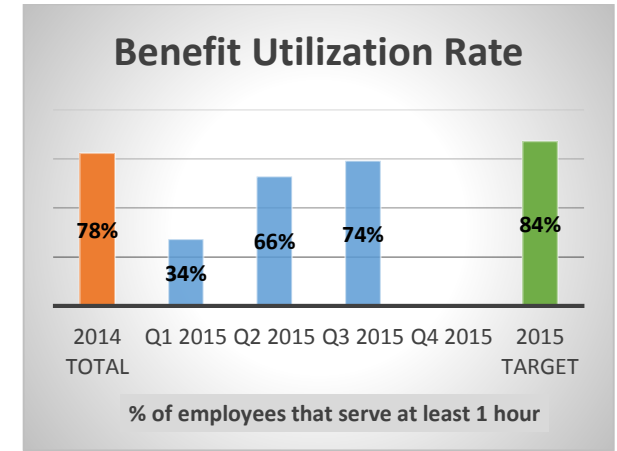
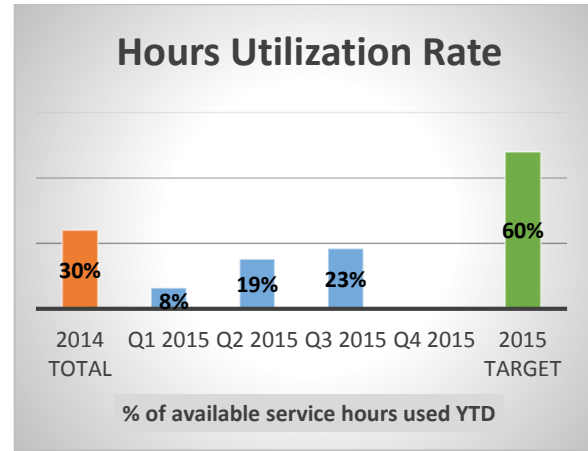
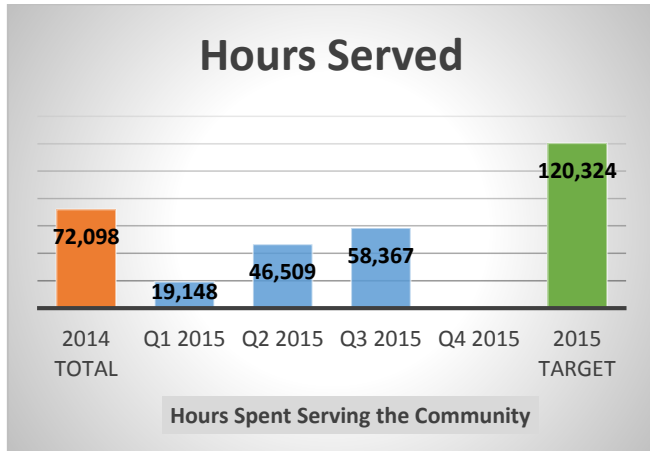


