

**FOR IMMEDIATE RELEASE**

**AN AFFILIATE OF BRIAN HILL ACQUIRES SECURITIES OF ARITZIA INC.**

Vancouver, British Columbia – November 9, 2017 – Sven Holdings Inc. (“**Sven**”), a holding investment company controlled by Brian Hill, founder and CEO of Aritzia Inc. (“**Aritzia**”), is pleased to announce that on November 9, 2017 it acquired ownership of an aggregate of 290,700 subordinate voting shares (“**SVS**”) of Aritzia through the facilities of the Toronto Stock Exchange.

Immediately prior to the acquisition, Sven did not own any SVS or multiple voting shares of Aritzia (each an “**MVS**” and together with the SVS, the “**Shares**”). AHI Holdings Inc. (“**AHI**”), another investment company controlled by Brian Hill, owned 24,537,349 MVS and Brian Hill owned 671,899 options to acquire SVS, each option exercisable for one SVS (each an “**Option**”). The MVS held by AHI, represented approximately 44.01% of the outstanding MVS, approximately 22.06% of all of Aritzia’s outstanding Shares, and approximately 40.03% of the votes attaching to all of Aritzia’s outstanding Shares. Each MVS represents ten votes on all matters upon which holders of shares in the capital of Aritzia are entitled to vote and is convertible into one SVS at any time at the sole option of Sven.

Immediately following the acquisition, Sven, together with AHI and Brian Hill, own 290,700 SVS, 24,537,349 MVS and 671,899 Options. The SVS and MVS held by Sven, together with AHI and Brian Hill, represent, in the aggregate, approximately 22.32% of all of Aritzia’s outstanding Shares and 40.07% of the votes attaching to all of the Aritzia’s outstanding Shares.

The securities were acquired in multiple trades through the facilities of the Toronto Stock Exchange at prices ranging from \$10.49 to \$10.85 per share for an average purchase price of \$10.55 and an aggregate purchase price of \$3,068,295. Sven has acquired the SVS for investment purposes and may acquire further SVS, or dispose of its holdings of MVS or SVS, both as investment conditions warrant. The SVS acquired by Sven represent approximately 0.52% of the presently issued and outstanding SVS, approximately 0.26% of all of Aritzia’s outstanding Shares, and approximately 0.05% of the votes attaching to all of the Aritzia’s outstanding Shares.

The acquisition of the SVS was made in reliance on exemptive relief from the formal take-over bid requirements of National Instrument 62-104 *Takeover Bids and Issuer Bids* obtained by Sven on October 12, 2017. Such relief permits Sven, AHI and Brian Hill to purchase additional SVS provided that Sven, AHI and Brian Hill comply with the normal course purchase exemption found in section 4.1 of NI 62-104, except that, for the purpose of determining the number of SVS acquired by Sven, AHI and Brian Hill within the twelve-month period preceding the date of any such purchases of SVS in the market, the SVS acquired pursuant to the conversion of MVS in January 2017 shall be excluded.

Aritzia is listed on the Toronto Stock Exchange under the symbol “ATZ”. Aritzia’s head office is located at Suite 118, 611 Alexander Street, Vancouver, British Columbia, V6A 1E1. Sven’s head office is located at Suite 118, 611 Alexander Street, Vancouver, British Columbia, V6A 1E1. Sven is incorporated under the laws of British Columbia. For further information and/or a copy of the related early warning report to be filed, please contact David Pfeifer at (604) 215-5278.

\* \* \*