I’m very proud to share our annual Wolverine Worldwide Responsibility Report. It is an opportunity for us to reflect on all the great accomplishments of our global teams and a reminder that our culture and values are consistent regardless of where we are located. It is tremendous to watch our corporate legacy carried out through team activities, volunteer experiences, charitable events and daily life at Wolverine Worldwide. Over the past year, we experienced a truly global Earth Day thanks to the coordination of our teams around the world. Our learning and organizational development efforts also reach a record number of employees.

This year we launched the Company’s global transformation effort, the Wolverine WAY FORWARD, to align our business and position our Company for near-term and long-term growth. The WAY FORWARD includes enhanced support for our social responsibility effort, a cause worth investing in. Focused on continuous improvement, our goal is to acquire more expertise in environmental sustainability, provide a full-time dedicated staff to lead our efforts, and look toward greater emphasis on analyzing our metrics. I am excited to see where this investment takes us in the future and look forward to being part of efforts to create a lasting impact on our employees, our communities and our planet.

Sincerely,

Blake W. Krueger
Chairman, Chief Executive Officer and President
The Lighthouse project is part of the Company’s innovation agenda, designed to accelerate the Company’s innovation revolution and to serve as a catalyst to bring compelling products and stories to the global marketplace. The Lighthouse enables our teams to better understand our consumer, the competition, global marketplace, and future innovations that will ultimately drive growth for the Company.

We held our first Innovation Symposium with associates across the globe. The three-day event included a lecture with Harvard Business School focused on best practices for creating customer-centric environments, as well as interactive sessions. The Innovation Symposium also featured the Inny Awards, an award show designed to honor the Company’s top innovations over the year, and a speaker series that included presentations from a futurist and a well-known creative brand ambassador.

Leaders from across the company attend the Innovation Symposium.

Inaugural Inny Award ceremony to recognize innovative work across the enterprise.

2017 Inny Award recipients.

Inside the Lighthouse.

Digital design streamlines the product lifecycle process.

This early stage of color and texture design will enable 3D printing of a new prototype.
Two Ten Footwear Foundation cares for individuals in the footwear community. Funded by the industry for footwear employees, Two Ten delivers tailored programs and responsive services for shoepeople in crisis, including: financial assistance, scholarships, crisis counseling, and community resources.

Wolverine Worldwide has been a strong supporter of Two Ten for many years. Our associates participate in both fundraising activities as well as holding leadership positions on the Two Ten board.

The 2017 Rockford golf outing was a huge success for United Way.

The Wolverine Worldwide Foundation was established in 1959 on the belief that as we help each other, we build stronger communities and nurture brighter futures. The Foundation actively supports a multitude of charitable organizations with a focus on education, the environment, arts & culture, youth & family, and human aid & service.

Employees have fun while doing good for the Kids’ Food Basket of Grand Rapids, MI.

Richmond Baby Bundles donations.

Wolverine Worldwide has supported community-based organizations, such as United Way. This year, our Michigan and Richmond, Indiana teams, along with support from the WWW Foundation, donated over $770,000 to support local United Way chapters. Both teams were also honored to receive recognition related to their efforts. The Richmond campus received the Business Pacesetter Award and the Michigan campus received the prestigious Spirit of Michigan Award for best corporate campaign in the state.

Bringing Your Child to Work day ends with a box decorating event benefiting the popular Baby Bundles program to support Two Ten.

Super Mega Tent Sale fundraises at two North American locations.

Rockford campus Mini-Mudder event raises money for United Way.

Two Ten Awareness Kickoff event with guest speaker Neal Newman - President of the Two Ten Footwear Foundation.
Wolverine Worldwide has a heritage of engaging with and serving the communities in which our employees work and live. As champions for positive change, we believe it is our responsibility to enrich our global communities by giving our time and resources to make the world a better place.

**AMERICAN CANCER SOCIETY RELAY FOR LIFE**

Tammy, Corporate Legal employee

“November 2016 marked five years being cancer free. I am forever grateful to my doctors, nurses, healthcare team, and I’m especially thankful to all the people that were a part of my support team. Cancer is big, but fighting and surviving is bigger.”

**GLOBAL SERVICE SPOTLIGHT SAUCONY RUN FOR GOOD**

We encourage associates to give back in their own way, through financial giving or volunteering their time. We encourage each of our brands to support causes important to them in addition to what we do as a parent company. This year, we would like to spotlight Saucony for the tremendous work they do in making the world a better place.

The Saucony Run For Good Foundation donates to organizations aimed at keeping kids healthy.
Wolverine Worldwide is committed to advocating for and protecting the environment. We actively seek out environmentally sustainable business practices in an effort to reduce waste and minimize our impact on the planet. Our commitment includes inspiring our global communities through environmental action and awareness.

We are proud, once again, to be recognized by Pratt Industries for our environmental impact.

