A TIMBERLAND PRO GUIDE TO YOUR FULLY CUSTOMIZED SAFETY FOOTWEAR PROGRAM
Founded on the strength of the iconic and innovative yellow boot in 1973, Timberland has become one of the most recognizable brands in the world. Timberland is known as a traditional outdoor brand—first making a name for itself among those who work outdoors, and then evolving into a brand for consumers who weave the outdoors into their daily lives.

Since Timberland PRO’s inception in 1999, the brand has expanded upon those early American roots and championed the professional tradesmen by challenging the status quo, finding better ways of doing things, and leading the category in product innovation. Timberland PRO innovates by assessing the unmet needs of those who work in the most demanding environments, then develops solutions that deliver ultimate comfort, durability, and performance—all day long. This kind of insight and research into consumers’ safety footwear needs drives the foundation of the Timberland PRO® brand today.
INTRODUCTION TO PARTNERSHIP-AT-WORK

Timberland PRO recognizes that every company’s safety footwear needs are unique and is committed to providing best-in-class products and a seamless experience throughout every step of the process. Whether your company has an existing program in place or needs to build a program from the ground up, Timberland PRO’s Partnership-At-Work safety footwear solution will help you implement a successful platform based on your company’s needs.

Our global network of preferred Timberland PRO authorized retailers will fulfill your employees’ footwear needs in retail stores, on-site with shoemobile trucks, or online through secure web portals.

We offer a broad range of products built with your employees’ safety, comfort, and satisfaction in mind.

Our knowledgeable program specialists can determine which products best meet your requirements.

Our Consumer Services and Credit divisions will provide high levels of service after the sale to answer product questions, track and process vouchers, and assist with returns.

Timberland® products are warranted to be free of defects in material and workmanship for 12 months from date of purchase.

Our invoicing and reporting capabilities can be customized to your company’s individual requirements.
**STEPS TO LAUNCH**

We will work with you to follow **10 easy steps** to develop your company’s customized program.

1. Organize a site tour so our team can observe your workplace environments
2. Review your potential safety concerns
3. Discuss OSHA Hazard Assessment documents
4. Review your safety footwear requirements
5. Set up 30- to 60-day optional employee wear tests
6. Finalize a product assortment list
7. Identify jobsite location(s) and on-site contacts
8. Determine fulfillment and payment methods
9. Complete the VF Credit Application (if applicable)
10. Define program launch dates

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**LAUNCH MATERIALS**

After completing the 10 easy steps, the Partnership-At-Work team will prepare your customized program materials, including:

- **PROGRAM INTRODUCTION LETTER**
- **WHERE-TO-BUY DIRECTORY**
- **PRODUCT BROCHURES AND POSTERS**
- **DIGITAL ASSETS**
- **FULFILLMENT AND PAYMENT INSTRUCTIONS**
- **CUSTOMIZED VOUCHERS**
SERVICE SOLUTIONS

PREFERRED RETAILERS

Our global network consists of authorized retailers identified by Timberland PRO as preferred because of their comprehensive industry and product knowledge, multi-brand selection, commitment to high levels of service, and fulfillment capabilities.

These retailers are experienced at servicing safety footwear programs and can support your business through:

- LOCAL RETAIL LOCATIONS
- SHOEMOBILES
- SECURE WEB PORTALS

WHERE TO FIND US

PREFERRED DEALER LOCATIONS IN U.S.

TIMBERLAND PRO GLOBAL

PROGRAM OVERVIEW HISTORY AND HERITAGE PRODUCT AND TECHNOLOGIES MEDIA
PARTNERS IN GROWTH

Timberland PRO’s growth has been supported by VF Corporation (NYSE: VFC), which acquired Timberland in 2011. As one of the leading footwear and apparel companies in the world, this partnership has helped position Timberland PRO for continued growth and advancement toward becoming the #1 safety footwear and workwear brand in the world.

VF’S GLOBAL SUPPLY CHAIN BY THE NUMBERS

- 80+ containers shipped every day
- 32 distribution centers globally
- World’s largest maker of jeans
- Largest footwear producer in the Caribbean
- 29,500 associates working in VF’s supply chain
- 1% of the world’s cotton annually
- 1,000 contractor facilities and 24 owned manufacturing facilities globally
- VF uses approximately 1% of the world’s cotton annually
- Largest garment producer in Mexico and Central America

VF BRAND PORTFOLIO
At VF, we define technology as something new that creates value. Our goal is to shape the future through new technology platforms, using best-in-class processes and collaborative networks to accelerate the growth of our brands.

**VF GLOBAL INNOVATION CENTERS**

**PURPOSE**

VF’s mission is to create a robust, non-stop pipeline of products and performance technologies that get deployed as adoptable platforms across the entire VF brand portfolio. With “needle-moving” innovations coming to life by world-class talent, VF’s global scale of capabilities far outreach what individual brands can accomplish.

**VISION**

BIG INNOVATION  
BIG STORIES  
BIG BRANDS
TAKING RESPONSIBILITY

As one of the largest apparel and footwear companies in the world, VF has a responsibility and an opportunity to lead our industry toward a better future. The combined power of VF and Timberland has led to great advancements in our corporate social responsibility initiatives.

CLIMATE
PROTECTING THE OUTDOORS

We’re committed to reducing our climate impacts and finding ways to encourage our partners to do the same. Our reduction efforts are focused in three sustainability areas—energy, waste, and water—and include efforts such as: sourcing renewable energy to power our distribution centers, ensuring the water quality at our facilities and supplier factories does not harm the environment, and incorporating recycled materials into our products.

