

## Wolverine World Wide, Inc.

### Financial, Accounting and Business Ethics Complaint Procedures

The integrity and quality of the Company's financial statements and reporting, and compliance with federal securities laws, are of paramount importance to the Company and its Board of Directors, investors and stakeholders. The Board of Directors, through the Audit Committee, has established these Complaint Procedures to encourage disclosure of complaints and concerns, made in good faith, regarding the Company's financial statements, accounting, auditing, internal control and reporting practices, and possible violations of the federal securities laws (each, a "Reported Issue" and, collectively, "Reported Issues"), and to see that potential issues are promptly and properly investigated and addressed. The Company also has established mechanisms for reporting other ethical concerns and alleged misconduct through its Code of Conduct and Compliance.

#### Reporting of Complaints and Concerns

- » Employees, investors, stakeholders and other persons or entities may report complaints or concerns regarding any Reported Issue to the Company's General Counsel, directly to the Audit Committee or confidentially through EthicsPoint at [www.WolverineReportLine.com](http://www.WolverineReportLine.com) or the EthicsPoint hotline at 1-888-415-0916. The EthicsPoint website and EthicsPoint hotline are managed by an outside, independent service provider and allows anyone to make a report without divulging his or her name.
- » The Company will publish these procedures on its website and include them in its Code of Conduct and Compliance.

#### Evaluation, Investigation and Audit Committee Oversight

- » The General Counsel will evaluate each Reported Issue and conduct an investigation using internal and external resources deemed necessary by the General Counsel to assess the nature, scope and impact of the Reported Issue. If the Reported Issue involves the General Counsel, it will be referred to the internal audit staff for handling.
- » On a periodic basis, the General Counsel will present an update to the Audit Committee summarizing any Reported Issue, the status of the investigation of such Reported Issues and recommended remedial actions.

- » The following Reported Issues will be communicated promptly to the Audit Committee (and in any event, within five business days of receipt) and the Audit Committee will determine the manner in which significant reports are to be investigated: (i) significant inaccuracies, omissions or misstatements in the Company's financial statements or filings with the Securities and Exchange Commission ("SEC") and other possible violations of the federal securities laws that may be significant; (ii) fraud or other misconduct by management or other employees who have a significant role in the Company's internal controls or that involve amounts above a clearly de minimis level or significant deficiencies or material weaknesses in the Company's internal controls; (iii) actions by senior management that may conflict or interfere with their duties to the Company; (iv) the independence of the Company's auditors; or (v) violation of applicable laws or regulations which relate to the financial reporting process, or which involve criminal conduct or potential criminal conduct.
- » The General Counsel will also communicate directly to the Audit Committee and the Board promptly about actual and alleged violations of law or the Company's codes of conduct, including reports that involve criminal conduct or potential criminal conduct, or possible violations of the federal securities laws.
- » Each Reported Issue and any significant documents related to any corresponding investigation shall be retained by the General Counsel for a period of seven years from the date such Reported Issue was received.

## **Confidentiality and Non-Retaliation**

- » All Reported Issues and the identity of the reporting person will be kept confidential and will be disclosed only to the Audit Committee, the Board of Directors (as necessary) and those (if any) appointed by the Audit Committee or the General Counsel to evaluate and investigate such reports, or as legally required.
- » The Company adheres to a strict policy which prohibits taking or threatening disciplinary or other retaliatory action, including discharge, demotion, suspension, harassment and any other discrimination, against any employee for reporting in good faith or assisting in the investigation of any Reported Issue.

Last Amended: February 11, 2015