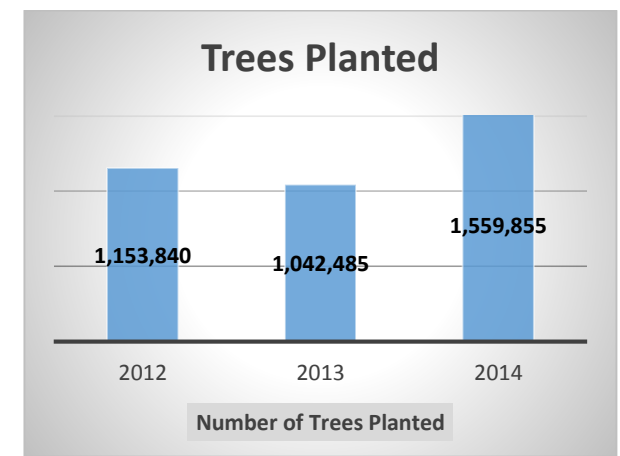
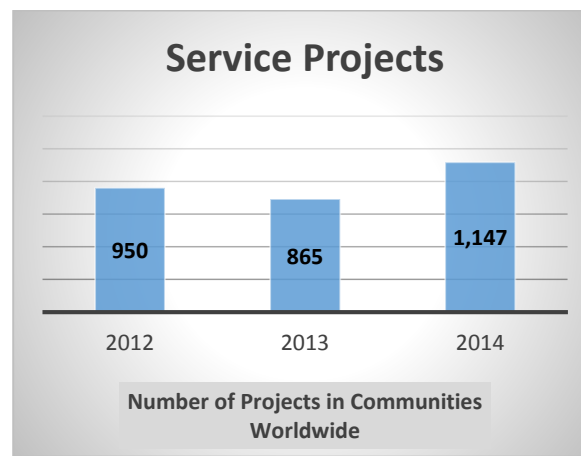
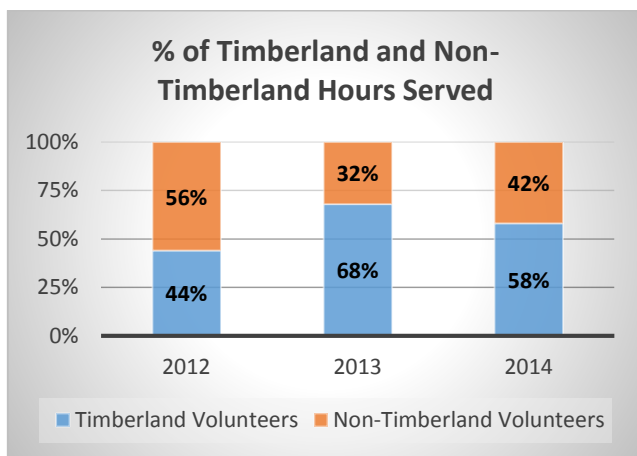


SERVICE

Quarterly Reported Metrics – Q3 2015 Results



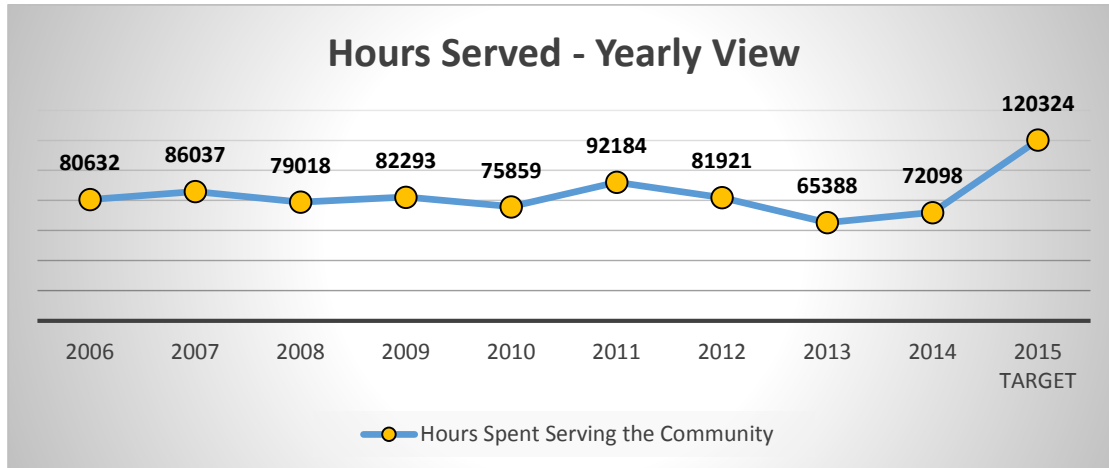
Annually Reported Metrics – 2014 Results



