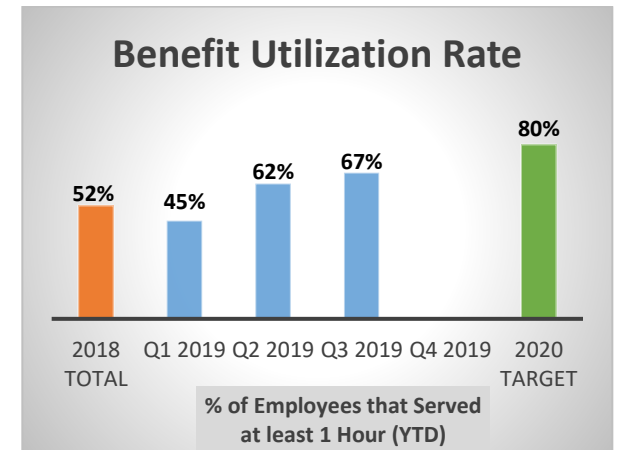
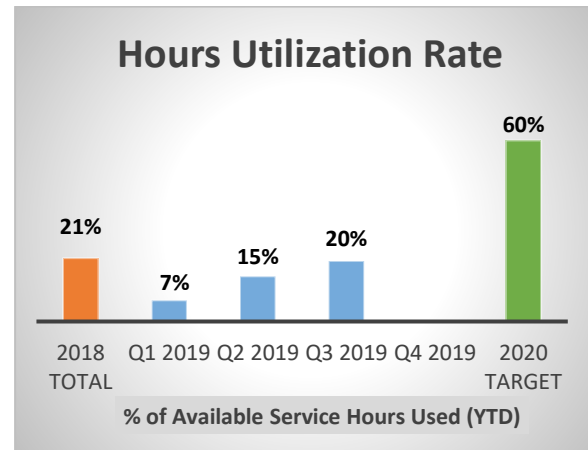
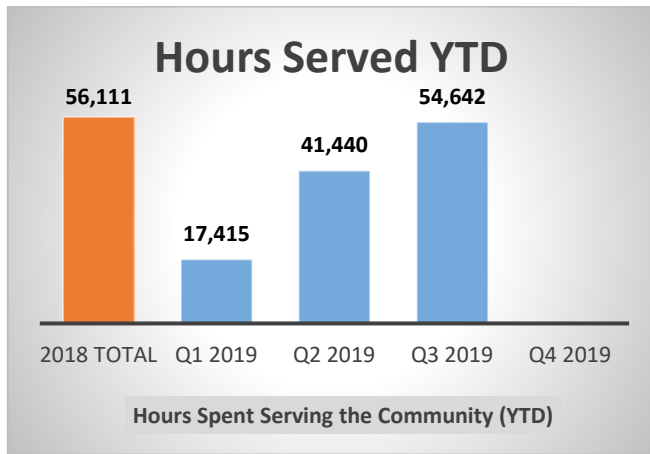


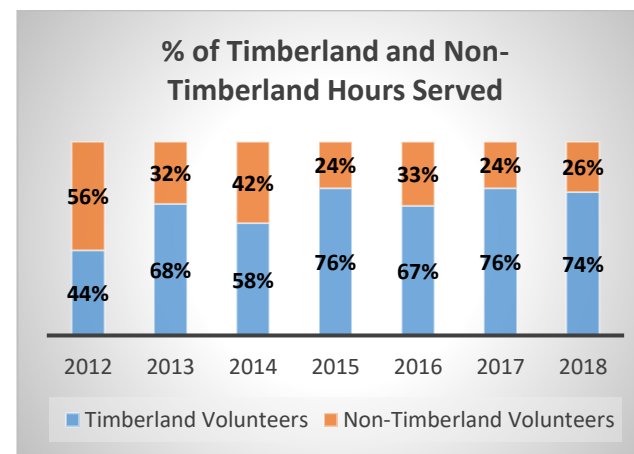
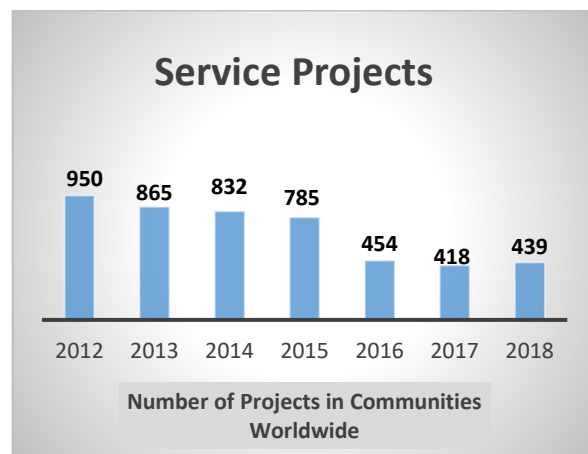


