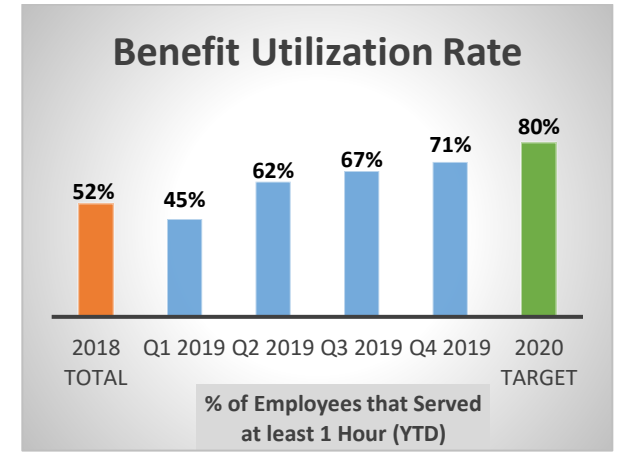
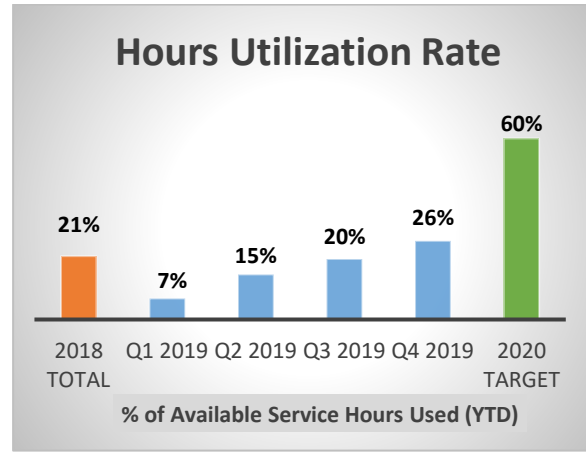
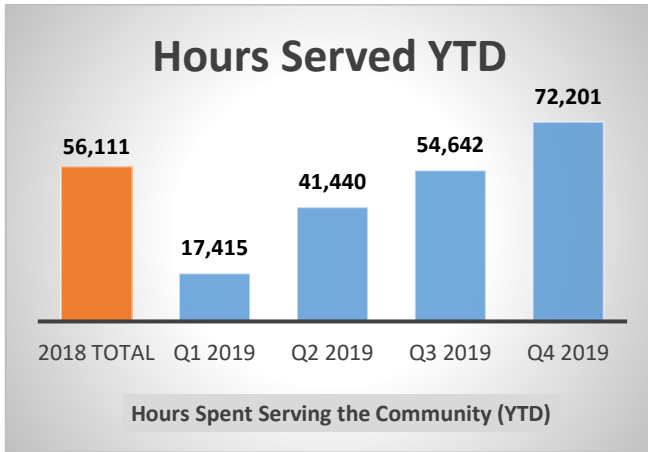


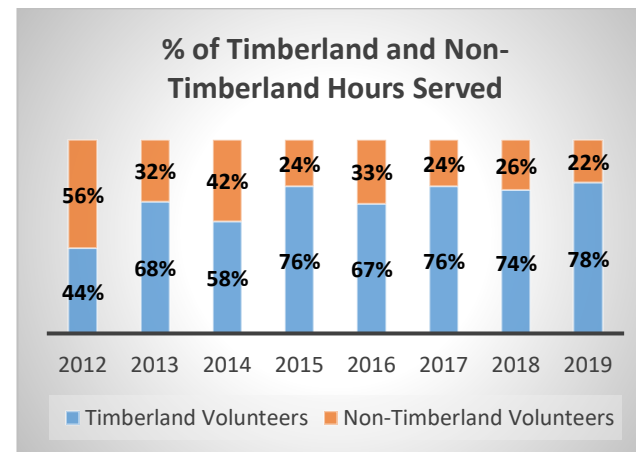
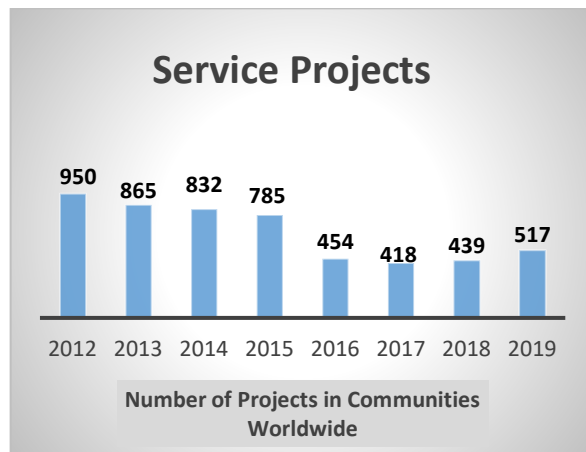