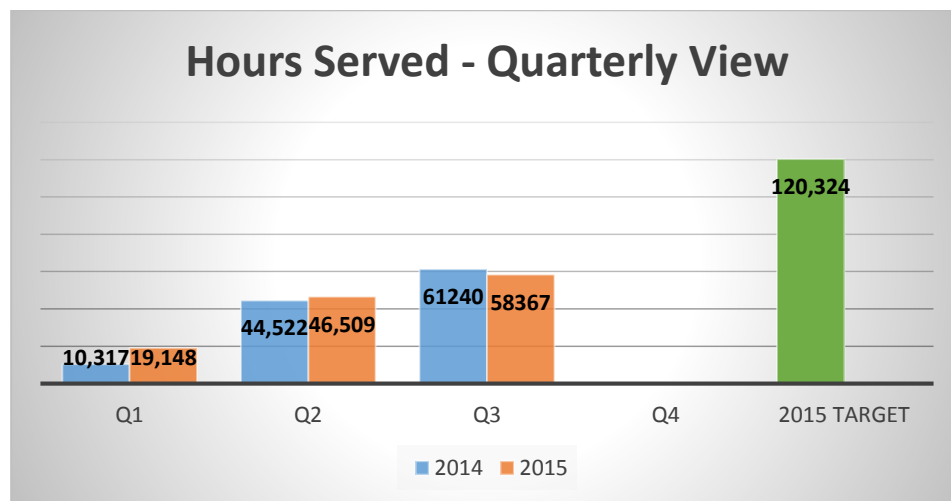
For further details, analysis, and historic data, refer to respective appendices.

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.



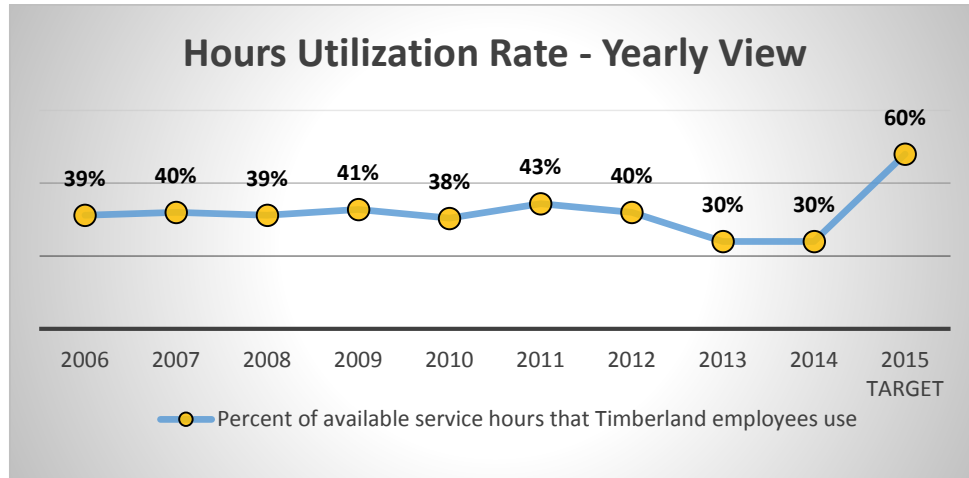
2014 Result: In 2014, Timberland achieved a 10.3% increase in hours served over 2013 (72,098 hours in 2014 vs. 65,388 in 2013). Our facility in the Dominican Republic showed the highest increase in hours served (72.9%), due to their continued efforts to engage new employees in service, organizing smaller 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.



