

**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 Issuer, options (“**Options**”) to acquire 1,225,872 subordinate voting shares (“**Subordinate Voting Shares**”) of the Issuer and 85,145 restricted share units that may entitle the Selling Securityholder to an equal number of Subordinate Voting Shares upon vesting.

**Distribution**

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

The Selling Securityholder proposes to sell up to 326,219 Subordinate Voting Shares to be issued upon the exercise of Options, such Options forming part of the Selling Securityholder’s compensation for services as President and Chief Executive Officer of the Issuer, in accordance with their terms pursuant to an automatic securities disposition plan (the “**ASDP**”). The ASDP will be effective on the second trading day following the date on which the Issuer files its interim financial statements for the quarter ending June 27, 2021 (the “**Effective Date**”) and terminate no later than the date that is 12 months following the Effective Date. The Ontario Securities Commission issued a decision document dated May 11, 2021 exempting the Selling Securityholder from the

prospectus requirement under Canadian securities legislation with respect to sales of Subordinate Voting Shares under the ASDP.

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

The Subordinate Voting Shares will be sold through the facilities of the Toronto Stock Exchange.

**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: June 4, 2021

(Signed) Dani Reiss  
Dani Reiss