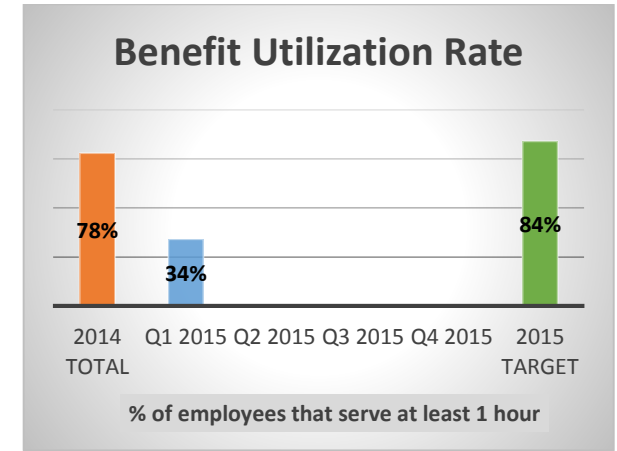
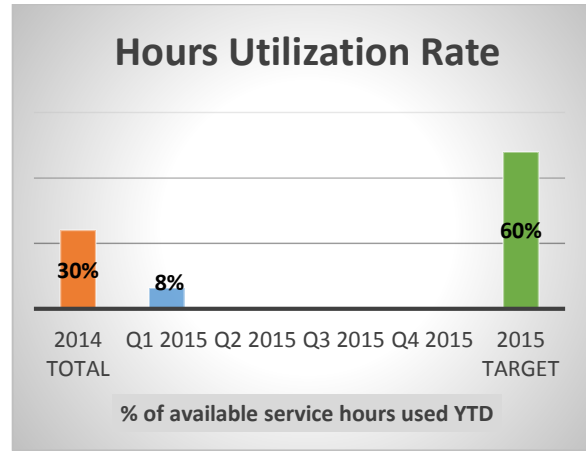
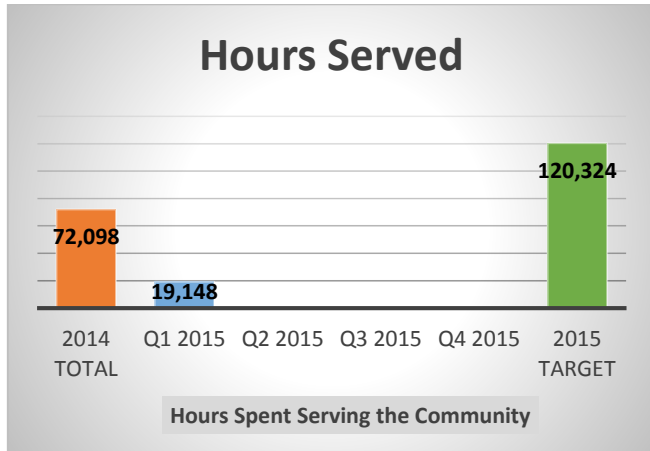


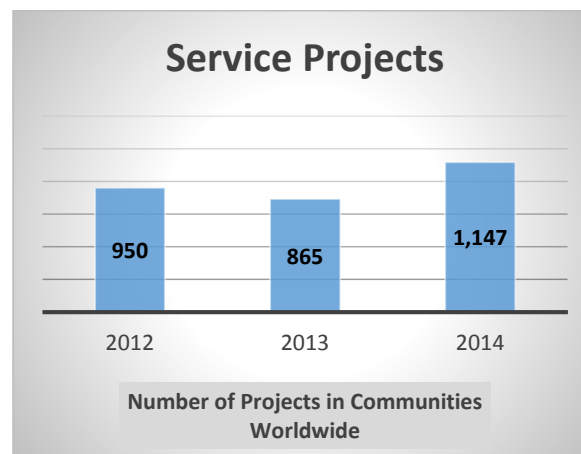
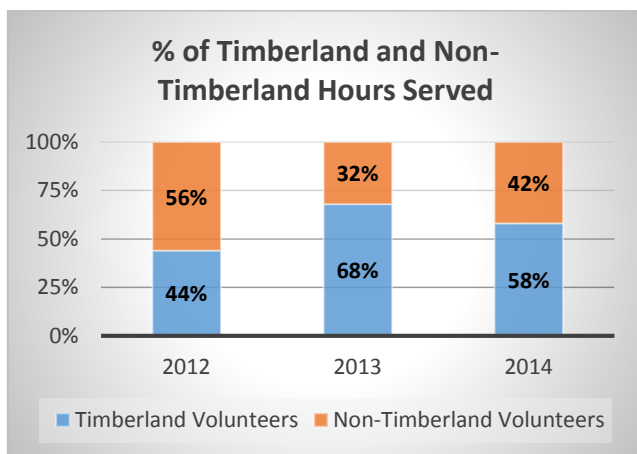


