

GLOBAL

IMPACT REPORT

PUBLISHED JUNE 2021

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GLOBAL IMPACT REPORT

Key Metrics Dashboard

EMPOWERING OUR TEAM

- New hire gender diversity was **61% female** and 39% male
- **52% diversity in senior leadership**
- **76%** of employees **would recommend working at WWW**

SUPPORTING OUR COMMUNITIES

- WWW and brands **donated 35,000+ protective masks**
- Chaco/ReChaco **produced 6,400+ protective masks** for frontline workers in Michigan and Oregon
- Hush Puppies, Sperry, Keds, HYTEST, and Bates **donated 13,000+ pairs of shoes** to Two Ten Footwear Foundation's COVID-19 Share Your Shoes Campaign
- Merrell **donated \$140,000** total in product to frontline workers
- WWW **donated \$10,000** to The Groove Dance Competition, **supporting local healthcare workers and hospitals**

PROTECTING OUR PLANET

- **100%** of our leather is a **byproduct of the meat industry**
- By utilizing algae to replace synthetic foams, our average shoe with Bloom algae cleans approximately **55 liters of water** and **35 cubic meters of air**
- More than 14 million shoeboxes produced with **FSC-certified paper**
- **108 total sustainable styles**, with plans to increase to nearly **700 in 2021**
- **7 brands** completed the industry adopted sustainability assessment (HIGG Index) to drive increased sustainability and reduced environmental impact

RESPONSIBLE SOURCING & SUPPLY CHAIN

- **164 Social Compliance Audits** across our factory base with a 10% audit score increase in last 5 years
- **Nearly 100%** of leather used by WWW brands came from **Gold** or **Silver-rated** tanneries
- **Saved** an estimated **420 million liters of water** and **40,000 megawatt hours of energy** through our tannery partners in 2020

COMPANY

Overview

WITH A VISION TO BUILD A FAMILY OF THE MOST ADMIRABLE PERFORMANCE AND LIFESTYLE BRANDS ON EARTH, AND A COMMITMENT TO SERVICE AND PRODUCT EXCELLENCE, WOLVERINE WORLDWIDE IS ONE OF THE WORLD'S LEADING MARKETERS OF BRANDED CASUAL, WORK, OUTDOOR, ATHLETIC, CHILDREN'S, AND UNIFORM FOOTWEAR AND APPAREL.

Founded in 1883 on the belief in the possibility of opportunity by GA Krause, Wolverine Worldwide is home to a family of diverse, highly recognized, and globally loved brands that serve all ages, passions, and pursuits. Our portfolio includes Merrell, Saucony, Sperry, Hush Puppies, Wolverine, Keds, Chaco, Bates, HYTEST, and the Wolverine Worldwide Kids Group. Wolverine Worldwide is also the global footwear licensee of the popular brands Cat Footwear and Harley-Davidson.

As the parent Company to a portfolio of dynamic performance and lifestyle brands, Wolverine Worldwide markets footwear, apparel, and accessories in nearly every corner of the world. Together, the Wolverine Worldwide portfolio has over 1,000 years of brand equity and heritage. Committed to developing, marketing, and distributing products that bring style to purpose, Wolverine Worldwide's brands are carried by leading retailers in approximately 170 countries and territories. Directly and through a strong global network of partners, the Company markets footwear, apparel, and accessories around the world in over 12,000 points of distribution and across 37 owned websites. In 2020, this led to total sales of \$1.79 billion. With a headquarters that has been based in Rockford, Michigan, for more than 130 years, Wolverine Worldwide today employs over 3,200 global team members.

THE WOLVERINE WAY

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
Play to Win
Be a Great Partner

Innovation - Think Forward & Think Big
Do the Right Thing - Always
Make the World a Better Place
Our People are the Difference
Speed in Everything We Do

MESSAGE FROM
Our CEO



The last year has been an unprecedented time for Wolverine Worldwide, our employees, and the world in which we live. The COVID-19 pandemic has affected every aspect of people's lives with countries locked down, events cancelled, people quarantined, and public spaces closed for months. Like so many others, our team members faced sweeping and abrupt changes in their personal and professional lives, yet quickly shifted to work remotely and navigate the new reality impacting our consumers, our retail and distribution partners, and our Company. Despite the challenges we have collectively faced over the past year, Wolverine Worldwide's global teams have continued their work to positively impact our planet, and I'm excited to share our progress and initiatives with you here.

As the pandemic emerged in early 2020, we immediately enacted a strategic game plan focused on several key priorities, starting with maintaining the health and safety of our team members and consumers around the globe. We temporarily closed offices and stores, encouraged our employees to work remotely if possible, and implemented health and safety best practices all while remaining operational and "open for business" thanks to the grit, determination, and adaptability of our teams.

We also took action to support the communities in which we live and work. For example, our Chaco brand converted its ReChaco facility, which creates custom sandals and recycles and refurbishes thousands of well-worn sandals each year, to produce protective masks at the time of greatest need. Other brands in our portfolio donated footwear to first responders, and to organizations

helping families in need. In total, we donated more than 35,000 masks to local hospitals and thousands of pairs of footwear to healthcare workers, first responders, and our colleagues across the footwear industry.

Ultimately, challenges create opportunities, so I'd like to thank our global teams who successfully managed the constant barrage of unique challenges in 2020 with agility, dedication, and poise in order to help our Company grow. I can say with the utmost confidence that our people have transcended the uncertainties of the pandemic over the past year to personify our core Company values of always doing the right thing and making our world a better place. I always welcome this opportunity to reflect on the great accomplishments of our global teams and take pride in knowing that our culture and values are consistent regardless of where we are located or what's happening in the world around us.

In closing, I hope that you and your loved ones remain safe and healthy, and thank you for your interest in Wolverine Worldwide and our Global Impact Report.

BLAKE W. KRUEGER

*Chairman and Chief Executive Officer,
Wolverine Worldwide*

MESSAGE FROM
Our President



I joined Wolverine Worldwide in September 2020 and couldn't be more thrilled and honored to have this opportunity to serve as the Company's President. Wolverine Worldwide's successes have been widely recognized by consumers and the industry, so to now be a part of this family of brands is very exciting for me. I've felt connected to our brands for my entire life — from Merrell and Wolverine to the Sperry Top-Sider shoes I wore as a boy. I even have a picture of my grandparents on their honeymoon in 1938, with my grandmother sporting a pair of Keds. I take great pride in being here to help lead Wolverine Worldwide through its next chapters of growth, and to help continue the important work that is already underway.

During my initial months with the Company, I've gained a deep understanding of the business and a tremendous appreciation for our teams as they have successfully responded to a unique year. As a part of that, I've been thoroughly impressed with how closely our brand teams have considered the impact of our products on the planet, and the needs and views of consumers around important topics like sustainability, well-being, and diversity, equity, and inclusion. For example, Saucony recently developed its most eco-friendly shoe ever, the Jazz Court RFG, and Merrell launched its Undyed Collection, which uses recycled materials to reduce water and energy use through the production process. In addition, I'm proud that brands across our portfolio have donated thousands of dollars to social justice initiatives like the NAACP, Black Men Run, Black Girls Run, and Outdoor Afro, and revamped their internal learning initiatives while also encouraging their consumers to do the same.

Over the last year, we've witnessed a dramatic shift as consumers are spending more time connecting digitally and directly with their favorite brands. By investing in digital capabilities, we are creating a constant dialogue and forging emotional connections with our consumers. This allows us to create products they need to live, work, and play, and to align on causes and initiatives that we support. I am excited about the Company's opportunities for future growth, and I hope you enjoy reading more about the incredible strides our teams have taken over the past year.

BRENDAN HOFFMAN

*President,
Wolverine Worldwide*

EMPOWERING
Our Team

Wolverine Worldwide would not be in the growth position we're in today without the commitment, engagement, and amazing work of our teams. That's exactly why 'Our People Are The Difference' has been a core value of the Company for so many years. We believe it's crucial to empower our teams by not only giving them the resources needed to constantly innovate, collaborate, and drive meaningful change within our walls and beyond, but also by creating an environment where everyone feels like they can bring their authentic selves to work. Our global team members come from all walks of life, and we celebrate that every day.

AMY KLIMEK

SENIOR VICE PRESIDENT OF HUMAN RESOURCES

AT WOLVERINE WORLDWIDE, WE BELIEVE
**OUR PEOPLE ARE
THE DIFFERENCE**

Our Company, our culture, and our products are all reflections of the invaluable people that make up Wolverine Worldwide. We hire world-class talent, prioritizing opportunities for growth and development. We provide an enriching environment that improves the lives of all team members personally and professionally. We continually look for ways to make Wolverine Worldwide an even greater place to work. As a global company, we prioritize inclusivity and equity.

EMPOWERING OUR TEAM

Our Diversity, Equity, and Inclusion Journey

2020 was a year like no other, and, among other things, called out loudly the need for significant social justice work in our communities, with our own employees, and with our consumers.

While our history and approach has always been to drive diversity and inclusion throughout our organization, we took a hard look at formalizing and expanding our approach in 2020 and beyond. To help build a lasting, long-term framework, we found a partner with expertise in Skot Welch and his team at Global Bridgebuilders who have guided the implementation of our new Inclusion Framework.

TO HELP BUILD A LASTING, LONG-TERM FRAMEWORK, WE FOUND A PARTNER WITH EXPERTISE - SKOT WELCH OF GLOBAL BRIDGEBUILDERS WHO HAS HELPED GUIDE THE IMPLEMENTATION OF OUR NEW INCLUSION FRAMEWORK.



This framework is centered around supporting an inclusive culture through a leadership action committee with subcommittees for five key inclusion competency areas: **leadership, communication, organizational development, external relations, and systems and processes.**

The Diversity Council we launched in 2020, comprised of team members from around the world and across our organization, is now serving as our Diversity Action Council. This team, which includes five subcommittees, will support fostering a more inclusive and diverse Company. Last year, the group started this journey by conducting a listening tour around our Company to hear from our team members to better understand their experiences and ensure our actions are moving in the right direction.

We also offered resources to increase awareness and educate our employees around the world through unconscious bias and other diversity training, such as Global Bridgebuilders Diversity, Equity & Inclusion 101 training sessions that were made available to employees in early 2021. To help support these various initiatives, we developed a Diversity, Equity, and Inclusion section on WeConnect, our internal employee information and communications platform, to provide employees with support resources and a dedicated space to learn and work together to achieve a better future.