COMMUNITY SERVICE

Quarterly Reported Metrics – Q4 2019 Results



Annually Reported Metrics – 2019 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:

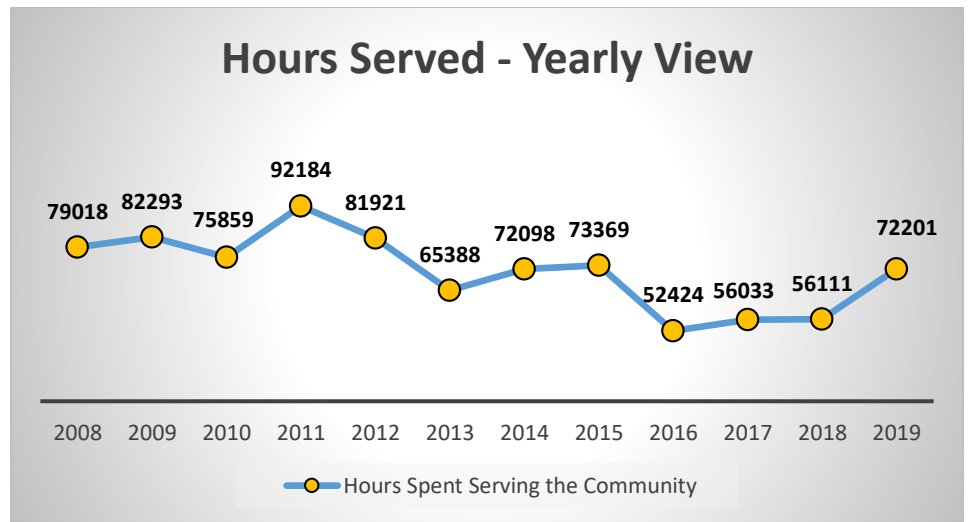
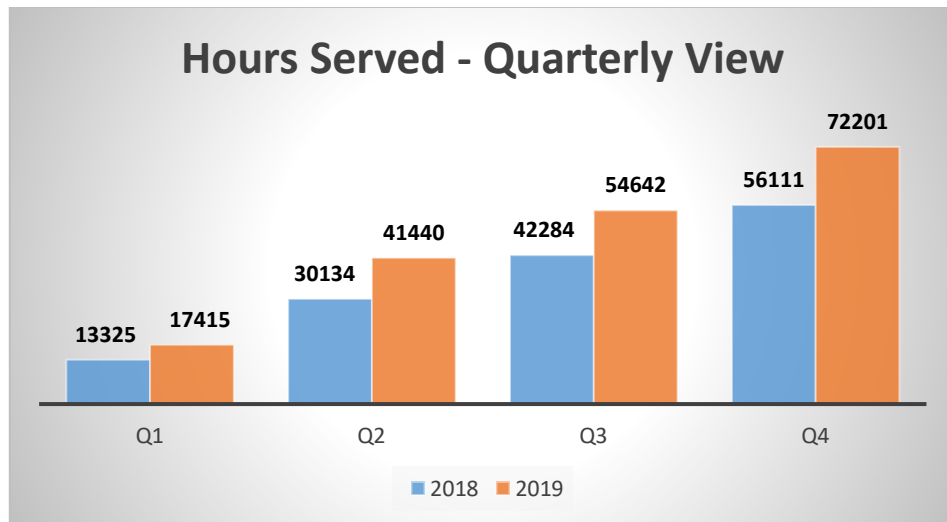
Path of Service™: This volunteer program gives full-time employees up to 40 paid hours each year and part-time employees up to 20 paid hours each year to serve in their communities.

