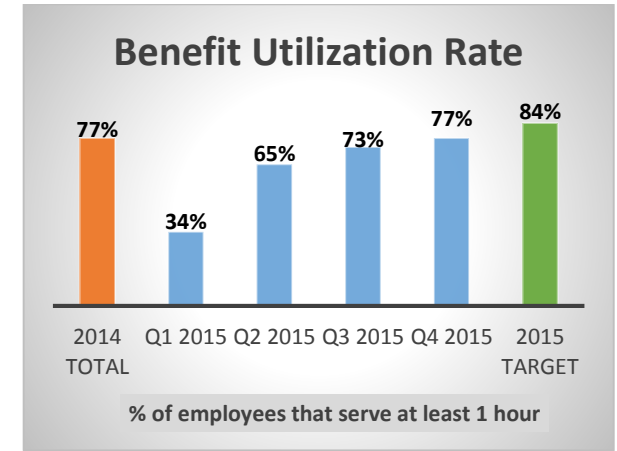
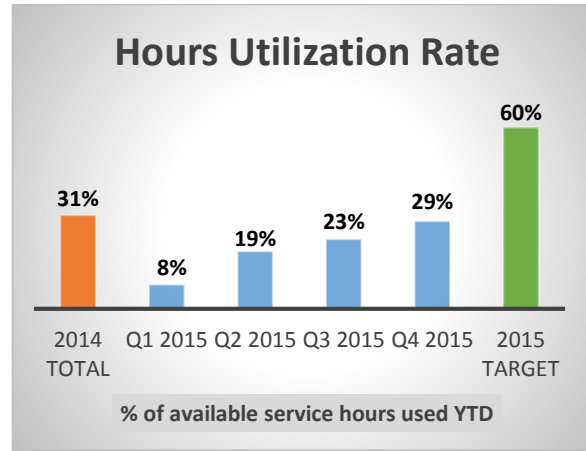
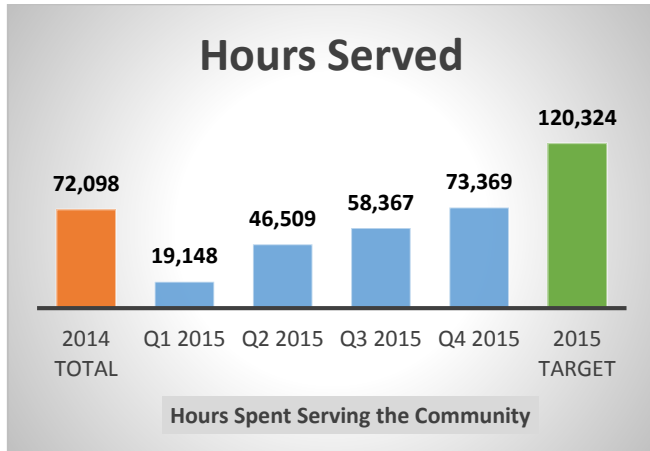


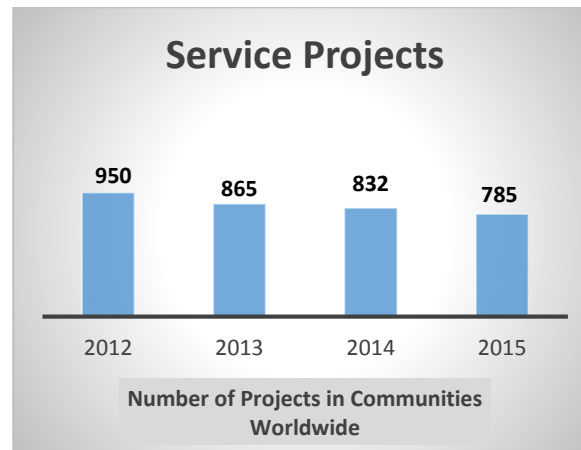
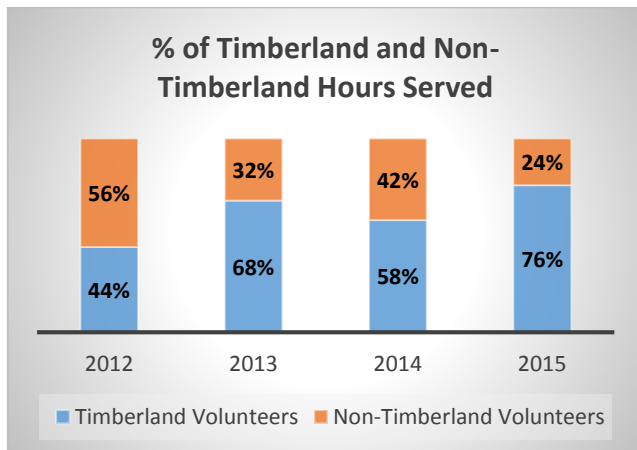