SERVICE

Quarterly Reported Metrics – Q1 2015 Results



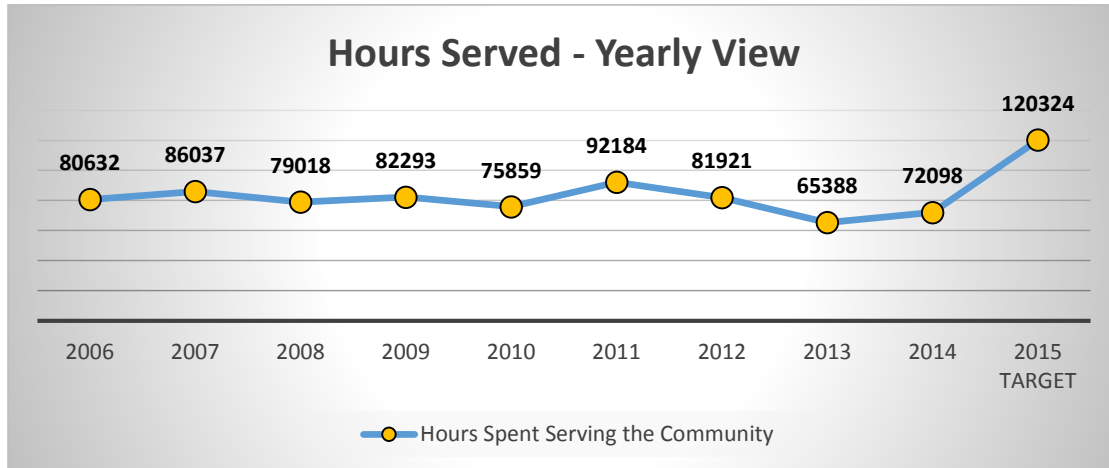
Annually Reported Metrics – 2014 Results



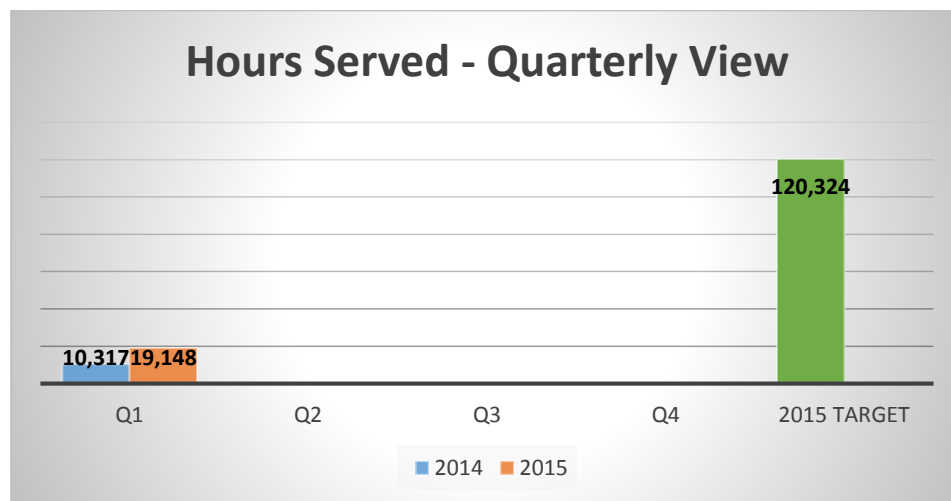
For further details, analysis, and historic data, refer to respective appendices.

APPENDIX – Hours Served

Each year the Community Engagement Team strives to provide enhanced opportunities for increased employee engagement. Service metrics are measured on an annual basis (from January 1 - December 31) and revert to zero at the beginning of each year. Hours served reflects the total number of community service hours reported by employees.



