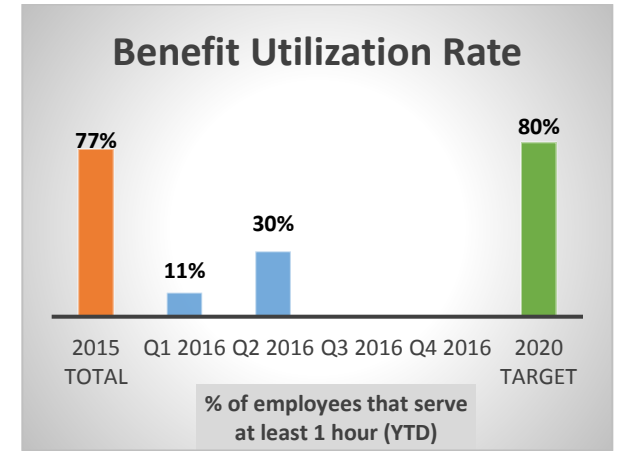
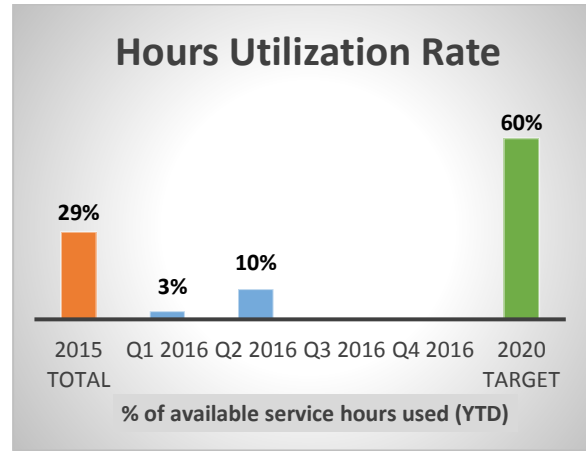
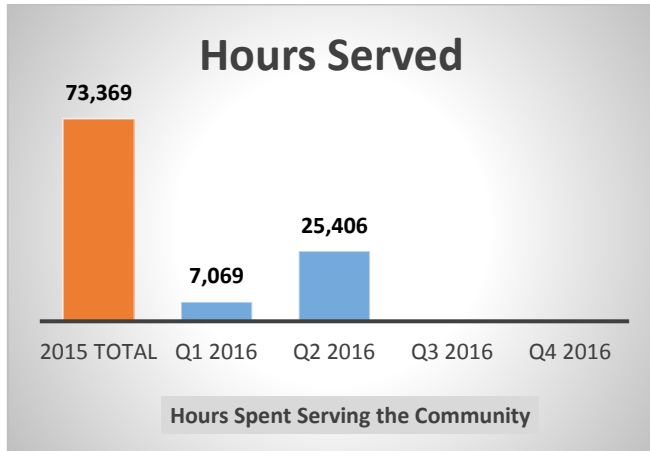


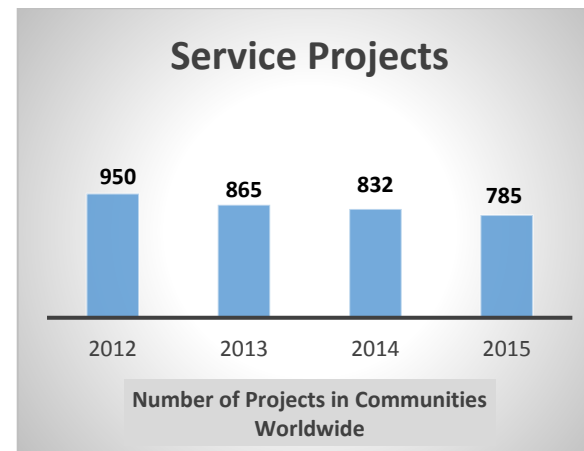
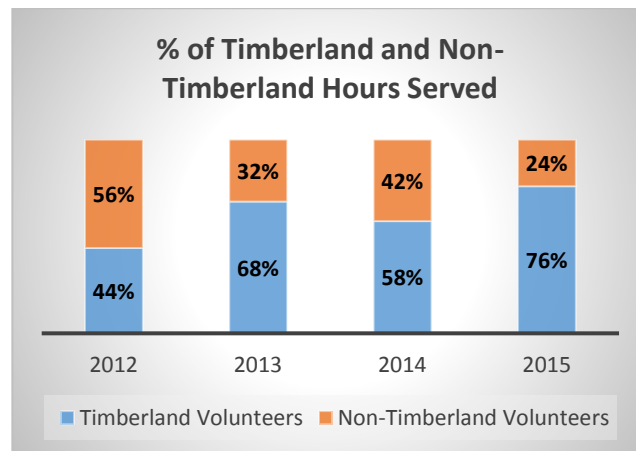