# COMMUNITY SERVICE

## Quarterly Reported Metrics – Q4 2015 Results



## Annually Reported Metrics – 2015 Results



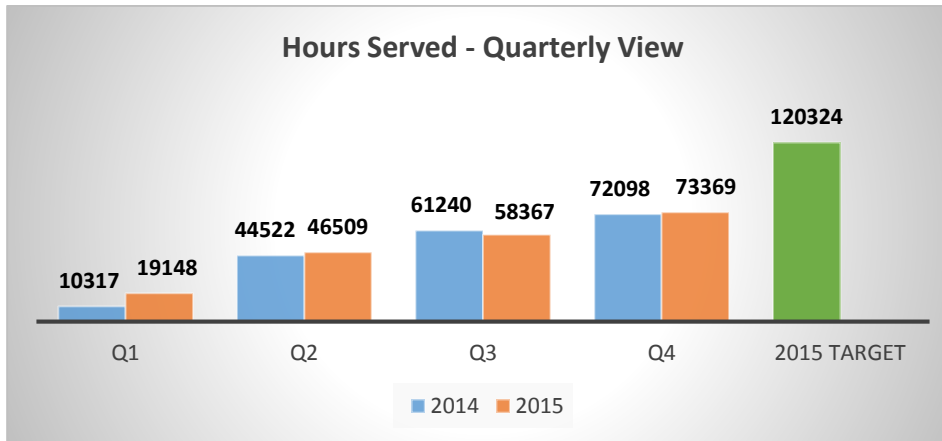
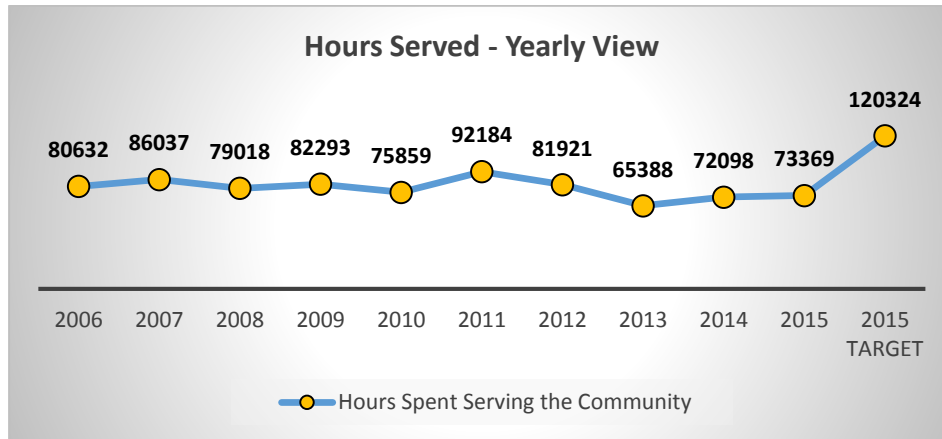
For further details, analysis, and historic data, refer to respective appendices.

## 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 40 paid hours and part-time staff an annual benefit of 20 paid hours for community service. *Pillar Service Events*: To help employees use their service hours, every year, Timberland organizes global days of service to celebrate Earth Day in the spring and our annual Serv-a-palooza event in the fall. In 2014, Timberland employees celebrated their one million<sup>th</sup> hour of community service.