# COMMUNITY SERVICE

## Quarterly Reported Metrics – Q3 2019 Results



## Annually Reported Metrics – 2018 Results



For further details, analysis, and historic data, refer to respective appendices.

# COMMUNITY METRICS

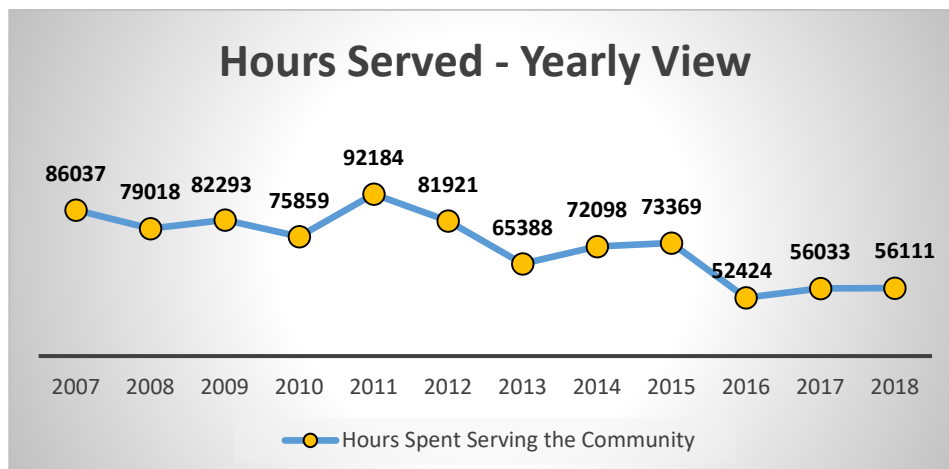
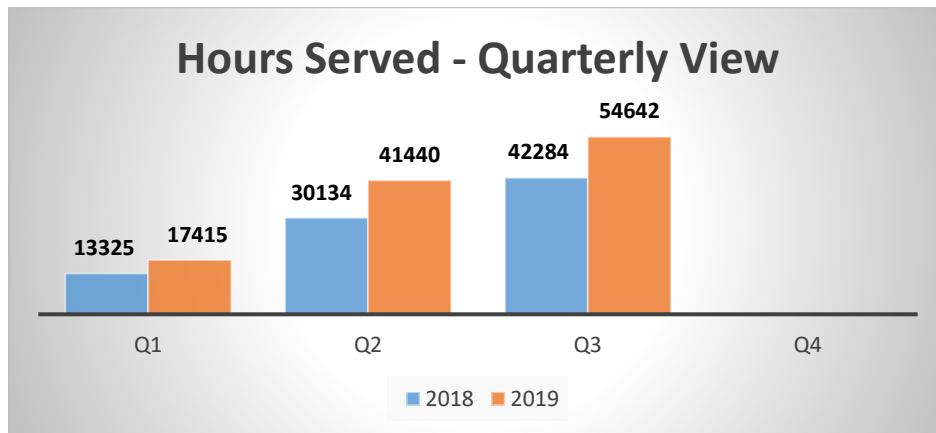
At Timberland, service is a part of our DNA. A belief in the power of people to transform their communities is one of our core values. Our purpose is to inspire and equip the world to step outside, work together and make it better. We live this purpose by offering our thousands of creative, dedicated, hardworking employees a number of ways to become involved:

