

CANADA GOOSE

Canada Goose Appoints Belinda Wong to Board of Directors

March 17, 2022

TORONTO--(BUSINESS WIRE)--Mar. 17, 2022-- Canada Goose Holdings Inc. ("Canada Goose" or the "Company") (NYSE: GOOS; TSX: GOOS) today announced the appointment of Belinda Wong, Chairman, Starbucks China and Executive Vice President, Starbucks, to the Canada Goose Board of Directors, effective immediately.

A member of Starbucks global executive leadership team, Belinda has over 20 years of deep field knowledge and leadership in China and the Asia Pacific region. In her current role at Starbucks, she is focused on delivering the brand's growth in one of its largest and fastest growing international markets.

Prior to becoming chairman of Starbucks China, Belinda had a 10-year tenure as CEO of Starbucks China. Under her stewardship, Starbucks China achieved more than 12-fold expansion to reach nearly US\$4 billion in revenue and a retail footprint of close to 6,000 company-operated stores. Most notably, Belinda created one of the most successful loyalty programs, Starbucks Rewards, with membership growing exponentially in recent years to nearly 18 million active members.

"Belinda's extensive experience leading successful international and community-focused efforts, in particular in China and the Asia Pacific, will benefit our global business endeavours, and we're thrilled to have her as a new member of our Board," said Dani Reiss, CEO at Canada Goose. "I look forward to her insight and expertise as we continue on our long-term growth trajectory."

Under Belinda's leadership, Starbucks was also able to open its Farmer Support Center in Yunnan, China in 2012, which offers free agronomy expertise and resources to help local coffee farmers adopt more sustainable farming practices while improving crop yield. In 2020, she also established the Beijing Starbucks Foundation in China, deepening Starbucks commitment to leverage its scale for good to address key issues and uplift local communities.

"It's an honor to join the Board of Directors at Canada Goose. I have long admired the Company's performance luxury product, growth trajectory and commitment to keeping the planet cold and the people on it warm," said Belinda Wong, Chairman, Starbucks China and Executive Vice President, Starbucks. "I look forward to working with my fellow Board members and the executive team as they continue to effectively grow their strong and impactful brand around the world."

About Canada Goose

Founded in 1957 in a small warehouse in Toronto, Canada, Canada Goose (NYSE:GOOS, TSX:GOOS) is a lifestyle brand and a leading manufacturer of performance luxury apparel. Every collection is informed by the rugged demands of the Arctic, ensuring a legacy of functionality is embedded in every product from parkas and rainwear to apparel and accessories. Canada Goose is inspired by relentless innovation and uncompromised craftsmanship, recognized as a leader for its Made in Canada commitment. In 2020, Canada Goose announced HUMANATURE, its purpose platform that unites its sustainability and values-based initiatives, reinforcing its commitment to keep the planet cold and the people on it warm. Canada Goose also owns Baffin, a Canadian designer and manufacturer of performance outdoor and industrial footwear. Visit www.canadagoose.com for more information.

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