

Canada Goose Names Rick Wood Chief Commercial Officer

Toronto, ON -- November 21, 2017 – Canada Goose Holdings Inc. (NYSE: GOOS, TSX: GOOS) today announced the appointment of Rick Wood to the role of Chief Commercial Officer, where he will oversee the company’s global commercial operations, including its wholesale, retail, and sales planning and operations teams. As Chief Commercial Officer, Rick will spearhead Canada Goose’s long-term commercial planning efforts and continue to fuel the company’s international growth.

“Rick is an industry veteran and inspirational leader and I am thrilled to welcome him to the Canada Goose team,” said Dani Reiss, President & Chief Executive Officer, Canada Goose. “As we continue to respond to the growing global demand for our authentic function-first products, Rick’s extensive retail experience, both in Canada and internationally, will be instrumental in guiding our commercial operations to strategically capitalize on the many opportunities we see ahead.”

Rick brings more than 20 years of global experience in consumer apparel and retail to his role, having worked with leading global brands including The North Face, Vans, Timberland, Reef, JanSport and SmartWool. Throughout his career, Rick has led teams in sales optimization, product development, marketing, and strategy development and execution. Most recently, he served as Executive Director at ArchPoint Consulting and previously held numerous management positions in VF Corporation, including President of Outdoor and Action Sports Coalition for Europe, Middle East and Africa and Vice President and General Manager of VF Outdoor Canada.

“As a Canadian, I have an incredible amount of admiration for the Canada Goose brand and the impressive team that leads it,” said Wood. “I am proud to join a company that is intrinsically invested in Canada and has been introducing our northern heritage to consumers on a global scale for sixty years. I look forward to working with the team to continue to expand the brand internationally and furthering Canada Goose’s long track record of success.”

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 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 2,000 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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