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 millionth 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!

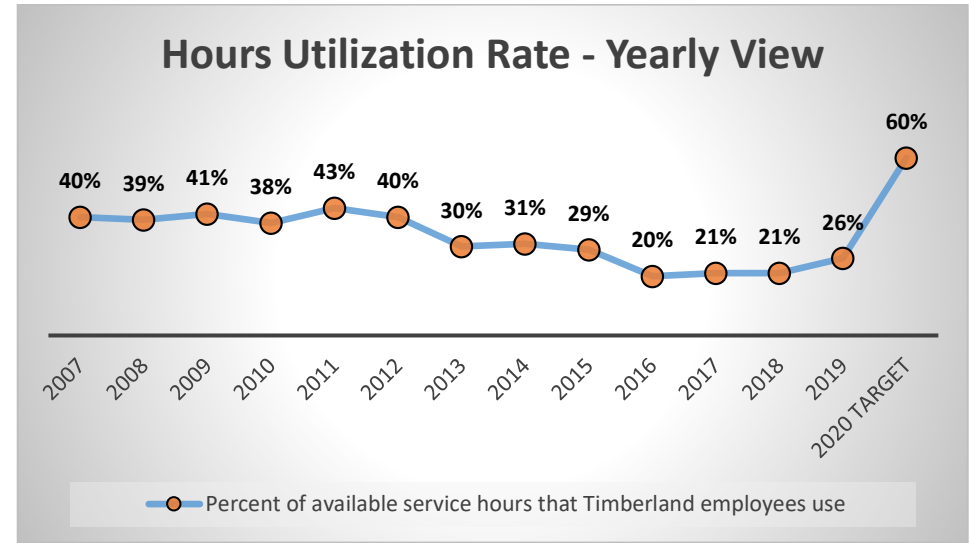
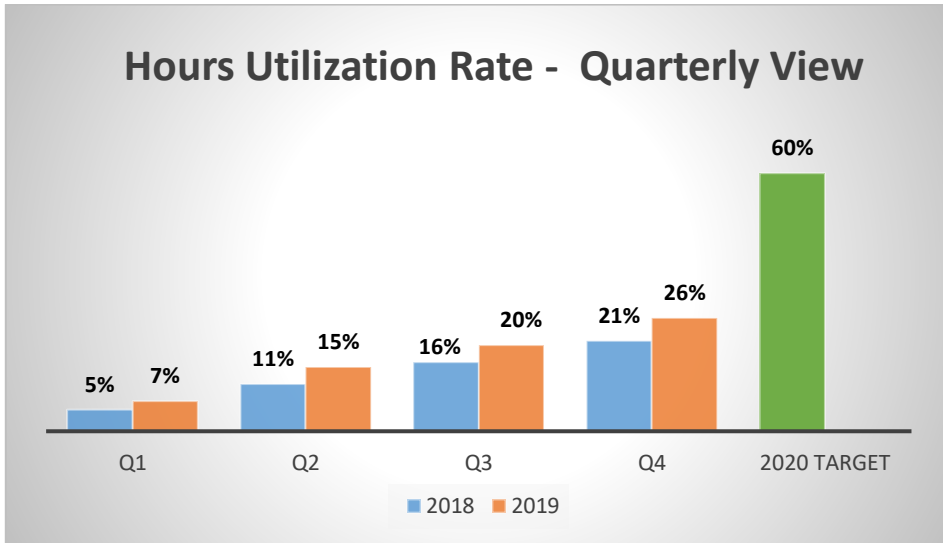
Hours served reflects the total number of community service hours reported by employees that were served during business hours.