Our brands have also amplified their Diversity, Equity, and Inclusion efforts by supporting meaningful causes, evaluating internal team cultures, and developing actionable goals toward driving systematic change, like Merrell's initiative - The Trail Ahead - which you'll read more about on the following pages.

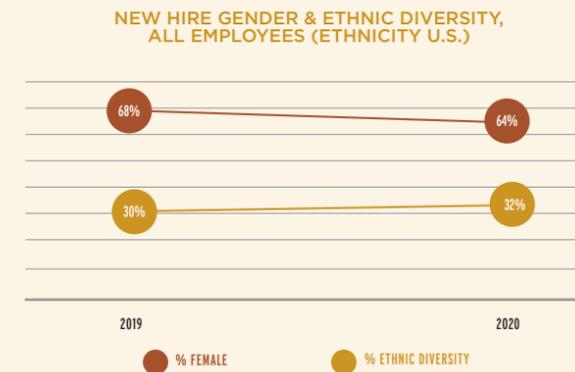
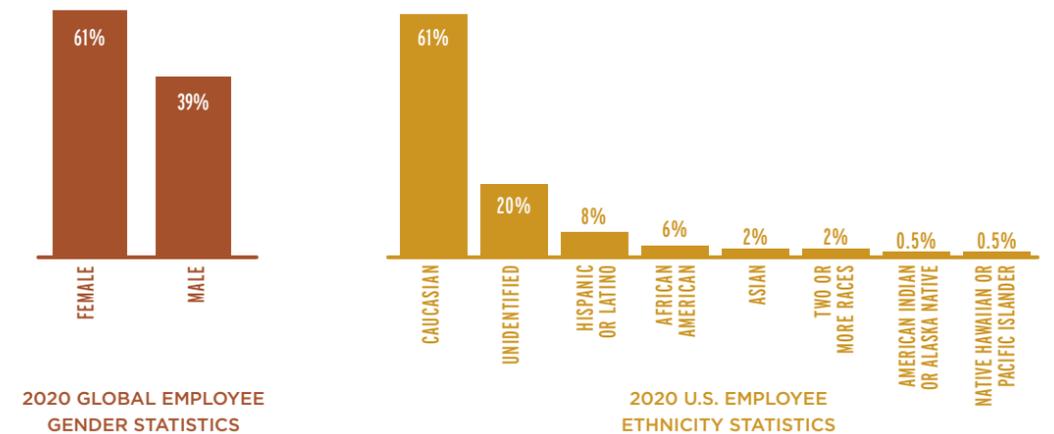
“There is no space for racism at Wolverine Worldwide or within our family of brands, and we firmly believe that must extend to the diverse areas of the world we touch — from hiking trails and job sites to city streets and the open seas. We all have the opportunity to do better, and working together we can build a better future — one step at a time.”

— *Blake W. Krueger,*
Wolverine Worldwide Chairman & CEO

EMPOWERING OUR TEAM

Our Workforce at a Glance

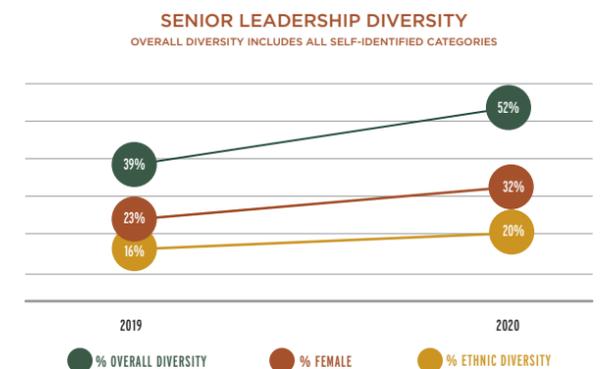
Below are 2020 metrics for Wolverine Worldwide's organizational diversity. (Note: Ethnicity is reported for U.S. population only)



In our hiring process, we are focused on ensuring diverse slates for open roles. The chart to the left shows the diversity of our new hires over the past two years. The slight decline in female new hires in 2020 is consistent with the large number of women that temporarily left the U.S. workforce in 2020 as a result of the COVID-19 pandemic.

Through our internal promotion and external recruitment, we have increased the diversity of our senior leadership across the Company. The chart to the right shows the representation of total, ethnic, and gender diversity at this top level of our organization, and we know that diversity in leadership is so critical to increasing diversity everywhere we are in the world.

Although a great deal of work has already been completed to get us to this point, we are still on our journey to create a more diverse and inclusive company for our teams, our communities, and our consumers.



OUR BRANDS'

Diversity, Equity, and Inclusion Initiatives

AT WOLVERINE WORLDWIDE, WE'RE PROUD OF OUR FAMILY OF BRANDS AND THEIR INDIVIDUAL COMMITMENTS TO THE CAUSES THEY SUPPORT. EACH BRAND'S INDIVIDUAL ROLE IS CRITICAL TO OUR COMBINED IMPROVEMENT AND SUCCESS. WHILE THEY ALL HAVE DIFFERENT CONSUMERS, PATHS FOR GROWTH, AND FOOTPRINTS AROUND THE WORLD, THEY ALL HAVE AN UNWAVERING COMMITMENT TO MAKING A DIFFERENCE FOR THEIR CONSUMERS AND COMMUNITIES AND FOR OUR PLANET. HERE ARE A FEW HIGHLIGHTS FROM THE MANY CRUCIAL DIVERSITY AND INCLUSION EFFORTS LED BY OUR FAMILY OF BRANDS.

EMPOWERING OUR TEAM

Merrell Commits To Driving Systematic Change Through 'The Trail Ahead' Initiative

In 2018, our Merrell team committed to making justice, equity, diversity, and inclusion a key strategic pillar within the brand's business model. That commitment took a step forward in June 2020 when Merrell launched a new initiative — The Trail Ahead — that began with a donation to the NAACP Legal Defense and Educational Fund and matching employee donations made to Black-led organizations or organizations that support the Black community. Later in August, Merrell began taking action to drive systemic change internally and across the outdoor industry.

To do this, the team first identified four strategic areas of focus: Our Internal Team & Culture, Reforming Outdoor Spaces to be more welcoming, Amplifying Voices through partnerships and storytelling, and Reshaping Retail and Our Industry to be more inclusive. But that was just the beginning of The Trail Ahead. The Merrell team will continue to be transparent about plans and their vision of building a better tomorrow through creating inclusive and equitable spaces in the outdoors and within their own environment.

MERRELL.

ENGAGE
Team & Culture

CREATE
Welcoming Outdoor Spaces

AMPLIFY
Voices

TRANSFORM
Retail & Our Industry

EMPOWERING OUR TEAM

Saucony's 'Run For Good' Platform Supports Racial Justice and Equality

Saucony is committed to good performance, good health, and good community. The brand believes a good community must recognize the necessity of racial justice and equality and that's why they are making definitive, purposeful strides to support the Black community.

GOOD COMMUNITY

Saucony showcased its support towards the Black running community in 2020 by donating \$50,000 to Black Men Run and Black Girls Run, and by creating a global employee program through which Saucony matched all employee donations to organizations that support racial equality and justice. A few of the supported organizations included Black Lives Matter Boston, Global Empowerment Mission, Minnesota Freedom Fund, Loveland Foundation, and Black Health Alliance, among others.

GOOD HEALTH

Since 2006, the Saucony Run For Good Foundation has awarded over **\$1.5 million** to schools and community organizations dedicated to preventing childhood obesity through running and proper nutrition. Some of the 2020 grant recipients included:

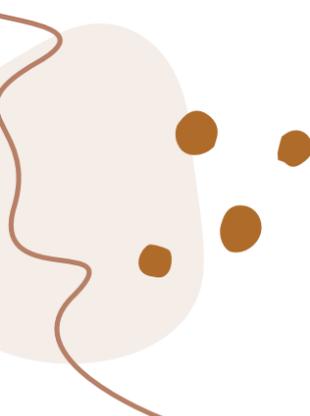
- Sole Train: Boston Runs Together - Boston, MA
- Girls on the Run of the Flint Hills - Manhattan, KS
- Page Alliance for Community Action - Luray, VA
- Boys & Girls Clubs of the Olympic Peninsula - Sequim, WA

GOOD PERFORMANCE

Saucony has always been discerning about the company they keep, especially when it comes to collaborations with retailers, content creators, and co-branded, limited-edition products. That's why the team has pledged to seek out collaborations that include a component that advances diversity, sustainability, and/or under-privileged running program efforts.

Run For Action.
Run For Good.





EMPOWERING OUR TEAM

Saucony Teams with prinkshop & She Should Run to Support Women Running for Office

In the election year of 2020, Saucony joined forces with prinkshop — the “wear what you care about” apparel and accessories brand — to rally behind women entering political races with their eyes on the finish line. With this Women Running collaboration, the Saucony team celebrated women who run for sport or for political office while honoring their commitment to forging a better future for us all. Part of prinkshop’s business model is to align with a social impact organization for each of its campaigns. For Women Running, prinkshop and Saucony selected She Should Run, a non-partisan, non-profit organization that encourages women to consider running for political office and gives them the tools and resources needed to step up to the starting line. Saucony donated 10% of the Women Running sales to She Should Run to further the work they do to support women’s leadership in politics.



EMPOWERING OUR TEAM

Keds x Jungalow: Designed to Celebrate Sisterhood & Togetherness

For Women’s Equality Day 2020, Keds and Jungalow, a lifestyle and decor brand and go-to source for design goods and inspiration, launched a collaborative collection of designs celebrating sisterhood and togetherness. Jungalow founder, Justina Blakeney, designed the four-piece capsule collection to feature her signature vibrant colors and boho aesthetic. The collection offered an altruistic angle as Keds donated 100% of net proceeds from the collection’s Keds Champion In Chorus sneaker to GirlTrek, a public health nonprofit pioneering a health movement for African American women and girls grounded in civil rights history and principles through walking campaigns, community leadership, and health advocacy. In total, the initiative allowed Keds to donate more than \$23,000 to GirlTrek.