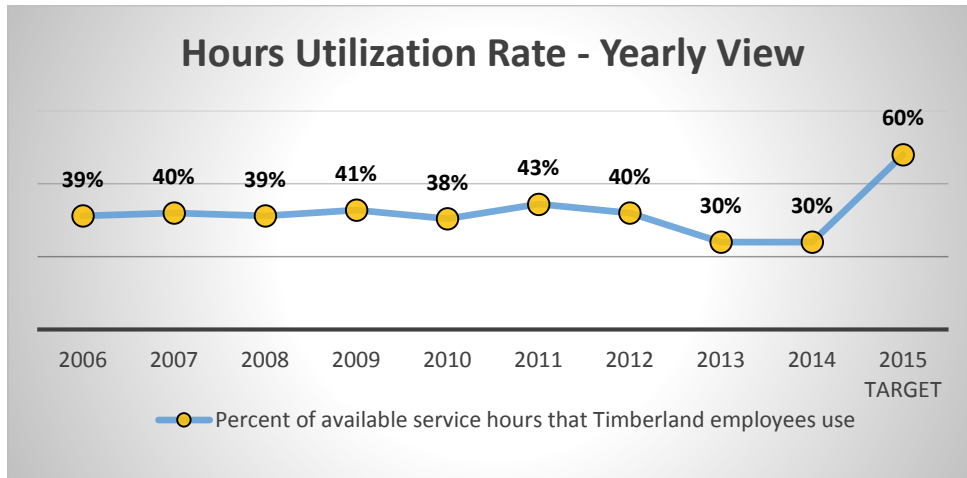
2014 Result: In 2014, Timberland achieved a 10.3% increase in hours served over 2013 (72,098 hours in 2014 vs. 65,388 in 2013). Our facility in the Dominican Republic showed the highest increase in hours served (72.9%), due to their continued efforts to engage new employees in service, organizing smaller monthly service events, and increasing volunteer capacity of pillar events. While Europe had a slight increase in hours served (13,196 hours in 2014 vs. 13,104 in 2013), all other regions faced challenges such as systems migrations, office relocations, and staffing constraints, which affected their ability to find time to serve. Despite these challenges, we were still able to realize an increase in hours served in 2014.



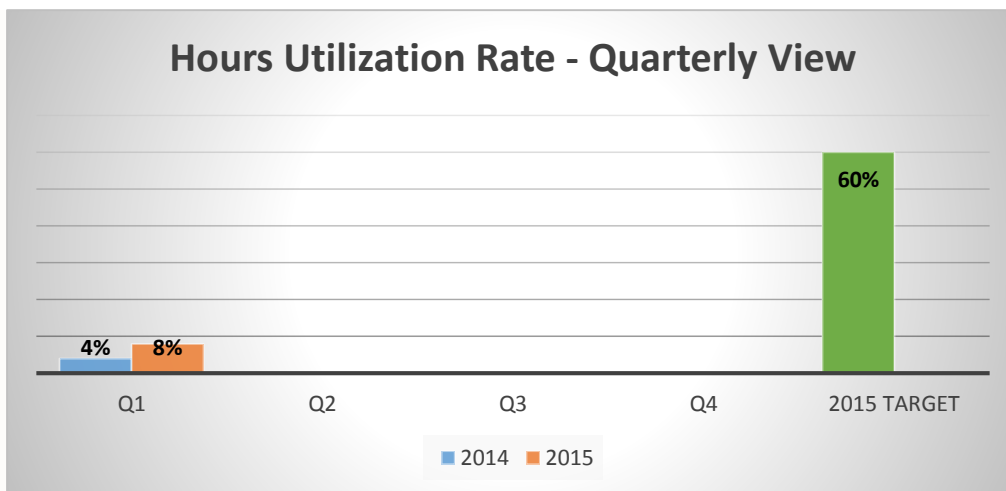
Q1 2015 Result: Timberland employees served 19,148 hours in Q1 2015, an 85.6% increase over Q1, 2014 (10,317 hours served). The Dominican Republic (DR) served 13,020 hours in Q1 and drove the global increase in hours served. Our DR facility was closed for systems migration, which enabled employees to participate in 10 different service projects. All other regions saw a decrease in hours served with the biggest decrease in North America (4,735 hours served in Q1 2014 vs. 3,628 hours served in Q1 2015). A lengthy New England winter meant that fewer service events could be offered to Stratham Headquarter employees during Q1 2015, than in Q1 2014.

APPENDIX – Hours Utilization Rate

Hours Utilization Rate ("HUR") measures the percentage of available service hours offered to Timberland employees that employees use year to date. Full-time employees are offered 40 hours annually, and part-time employees are offered 20. Each year the Community Engagement team strives to provide enhanced opportunities for increased employee engagement. Service metrics are measured on an annual basis (from January 1 - December 31) and revert to zero at the beginning of each year.