# COMMUNITY SERVICE

## Quarterly Reported Metrics – Q2 2016 Results



## Annually Reported Metrics – 2015 Results



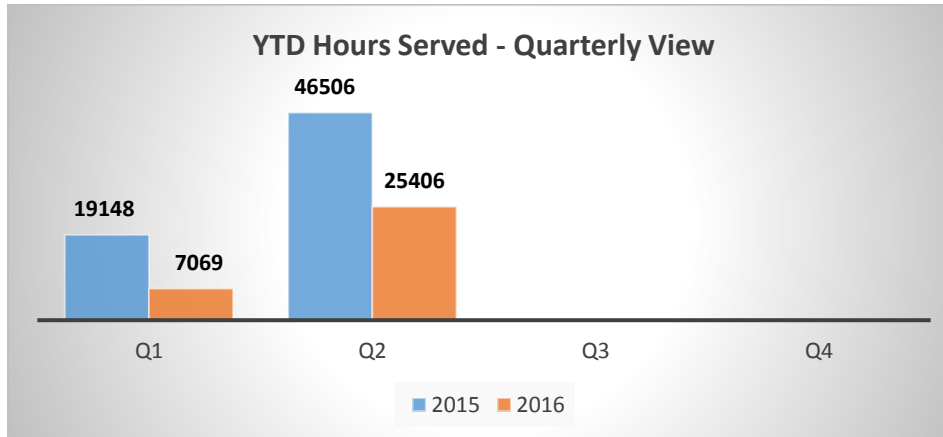
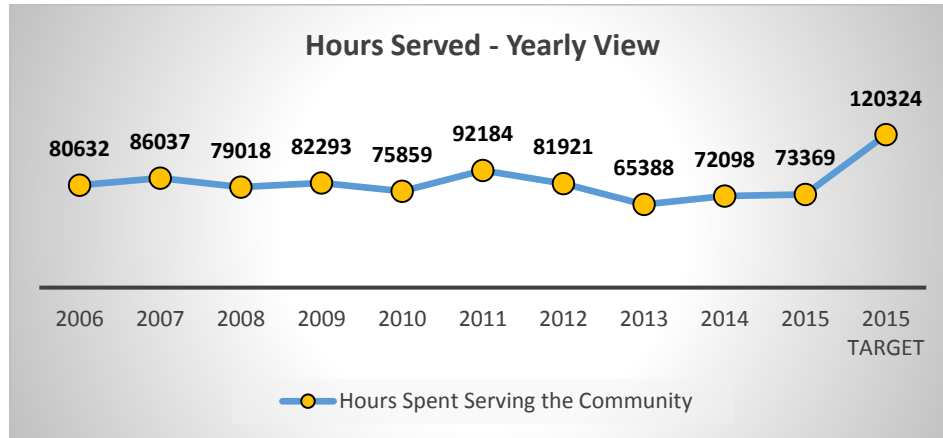
For further details, analysis, and historic data, refer to respective appendices.

