

**\*\*\* Exercise Your *Right* to Vote \*\*\***  
**Important Notice Regarding the Availability of Proxy Materials for the  
Shareholder Meeting to Be Held on June 8, 2017.**

**lululemon athletica inc.**



LULULEMON ATHLETICA INC.  
1818 CORNWALL AVENUE  
VANCOUVER, BC CANADA V6J 1C7  
ATTN: INVESTOR RELATIONS

**Meeting Information**

**Meeting Type:** Annual Meeting  
**For holders as of:** April 13, 2017  
**Date:** June 8, 2017    **Time:** 9:00 AM PDT  
**Location:** Meeting live via the Internet-please visit  
[www.virtualshareholdermeeting.com/lulu2017](http://www.virtualshareholdermeeting.com/lulu2017).

The company will be hosting the meeting live via the Internet this year. To attend the meeting via the Internet please visit [www.virtualshareholdermeeting.com/lulu2017](http://www.virtualshareholdermeeting.com/lulu2017) and be sure to have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page).

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com), scan the QR Barcode on the reverse side, or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

**See the reverse side of this notice to obtain proxy materials and voting instructions.**

# Before You Vote

## How to Access the Proxy Materials

### Proxy Materials Available to VIEW or RECEIVE:

NOTICE & PROXY STATEMENT      ANNUAL REPORT

#### How to View Online:

Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com), or scan the QR Barcode below.

#### How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: [www.proxyvote.com](http://www.proxyvote.com)
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL\*: [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 25, 2017 to facilitate timely delivery.

# How To Vote

Please Choose One of the Following Voting Methods



**SCAN TO**  
VIEW MATERIALS & VOTE



### Vote By Internet:

#### Before The Meeting:

Go to [www.proxyvote.com](http://www.proxyvote.com) or from a smart phone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) available and follow the instructions.

#### During The Meeting:

Go to [www.virtualshareholdermeeting.com/lulu2017](http://www.virtualshareholdermeeting.com/lulu2017). Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

## Voting Items

**The Board of Directors recommends you vote FOR all of the following nominees:**

1. Class I Nominees

**Nominees:**

- 1a. Michael Casey
- 1b. Glenn Murphy
- 1c. David M. Mussafer
- 1d. Laurent Potdevin

**The Board of Directors recommends you vote FOR the following proposals:**

2. To ratify the appointment of PricewaterhouseCoopers LLP as the Company's independent registered public accounting firm for the fiscal year ending January 28, 2018.
3. To approve an amendment to the Company's certificate of incorporation to remove the reference to plurality voting.
4. To approve, on an advisory basis, the compensation of the Company's named executive officers.

**The Board of Directors has not made a recommendation for the following proposal:**

5. To cast an advisory vote on how often an advisory say-on-pay proposal should be included in the proxy materials for future stockholder meetings.

**NOTE:** Such other business as may properly come before the meeting or any adjournment thereof.