EMPOWERING OUR TEAM
Cat Footwear's 'Championing Progress' Initiative
Strives to Create a Better Future

Our Cat Footwear team believes in championing progress for a better future, and a better future demands a commitment to taking the first of many steps toward addressing systematic discrimination and racism. In June 2020, Cat Footwear took positive strides toward actively listening and leveraging available resources in the pursuit of progress. Among these steps, the team made the first in what will become a series of annual donations to the Equal Justice Initiative and the Grand Rapids Community Foundation Black Men Building Resources

Scholarship, which helps youth in our local community pursue an education in construction and skilled trades. Additionally, the brand created a new Volunteer Time Off program that encouraged the Cat Footwear team to collectively donate 500 hours of community service in the areas where they live and work. To help create long-lasting partnerships centered around this focus, Cat Footwear will continue teaming with minority-owned construction companies, influencers, and non-profits that benefit underserved communities.



2020 BRAND-SUPPORTED SOCIAL JUSTICE ORGANIZATIONS

- Black Girls Run
- Black Men Run
- Boston Pride Community Fund
- Camp Founder Girls
- Equal Justice Initiative
- Grand Rapids Community Foundation Black Men Building Resources Scholarship
- Michigan's Outdoor Adventure Center
- NAACP Legal Defense and Educational Fund
- NAACP of Greater Grand Rapids
- Outdoor Afro
- She Should Run



EMPOWERING OUR TEAM
Sperry Pride Collection Celebrates LGBTQ+ Community

Sperry is proud to stand on the side of love and equality, so in celebration of Pride Month in 2020 and the LGBTQ+ community's continued resilience and strength, the brand introduced its Pride Collection. The collection featured Sperry's Authentic Original Boat Shoe designed with inspiration from the Pride Flag. Along with the collection, Sperry donated to the Boston Pride Community Fund, which supports local Boston-area LGBTQ+ grassroots organizations.





EMPOWERING OUR TEAM

The Employee Experience

COMPREHENSIVE ONBOARDING

Our NewSoles program is a best-in-class onboarding experience that begins the day an offer is accepted and continues through Day 180. This robust program is designed to ensure our employees start off on the right foot from the moment they begin their Wolverine Worldwide careers. Over the past year, the entire program pivoted to a fully virtual experience (with the exception of the fun welcome gift package that arrives at each new employee's home on week one), leading to the **highest engagement and satisfaction ratings received from new hires in the history of the program.**

PULSE SURVEYS

Wolverine Worldwide conducts frequent, short surveys to quickly and consistently collect feedback and share the collective understanding of what's happening at our Company and across our teams. Pulse Surveys not only measure progress around key areas of our employee engagement strategies, but they also equip our leaders with local, real-time insights to help drive honest discussions and relevant actions for their teams.

In 2020, we added a series of check-in surveys to gauge the employee experience specific to the COVID-19 pandemic. Insights around communications, safety protocols, remote work arrangements, employee burnout, and well-being informed our Global COVID-19 Task Force to respond with resources to help navigate the work and family needs of our people.

WOLVERINE WORLDWIDE'S eNPS (EMPLOYEE NET PROMOTER SCORE) – A METRIC USED TO GAUGE EMPLOYEE SATISFACTION WITH THEIR EMPLOYMENT EXPERIENCE – REMAINED CONSISTENTLY HIGH IN 2020 WITH 76% OF OUR EMPLOYEES WILLING TO RECOMMEND OUR COMPANY TO THEIR FAMILY AND FRIENDS AS A GREAT PLACE TO WORK AND THRIVE.

FULL LIFECYCLE SURVEYS

Full Lifecycle Surveys capture employee feedback at moments that matter: Day 1, Day 60, and Exit. We have the power to look at the full employee lifecycle experience through real-time insights that allow us to quickly make enhancements to the overall employee experience.

EMPOWERING OUR TEAM

Benefits at Wolverine Worldwide

WE KNOW THE VALUE OUR PEOPLE BRING TO OUR TEAM AND WE RECOGNIZE HOW ESSENTIAL IT IS FOR THEM TO BE THEIR BEST, WHETHER AT WORK OR HOME

That's why we are committed to delivering comprehensive well-being programs and services that support our employees and their families in meaningful ways. Our employees are offered a comprehensive benefits package that is specific to their region of employment and in 2020, we additionally leveraged virtual resources to support our team members and their families as they navigated through the global pandemic.

HERE ARE A FEW EXAMPLES AMONG OUR DIVERSE ARRAY OF BENEFITS:

- Mental health services
- Telehealth medical and behavioral health services
- Flexible work arrangements
- Paid parental leave
- Adoption assistance
- Breast milk shipping during business travel
- Infertility benefits
- Military leave
- Employee merchandise discount
- Tuition reimbursement
- Employee referral program
- Stock purchase plan
- Financial and retirement planning
- On-site fitness center (Rockford)
- On-site daycare (Rockford + Waltham)
- On-site dog daycare (Rockford)
- Subsidized on-site food and beverage offerings
- Customized programming for departments/teams, including meditation, stretching, or movement breaks, and health and well-being webinars

EMPOWERING OUR TEAM

Employee Resource Groups

EMPLOYEE RESOURCE GROUPS AT WOLVERINE WORLDWIDE PLAY AN IMPORTANT ROLE IN FOSTERING OUR INCLUSIVE CULTURE

These groups provide opportunities for global team members to learn from and support one another while driving meaningful change throughout our Company.

THE CHANGE MOB

The Change Mob is a grassroots network of employees from around the globe, representing every function to help drive and sustain change across Wolverine Worldwide, from the ground up. This empowered group keeps a pulse on what's happening at the Company and provides valuable feedback to our leadership team on a regular basis.

WOMXN'S RESOURCE GROUP

The Womxn's Resource Group works to empower and inspire the women of Wolverine Worldwide to actively engage in the community, provide mentorship opportunities, and create a meaningful, professional network. And the 'x' in the group's name isn't a typo; it symbolizes that WRG is inclusive to all employees who identify as female.

WOLVERINE YOUNG PROFESSIONALS

The Wolverine Young Professionals group strives to promote an environment that helps attract and retain the next generation of business leaders. This group is committed to personal and professional development by contributing to the Company's workplace community through social activities and volunteer opportunities.



“Change is something we absolutely must embrace and learn from. And who better to learn from than our own people? That’s why our Employee Resource Groups are crucial, not only to help develop our employees, but also to help our business evolve and flourish. Our global team members are the pulse of Wolverine Worldwide, so it’s important for them to have an outlet for driving meaningful change across our Company outside of their daily work.”

— Alisa Devlaeminck, Organizational Development & Employee Engagement Manager

EMPOWERING OUR TEAM

Learning at Wolverine Worldwide

WE ARE COMMITTED TO HELPING OUR PEOPLE DEVELOP THEIR SKILLS TO THEIR HIGHEST POTENTIAL

As part of this commitment, we offer our employees the most relevant topics and modern ways to learn. From instructor-led webinars and eLearning courses to quick how-to videos and podcasts, continued learning is always available at Wolverine Worldwide.

LEADERSHIP DEVELOPMENT

As Wolverine Worldwide continues to evolve and transform, the development of our leaders is critical to our continued success. Our ongoing partnership with Harvard University engages our global leaders at all levels around leading our people and business. As a new offering at WWW, the Harvard Foundations of Leadership program inspires leaders to become exceptional in the core competencies of building trust, credibility, resilience, and emotional intelligence. The program also cultivates how we effectively lead others through the art of building high performing teams, delegation, and feedback.

eLEARNING

Our partnership with LinkedIn Learning and Harvard Spark allows employees access to thousands of online, expert-led videos, articles, podcasts, and courses that help them discover and develop business, technology, interpersonal, and creative skills anytime, anywhere.

LIFELONG LEARNING

In addition to internal learning opportunities, we offer support for external training events and provide tuition assistance to help our employees achieve their higher education goals. Whether that's going back to school for a degree or earning a certificate through our partnership with eCornell, we have something for all of our lifelong learners.

COACHING OFFICE

The Coaching Office provides our global employees free access to on-demand, one-on-one personal coaching to help them drive forward in all aspects of their performance and career. Our team of certified coaches helps our employees gain clarity on questions around project work, developing better working relationships with managers and colleagues, implementing great ideas, building skillsets, and fostering better work/life balance.

SUPPORTING
Our Communities

One of our core Company values is to always do the right thing. Our employees around the world certainly personified that value through their efforts to support those impacted by the pandemic. I couldn't be prouder of their dedication and commitment to contributing toward such worthwhile causes.

BLAKE KRUEGER

CHAIRMAN & CEO OF WOLVERINE WORLDWIDE

WOLVERINE WORLDWIDE HAS A HERITAGE OF
**SERVING THE COMMUNITIES
IN WHICH WE LIVE & WORK**

Giving back to our communities has been ingrained in Wolverine Worldwide's DNA since the Company was founded in 1883, and our people personified this service-oriented mindset throughout 2020. As many organizations worked tirelessly to meet the immediate needs of food, housing, medical attention, and financial security, our global team members rallied together to help our communities stay afloat and move forward. Especially during the onset of the pandemic in the United States, we took quick action to support healthcare workers, law enforcement, and other first responders across the country, as well as footwear industry employees and their communities.



PANDEMIC RESPONSE

Wolverine Worldwide Donates Protective Masks and Retrofits ReChaco Factory to Produce 6,400+ Additional Masks

When Michigan first issued a statewide shelter-in-place order on March 23, 2020 as a result of the COVID-19 pandemic, our Chaco team immediately shifted the focus of its Rockford-based ReChaco factory to the production of protective face masks for local healthcare workers.

By the time the factory returned to normal operations on May 13, 2020, the ReChaco team had produced **more than 4,800 protective masks** to aid healthcare workers and first responders on the frontlines in West Michigan. Approximately 300 masks were also distributed across Wolverine Worldwide to our frontline workers deemed essential to business continuity during that time period.

Collaborating with Spectrum Health in West Michigan, the ReChaco team manufactured a mask design that could be used with an interchangeable filter. Chaco worked with our corporate teams and other local organizations to source fabric and vet materials for production, including Merrell and Bates Footwear who stepped up by donating materials; the Bates team contributed laces that were used as strings for the masks while Merrell donated fabric. The Chaco team also shared their learnings on the Outdoor Industry Impact Network — an Outdoor Industry Association digital platform that was specifically created to house information on materials, supplies, and patterns, and to help connect companies with available raw goods with manufacturing partners during the onset of the pandemic.

A few weeks into production, Michigan-based vacuum cleaner and floor care product company, BISSELL, began partnering with regional health systems and manufacturers to donate proprietary vacuum bag materials to make nearly 1.8 million masks and filters for healthcare workers. Chaco/Wolverine Worldwide was the first partner BISSELL connected with to begin creating more effective masks using Chaco's hand-sewn mask design along with BISSELL's filter material. Together, the two brands collaborated to produce **3,000 mask filters**.



