



NATURE NEEDS HEROES™

SPRING 20



NATURE NEEDS HEROES™



LARGE GLOBAL FOOTPRINT

DIVERSE PORTFOLIO

PURPOSE-LED CULTURE



\$1.9B REVENUE FY19

EMEA \$738M



OVER 1 MILLION HOURS

SERVED BY TIMBERLAND EMPLOYEES IN COMMUNITIES WORLDWIDE



~24 MILLION PAIRS OF FW

PROJECTED TO BE SOLD GLOBALLY IN 2019



10.2 MILLION

TREES PLANTED WORLDWIDE SINCE 2001



1,100+ GLOBAL DTC FOOTPRINT

EMEA 700+ (including PSS and Distributors)



345 MILLION

PLASTIC WATER BOTTLES HAVE FOUND NEW LIFE IN OUR FOOTWEAR



The Footwear and Apparel industry creates 8% of the greenhouse gases each year.

-Quantis & Climate Works, 2018 Study



BRAND

PURPOSE



WE INSPIRE
AND EQUIP
THE WORLD
TO STEP OUTSIDE,
WORK TOGETHER
AND MAKE IT BETTER.

BRAND PURPOSE PILLARS



**BETTER
PRODUCTS**



**GREENER
WORLD**



**STRONGER
COMMUNITIES**

BRAND PURPOSE PILLARS – BETTER PRODUCTS

COTTON

GOAL
100%
ORGANIC, US-ORIGIN,
OR BETTER COTTON

2018 RESULT:
75%

FOOTWEAR

GOAL
100%
INCLUDE RECYCLED, ORGANIC,
OR RENEWABLE MATERIAL

2018 RESULT:
69%

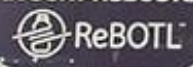
LEATHER

GOAL
100%
LWG SILVER OR GOLD-RATED TANNERIES

2018 RESULT:
96,2%



SINCE
2009
THE
EQUIVALENT OF
310
MILLION
PLASTIC BOTTLES
HAVE FOUND A
NEW LIFE
IN OUR PRODUCTS



 We have given recycled plastic and materials from previous displays a new life in this window