**Sustainability by the Numbers - U.S. Campuses**
- Electronics recycling: 6.7 tons
- Battery recycling: 0.45 tons
- Paper recycling: 64.7 tons
- Repurposed promotional materials: 4.2 tons

**Percentage of Recycled Materials - London Campus**
- Cardboard recycling: 22.8 tons
- Glass recycling: 82.8 tons
- Mixed recycling: 110.2 tons

In partnership with United by Blue, Chaco works on the Rogue River and surrounding trails in Rockford, MI. With the help of 106 friends, family, and co-workers, the team was able to remove 1345 lbs. of trash and recyclables.

Adopt-A-Highway volunteers clean roadways on Earth Day.
As corporate citizens, we strive to balance social and environmental standards with innovative business solutions. We recognize the importance of responsibly sourced materials and we are committed to working with supply chain business partners that are dedicated to safe, humane, and ethical working conditions who comply with international labor standards.

**PRODUCTION CODE OF CONDUCT**

Our Production Code of Conduct clarifies the minimum standards that factories and suppliers with whom Wolverine Worldwide conducts business are required to satisfy in conducting their operations.

**BUSINESS INTEGRITY**

Our partners’ business must be carried out with a high degree of ethics, honesty and fair dealings. All production partners are required to conduct their business in compliance with all applicable legal requirements.

**ENVIRONMENT**

We require manufacturing processes to minimize the adverse effects on the community, environment and natural resources while safeguarding the health and safety of the public. This includes meeting all relevant local and national environmental protection laws, with the goal of meeting international environment protection standards.

**LABOR**

Our production partners must commit to upholding the human rights of workers, to treating them with dignity and respect, and to improving working conditions within their supply chain.

**SECURITY**

Production partners must comply with applicable U.S. customs importing laws and security processes, including without limitation C-TPAT (Customs - Trade Partnership Against Terrorism), or any other applicable importing laws or securing processes of jurisdiction where the products will be shipped.

**RECORDS AND INSPECTIONS**

All production partners maintain accurate records and information and permit us or our representatives to periodically conduct announced and unannounced audits of such records and information.

**FACTORY SELECTION PROCESS**

**SELECTING PRODUCTION PARTNERS**

Wolverine considers numerous factors in selecting new production partners, such as location, manufacturing capabilities, reputation, and most importantly the ability to comply with our Production Code of Conduct. We carefully consider geopolitical, infrastructure, human rights, and similar risks associated with regions where we have or are seeking to expand production to ensure alignment with our long-term sourcing strategy. Many of our production partners have operations in multiple locations to minimize potential production disruptions.

**ENGAGING PRODUCTION PARTNERS**

When a potential production partner is identified, our assessment process commences and a series of inspections are carried out by our internal teams and third parties. These inspections review manufacturing capabilities, compliance with our Production Code of Conduct, and the ability to satisfy our C-TPAT (Customs - Trade Partnership Against Terrorism) Tier III status. If a deficiency is discovered, we work with the production partner to establish a measurable corrective action plan and conduct periodic reassessments to ensure it is continually improving.

**MONITORING PRODUCTION PARTNERS**

Wolverine is committed to long-term partnerships rooted in trust, open communication and a shared vision that fosters continual improvement and compliance with our Production Code of Conduct. We value all of our production partners, particularly our 33 core production partners, who account for a significant majority of our footwear production, and are in constant communication with them regarding best practices and current events impacting the industry. We also hold an annual summit with our core production partners. In addition to open communication, we routinely conduct social compliance audits through our internal teams and third parties to monitor compliance with our Production Code of Conduct. In 2016, we conducted more than 300 social compliance audits.

Wolverine China factory social compliance training.
We’re grateful that so many amazing people choose to spend their careers at Wolverine. We are committed to helping cultivate and grow those careers through programs such as learning and organizational development. Whether it is online training or attending a class on expanding influence, our associates are provided with many opportunities to learn and grow.

Our New Soles program assists new employees in successfully transitioning to our company and their specific role.

We hire world-class talent, prioritizing opportunities for growth and development. We provide an enriching environment that may improve the lives of all team members personally and professionally. As a global company, we prioritize inclusivity and equality.

“At Wolverine, we enjoy a culture that reflects our core values, regardless of where our employees are located around the globe. We strive to be a global market shaper, with a culture that is consumer obsessed, design lead and with one great way of working across our organization.”

— Amy Klimek
Senior Vice President, Human Resources

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3D printer training facilitates accurate prototypes.

Team members participate in training session in the Boston office.
We are always looking for ways in which we can improve the quality of life for our teams. This year we were happy to announce several new benefits to continue to be a great place to work.

**PAID PARENTAL LEAVE**

We understand how important family is to our employees. WWW is offering new and improved maternity, parental and adoption leave policies that will extend paid benefits to those welcoming a new child to their family.

**CHILD CARE FACILITY**

We recognize how important beginnings are in each child’s development, and to each family. Our Waltham, Massachusetts facility offers on-site child care to our employees.

**WALKING TRAILS**

Hiking trails wind through fields, forest and wetlands on the Rockford campus.

**Waltham fitness facility**

**Waltham child care center**

**Rockford fitness facility**

**OUR TEAM SPOTLIGHT**

**WOMEN’S NETWORKING GROUPS**

Our U.S. campuses have women’s groups, which serve to provide mentoring programs, networking opportunities and leadership development for our employees.