## HOURS SERVED

At Timberland, service is a way of life. A belief in the power of people to transform their communities is one of our core values. We live this value by offering our thousands of creative, dedicated, hardworking employees a number of ways to become involved, including these core programs:

*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.

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 that were served during business hours.



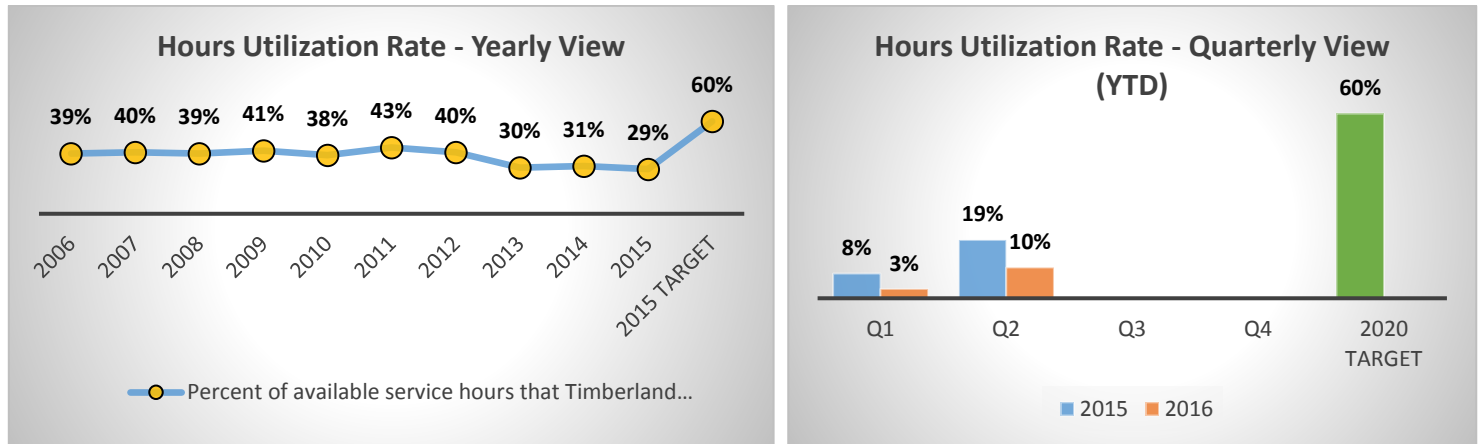
**Q2 2016 Result:** Timberland employees served 18,337 hours worldwide in Q2 2016 for a total of 25,406 hours served year to date. Our hours are down at this point this year, compared to last year. This is primarily due to a surge of service that took place at our manufacturing plant in the Dominican Republic early last year. A systems migration, that temporarily affected production lines, enabled more employees to serve last year.

While total hours served are lower, we had some great service events that engaged employees and business partners. One such event took place in New York City, where 15 Timberland employees partnered with over 75 employees from some of our key wholesale accounts to revitalize a 32,000 square foot community garden/park in the Bronx. This type of event helps to drive our message of service beyond our own backyard, into the communities where our consumers live and work.