PRODUCT
INNOVATING RESPONSIBLY

We focus on ways to create our products with processes and materials that cause less harm to the environment. Our recently-launched Timberland Tire Program is a great example (www.TimberlandTires.com). We partnered with Omni Tire to create Timberland Tires, featuring a special rubber formulation chosen so that the tires can be easily recycled for a second life in new Timberland® products. Once the tread wears out, Timberland Tires are reclaimed, separated, and recycled into Timberland® footwear, rather than exported, or ending up in landfills.

FACTORIES
IMPROVING WORKERS’ LIVES

Ensuring that the people who make our products have fair and safe workplaces is part of our commitment. VF owns and operates 30 manufacturing facilities and sources from more than 2,000 contractor factories worldwide. This unique approach to owned manufacturing allows us the opportunity to leverage our manufacturing successes across our supply chain. Before we engage with a contract supplier, each facility is audited to ensure it meets our safety and health standards. We ensure all workers are treated with respect and guaranteed basic rights to fair compensation, associate freely and bargain collectively, work free from discrimination and harassment, and work in a safe, clean workplace.

SERVICE
ENGAGING COMMUNITIES

Engaging citizens, employees, and consumers through community service has always been a priority for us. Here are just a few examples of how Timberland employees came together on a recent service day: reconstructing a homeless shelter for children in the Dominican Republic, cleaning up a coastal beach in Taiwan, and revitalizing a run-down 70,000 square foot pumping station into usable green farm space on Coney Island, New York.

TIMBERLAND VALUES

Timberland has always been passionate about the outdoors—providing high-performance products that stand up to the demands of the most rugged users and the harshest conditions. Our commitment to corporate social responsibility is deeply ingrained in our culture and everything we do. Our core values of humanity, humility, integrity, and excellence are further demonstrated through our employees, who volunteer and give back to their communities through the 40 paid service hours they receive from Timberland each year. In fact, Timberland employees have served one million hours and counting since our Path of Service™ program was implemented.
PROTECTIVE FOOTWEAR ASSORTMENT

Timberland PRO® work boots are developed for industrial professionals with a sharp focus on the environments in which they work throughout the day. All products are field-tested to ensure they deliver the comfort, durability, and performance end users require. Timberland PRO® products are engineered for industries such as manufacturing, construction, oil and gas, mining, automotive, railroads, agriculture, food production, and public safety.

GUARANTEED TO PERFORM

Many of our products are offered with a 30-Day Comfort Guarantee. We are so confident in our comfort platforms, that if our consumers think that our shoes made with the PowerFit™ or Anti-Fatigue Technology comfort systems are not more comfortable than other brands they’ve worn, Timberland will refund the purchase price of the shoes, no questions asked, provided consumers still have their dated receipt of purchase.
TIMBERLAND PRO TECHNOLOGY AND PERFORMANCE

Our relentless pursuit of innovation, coupled with our access to industry experts, allows us to bring better-performing products and technologies to market. This commitment to continuous improvement has resulted in many of our team members sitting on the governing boards of the ASTM and CSA safety footwear committees.
CONSUMER SATISFACTION

Timberland PRO invests heavily in market research to monitor consumer satisfaction across our full product line. Listening to consumer feedback is the only way to truly know how our products are performing. We launched an ongoing consumer satisfaction study in 2009 and, to date, we've received feedback from over 100,000 Timberland PRO consumers. Here are some testimonials that tell us we’re succeeding in providing consumers with exactly what they need—comfort, durability, and performance.

"This boot is really light and very comfortable. I feel like I'm wearing an expensive pair of sneakers at work, where leather safety-toe boots are required. This pair of boots is the most comfortable I've worn in the past 30 years and I'm on my feet for at least 12 hours per day on concrete and steel. I will continue to purchase this boot."

"This is a great shoe. They are nice and light with no break-in required. The leather is soft. This is at least my eighth pair. I wear them in a factory and put on a lot of miles."

"I've had my pair for about five years now. I just can't throw them away. They're the most comfortable boots I've ever owned. I've traveled with my Titans for work to India, Cuba, and Portugal and they've never let me down—so much so that I bought three pairs that are still sitting in boxes, because my current pair is still going strong."
Timberland PRO® workwear is engineered the same way we build our footwear—with a consumer-focused goal—to offer premium, technology-inspired, performance-driven products that solve for unmet consumer needs. Our product assortment includes base and midlayers, shirts, work pants, outerwear, and accessories. Our products feature fabrics with built-in technologies like waterproofing, wicking, sun protection, anti-odor, and insulation. Timberland PRO® workwear is built to help consumers feel comfortable and protected in any environment.

REACH YOUR FULL POTENTIAL

TIMBERLAND PRO® MOBILITY-ENHANCING PRODUCTS OFFER A RANGE OF COMFORT AND PERFORMANCE OPTIONS GEARED TO HELP YOU BEND, REACH AND STRETCH WITHOUT RESTRICTION.

LOOK FOR
GRIDFLEX FABRICS • 4-WAY STRETCH FABRICS • BI-SWING BACKS
CROTCH AND ARMHOLE GUSSETS • ARTICULATED JOINTS
NATIONAL MEDIA CAMPAIGN

Timberland PRO runs a strong national media campaign each year that is designed to engage consumers through storytelling. While our campaigns have traditionally focused on footwear, Fall 2017 will mark our first-ever head-to-toe campaign. We will build off the strength of previous campaigns and aim to reach our consumers in places where they spend time. Our comprehensive approach includes TV, radio, digital, mobile, and social.

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