In addition to the ReChaco factory's pandemic pivot, the Chaco team also enlisted the help of their **ReChaco Mobile Repair Factory** bus team to make protective masks for hospital systems in the Portland and Hood River areas of Oregon. The bus was developed to customize and repair Chaco sandals during what would have been the brand's 2020 Roving Repairs Summer Tour, using sewing machines, hot knives, and other equipment to make and mend sandals across the country. While the bus was parked during the pandemic, the team worked tirelessly from their homes so they could safely socially distance and make a higher volume of masks. These efforts led to the production of **1,600 masks**.

“We at Chaco are doers and it’s not in our team’s DNA to stand by when we have the opportunity and resources to take action. We wanted our skills and machinery to be useful in this crisis, and I believe we succeeded in our efforts to help our communities.”

- Lisa Kondrat, Director of Operations for the ReChaco factory

As an added personal touch, the Chaco team sent hundreds of encouraging letters along with the masks that were written by members of the #ChacoNation.

“I’m incredibly proud of our ReChaco team and everyone in the organization who stepped up to contribute toward our efforts to manufacture protective masks for frontline healthcare workers in our hometown,” said Blake Krueger, Wolverine Worldwide Chairman & CEO. “As the COVID-19 pandemic evolved in the United States, it was truly remarkable to see the team shift their production focus quickly towards this important cause. The team’s hard work and dedication was truly an inspirational.”



TOTAL RESPONSE:

- 6,406 total protective masks produced
- 4,800+ masks produced for healthcare and frontline workers in West Michigan
- 1,600+ masks produced by ReChaco Mobile Repair Factory Team for healthcare and frontline workers in Oregon
- 3,000 mask filters produced in partnership with BISSELL
- 300+ masks distributed to WWW essential employees

PANDEMIC RESPONSE

WW Brands Donate Shoes to Support Hospitals, First Responders, and Footwear Industry Employees Impacted by Pandemic

Since 1939, the Two Ten Footwear Foundation has been strengthening the footwear community through financial, social, and educational support for the national workforce of 334,000 footwear industry employees. In April 2020 alone, applications for financial help at Two Ten spiked more than 200%, prompting many of our brands to take immediate action.

In response to the increasing need for emergency financial aid for thousands of footwear industry families affected by the COVID-19 pandemic, we partnered with Two Ten to help establish the “COVID-19 Share Your Shoes Campaign.” This initiative was led by Hush Puppies and quickly joined by Sperry, Keds, HYTEST, and Bates Footwear, all of which jointly collected and donated **more than 13,000 pairs of shoes**. Two Ten-selected logistics partners then sold the shoes with proceeds going towards helping footwear industry employees in need. The Wolverine Worldwide Foundation and our employees have partnered with Two Ten in the past to raise more than \$370,000 in funding over the past eight years, while also bringing awareness to the opportunities available for industry employees through the organization.

In addition to our brands’ contributions to Two Ten’s pandemic response, Merrell donated \$140,000 in product to frontline workers, including **1,200 pairs of shoes and boots** to multiple hospitals and the police and fire departments in Grand Rapids, Michigan. This footwear came from Merrell’s work and tactical product, specifically designed for first responders in these critical roles. Additionally, the brand donated **250 neck gaiters** to Mercy Health in Grand Rapids that were used as backup protective equipment for healthcare staff.

“Merrell could not be prouder to call West Michigan home and we wanted to support those on the frontlines working tirelessly to protect the health and safety of everyone in our community and beyond. Our hope was that a new pair of shoes could be a bright spot for the brave people working during the unprecedented times of last year. Merrell thanks them for their work and service to our community.”

- Chris Hufnagel, Global Brand President of Merrell and member of Wolverine Worldwide’s Executive Leadership Team

PANDEMIC RESPONSE

WW Sponsors Virtual Dance Competition ‘The Groove’ to Support Healthcare Workers

“How can I help support our local healthcare workers?”

This was a common question asked by many people during the onset of the pandemic in our backyard of West Michigan, and the answer was simple — by dancing.

Wolverine Worldwide joined other local companies, such as Amway, Herman Miller, and BISSELL, in becoming a corporate sponsor for The Groove — a four-week, virtual dance competition that raised \$250,000 for West Michigan healthcare workers while also boosting the emotional well-being of the local community. Every dance video uploaded to The Groove app became a donation to the West Michigan Hero Fund, which benefitted healthcare systems across the 13 counties in West Michigan.

“We were excited and proud to team up with other West Michigan companies to support such an important cause through The Groove. Our local healthcare workers, like so many others around the world, have been continuously risking their own health and safety every day to protect ours. The least we could do is have a little fun dancing to help support them during a time of great need.”

- Blake Krueger, Chairman & CEO of Wolverine Worldwide

The community-wide competition ran May-June 2020, with 10 new songs added to the app each week for participants to dance along to for 30 seconds. Participants were able to enter multiple videos per week in order to increase donations and improve their chances of winning the grand prize of \$10,000 through public voting. While this was a West Michigan-focused initiative, anyone nationwide could watch and vote. Overall, more than 2,000 videos were uploaded and viewed 2.2 million times.

PANDEMIC RESPONSE

Leathers & Materials Teams Distribute Food in India & Partner With Project I Am to Help Homeless Populations

For the last six years, members of our global Wolverine Leathers and Materials Sourcing teams have been finding or creating opportunities to positively impact their local communities through their **Make The World A Better Place** community engagement initiative. In the past, their primary areas of focus have been on helping people and protecting our planet by feeding and providing resources to those in need as well as cleaning up local areas for better community enjoyment.

In 2020, members of our India team noticed a food shortage following a government lockdown in April after the onset of the pandemic in that region. Jaffar Sadiq, Materials Sourcing Manager, rallied volunteers and identified four villages in the Tamil Nadu Province of South India with the greatest needs. Together, they packaged and donated enough food to feed 500 people, cooking provisions for 150 people, and approximately 2,000 protective masks to local frontline nurses and police officers and the public. They additionally taught the residents about COVID-19 safety protocols that were in place at that time.

Later in the year as the winter months arrived causing more isolation amid the pandemic, our United States-based Materials Sourcing team members, along with brand team members from Merrell, Chaco, Hush Puppies, and the Wolverine Worldwide Kids Group, partnered with Project I Am, a nonprofit organization in Chicago created by Jahkil Jackson when he was 8 years old to help raise awareness about homelessness in the Midwest by creating “Blessing Bags.” Filled with sanitary wipes, socks, deodorant, hand sanitizer, toothbrushes, bottled water, granola bars, and other essentials, Jahkil and Project I Am have helped more than 50,000 men, women, and children in multiple U.S. states, plus Swaziland, Guatemala, Puerto Rico, and the Bahamas, through Blessing Bags since the organization was established in 2015. In addition to filling Blessing Bags, Wolverine Worldwide sent socks and hats directly to the Project I Am headquarters to support their cause.

Our U.S. and Asia Materials Sourcing teams and their families gathered via Zoom with Jahkil and his mother, Natae, in November to virtually package together over 250 Blessing Bags that were distributed across the United States in Michigan, Massachusetts, Pennsylvania, and California. Additionally, our Asia team in Zhuhai, China, donated 90 bags to children who utilize the services of the QiQi Hearing and Speech Rehabilitation Center for Deaf Children. In lieu of essential goods, these bags included coloring books, toys, picture books, Chinese and world maps, story books, and candy that were donated by local police departments and other tenants in the team’s Zhuhai business office. The event was so successful that the Materials Sourcing team also coordinated Project I Am-inspired events in both Vietnam and other areas of China.



“

“Mahatma Gandhi once said, ‘The best way to find yourself is to lose yourself in the service of others.’ Looking at the smiles on our team members’ faces during these events, it is obvious that they experienced at least as much joy as those who received the donations. Thanks to all who volunteered and participated!”

— Kerry Brozyna, Vice President & General Manager of Wolverine Leathers and Materials Sourcing



SUPPORTING FRONTLINE WORKERS

Merrell Donates \$17,000 to Kids Food Basket

Merrell launched a program on merrell.com in 2020 that gave customers that qualified for free express shipping the option to choose a slower shipping option so that the brand could then donate a portion of the cost difference to Kids Food Basket — a grassroots, community solution to childhood hunger based in West Michigan. Through the generosity of the brand's customers choosing that shipping option, Merrell gave a \$17,000 check to Kids Food Basket to help support the organization's crucial efforts that were needed more than ever when many local children no longer had the safety net of school meals during times when schools shifted to virtual learning.



SUPPORTING RETAILERS

Chaco's "Stay Home. Shop Local." Program Supports Retailers

Chaco created an innovative partnership program to help support its retailers affected by the COVID-19 crisis by encouraging consumers to "stay home and shop local" while social distancing and sheltering in place. The program allowed participating retailers to offer Chaco's full collection of products online through chacos.com and earn a percentage on every sale. Chaco also managed delivery and any returns and created a full suite of marketing materials for each retailer to launch through their social media and digital channels, with Chaco driving awareness and engagement through its own marketing channels. Throughout the year, the program extended with a portion of proceeds supporting summer camps, such as camps under the American Camp Association umbrella and Wilderness Adventures, a camp that teaches teens how to enjoy outdoor spaces responsibly while visiting national parks and forests.

SUPPORTING EVERYDAY HEROES

Hush Puppies Supports Grandparents During Pandemic & Encourages Practicing Optimism

Hush Puppies exists to inspire its consumers to live life on the bright side through color, comfort, and optimism, all of which became more important than ever over the course of 2020. To act on its brand purpose, Hush Puppies launched its #PracticeOptimism campaign in January, which became a rallying cry throughout the future difficulties of the pandemic. The campaign challenged our communities and the Wolverine Worldwide family to embark on a 21-day journey to become more optimistic through sharing tips and best practices, various activities, and educational activations. In January 2021, Hush Puppies launched #ShareOptimism, the next evolution of the campaign that aimed to inspire people to reflect on moments of optimism in 2020 and share them online.