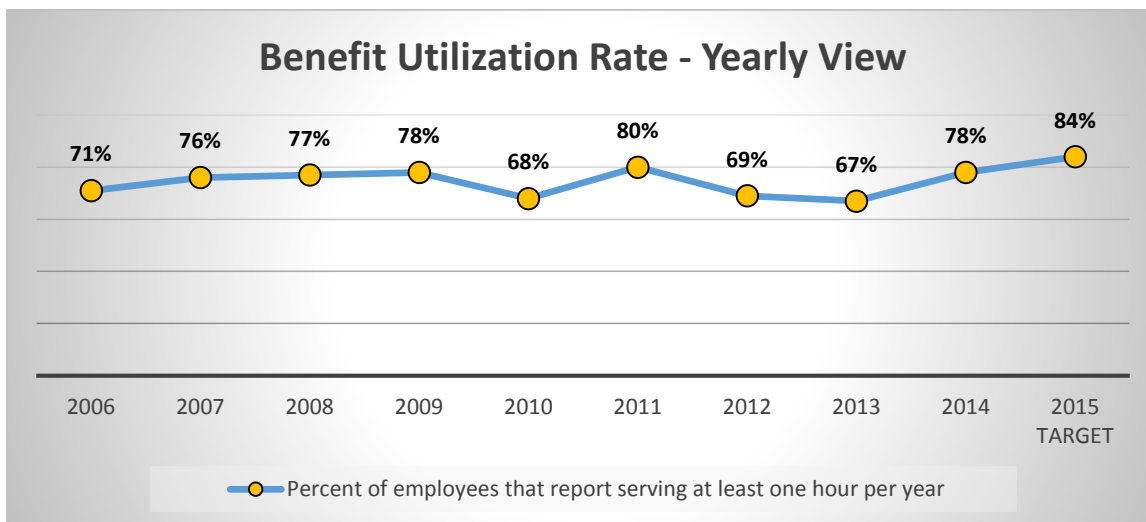
2014 Result: Timberland's Hours Utilization Rate (HUR) for 2014 was 30.4%, which is consistent with our 2013 result. Average YTD headcount increased nearly 11.4% over 2013 (6,418 employees in 2014 vs. 5,763 in 2013), which added to the number of available service hours. Even with a larger pool of hours available, we were able to maintain consistent HUR over 2013, and continue to strive for increased engagement going forward.



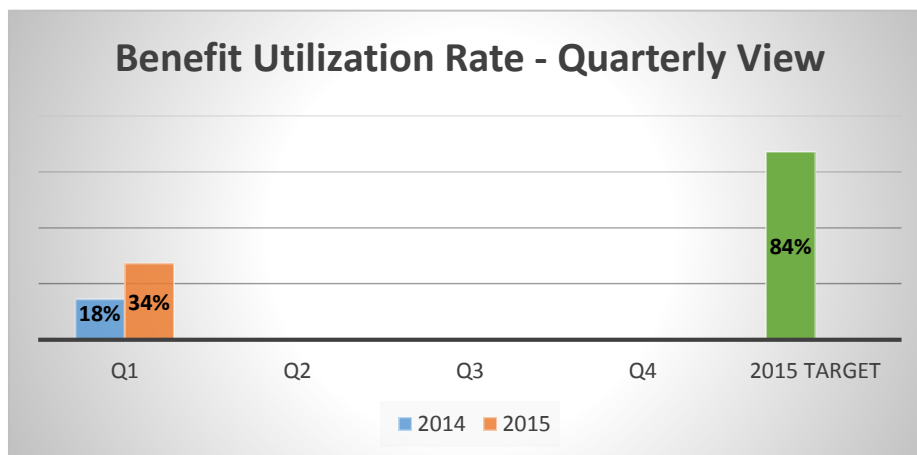
Q1 2015 Result: Timberland's Hours Utilization Rate (HUR) was 7.6% in Q1 2015, vs. 4.4% in Q1, 2014. The Dominican Republic (DR) facility's HUR was 10.5%, vs. 2.7% in Q1 2014. Q1 HUR in the US decreased from 10.4% in 2014 to 7.7% in 2015. A lengthy New England winter had Stratham offer fewer service events in Q1, and our Danville Distribution Center experienced increased Q1 capacity demands, which limited their employees' ability to serve.

APPENDIX – Benefit Utilization Rate

Benefit Utilization Rate ("BUR") measures the percentage of employees that report serving at least one hour per year. Each year the Community Engagement Team strives to provide enhanced opportunities for increased employee engagement. Service metrics are measured on an annual basis (from January 1 - December 31) and revert to zero at the beginning of each year.



