



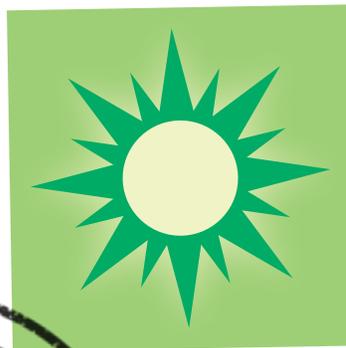
GLOBAL TRANSFORMATION



COMMUNITY ENGAGEMENT



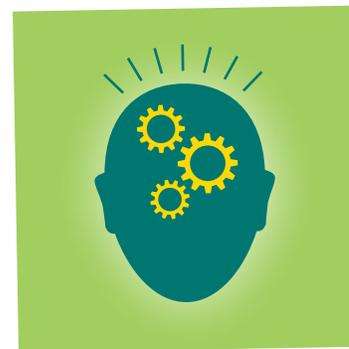
ENVIRONMENT



PEOPLE & TEAMS



RESPONSIBLE SOURCING



INNOVATION





A MESSAGE FROM OUR **CEO**



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*  
**BLAKE KRUEGER**

Chairman, Chief Executive Officer and President

CORPORATE OVERVIEW | **OUR BRANDS**



With over 1,000 years of brand heritage, Wolverine Worldwide is home to a portfolio of family and lifestyle brands that empower, engage and inspire our consumers every step of the way.

THE WOLVERINE WAY | **VISION. MISSION. VALUES.**

**VISION**

To build a family of the most admired performance and lifestyle brands on earth

**MISSION**

We empower, engage, and inspire our consumers - every step of the way

**VALUES**

Consumers First	Begin and end with our consumers in mind Exceed our consumers' expectations
Play to Win	Act with passion and a sense of urgency Be decisive and move with speed
Be a Great Partner	Collaborate and be trustworthy and fair Treat everyone the way you want to be treated Help our partners succeed
Innovation - Think Forward and Think Big	Never settle Be courageous and creative
Do the Right Thing - Always	Create an environment of honesty and transparency Act with integrity and never compromise
Make the World a Better Place	Enrich our communities - Give back Advocate for the planet
Our People Are the Difference	Value and develop our people Be inclusive and strengthen the team Be accountable - learn from our mistakes Have fun
Speed in Everything We Do	Act with urgency Be nimble Have a bias for action

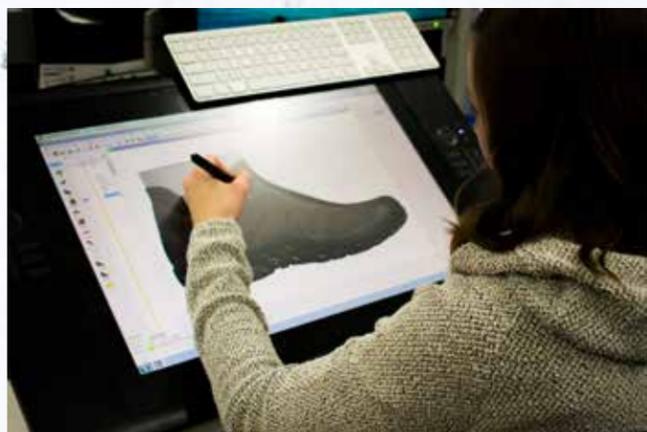


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The Lighthouse project is part of the Company's innovation agenda, designed to accelerate the Company's innovation revolution and to serve as a catalyst to bring compelling products and stories to the global marketplace. The Lighthouse enables our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



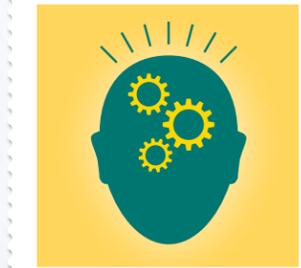
Digital design streamlines the product lifecycle process.



