

**Form 45-102F1**

**Notice of Intention to Distribute Securities under Section 2.8 of  
NI 45-102 *Resale of Securities***

**Reporting issuer**

**1. Name of reporting issuer:**

Canada Goose Holdings Inc. (the “**Issuer**”)

**Selling security holder**

**2. Your name:**

Dani Reiss (the “**Selling Securityholder**”)

**3. The offices or positions you hold in the reporting issuer:**

The Selling Securityholder is the Chairman of the of the board of directors, President and Chief Executive Officer of the Issuer.

**4. Are you selling securities as a lender, pledgee, mortgagee or other encumbrancer?**

The Selling Securityholders is not a lender, pledgee, mortgagee or other encumbrancer.

**5. Number and class of securities of the reporting issuer you beneficially own:**

The Selling Securityholder is the beneficial owner of 20,130,334 multiple voting shares of the reporting issuer and 968,967 options (“**Options**”) to acquire subordinate voting shares (“**Subordinate Voting Shares**”) of the Issuer.

**Distribution**

**6. Number and class of securities you propose to sell:**

The Selling Securityholder proposes to sell up to 78,948 Subordinate Voting Shares to be issued upon the exercise of Options in accordance with their terms, such options forming part of the Selling Securityholder’s compensation for services as President and Chief Executive Officer of the Issuer.

**7. Will you sell the securities privately or on an exchange or market? If on an exchange or market, provide the name.**

The Selling Securityholder will sell the Subordinate Voting Shares privately and/or through the facilities of the Toronto Stock Exchange and/or the New York Stock Exchange. For greater clarity, the Subordinate Voting Shares may also be sold through other eligible exchanges or alternative trading systems (including CSE, Alpha Exchange,

Bloomberg Tradebook, Chi-X Canada ATS, Instinet Canada Cross Limited, Liquidnet Canada Inc., Lynx ATS, MATCH Now, OMEGA ATS and TMX Select) where the relevant dealer determines it is necessary in order to obtain best execution.

**Warning**

**It is an offence to submit information that, in a material respect and in light of the circumstances in which it is submitted, is misleading or untrue.**

**Certificate**

I certify that

- (1) I have no knowledge of a material fact or material change with respect to the issuer of the securities that has not been generally disclosed; and
- (2) the information given in this form is true and complete.

Date: November 6, 2020

(Signed) Dani Reiss  
Dani Reiss