*Path of Service™*: This employee volunteer program gives full-time staff an annual benefit of up to 40 paid hours and part-time staff an annual benefit of up to 20 paid hours for community service. *Pillar Service Events*: To help employees use their service hours, Timberland organizes global two days of service each year: Earth Day in the spring and our own Serv-a-palooza event in the fall. In 2014, Timberland employees celebrated their one million<sup>th</sup> hour of community service.

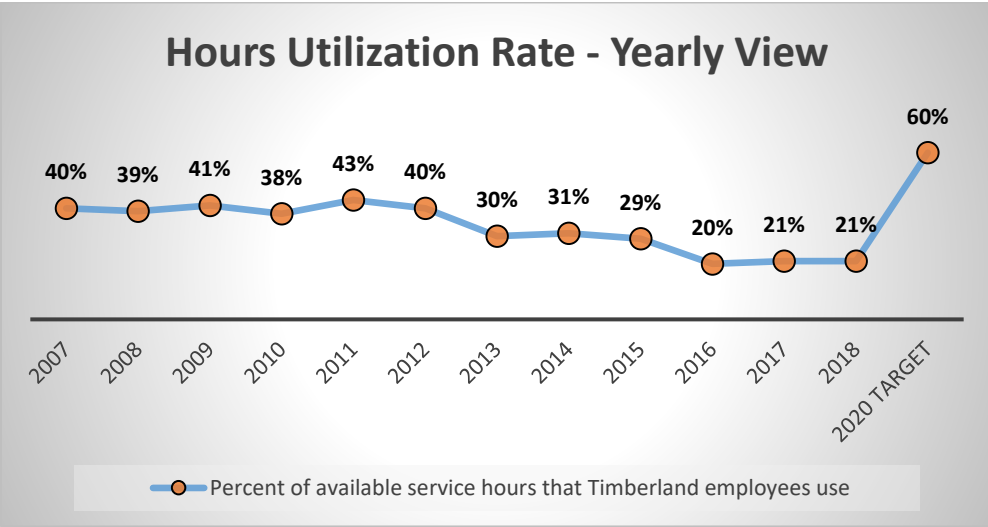
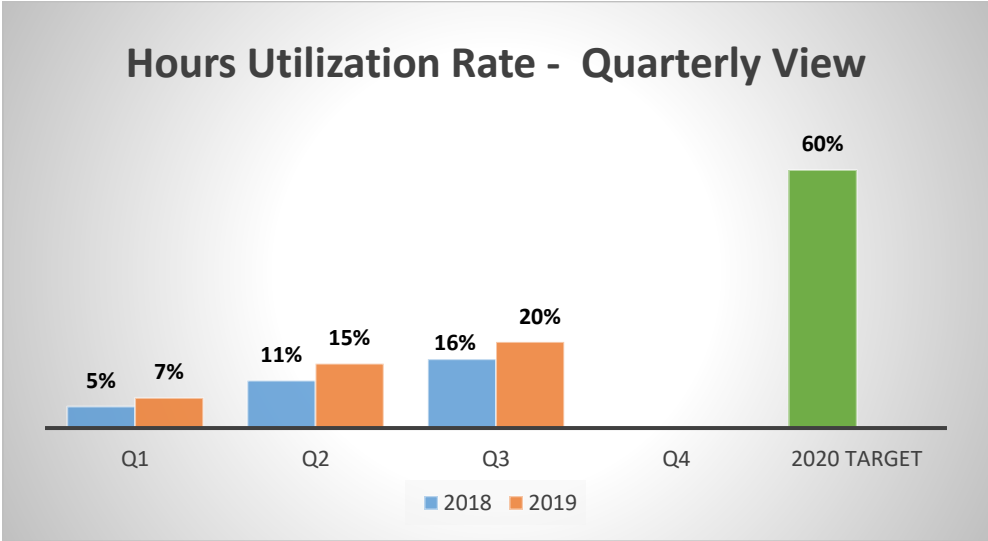
Each year the Community Engagement team and the Global Stewards (Timberland’s volunteer team of CSR ambassadors who drive our service and CSR agenda worldwide, in addition to their regular job responsibilities) strive to increase employee engagement in community service by offering new service opportunities to employees. Service metrics are measured on an annual basis (from January 1 - December 31) and revert to zero at the beginning of each year.