Inside the Lighthouse.



This early stage of color and texture design will enable 3D printing of a new prototype.



# INNOVATION SYMPOSIUM

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 Innys, 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.



### HEART OF WEST MICHIGAN UNITED WAY

Wolverine has a long history of supporting 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.



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



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



Super Mega Tent Sale fundraises at two North American locations.

### WOLVERINE WORLDWIDE FOUNDATION

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.



### TWO TEN FOOTWEAR CARES

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.



Two Ten Awareness Kickoff event with guest speaker Neal Newman - President of the Two Ten Footwear Foundation.



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



Richmond Baby Bundles donations.



Employees have fun while doing good for the Kid's Food Basket of Grand Rapids, MI.





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.



The Wolverine India team hosts lunch at a retirement home.



Wolverine associates partner with Boys and Girls Clubs of Boston to provide mentoring opportunities to youth.



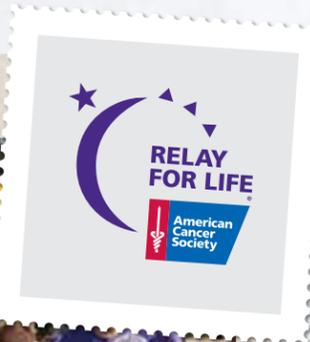
Employees preparing footwear donations for the Children's Trust in Michigan.

### 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."



Wolverine associates partner with Salvation Army and Cradles to Crayons in spring clothing drive.



Providing shoes to children in need.



Associates selling their own various goods at a charity sale.

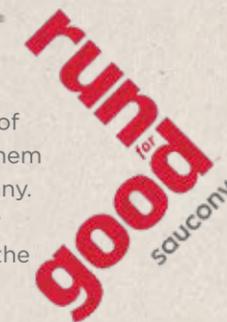


The Rockford team decorates cards for senior citizens.

### 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.





## ENVIRONMENT | ADVOCATES FOR THE PLANET



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



### Percentage of Recycled Materials - London Campus



## ENVIRONMENT | ADVOCATES FOR THE PLANET



Team Merrell getting ready to maintain trails.



The Wolverine China team's beach clean up.



The Wolverine China team's Earth Day clean up.



The Wolverine India team doing their part for our global celebration.



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 1,145 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.



Wolverine China factory social compliance training.



**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.

*“Transparency is critical for the mutual success of a responsible sourcing program. While auditing remains an important tool to monitor factory compliance, we have found that factory education helps build a stronger more transparent partnership. That transparency allows us to focus training and education to better support our sourced factory partners individual needs and we have seen positive results through these methods.*

— Mike Jeppesen  
President, Global Operations Group and Heritage Brand Group

**FIRST ANNUAL SOCIAL COMPLIANCE SUPPLIER SUMMIT**

As part of our continuous improvement commitment, we launched our first Annual Social Compliance Supplier Summit in China. While we have focused more on factory education, we decided that providing an environment where all our key factories could interact would encourage the sharing of best practices. The feedback was very positive and we experienced even greater commitments from our factory partners.



OUR TEAM | OUR PEOPLE ARE THE DIFFERENCE



"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



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.