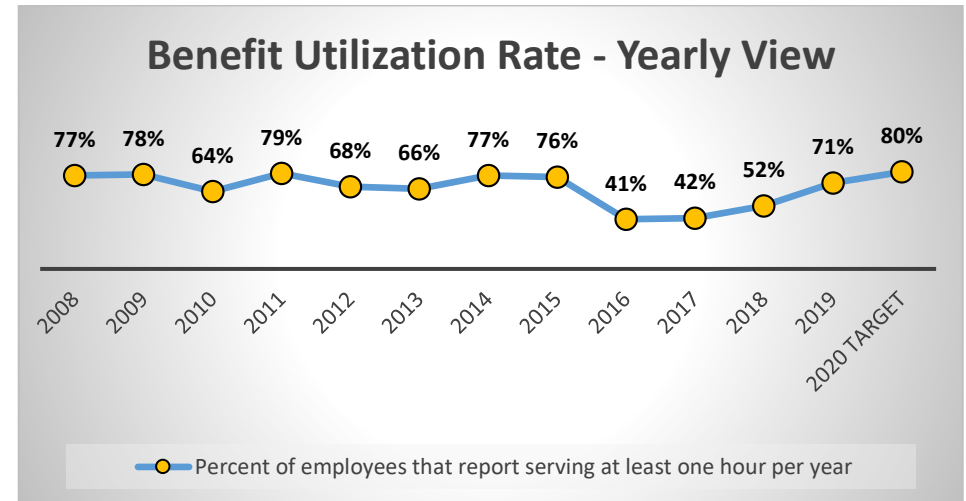
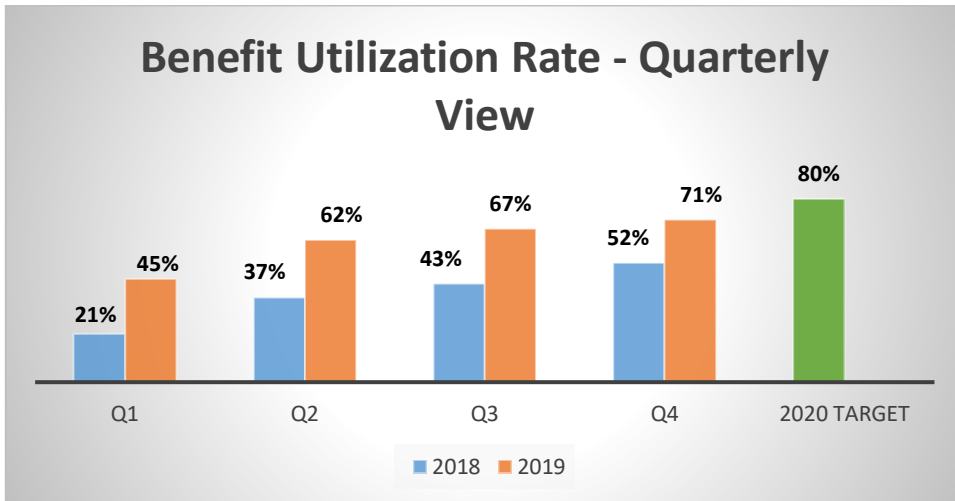
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Hours Utilization Rate ("HUR") measures the percentage of available service hours offered to Timberland employees that employees report using year-to-date.



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



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Full-year 2019: Timberland employees around the world served 72,201 hours in 2019, a 29% increase over 2018 (56,111 hours). Hours Utilization Rate was 26.3%, and Benefit Utilization Rate was 71%, both considerable increases over last year (21% and 52% respectively).

Service participation increased in every region in 2019, with Europe leading the way with a 60% increase over 2018. Europe’s senior leadership publicly pledged to use all of their available service hours, which helped reinforce a culture of service at the EU headquarters in Switzerland.

The second highest increase in service participation was at our manufacturing facility in the Dominican Republic. While physical inventory was being conducted, the majority of the population (over 3,000 employees) participated in service to their community. The Global Stewards also published a service calendar with smaller weekly events, which allowed employees to plan their participation in advance.

In Asia, the Global Stewards drove incremental increases in service participation across the region. Leading performers were the Zhuhai office (up 194%) and Japan (up 356%). In the US, the Stratham headquarters had a 22% increase in participation, due in part to the delay of Serv-a-palooza to Q4. This yearly event historically takes place in September. New production milestones in September conflicted with last year’s event and impacted participation. Moving the event to Q4 allowed more employees to engage with our service partners and give back to our community.

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.



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NON-TIMBERLAND VOLUNTEERS

This metric tracks the extent to which we have increased our impact by engaging non-employee volunteers in community 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.