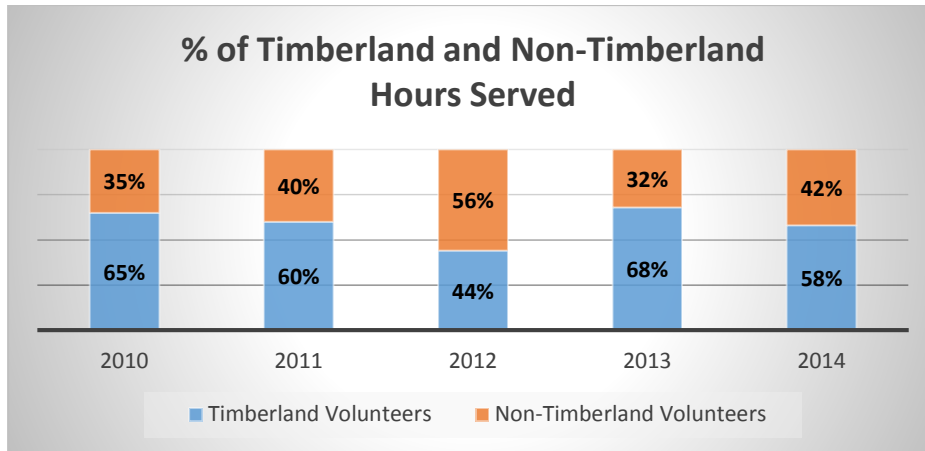
2014 Result: Timberland's Benefit Utilization Rate (BUR) for 2014 increased from 66.6% in 2013 to 77.9% in 2014. Our manufacturing facility in the Dominican Republic (which employs 42% of our global employee population) had the largest increase by engaging 88% of their workers in service. Several other regions were able to realize improved utilization rates - Timberland's headquarters in Stratham, NH increased its BUR 25%, and our team in Malaysia achieved 100% BUR for 2014 (over 48% in 2013). Despite challenges in other regions, our overall BUR increased, bringing us closer to our target for the first time since 2011.



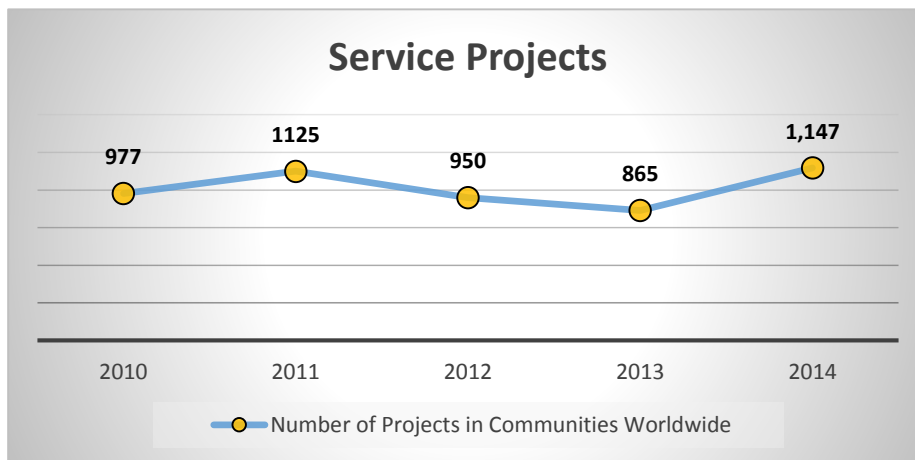
Q1 2015 Result: Timberland's Benefit Utilization Rate (BUR) was 34% in Q1 2015, vs. 18.1% in Q1 2014. Our Dominican Republic facility had the largest increase in BUR. A systems migration period provided increased opportunities for employees to serve. Europe also showed an increase in BUR, driven mainly by increased employee engagement at Timberland's International Design Center. North America's BUR decreased in Q1 due to fewer opportunities for employees to serve in company organized events, mostly caused by a lengthy New England winter. Asia's BUR decreased in Q1, driven mainly by lower employee engagement in Taiwan (caused by retail employee turnover) and Japan.

APPENDIX – Annually Reported Metrics

This metric communicates the impact Timberland has beyond our own employees' time. We often engage a much wider scale of people in community service events via our partners, distributors, consumers, etc. The purpose of this metric is to show how much greater that scale is.



This metric shows the number of individual service projects organized by Timberland worldwide per year.



In 2001, Timberland set out to plant 1 million trees in 10 years. We accomplished our goal in 2009 and were inspired to set a new goal of planting 5 million trees in the next 5 years. As of 2014, we have accomplished this goal, primarily based on the success of tree planting projects in Haiti and China. From 2001 through 2014, Timberland has planted **7,347,334** trees.