To learn more about how we serve, [click here](#). Interested in putting together a service event of your own? [Download our Service Toolkit](#) to get started!

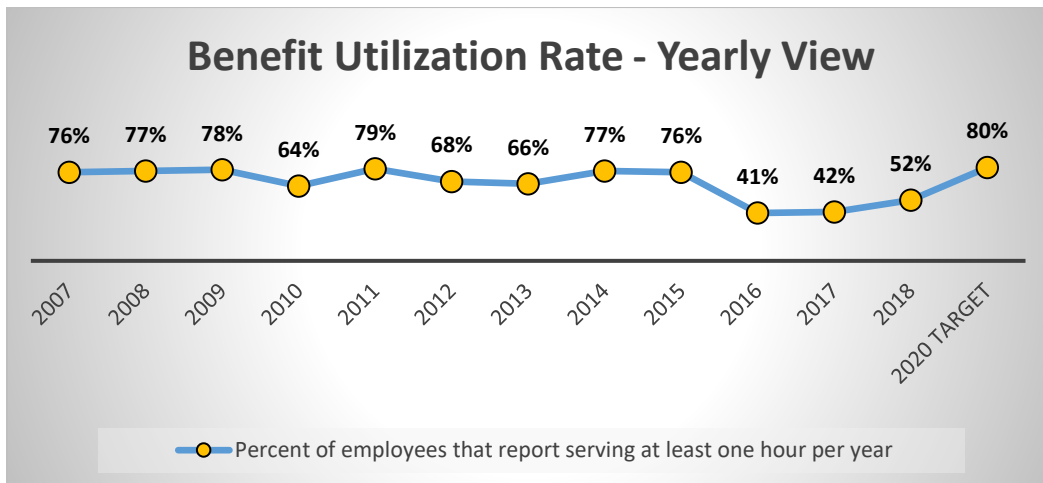
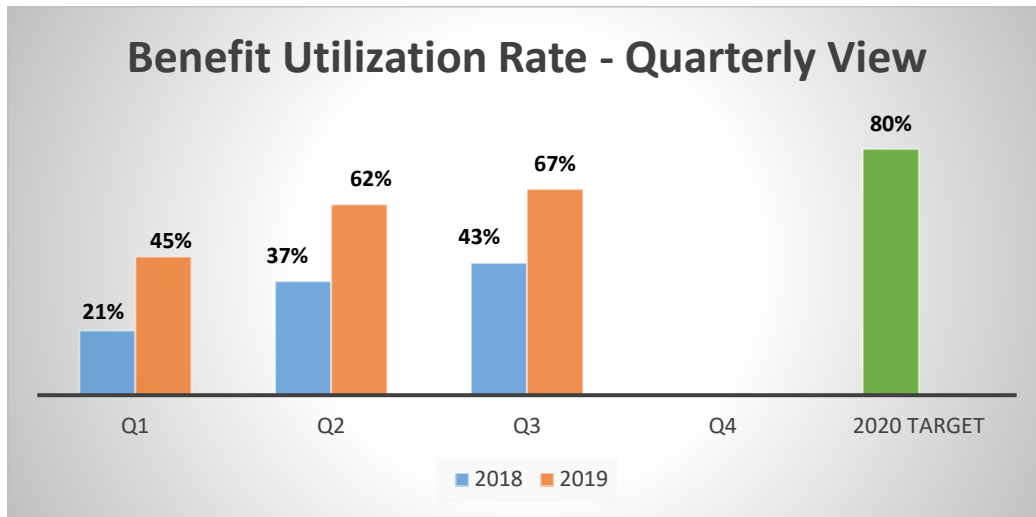
Hours served reflects the total number of community service hours reported by employees that were served during business hours.