BRAND PURPOSE PILLARS – GREENER WORLD

GREENING

GOAL
10 MILLION
TREES PLANTED

2001-2018:
10.2 Mio Trees

ENERGY

GOAL
50%
RENEWABLE ENERGY

2018 RESULT:
29% RENEWABLE ENERGY

WASTE

GOAL
95%
DIVERSION RATE

2018 RESULT:
75% DIVERSION RATE



AWARD CEREMONY
4th JUNE 2019
BERLIN
13 WINNER PROJECTS



BRAND PURPOSE PILLARS – STRONGER COMMUNITIES

SERVICE HOURS

GOAL
1.5 MILLION
EMPLOYEE HOURS

2015-2018 :
1.2 Mio HOURS

ENGAGEMENT

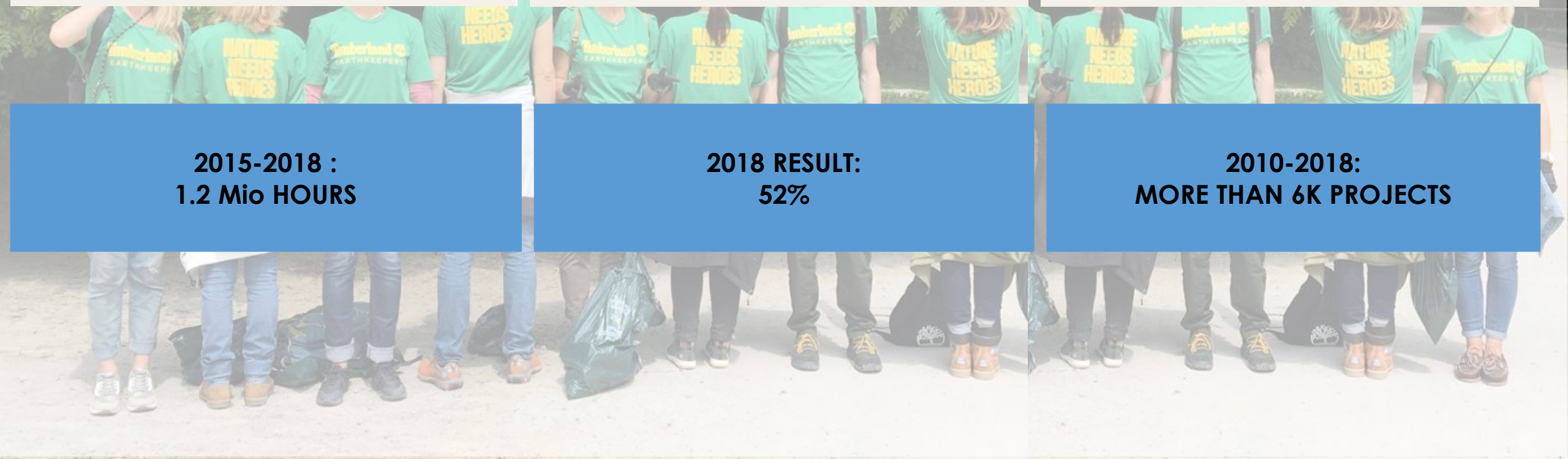
GOAL
80%
EMPLOYEES ENGAGED
IN SERVICE

2018 RESULT:
52%

IMPACTS

GOAL
11,000
COMMUNITY SERVICE EVENTS

2010-2018:
MORE THAN 6K PROJECTS



EARTH DAY MUNICH – WALK2CLEAN



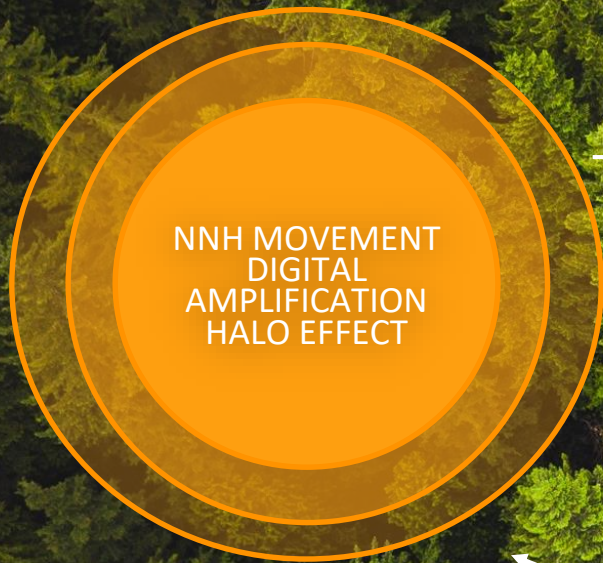


BRAND --- STRATEGY

GAS S20 MARKETING STRATEGY

ONLINE
REINFORCE NNH MOVEMENT BY DIGITAL EXCELLENCE

BRICK & MORTAR
NNH MOVEMENT: DOMINATE WITH TOP PLAYERS IN THE MARKET



NATURE NEEDS HEROES BRAND CALENDAR – KEY STORIES



*ReBOTL™ SALES INITIATIVE
SIEHE SEPARATES PDF*

EARTH RALLY & EMERALD BAY
16 MAR – 19 APR

EARTH RALLY & EMERALD BAY WINDOWS & POP

16 MAR – 19 APR

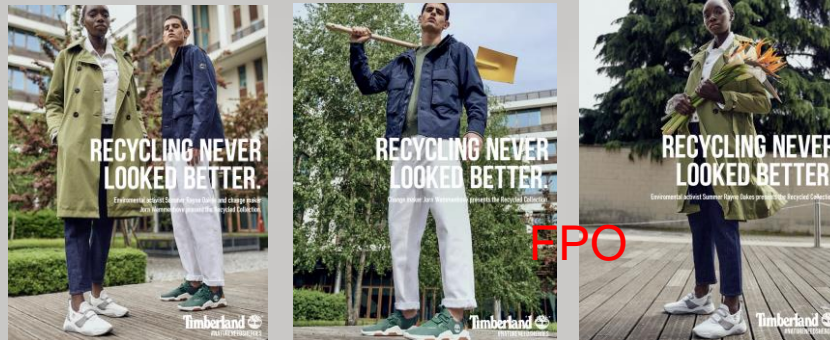
FPO



Window / Instore Focus Area



Brand Generic Riser Update



Strutcards for Brand Generic Riser



Hangtags / Shelf POP



**WE NEED
HEROES,
WE NEED YOU,
SABU MEMBERS!**