Understanding that some of the most vulnerable people in our communities during the pandemic have been our senior loved ones, Hush Puppies additionally helped **more than 5,000 people** send a free pair of the brand's Power Walkers shoes to their grandparents through the WE HEART GRANDPARENTS campaign. The campaign was so successful that Hush Puppies depleted its supply just three hours after launching, and as a result, offered a discount on hushpuppies.com to encourage consumers to purchase a pair of shoes to send to their grandparents to create a bright moment during their quarantine days. Hush Puppies also donated approximately **450 shoes** to the residents of Clark Retirement senior living communities in Grand Rapids, Michigan.



SUPPORTING FRONTLINE WORKERS

"To the Women on the Ground"

Keds showed support via Instagram by inviting the brand's followers to nominate women on the ground working or volunteering on the frontlines of the pandemic. The team gifted over 1,000 pairs of shoes to the women selected, and the initiative received praise in several national media outlets, including E! News, HGTV, Good Morning America, HOLA! USA, and Footwear News.

TO THE CARETAKERS, THE GROCERY STORE CLERKS, THE TRUCK DRIVERS,
THE SANITATION WORKERS, THE NURSES AND DOCTORS,
THE WAREHOUSE AND CONSTRUCTION WORKERS...

YOU RUN THE WORLD. AND WE'RE HERE TO SUPPORT YOU.



SUPPORTING EVERYDAY HEROES

Sperry Applauds Everyday Heroes & Promotes #SperrySelfCare

Sperry's Everyday Heroes social media campaign celebrated residents in the Boston area who worked hard to support their local community — from a local restaurant owner who made meals for various Boston hospitals to a woman who fought off COVID-19 and double pneumonia and then made masks for vulnerable friends and neighbors. Throughout the week of April 20, 2020, Sperry donated \$5,000 toward these initial causes

and gifted every featured hero with a free pair of Sperry shoes. In response to the impacts on mental health caused by stress related to the pandemic, Sperry also launched #SperrySelfCare — a social media platform created to lift the spirits of Wolverine Worldwide employees and our consumers by regularly providing self-care and stress relief inspiration and tips.



SUPPORTING FRONTLINE WORKERS

Cat Footwear Delivers Gratitude & Launches “Shop For a Cause” Charity Initiative

In April 2020, Cat Footwear thanked delivery drivers and all workers who were still on the clock during the start of COVID-19 with its #DeliveringGratitude campaign. This campaign, centered around the launch of the brand's Sprint athletic work shoe, highlighted UPS workers on social media and digital channels, tapped influencers to capture themselves surprising their own delivery drivers with a pair of shoes and other gifts, and asked people to nominate a worker who deserved a new pair of Cat Footwear's Sprint shoes (the brand selected 100 workers).

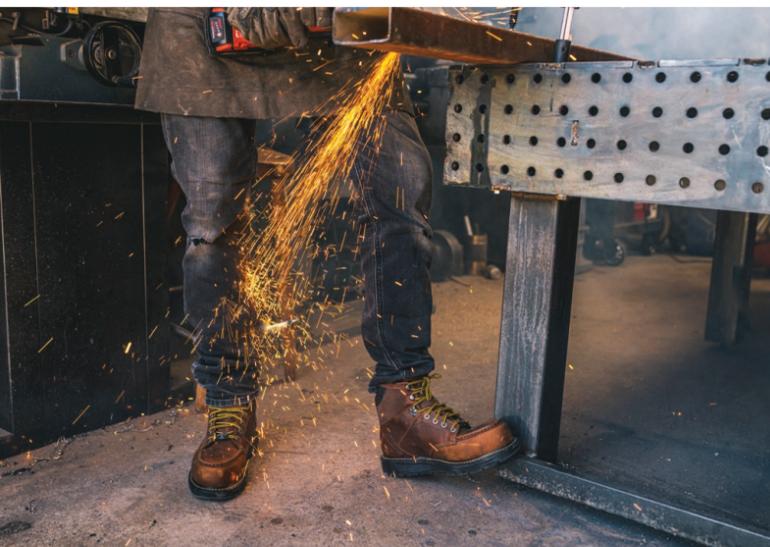
Following the outbreak of COVID-19, Cat Footwear's United Kingdom-based team partnered with Depop, a fashion marketplace app, to launch Shop For A Cause, an online charity pop-up shop that sold a limited collection of past seasons' stock at reduced prices with 100% of profits benefitting National Emergencies Trust (NET) to support their COVID response efforts. The brand also supported 10 top Depop sellers by donating product to them to sell in their stores. These sellers donated 30% of their profits to NET and used the remaining profits to help support their small businesses through the pandemic. The initiative launched for a second time in June 2020 to support the Black Lives Matter Global Network Foundation and reinforce Cat Footwear's stance on social justice.



SUPPORTING FRONTLINE WORKERS

#Wolverine4Workers

Our Wolverine brand asked its social media followers to nominate themselves or a trade worker who continued working throughout shelter-in-place orders at the onset of the pandemic in the United States through the brand's #Wolverine4Workers campaign. The campaign received 200 entries and the selected individuals were highlighted on the brand's social channels and wolverine.com as well as in various email marketing messages during the months of April and May. Also, Wolverine sent all the frontline workers who entered a free pair of Wolverine boots.



SUPPORTING EVERYDAY HEROES

Kids Group Creates Activity Books for Families

The Wolverine Worldwide Kids Group product design and creative teams joined forces to develop branded activity books for Keds, Sperry, Merrell, and Saucony. These books were designed to keep Wolverine Worldwide families and consumers occupied as they sheltered in place by including product coloring pages, word searches, scavenger hunts, and more.



COMMUNITY CHAMPIONS

2020 Top Supported Causes (\$50,000+):



MICHIGAN FOR ALL



COMMUNITY CHAMPIONS Wolverine Worldwide Foundation Supports 52+ Organizations With Over \$1,000,000 in Donations

Rooted in the responsibility to contribute positively to the communities where our employees work and live, the Wolverine Worldwide Foundation was founded in 1959 to support charitable initiatives. Through the Wolverine Worldwide Foundation, we are actively involved in supporting charitable organizations with a focus on education, the environment, arts and culture, and humanitarian aid and service. The Foundation embodies our belief that we are a part of a greater community, one founded on the premise that as we help each other, we build stronger communities that nurture brighter futures.

In 2020, the Wolverine Worldwide Foundation donated \$1,250,810 across more than 50 organizations throughout our local communities, including \$100,000 to Michigan for All, a business-backed group that launched a public COVID-19 awareness campaign to help educate young people in Michigan about the seriousness of the pandemic. Using the slogan “Rona for Real,” the multimillion-dollar campaign included the dedicated www.Rona4Real.com website, billboards, advertisements, and merchandise centered around a sunglasses-wearing animated character named “Rona,” based on the nickname some people have given the coronavirus. Wolverine Worldwide proudly joined 17 Michigan-based companies and organizations to support the campaign.



COMMUNITY CHAMPIONS WW & Thrive Outside Grand Rapids Initiative Encourage Outdoor Activity by Providing Equipment, Events

In 2019, Grand Rapids, Michigan was chosen as one of four communities to join the nationwide, Outdoor Foundation-led Thrive Outside Community Initiative, aimed at creating healthy individuals, communities, economies, and environments by encouraging kids and families to make a habit of being outdoors. Each selected city received a portion of a multi-year, \$1.8 million grant, and Wolverine Worldwide contributed \$300,000 to help launch the initiative in Grand Rapids.

The local program, now known as ‘Thrive Outside Grand Rapids,’ is being led by local nonprofit Our Community’s Children along with community partners from the City of Grand Rapids, Grand Rapids Public Schools, the Grand Rapids Parks and Recreation Department, and more.

In 2020, Thrive Outside Grand Rapids dedicated its energy to planning for its gear lending library, which opened in June 2021. The Gear Library includes outdoor gear and equipment that can be checked out for free by local community members to use for hiking, hammocking, bird watching, playing yard games, and more. Each week, the Gear Library’s dedicated staff also travels to multiple Grand Rapids parks with equipment to help make the outdoors even more accessible to residents.

To help stock the Gear Library in 2020, Wolverine Worldwide partnered with Merrell to donate adult trail running shoes and over 200 items of outdoor apparel, as well as with Chaco to donate sandals, several backpacks, and camping chairs (nearly \$50,000 in retail value).

While 2020 was a year rooted in foundational work, the team conducted trial runs of a few programming concepts, including gear lending for various activities like snowshoeing, kayaking, sledding, and more (see Thrive Outside 2020 Highlights). The team additionally spent time with residents in local neighborhoods to learn more about their needs and challenges. Overall, Thrive Outside Grand Rapids worked with more than 200 participants outdoors in 2020, and kicked off 2021 by working with over 380 residents by the end of the first quarter, mainly through lending sleds to nearly 300 kids and families across five city parks.

“Our work in connecting youth who live in underserved communities to nature gained momentum in 2020, and in 2021, our plans are to level up to bigger and better opportunities. This is in no small part due to the generous donations from Wolverine Worldwide, Merrell, and Chaco,” said Shannon L. Harris, Interim Executive Director of Our Community’s Children. “In 2021, we anticipate putting Chaco sandals to use on our kayaking trips, lending

Merrell trail runners to families for day hikes, and bringing donated fleece jackets and raincoats along on our camping workshops. All of which will help ensure that our participants have safe, comfortable, equitable, and repeated experiences outside. Thank you, Wolverine Worldwide, for your part in encouraging our community to Thrive Outside!”

To learn more about Thrive Outside Grand Rapids, visit grandrapidsmi.gov/thriveoutside.

THRIVE OUTSIDE 2020 Highlights

JANUARY 2020

Thrive Outside ran its first public event called Freedom Outdoors. At this event, Thrive Outside brought together several local partners for a day of free winter activities for school children grades 5-12, such as snowshoeing, fat-tire biking, geocaching, and yoga.

SEPTEMBER 2020

Gear Library staff piloted free lending events in Grand Rapids city parks and in 2021, plans include bringing outdoor apparel to these events, including rain jackets and fleece sweaters from Merrell.

OCTOBER 2020

Thrive Outside facilitated multiple kayaking trips along the Grand River for two local affinity groups — Latino Outdoors and the West Michigan Latina Network. Plans are underway to expand the Gear Library to include more paddle sports in coming years.

DECEMBER 2020

Staff from FitKids 360, a local healthy lifestyle-building program for children ages 5-17, learned about staying warm, safe, and dry outside. The afternoon included a campfire and hike around a city-owned golf course. Thanks in part to Gear Library gear, this group has gone on to use their new skills in their program. The Gear Library team intends to model this type of training in 2021 and incorporate more activities, like camping.