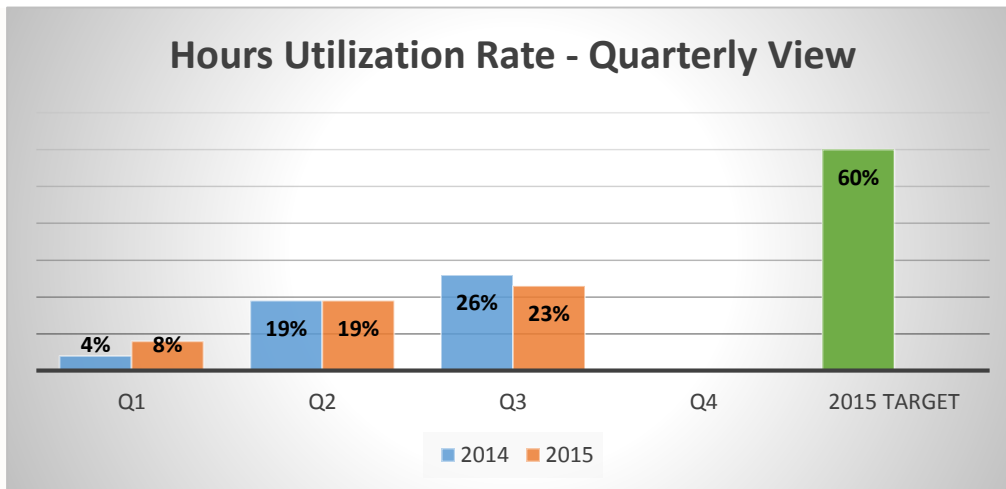
Q3 2015 Result: Timberland employees served 11,858 hours in Q3 2015, which represents a 29% decrease over Q3 2014 (16,719 hours). Hours served year to date, however, only decreased by 4.7% (58,357 hours served YTD in 2015 vs. 61,240 hours served YTD in 2014). Though we saw decreases in all regions, the most significant decreases occurred in Asia (13.3% decrease) and Europe (8.7% decrease) because a number of countries postponed Serv-a-palooza events from Q3 until Q4 to maximize employee engagement.

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.



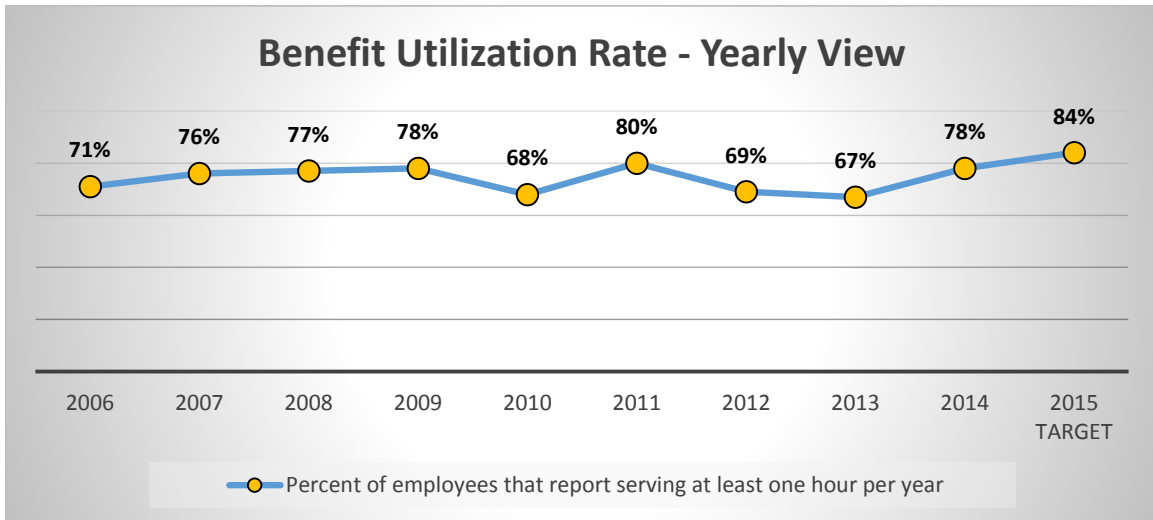
2014 Result: Timberland's Hours Utilization Rate (HUR) for 2014 was 30.4%, which is consistent with our 2013 result. Average YTD headcount increased nearly 11.4% over 2013 (6,418 employees in 2014 vs. 5,763 in 2013), which added to the number of available service hours. Even with a larger pool of hours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