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 UTILIZATION RATE

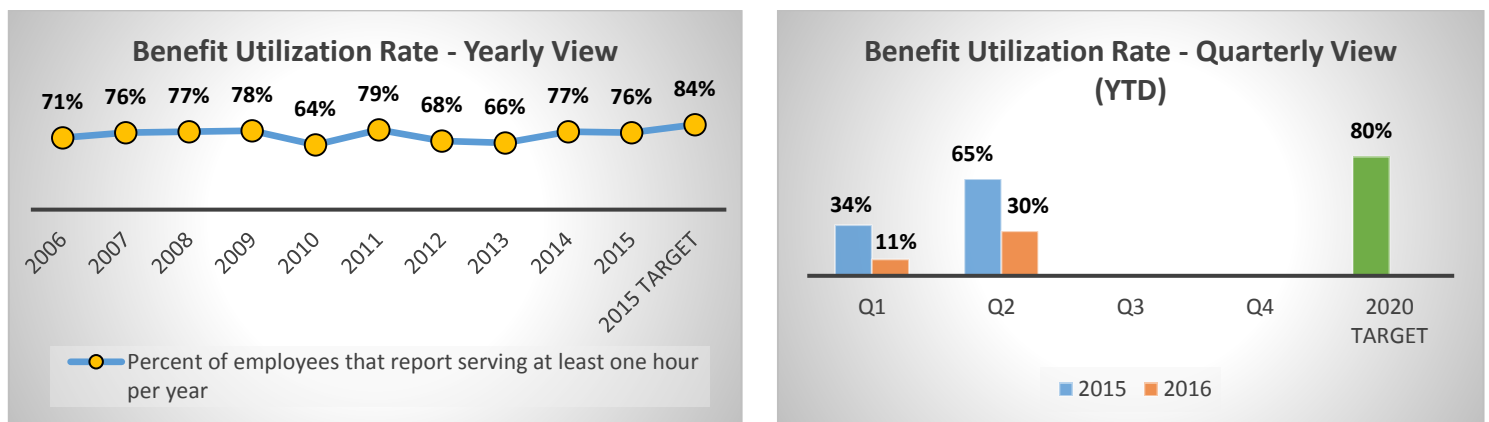
Hours Utilization Rate ("HUR") measures the percentage of available service hours offered to Timberland employees that employees report using year to date. Full-time employees are offered up to 40 paid hours annually, and part-time employees are offered up to 20. Each year the Community Engagement team 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.



**Q2 2016 Result:** Timberland's Hours Utilization Rate at the end of Q2 was 10%. Though our HUR is down over the same time period last year, all regions still found time to serve. A majority of the projects completed during Q2 were focused on the outdoors in support of Earth Day. Projects included rebuilding a community garden in the Bronx, cleaning up summer camps, building homes for Habitat for Humanity, and tree planting in Vietnam.

## BENEFIT UTILIZATION RATE

Benefit Utilization Rate ("BUR") measures the percentage of employees that report serving at least one hour of community service per year. Each year the Community Engagement team and the Global Stewards 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.

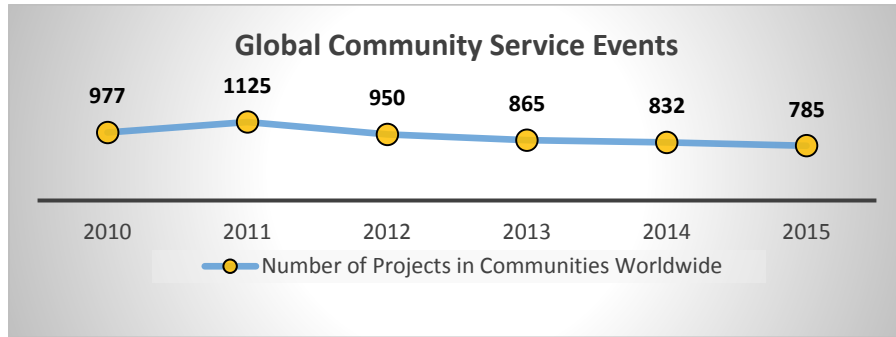


**Q2 2016:** Timberland's Benefit Utilization Rate at end of Q2 was 30%. Though most regions' BUR was down vs. the same period last year, Asia's BUR went from 52% to 57%. Employees in Asia used their service hours in a number of ways, including helping the homeless in Taiwan, coastal cleanup in Singapore, planting trees in Zhuhai, and working with a primary school in Bangladesh.

## 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 are organized by Timberland on a regular basis 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: We had previously reported 1,147 projects for 2014. An error in our project data collection process was discovered and corrected at the end of 2015.



## 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.