COMMUNITY CHAMPIONS

Merrell & Big Brothers Big Sisters Partner to Bring the Power of the Outdoors to Young People

Merrell and Big Brothers Big Sisters (BBBS) joined forces in 2020 to kick off a multi-year partnership that will harness the power of being outside and make it more accessible to more young people. Through the partnership, Merrell will be a premier outdoor industry partner of BBBS and will work with the national one-to-one mentoring organization to create life-changing connections for young people in the United States and Canada.

The BBBS mentoring program pairs young people (called 'Littles') with caring adult mentors (called 'Bigs'). The goal of the partnership with Merrell is to break down the barriers to the outdoors that youth face while providing outside activities for Bigs and Littles to enjoy together. This will be accomplished, in part, through a financial contribution to BBBS and by providing outdoor gear to youth in the mentoring programs.

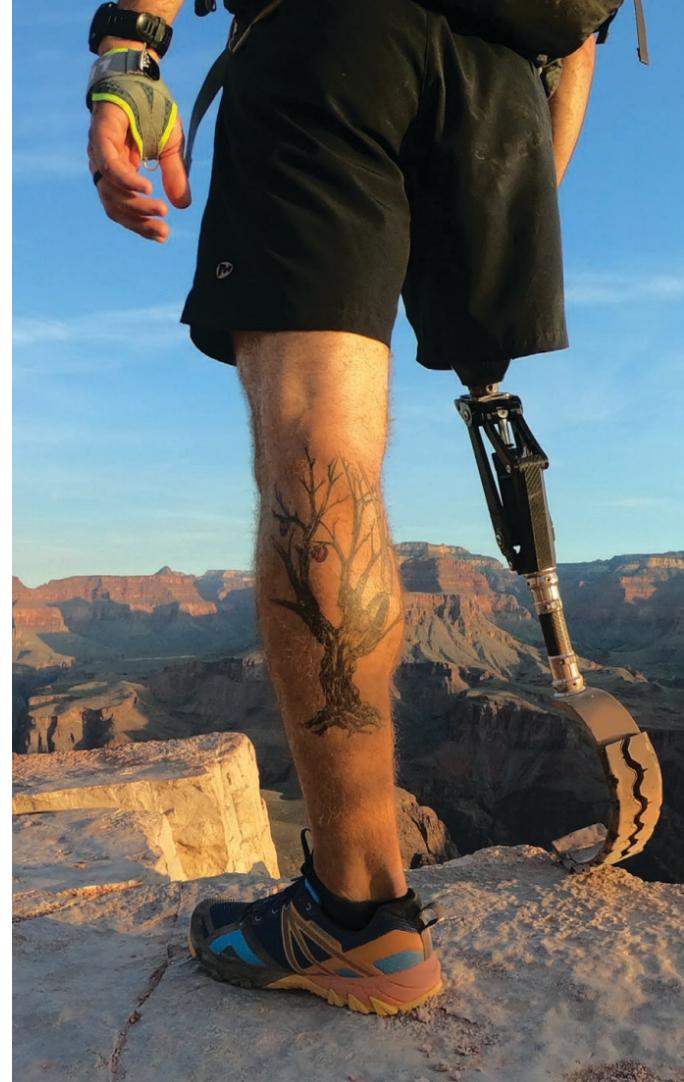
"For many of the young people in our program, simply walking to the park isn't a possibility," said Artis Stevens, President and CEO of Big Brothers Big Sisters of America. "It requires public transportation, extensive planning and sometimes it's cost prohibitive to do something as simple as finding a safe place to go for a walk or ride a bike. Partners like Merrell see the value of leveling the playing field so all youth—regardless of their socio-economic status or where they live—have the opportunity to enjoy the outdoors."

The partnership will develop guides, resources, and activations to give Bigs and Littles opportunities to get outside, with elevated campaigns during times such as Great Outdoors Month and Big Brothers Big Sisters Month in September.



"Our purpose at Merrell is to share the simple power of being outside with everyone. We believe the earlier you get outside the better – hopefully to reap a lifetime of the physical and emotional benefits of the outdoors. Our partnership with BBBS will bring together our joint missions of getting more youth the access they otherwise would not have in order to foster a lifelong connection to our outside spaces, whether it's a local park or your front yard."

- Chris Hufnagel, Global Brand President of Merrell and member of Wolverine Worldwide's Executive Leadership Team



COMMUNITY CHAMPIONS

Merrell Becomes First Outdoor Brand to Sell Mixed-Size Pairs of Shoes with Zappos

People with disabilities, including shoppers with unevenly sized feet, can now purchase only one Merrell shoe, or two shoes in different sizes and widths to create a pair, through the brand's partnership with Zappos.

In November 2020, Merrell became the first outdoor and hiking brand to join the Zappos Adaptive Single and Different Size Shoes program, which first launched last summer with participating brands like Nike, Converse, New Balance, Billy Footwear, PLAE, and Stride Rite. The offerings are available for all customers, but they are also targeted at adaptive athletes to help them feel welcomed and empowered to explore the outdoors with appropriate footwear tailored specifically to them. Currently, Merrell's Moab 2, Siren, and Jungle Moc are all featured within the program.

COMMUNITY CHAMPIONS

Merrell's Hike Your Turf Campaign Promotes Hiking Where You Are

In honor of National Go Take a Hike Day 2020, Merrell unveiled its five-week Hike Your Turf digital campaign to remind people that you don't need to go far to gain the benefits of the outdoors and that the best hikes can be found anywhere, including just outside your front door.

Created around the notion that hiking is commonly associated with planning, packing, and driving hours for the perfect trail, this campaign highlighted the accessible opportunities in every neighborhood through a series of social media videos educating people about the positive benefits of the outdoors, National Take a Hike Day, and which Merrell shoes and boots are best for different types of local hikes.

Since COVID-19, Americans have embraced this concept and are spending more time outdoors locally with the majority saying they plan to continue once the virus subsides.

"Research proves even a short walk outside can reduce stress levels by 16 percent. Despite the circumstances, we've been thrilled to see outdoor participation on the rise since the onset of COVID-19, with more people experiencing the simple power of the outside on sidewalks, streets, and parks while hiking their turf. At Merrell, we believe getting outside should be accessible, safe, and a joyful experience for everyone."

- Ben Stark, Brand Marketing Specialist at Merrell

COMMUNITY CHAMPIONS

Cat Footwear's Hidden Women Contest Honors Under-Recognized Women in Work

Throughout history, women have played a significant role in building our cities, streets, and homes. Over the last decade, the total number of women in the construction industry has risen by about 31 percent. Cat Footwear knows there has always been a collective of strong women working hard to be successful on job sites and for that reason, the team shined a light on them in 2020 through its Hidden Women contest.

During the month of April, Cat Footwear encouraged consumers to identify women they know in the trades and work industry that have been making a name for themselves in their careers. The objective of the campaign was to encourage connection, support, and community amongst women across all occupations in the work industry as they pursue their passions and careers.

The five women selected for recognition included an industrial technician, a construction project management professional, a heavy equipment mechanic for coal mines, and a wood-working small business owner. The winner was ultimately Stephanie Sharp, general contractor who received Cat Footwear's first-ever Emily Warren Achievement Award, \$5,000 to further her profession and career, and the title of a Cat Footwear brand ambassador. The award was named after Emily Warren Roebling, who oversaw the construction of the Brooklyn Bridge after her husband and chief engineer on the project became ill.

"I've been on job sites since [I was] 6 years old, following my dad's every footstep," said Stephanie in her entry. "Getting my general contractors license was one of the best things I have ever done. I've been blessed with an incredible opportunity to wake up every day and go to work doing something I LOVE! Construction runs in my blood, and I am so excited for the opportunity to share my passion with young women; our future generation!"



COMMUNITY CHAMPIONS

Cat Footwear Gives Back to WSS to Celebrate Hispanic Heritage Month

To celebrate Hispanic Heritage Month, Cat Footwear teamed up with WSS, a Los Angeles retailer with strong community ties, and influencer Diego Torres-Palma to shine a light on the hard-working back-of-house staff at three iconic restaurants in LA.

In 2020, Cat Footwear launched the ProRush SR+ collection, designed for men and women service industry professionals, by giving back and donating pairs to staff at La Guelaguetza (known for the best Oaxacan food in LA), La Monarca Bakery (staple Mexican bakery and coffeehouse), and VCHOS Truck and Saritas Pupersia (known for some of the best Salvi food and pupusas in the area). Torres-Palma and WSS staff members both delivered the product personally to the restaurants and amplified the campaign through their respective social channels.

COMMUNITY CHAMPIONS

Bates Donates Footwear in Support of Men & Women in Uniform

Brave men and women in uniform risk their lives every day to protect us, so Bates Footwear works hard to support those sacrificing on the front lines through innovative products and community engagement initiatives. For example, the students in the 2024 class of United States Naval Academy Plebes are now better equipped to navigate their four years in the prestigious service academy thanks to Bates. In July 2020, the team fitted more than 1,000 students with pairs of Bates Leather Uniform Oxford shoes, which feature a polishable leather upper and a breathable moisture wicking lining, continuing a 35-year tradition for the brand.

Our Bates team continued another tradition last year when they donated footwear and other gear to the 2020 Honor Guard School in Alpena, Michigan. At this institution, students are prepared to render the appropriate and proper honors to fallen officers, and Bates has been outfitting Honor Guard students since 2010.

Here are a few other ways Bates made an impact through charitable support in 2020:

- Donated boots to brand ambassadors throughout the year, most of which are law enforcement officers.
- Donated boots and apparel to the Richlands Police Department in Virginia.
- Donated Bates backpacks and apparel to the Union City Police Department's EMS Division in New Jersey.



COMMUNITY CHAMPIONS

HYTEST Supports 9/11 Veterans Through Partnership With Homes For Our Troops

HYTEST and the brand's distribution network have partnered with Homes For Our Troops (HFOT), a nonprofit organization that builds and donates specially adapted homes nationwide for severely injured post-9/11 Veterans, enabling them to rebuild their lives. In 2020, HYTEST began donating a portion of proceeds from the FootRests® 2.0 collection to HFOT and additionally donated safety footwear to HFOT builders.

"We're excited to give back to those who have sacrificed and served for our country. HYTEST Safety Footwear believes in giving back and supporting the families that help support us. To further this commitment, we also continuously provide footwear to the United Way and disaster-stricken areas throughout the United States, so the purchase of HYTEST products allows us to continue supporting those in need."