Hours Utilization Rate ("HUR") measures the percentage of available service hours offered to Timberland employees that employees report using year-to-date.



Benefit Utilization Rate ("BUR") measures the percentage of employees that report serving at least one hour of community service per year.



**Q3 2019:** Timberland employees around the world served 54,642 hours year to date, a 29.2% increase over the same period last year (42,284 hours). Hours Utilization Rate year-to-date is 20%, and Benefit Utilization Rate is 67%, both considerable increases over last year (16% and 43% respectively). This increase can be attributed to our manufacturing facility in the Dominican Republic, which engaged 75% of their population in a large-scale service event in Q1, as well as an increase in service participation in our European locations. The increase in these 2 regions more than made up for the decrease in US service numbers due to the postponement of Servapalooza until Q4 at the Stratham headquarters, and the Asia region’s relatively flat performance year-over-year.

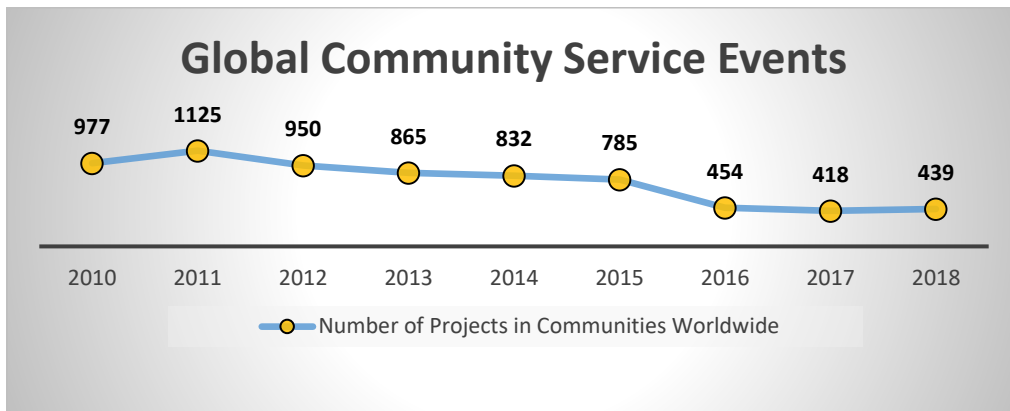
Over 350 service projects were conducted around the world year-to-date. In Bangladesh, Timberland associates left the office to paint a school and raise awareness among the students about the impact of deforestation. In Scandinavia, retail employees from 3 different stores participated in World Cleanup Day and in the Dominican Republic, workers joined forces with 70 business partners to plant trees. At our world headquarters, supply chain associates stepped away from their desks and made some much-needed improvements at an estuarine research and discovery center.



## COMMUNITY SERVICE EVENTS ORGANIZED BY TIMBERLAND GLOBALLY

To support and encourage Timberland employees to use their Path of Service™ benefit, the Global Stewards are tasked with organizing community service events beyond our annual Earth Day events in the spring and our annual Serv-a-palooza events in the fall. Most service events are designed to engage not only our employees, but also our business partners, VF associates, our customers, and others in the community. This metric shows the number of community service events organized by Timberland worldwide per year.

Note to stakeholders: In 2016, we redefined “service event” to mean “projects involving 2 or more Timberland employees engaging in service to the community.” As such, our number of events decreased to conform to this new guideline.



## NON-TIMBERLAND VOLUNTEERS

This metric communicates the extent to which we have increased our impact by engaging volunteers beyond our employee population in hours of service. We strive to engage our business partners, distributors, consumers, and local community members in our events. The purpose of this metric is to show the percentage of Timberland vs. non-Timberland volunteers that participated in Timberland organized service events throughout the year.