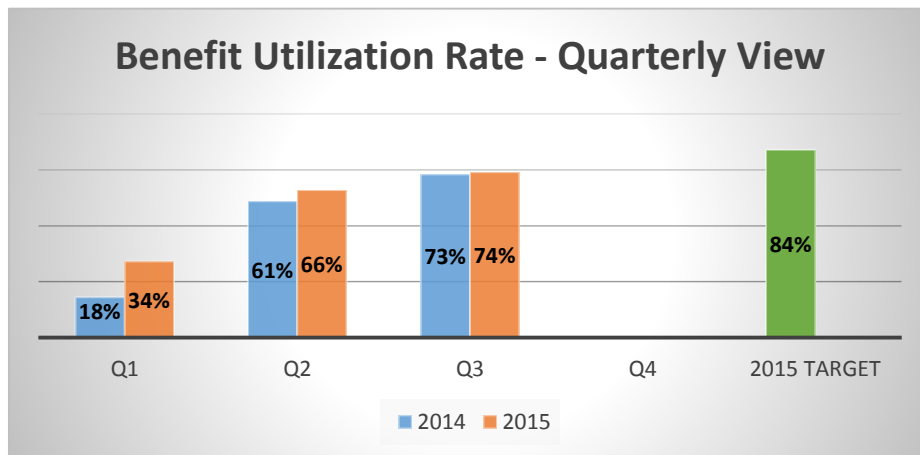
Q3 2015 Result: Timberland's Hours Utilization Rate (HUR) was 23.2% in Q3 2015, which is a 10.4% decrease from Q3 2014 (25.9%). Year to date average employee headcount increased 5.2% over Q3 2014, (6,784 employees in Q3 2015 vs. 6,447 in Q3 2014), which added to the number of available service hours. This larger pool of available hours, coupled with a decrease in hours served, drove our HUR down this quarter.

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.



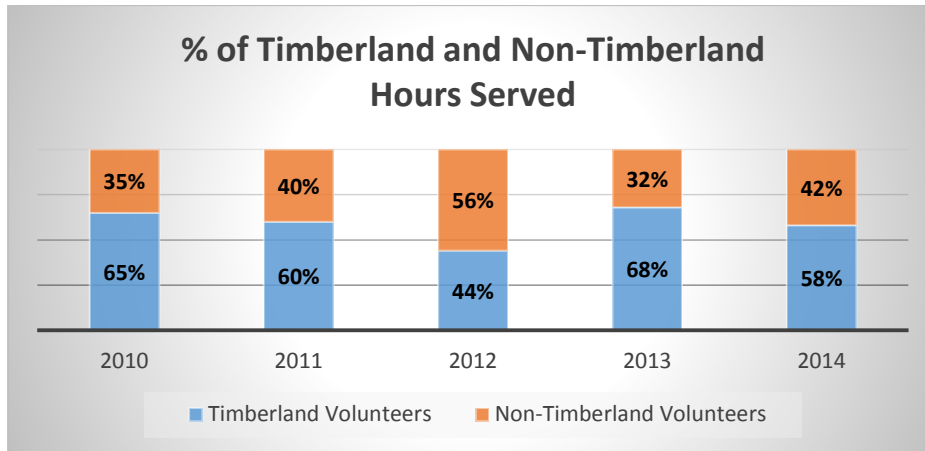
2014 Result: Timberland's Benefit Utilization Rate (BUR) for 2014 increased from 66.6% in 2013 to 77.9% in 2014. Our manufacturing facility in the Dominican Republic (which employs 42% of our global employee population) had the largest increase by engaging 88% of their workers in service. Several other 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.



Q3 2015 Result: Timberland's Benefit Utilization Rate (BUR) increased 1.2% in Q3 2015, from 72.8% in Q3 2014 to 73.7% in Q3 2015. North America's BUR increased 8.8% (from 72% in Q3 2014 to 78.3% in Q3 2015). An increase in employees who served at least one hour YTD (978 employees as of Q3 2015 vs. 971 employees as of Q3 2014), coupled with a 7.4% decrease in the total number of employees averaged YTD (1,248 employees as of Q3 2015 vs. 1,348 as of Q3 2014) drove this increase in North America BUR. Other decreases in BUR can be attributed to an increase in the number of Serv-a-palooza projects that were delayed from Q3 to Q4 in 2015.

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.