- Karry Johnson, HYTEST Vice President & General Manager



COLLABORATIONS FOR A CAUSE

Saucony Launches Shoes with Soul Collection Inspired by Boston Children's Hospital Patients

Designed by kids, built by Saucony, the brand's Shoes With Soul Collection benefits the Boston Children's Hospital Children's Cardiac Fitness program - an exercise program for kids with congenital heart conditions that trains their bodies and minds to help them find their possible. Each limited-edition design illustrates the hopes, dreams, and personalities of six Boston Children's Hospital patients, all of whom worked with the Saucony team to design their respective shoes.

READ BELOW TO LEARN MORE ABOUT WHAT IT WAS LIKE WORKING ON THIS INCREDIBLE COLLABORATION FROM CHRIS MAHONEY, SAUCONY'S VP OF DESIGN:

HOW DID THIS PARTNERSHIP AND COLLABORATION COME TO LIFE?

We had established a previous relationship with Boston Children's Hospital, and through that experience, we started to explore the idea of doing more. Rather than just a donation, we wanted to create an experience and a moment that would not only raise money but also awareness to highlight all the amazing work that's being done at BCH.

WHAT WAS THE DESIGN PROCESS LIKE WORKING WITH THESE YOUNG ARTISTS?

Our partners at BCH identified six patient-artists from their programs and, since many were local to the area, we brought them into our headquarters (prior to COVID-19 safety restrictions) to give them a tour of our facilities. During that visit, we explained some of the different processes that each of our products go

through before they make it into production and ultimately out to consumers. From there, we broke into smaller groups where members of the Saucony team asked some questions to inspire creativity. We also had material books, markers, paper, and color swatches so that every artist could identify elements they liked. The Saucony team took copious notes so that in the days and weeks after our meetings we could start to formulate all the information into a theme, or an aesthetic, that could be applied to our products. In some cases, we were even able to incorporate the patient-artists' own artwork into their gear.

After some preliminary internal creative sessions, we designed mood boards that incorporated inspirational imagery related to the kids' favorite things. We also started to identify material swatches, prints, patterns, and colors that could be used. Once we felt confident that all the details aligned with the artists' visions, we started to tastefully combine all the elements together to create personalized concepts.

It was around that time that we reconvened with the artists and their families in our Saucony showroom to present individual mood boards, swatch cards, and designs for each of their projects. For the Saucony team, it was a very nervous and exciting evening. With each presentation and concept unveiling, we were on edge. We hoped that all our notes, insights, and experiences were spot-on, and that they would love their designs. Luckily, we saw lots of smiles and excitement when the kids got to see their designs on the screen. It not only made them and their families feel great, but it also allowed the Saucony team to exhale and equally enjoy the moment with them. After that, our design and development teams proceeded to take these concepts and begin making the products you see today.



THESE KIDS ARE INCREDIBLY STRONG WITH WHAT THEY HAVE GONE THROUGH, ESPECIALLY AT SUCH A YOUNG AGE. WHAT HAVE YOU LEARNED FROM THEM/HOW DO THEY INSPIRE YOU?

I think in our industry there is often a very similar set of consumer 'likes' and 'dislikes,' so to have a free moment where you shelve everything you think you know and instead ask these kids to create something that expresses what they like is really amazing.

It wasn't about trend. It wasn't about commercial viability. It wasn't about business. It was all about them - about what they liked, and about what they thought was cool and relevant to their lives and their experiences.

Personally, I enjoyed the detachment from the norm and appreciated that my bosses, in this situation, were these kids. It was up to the Saucony team to make sure we delivered on the promise of telling

their story. And their story isn't only about what happened to them before, it's about where they are today and where they want to go tomorrow. They have a past that's different than most kids, but I never got the impression that it was something that cancelled their future. If anything, they proved to us, and I'm sure to their families and friends, that they are on track to do great things going forward.

We appreciated the opportunity to be a small part of telling the world about what great kids they are and all the amazing things they want to do in the future. Our products were empty canvases and we asked them to help us fill them up with all the things they love and the things that make them happy. When you see the designs, there's an immediate energetic and fun-filled vibe to each of them, which definitely reflects what we witnessed in the kids.

To learn more about the six patient-artists behind the Shoes With Soul Collection, visit bit.ly/sauconyshoeswithsoul



Max, 13
Kinvara 11



Jordynn, 10
Kinvara 11



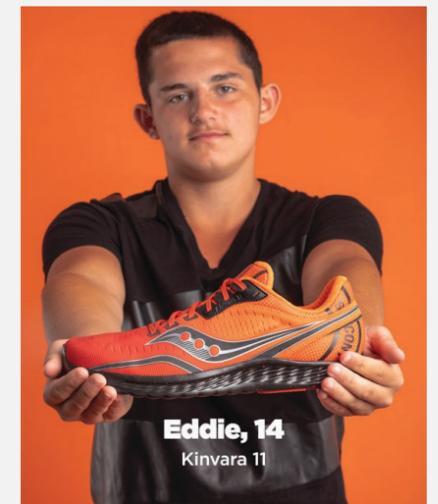
Luc, 14
Jazz 4000



Kieran, 12
Jazz 4000



Luna, 12
Jazz 4000



Eddie, 14
Kinvara 11

WOLVERINE AIMS TO CLOSE GAP IN SKILLED TRADES BY PARTNERING WITH METALLICA & THE MIKEROWORKS FOUNDATION

COLLABORATIONS FOR A CAUSE Wolverine x Metallica Scholars

Our Wolverine brand and Metallica set out in 2020 on a different type of U.S. tour to show that trade jobs rock, helping build the future American workforce through the legendary heavy metal band's Metallica Scholars Initiative.

In 2019, the Metallica Scholars Initiative provided \$1 million to 10 U.S. community colleges to support more than 1,000 students training to enter the American workforce. The overall success of the program prompted an expansion to 15 total schools in 2020. That's when Wolverine joined the initiative and partnered with Metallica's foundation, All Within My Hands (AWMH) and the Metallica Scholars Initiative, to jointly provide three U.S. community college trade programs with \$100,000 each in scholarship funding and collaborate on two special edition boots inspired by the band. The Metallica Scholars Initiative directly received 100% of sales from the two boots, and between contributions toward the joint grants as well as footwear and apparel donations to the three schools, Wolverine donated more than \$300,000 to Metallica Scholars.

"Wolverine shares the same vision that we had when creating the Metallica Scholars Initiative - that it's incredibly important to create and sustain a strong and resilient American workforce. AWMH is our way of giving back and building future generations," said Metallica guitarist James Hetfield. "More importantly, we are helping these students achieve their dreams and transform their lives through the workforce education programs offered at community colleges all across the country."

The partnership between Wolverine and AWMH benefited three exceptional community college trade programs across the country - Grand Rapids Community College (Grand Rapids, Michigan), Lone Star College (Houston, Texas) and Wichita State University (Wichita, Kansas). In addition to each school receiving a \$100,000 joint grant from Wolverine and Metallica Scholars, students also received pairs of Wolverine boots to help them get started in their careers.

"Wolverine is committed to supporting the next generation of the American workforce, and for the past six years we have focused on closing the skills gap through our Project Bootstrap initiative. We believe the best way to do that is to start with education. By ensuring community colleges and trade programs across the country have the resources they need, we can support students who are choosing to join the skilled trades and together be one step closer to closing the gap."

- Tom Kennedy, Global Brand President for Wolverine and member of Wolverine Worldwide's Executive Leadership Team

To learn more, visit wolverine.com/metallica. To learn more about Wolverine's Project Bootstrap, visit wolverine.com/projectbootstrap.



COLLABORATIONS FOR A CAUSE Wolverine x Old Rip Van Winkle

Wolverine further supported the skilled trades in 2020 by joining forces with Old Rip Van Winkle Distillery to create a collaboration boot designed to celebrate American craftsmanship and the American worker. All proceeds from the limited-edition Wolverine x Old Rip Van Winkle 1000 Mile boot benefitted the mikeroweWORKS Foundation, totaling approximately \$120,000 in donations.

Wolverine has been partnering with the mikeroweWORKS Foundation since 2017, donating over \$200,000 to the mikeroweWORKS Work Ethic Scholarship and providing over 400 recipients of this scholarship with free footwear. The mikeroweWORKS Foundation is on a mission to help close the skills gap by highlighting the millions of vocational opportunities that people often overlook by publicly challenging myths and misperceptions about these jobs. Through its scholarship programs like the Work Ethic Scholarship Program, the mikeroweWORKS Foundation encourages people to learn the trades that help sustain civilized life and provides financial assistance to people willing to learn a trade that's in demand. Since its inception, the mikeroweWORKS Foundation has granted or helped facilitate the granting of more than \$5 million in technical and vocational education for trade schools across the country.



The made-in-the-USA Wolverine x Metallica Scholars 1000 Mile Axel was based on the popular Wolverine 1000 Mile boot silhouette with several Metallica-inspired features, including a Metallica Key logo-inspired metal heel plate, an All Within My Hands metal toe kicker, metal-tipped laces, and a metal guitar pick tag.



The Wolverine x Metallica Scholars Hellcat UltraSpring™ boot combined traditional work boot durability with the modern performance of Wolverine UltraSpring™ cushioning. The boot had its own unique Metallica Scholars-inspired features, including a custom-molded Metallica Key logo stitched on the boot and a custom metal Metallica Scholars guitar pick tag.



This limited-edition 1000 Mile boot featured a wooden layer crafted from American white oak bourbon barrels previously used in the aging of Old Rip Van Winkle bourbons. The boot was handcrafted in the U.S.A. with Horween Cavalier Squash leather and hand-numbered with gold hardware and a special edition metal tag. Wolverine 1000 Mile boots and Old Rip Van Winkle bourbons are both products of enduring American craftsmanship and are both still made largely the same way they were more than a century ago.



COLLABORATIONS FOR A CAUSE

Merrell Collaborates with Trail Sisters on Women's-Specific Trail Running Collection

Merrell believes that women are powerful alone, but unstoppable together. That's why the brand partnered with Trail Sisters on the design for the print for two of its women's-specific trail runners: the Antora and Banshee, which launched in March 2020.

