



NEWS RELEASE

ARITZIA ANNOUNCES NORMAL COURSE ISSUER BID

VANCOUVER, May 5, 2025 – Aritzia Inc. ("Aritzia" or the "Company") (TSX: ATZ) today announced that the Toronto Stock Exchange ("TSX") has accepted its notice of intention to proceed with a normal course issuer bid ("NCIB").

Pursuant to the NCIB, Aritzia may purchase up to 4,226,994 of its subordinate voting shares ("Shares"), representing approximately 5% of the public float of 84,539,881 Shares as at April 30, 2025, during the twelve-month period commencing May 7, 2025 and ending May 6, 2026. As at April 30, 2025, there were 94,751,567 Shares issued and outstanding. Under the NCIB, other than purchases made under block purchase exemptions, Aritzia may purchase up to 153,356 Shares on the TSX during any trading day, which represents approximately 25% of the average daily trading volume on the TSX for the most recently completed six calendar months (being 613,425 Shares) prior to the TSX's acceptance of the notice of the NCIB. Any Shares purchased under the NCIB will be cancelled.

Aritzia's Board of Directors believes that an NCIB represents an appropriate and desirable use of its available cash, after prioritizing investments in boutiques and strategic infrastructure, to increase shareholder value and is in the best interest of Aritzia and its shareholders. As at March 2, 2025, the Company had approximately \$286 million of cash and cash equivalents. Any purchases made under the NCIB will be made by Aritzia subject to favourable market conditions at the prevailing market price at the time of acquisition through the facilities of the TSX and/or alternative Canadian trading systems.

Although the Company presently intends to purchase Shares under its NCIB, there can be no assurances that any such purchases will be completed. Any purchases made under NCIB will be made by Aritzia at the prevailing market price at the time of acquisition and through the facilities of the TSX or alternative Canadian trading systems, as applicable. The Company may rely on an automatic share purchase plan during the NCIB. The automatic share purchase plan would allow for purchases by the Company of Shares during certain pre-determined blackout periods, subject to certain parameters and approval of the TSX.

Pursuant to the Company's prior normal course issuer bid, the Company sought and received approval from the TSX to purchase up to 3,515,740 of its Shares for the period from January 22, 2024 to January 21, 2025. The Company repurchased a total of 134,200 Shares on the market for cancellation at a volume weighted average price of \$44.00 per Share for total cash consideration of \$5.9 million (including commissions) under that prior bid.

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 130 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.™

Forward-looking Information

Certain statements made in this press release may constitute forward-looking information under applicable securities laws, including statements related to the Company's NCIB, future purchases of Shares pursuant to the NCIB and, if applicable, an automatic share purchase plan, and investments in boutiques and strategic infrastructure. Particularly, information regarding our expectations of future results, targets, performance achievements, intentions, prospects, opportunities or other characterizations of future events or developments in the markets in which we operate is forward-looking information. Often but not always, forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "targets", "expects", "is expected", "an opportunity exists", "budget", "scheduled", "estimates", "outlook", "forecasts", "projection", "prospects", "strategy", "intends", "anticipates", "believes", or positive or negative variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might", "will", "will be taken", "occur", "continue", or "be achieved". Statements containing forward-looking information are not historical facts nor assurances of future performance but instead represent our current expectations, estimates and projections regarding future events or circumstances. Readers are cautioned that such information may not be appropriate for other purposes. Although the Company believes that the forward-looking statements are based on information, assumptions and beliefs that are current, reasonable, and complete, such information is necessarily subject to a number of business, economic, competitive and other risk factors that could cause actual results to differ materially from management's expectations and plans as set forth in such forward-looking information.

Given the current challenging operating environment, there can be no assurances regarding: (a) the macroeconomic impacts on Aritzia's business, operations, labour force, supply chain performance and growth strategies; (b) Aritzia's ability to mitigate such impacts, including ongoing measures to enhance short-term liquidity, contain costs and safeguard the business; (c) general economic conditions and impacts to consumer discretionary spending and shopping habits (including impacts from changes to interest rate environments); (d) credit, market, currency, commodity market, inflation, interest rates, global supply chains, operational, and liquidity risks generally; (e) geopolitical events including the imposition of any new, or any material changes to applicable duties, tariffs and trade restrictions or similar measures (and any retaliatory measures); (f) public health related limitations or restrictions that may be placed on servicing our clients or the duration of any such limitations or restrictions; and (g) other risks inherent to Aritzia's business and/or factors beyond its control which could have a material adverse effect on the Company.

Many factors could cause our actual results, performance, achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, the factors discussed in the "Risk Factors" section of the Company's annual information form dated May 1, 2025 for the fiscal year ended March 2, 2025 (the "AIF"). A copy of the AIF and the Company's other publicly filed documents can be accessed under the Company's profile on SEDAR+ at www.sedarplus.com.

The Company cautions that the list of risk factors and uncertainties described in the AIF is not exhaustive and other factors could also adversely affect its results. We operate in a highly competitive and rapidly changing environment in which new risks often emerge. It is not possible for management to predict all risks, nor assess the impact of all risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Readers are urged to consider the risks, uncertainties and assumptions carefully in evaluating the forward-looking information and are cautioned not to place undue reliance on such information. The forward-looking information contained in this press release represents our expectations as of the date of this press release (or as of the date they are otherwise stated to be made) and are subject to change after such date. We disclaim any intention, obligation or undertaking to update or revise any forward-looking information, whether written or oral, as a result of new information, future events or otherwise, except as required under applicable securities laws.

The TSX has not reviewed and does not accept responsibility for the adequacy or accuracy of this

statement.

For more information:

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