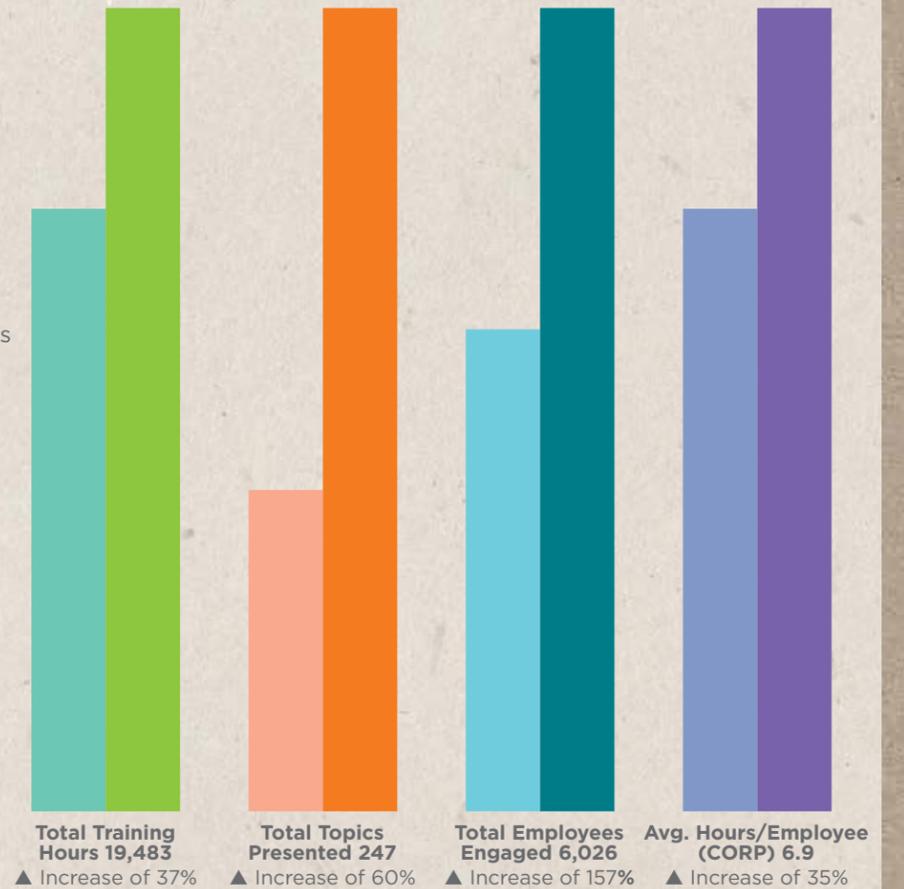
OUR TEAM | OUR PEOPLE ARE THE DIFFERENCE



OUR TEAM SPOTLIGHT  
**LEARNING AND ORGANIZATIONAL DEVELOPMENT**

We are committed to helping associates develop their skills to their highest possible potential. Employees can explore our learning and organizational development website and take advantage of many different topics and ways to learn. From instructor-led classes, online courses, video libraries and quick reference documents, learning is just a click away.

In addition to internal learning options, we offer support in external training events and offer a generous tuition reimbursement to help our employees achieve their higher education goals.



\*2015 versus 2016



3D printer training facilitates accurate prototypes.



Team members participate in training session in the Boston office.



OUR TEAM | OUR PEOPLE ARE THE DIFFERENCE



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.



Waltham child care center

WOLVERINE WORLDWIDE WELLNESS



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

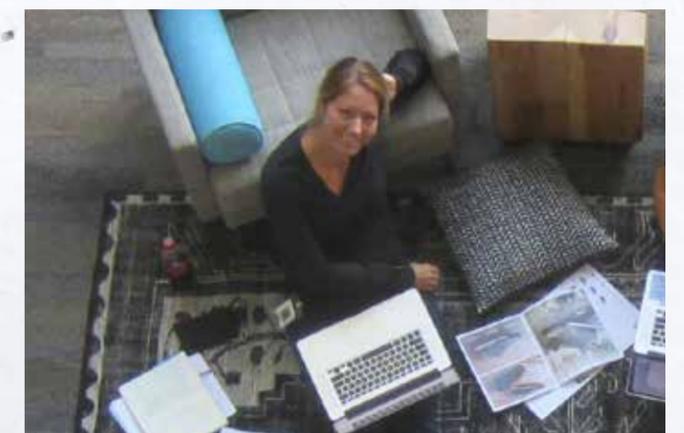


Rockford fitness facility



Waltham fitness facility

OUR TEAM | OUR PEOPLE ARE THE DIFFERENCE



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.



