



NEWS RELEASE

Aritzia Announces Closing of Secondary Offering of Subordinate Voting Shares

NOT FOR DISTRIBUTION IN THE UNITED STATES

VANCOUVER, B.C., February 28, 2025 - Aritzia Inc. ("Aritzia" or the "Company") (TSX: ATZ), a design house with an innovative global platform, today announced the closing of the secondary offering announced on February 11, 2025 (the "Offering") and the concurrent closing of the exercise in full of the over-allotment option granted to the Underwriters (as defined below) consisting of an aggregate of 1,045,000 subordinate voting shares of the Company (the "Shares") held by Brian Hill, Founder and Executive Chair of Aritzia, together with certain entities owned and/or controlled directly or indirectly by him, or him and his immediate family (collectively, the "Selling Shareholders"). The Shares were offered at an offering price of \$69.85 per Share for total gross proceeds to the Selling Shareholders of \$72,993,250. All net proceeds from the Offering have been paid to the Selling Shareholders. The Company will not receive any proceeds from the Offering.

The Offering was made through a syndicate of underwriters led by CIBC Capital Markets (the "Lead Underwriter") and including Canaccord Genuity Corp. (together with the Lead Underwriter, the "Underwriters") and made on a bought deal basis pursuant to a final short form prospectus (the "Prospectus") dated February 25, 2025. The Prospectus has been filed with the Canadian securities regulators in each of the provinces and territories of Canada (excluding Québec) and is available under the Company's System for Electronic Data Analysis and Retrieval + ("SEDAR+") profile at www.sedarplus.com.

Immediately following closing of the Offering, Mr. Hill holds, through entities owned and/or controlled, directly or indirectly, by him or by him and his immediate family, 19,679,244 multiple voting shares, representing all of the multiple voting shares of the Company and an equity interest of approximately 17.2%, and a voting interest of approximately 67.5%, in each case, on a non-diluted basis. Mr. Hill no longer holds, directly or indirectly, any subordinate voting shares of the Company following closing of the Offering. In addition, Mr. Hill holds 887,065 options and 219,669 performance share units of the Company. Each multiple voting share 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 subordinate voting share at any time at the sole option of the holder.

No securities regulatory authority has either approved or disapproved of the contents of this news release. The Shares have not been registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws. Accordingly, the Shares may not be offered or sold within the United States unless registered under the U.S. Securities Act and applicable state securities laws or pursuant to exemptions from the registration requirements of the U.S. Securities Act and applicable state securities laws. This news release does not constitute an offer to sell or a solicitation of an offer to buy any securities of Aritzia in any jurisdiction in which such offer, solicitation or sale would be unlawful.

About Aritzia

Aritzia is a design house with an innovative global platform. We are creators and purveyors of Everyday Luxury, home to an extensive portfolio of exclusive brands for every function and individual aesthetic. We're about good design, quality materials and timeless style — all with the wellbeing of our People and Planet in mind.

Founded in 1984 in Vancouver, Canada, we pride ourselves on creating immersive, highly personalized shopping experiences at aritzia.com and in our 125+ boutiques throughout North America — for everyone, everywhere.

Our Approach

Aritzia means style, not trend, and quality over everything. We treat each in-house label as its own atelier, united by premium fabrics, meticulous construction and an of-the-moment point of view. We handpick fabrics from the world's best mills for their feel, function and ability to last. We obsess over proportion, fit and that just-right silhouette. From hand-painted prints to the art of pocket placement, our innovative design studio considers and reconsiders each detail to create essentials you'll reach for again, and again, and again.

Everyday Luxury. To elevate your world.™

The Toronto Stock Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this statement.

For more information:

Investors

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