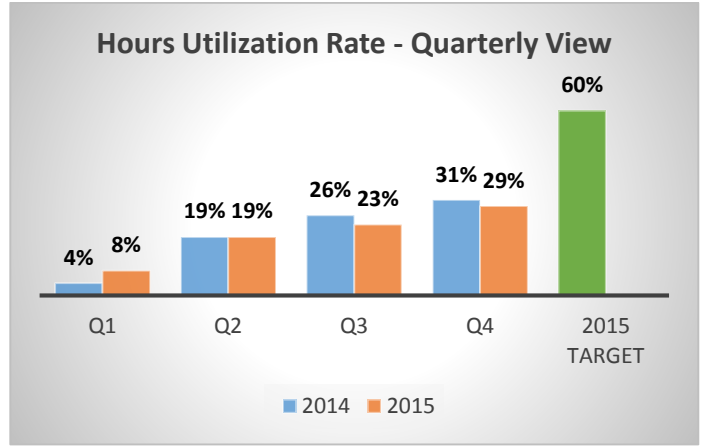
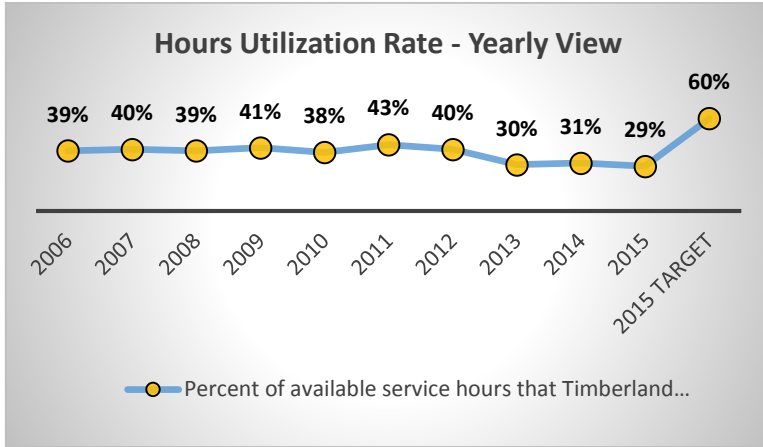
Service metrics are measured on an annual basis (from January 1 - December 31) and revert to zero at the beginning of each year. Hours served reflects the total number of business-hour community service hours reported by employees.



**Q4/2015 Year end Result:** Timberland employees served 73,369 hours worldwide in 2015. Broken down by region, North America served 25,547 hours, Europe served 12,803 hours, Asia served 11,808 hours, and our manufacturing facility in the Dominican Republic served 23,211 hours. Creative ways in which our employees used their hours include: working with the elderly, sewing dresses for impoverished girls, painting a facility for autistic children, volunteering in soup kitchens, and planting trees to sustain a natural forest.

## Hours Utilization Rate

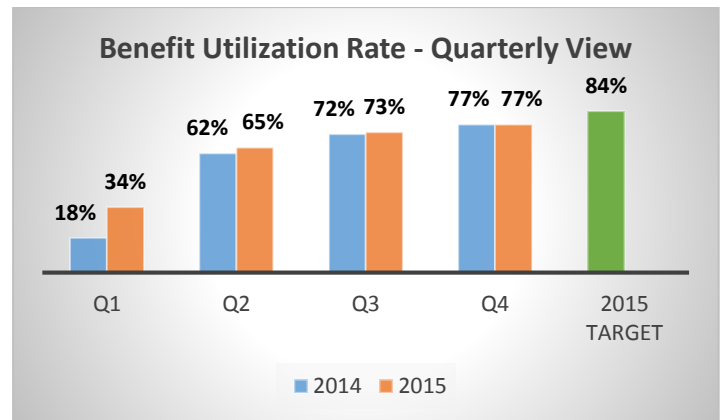
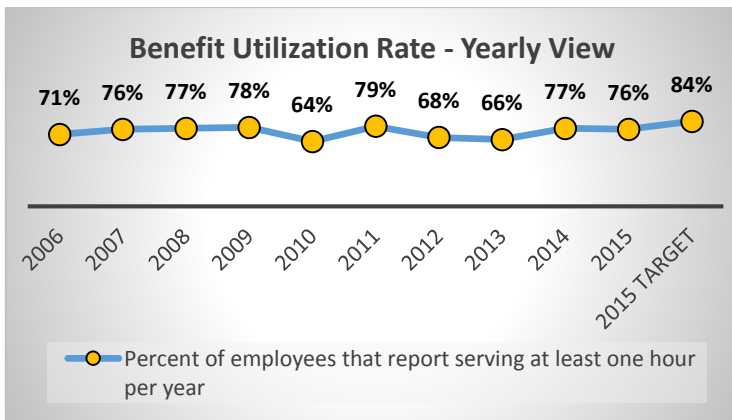
Hours Utilization Rate ("HUR") measures the percentage of available service hours offered to Timberland employees that employees use year to date. Full-time employees are offered 40 paid hours annually, and part-time employees are offered 20. Each year the Community Engagement team strives to provide enhanced opportunities for increased employee engagement in 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.



