systems.

“Dani and the Canada Goose management team have already accomplished a great deal in establishing the premium outerwear category and creating a unique global brand that exudes authenticity,” said Ryan Cotton, a Principal at Bain Capital. “We are very excited to employ our global resources and experience to help the team continue to build the business and fuel an even more successful future.”



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Cannacord Geunity Corp. served as financial advisor, Deloitte LLP served as accounting advisor and Torkin Manes LLP served as legal counsel to Canada Goose. Ropes & Gray LLP, Stikeman Elliott LLP, Loyens & Loeff Luxembourg S.à r.l. and Maples and Calder served as legal counsel, and PwC LLP served as accounting advisor to Bain Capital. Financing was provided by CIBC.

### **About Bain Capital**

Bain Capital, LLC is a global private investment firm that manages several pools of capital including private equity, venture capital, public equity, credit products and absolute return with approximately \$70 billion in assets under management. Bain Capital has a team of over 300 professionals dedicated to investing and to supporting its portfolio companies. Since its inception in 1984. Bain Capital has made private equity, growth, and venture capital investments in over 450 companies around the world, including such leading consumer and retail companies as Jack Wolfskin, Shoppers Drug Mart, Bombardier Recreational Products, Inc., Samsonite, BTI Systems, and Burlington Stores, Inc. The firm has offices in Boston, New York, Chicago, Palo Alto, London, Munich, Tokyo, Shanghai, Hong Kong and Mumbai.

[www.baincapital.com](http://www.baincapital.com)

### **About Canada Goose**

For over 55 years, Canada Goose has been committed to producing the best extreme weather outerwear in the world, proudly made in Canada. From the South Pole research facilities and the Canadian High Arctic, to the streets of New York City, Stockholm, Paris, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, best quality, functionality and iconic style. Canada Goose supports Polar Bears International as well as a number of charitable organizations and outdoor ventures that provide commitment to Arctic stewardship and the environment. Visit [www.canada-goose.com](http://www.canada-goose.com) for more information.

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