



CANADA GOOSE HOLDINGS INC.

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the annual meeting (the "Meeting") of the holders of subordinate voting shares (the "Subordinate Voting Shares") and multiple voting shares (the "Multiple Voting Shares" and, together with the Subordinate Voting Shares, the "Shares") of Canada Goose Holdings Inc. (the "Company") will be held at 9:00 a.m. (Eastern time) on August 15, 2017 at Stikeman Elliott LLP, 5300 Commerce Court West, 199 Bay Street, Toronto, Ontario, M5L 1B9, to consider and take action on the following matters:

- (1) to receive the consolidated financial statements of the Company for the fiscal year ended March 31, 2017, together with the notes thereto and the independent auditor's report thereon;
- (2) to elect the directors of the Company who will serve until the next annual meeting of shareholders or until their successors are elected or appointed;
- (3) to appoint the auditor of the Company and authorize the Board of Directors to fix their remuneration; and
- (4) to transact such other business as may properly be brought before the Meeting or any postponement or adjournment thereof.

As a shareholder of the Company, it is very important that you read this material carefully and then vote your Shares, either by proxy (or voting instruction form, as applicable) or in person at the Meeting.

The accompanying management information circular of the Company dated July 7, 2017 (the "Circular") provides additional information relating to the matters to be dealt with at the Meeting. Also enclosed is a form of proxy for the Meeting.

The consolidated financial statements of the Company for the fiscal year ended March 31, 2017, together with the notes thereto, the independent auditor's report thereon and the related management's discussion and analysis are available on SEDAR at www.sedar.com.

The Board of Directors has fixed the close of business on June 30, 2017 as the record date for determining shareholders entitled to receive notice of, and to vote at, the Meeting, or any postponement or adjournment thereof. No person who becomes a shareholder of record after that time will be entitled to vote at the Meeting or any postponement or adjournment thereof.

A shareholder who is unable to be present at the Meeting and who wishes to appoint some other person (who need not be a shareholder) to represent him, her or it at the Meeting may do so by inserting such person's name in the blank space provided in the enclosed form of proxy or by completing another proper form of proxy, and, in either case, by returning the completed form of proxy in the pre-addressed return envelope provided for that purpose to Computershare Investor Services Inc. no later than 9:00 a.m. (Eastern time) on August 11, 2017, or if the Meeting is postponed or adjourned, by no later than 48 hours prior to the time of such postponed or adjourned meeting (excluding Saturdays, Sundays and holidays). The Company reserves the right to accept

late proxies and to waive the proxy cut-off, with or without notice. Non-registered shareholders who hold their Shares through a broker, investment dealer, bank, trust company, custodian, nominee or other intermediary should carefully follow the instructions of their intermediary to ensure that their Shares are voted at the Meeting in accordance with such shareholder's instructions.

At the Meeting, the Company will also report on its business results for the fiscal year ended March 31, 2017.

Dated at Toronto, Ontario, this 7th day of July, 2017.

By order of the Board of Directors,

A handwritten signature in black ink that reads "Dani Reiss". The signature is written in a cursive style with a large initial 'D' and 'R'.

Dani Reiss
President & Chief Executive Officer