**Q4/2015 Year end Result:** Timberland's Hours Utilization Rate (HUR) for 2015 was 29%, which is slightly lower than our 2014 rate (31%). Average YTD headcount increased 7% over 2014 (6,959 employees in 2015 vs. 6,418 in 2014), which added to the number of available service hours. Even with a larger pool of hours available, we were able to maintain a relatively consistent HUR over 2014, and continue to strive for increased engagement going forward.

## 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 strives to provide enhanced opportunities for increased employee engagement in 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.



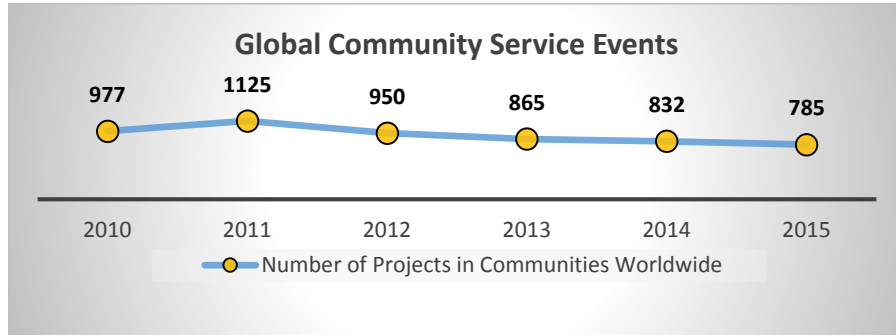
**Q4/2015 Year end Result:** In 2015, 77% of Timberland's employees worldwide participated in service, which is consistent with our 2014 result. Our manufacturing facility in the Dominican Republic continues to lead in BUR, with 95% of their employees participating in service in 2015. North America had the second greatest BUR with 75%, followed by Asia (54%), and Europe (50%). We will continue to explore new and creative ways for our employees to use their service hours in 2016.

Note to stakeholders: We had previously reported 68% for 2010, 80% for 2011, 69% for 2012, 67% for 2013, and 78% for 2014. An error in our historical data was discovered and corrected moving forward.

## Community Service Events organized by Timberland Globally

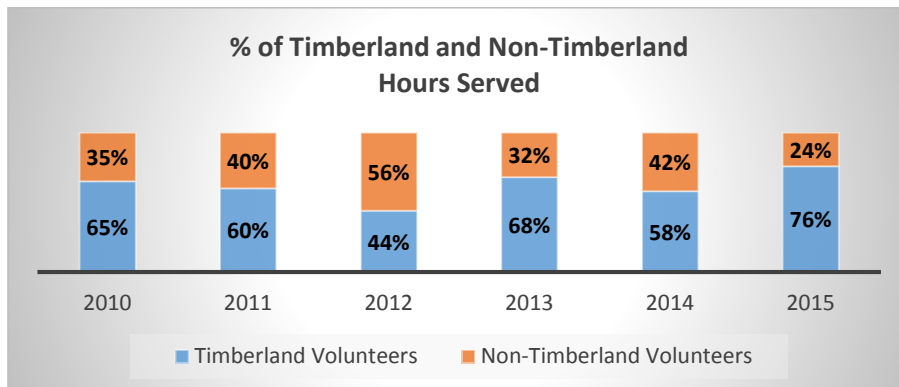
To support and encourage Timberland employees to utilize the Path of Service benefit, community service events are organized by Timberland on a regular basis beyond our annual Earth Day events in the spring and our annual Serv-a-palooza events in the fall. Additional opportunities to serve are organized regularly throughout the year and are designed to engage not only our employees, 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 moving forward.



## Non-Timberland Volunteers

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, and local community members. The purpose of this metric is to show how much greater that scale is.



## Greening the Outdoors

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. In 2014, we had accomplished that goal, primarily based on the success of tree planting projects in China, Haiti and the Dominican Republic. From 2001 through 2015, Timberland has planted a total of **8,791,328** trees.