Trail Sisters is a community of women with a mission to grow participation and opportunity in trail running. Gina Lucrezi, founder of Trail Sisters, handpicked artist Sarah Uhl to design the print of the shoe, with the ask to make it as loud and proud as possible. Alongside the launch of the collaboration and International Women's Day 2020, Merrell debuted the short film "Ripple Effect." Shot in Colorado by women filmmakers, the film celebrates the centennial of the 19th Amendment by sharing the work of sculptor Jane DeDecker, who created a monument dedicated to the women who fought tirelessly to make it possible for women to vote.

To watch the video, visit bit.ly/MerrellTrailSistersRippleEffect

COLLABORATIONS FOR A CAUSE

Merrell & Chaco Advocate for Public Lands Through Support of National Parks Foundation

Merrell partnered with the Creative Action Network in 2020 on a collection inspired by vintage posters of some of America's National Parks and Monuments: Isle Royale National Park, Katahdin Woods and Waters National Monument, and Vermillion Cliffs National Monument. Inspired by the diversity and beauty of these lesser-known National Parks and Monuments, and by Merrell hiking boots from 1985, the design of the boots was influenced by the Creative Action Network's crowdsourced poster campaign, *See America*. The campaign aims to revive the legacy of Franklin Roosevelt's New Deal effort, during which the federal government hired 10,000+ artists to create works of art across the country to help stimulate economic recovery post-Great Depression by building a new collection of national park posters celebrating our shared natural landmarks and treasured sites.



Chaco continued its partnership with the National Park Foundation to bring awareness to the importance of our public lands through National Park-inspired webbings available for custom Z/Sandals through MyChacos.com. Styles launched in 2020 represented Arches National Park, Yosemite National Park, and Great Smoky Mountains National Park, while in 2019 Chaco released webbing inspired by nine different parks, including Rocky Mountain National Park, Yellowstone National Park, Zion National Park, Joshua Tree National Park, and Acadia National Park.

Chaco has been a proud partner of the National Park Foundation, the official charity of America's National Parks, for years, helping the organization enrich America's National Parks and programs through private support, safeguarding our heritage and inspiring future generations of National Park enthusiasts.



MEET BRAVADA

In 2020, Merrell also debuted Bravada — a ground-up women's specific SN/KER (part sneaker, part hiker) that was created by the Merrell Women's Collective — a group of 60 women united by the trail.

PROTECTING
Our Planet

Now more than ever before, people are gravitating toward businesses that align with their personal values, especially those related to protecting our planet. For that reason, and because it's just the right thing to do, Wolverine Worldwide and our brands are making great strides in proving that we take sustainability and the environment seriously. Saucony's 100% natural Jazz Court RFG, which you'll read more about in this section, is a perfect example of our dedication to the cause. And acting on those commitments isn't only important for attracting and retaining customers; it's also important for us to show our employees and prospective talent that we're doing our part to make the world a better place.

BRENDAN HOFFMAN
PRESIDENT OF WOLVERINE WORLDWIDE

WOLVERINE WORLDWIDE IS COMMITTED TO
**MAKING THE WORLD
A BETTER PLACE**

We do this by advocating for and protecting the planet through environmentally sustainable business practices that reduce and responsibly manage our impacts on the world. Our commitment includes inspiring our global communities through environmental education and awareness, innovative and eco-conscious product designs, and meaningful partnerships.

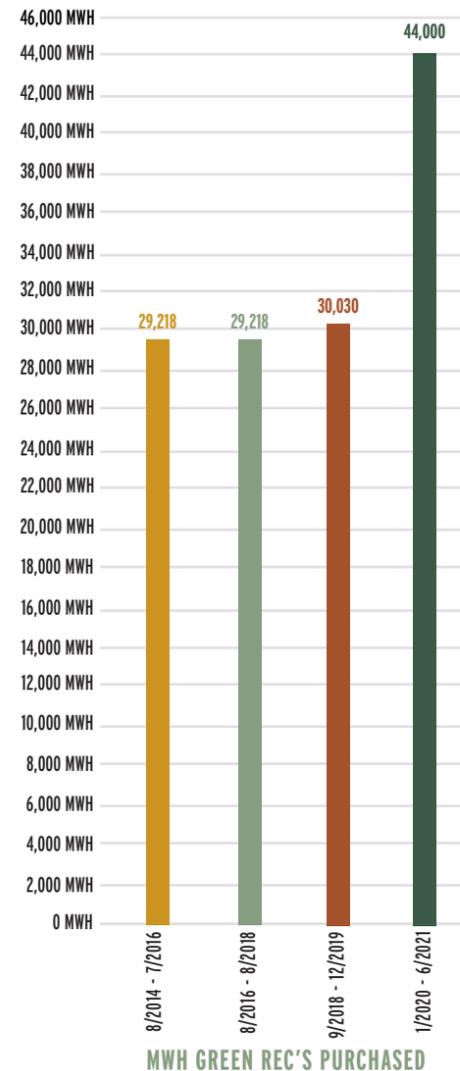
PROTECTING OUR PLANET

Energy, Water & Waste

REDUCING ENERGY CONSUMPTION

Over the past few years, we have implemented initiatives to improve energy efficiency and increase our use of renewable energy.

- Since 2015, we've powered all of our North America facilities by renewable energy.
- Our Boston and London campuses are both LEED-certified.
- Most Wolverine Worldwide buildings are lit by energy-efficient bulbs, which are responsibly recovered and recycled at the end of life.
- To reduce gas and electricity, our Michigan facilities are run by computer-based energy management systems.
- In 2019, we installed a lighting management software system in our Central Stores building in Rockford, which now houses our child and dog daycares, office space, and employee wellness center, to efficiently monitor lighting usage, drive lighting efficiencies, and reduce energy consumption while extending lamp life.
- Even though most of our retail stores operate in leased spaces, they strive to minimize energy and water use and waste. Projects implemented in the past few years include improving on-site recycling programs and installing LED lights.
- In 2020, our Distribution Center in Beaumont, California, installed smart chargers to more efficiently charge the on-site powered industrial trucks (PITs) and our Distribution Center in Louisville, Kentucky, continued an ongoing LED lights installation project.



From August 2014 to August 2020, Wolverine Worldwide has purchased 132,466 mwh of wind RECs to offset our energy usage.

REDUCING WATER CONSUMPTION

The majority of our water use is from our office locations. We monitor water use and have implemented conservation initiatives across our facilities, including motion sensor faucets in many of our restrooms. Additionally, by not using new trees for paper production, we saved **271,985 gallons** of water in 2020, as well as **14,765 gallons** of oil, **2,331 pounds** of air pollution, and **661 trees**.

PROTECTING OUR PLANET

Reducing Our Waste

WOLVERINE WORLDWIDE CREATES WASTE THROUGHOUT OUR FACILITIES AND OPERATIONS ON A DAILY BASIS, SO TO HELP MANAGE OUR FOOTPRINT, WE UTILIZE RECYCLING PROGRAMS AT MANY OF OUR BUILDINGS TO HELP US REDUCE OUR ENVIRONMENTAL IMPACT.

Through our single-stream recycling program in 2020, our Michigan-based facilities, although closed for most of the year due to the pandemic,

PREVENTED **426,320 POUNDS** OF WASTE
from ending up in landfills, which equates to
MORE THAN 213 TONS.

WE RECYCLED **77,110 POUNDS** OF PAPER & CARDBOARD
saving an additional **117 CUBIC YARDS** of landfill space.

By not using new trees for paper production, we also
SAVED **271,985 GALLONS** OF WATER,
14,765 GALLONS OF OIL,
2,331 POUNDS OF AIR POLLUTION & 661 TREES.

U.K. employees contributed to overall efforts and
RECYCLED **51.85 TONNES** OF CARDBOARD
172.52 TONNES OF GLASS &
296.43 TONNES OF MIXED RECYCLED ITEMS
across the Kings Place shared tenant building in 2020.



WHAT IS A GREEN REC?

“When a wind farm, geothermal field, or other form of renewable resource is used to produce electrical power, that power can be sold to a commercial power grid. If that is done, a renewable energy certificate is issued and that certificate can then be sold to offset the power usage of a company located in a city far away from the power plant. After that, the certificate is retired as it can only be used one time for one power offset.”

– Steven Wells, Facilities Engineering Manager



“The Jazz Court RFG represents the next step in our journey to further accelerate our sustainability strategy. As a global business, we feel an immense responsibility to do good by the earth and the millions of runners who run on it. That’s why we are building on our existing work to set bold goals that will make a real difference, driving transformational change and empowering our consumers to live a more sustainable life.”

- Anne Cavassa, Global Brand President of Saucony

To learn more about the Saucony Jazz Court RFG, visit saucony.com/sustainability.

To read more about the behind-the-scenes process of creating the Jazz Court RFG, visit Saucony’s blog at bit.ly/SauconyBlog.

PROTECTING OUR PLANET

Saucony Looks To More Sustainable Future in Footwear With Launch of 100% Natural Jazz Court RFG

Carefully crafted using only seven natural materials and zero plastic, Saucony’s new Jazz Court RFG is the brand’s most eco-friendly shoe ever, delivering on the brand’s commitment to sustainability and long-term goal of excluding virgin plastic from its products.

The Jazz Court RFG, which officially launched in March 2021, is made with only *cotton, jute, wool, rubber, wood, gardenia, and beet*. These familiar renewable materials are visually reflected in the shoe’s natural canvas upper, interior lining made with plant-dyed cotton, and its 100% natural latex rubber outsole. Underfoot components, like the Jazz Court RFG’s outsole, are a big factor in creating plastic-free shoes, and they are features Saucony is focused on incorporating into more products long-term.

Because the petroleum-based materials commonly used in midsoles and outsoles take so long to degrade, discarded shoes tend to end up in landfills for too long. Our Saucony team has been constantly innovating to find alternative solutions to lessen their products’ long-term impacts after use. For the Jazz Court RFG, they leveraged over 120 years of industry leadership and knowledge, blending classic shoemaking with modern manufacturing to not only omit plastics from the style, but also minimize energy and chemical use during the manufacturing process. Features like the shoe’s true sidewall stitch and beet juice-stamped sizing label illustrate that work.





PROTECTING OUR PLANET

Saucony Creating Lighter Footprint for Good of the Planet

MATERIALS

It's a fact that plastic weighs heavily on the environment. Many synthetic materials used in footwear and apparel, like polyester and TPU, are considered plastic, which means that discarded gear can stay in landfills for an extended period of time. Because of this, the brand has been aiming to use up to 100% recycled content for performance footwear upper textiles, collar linings, and shoelaces. Starting in 2021, Saucony plans to include recycled content in every new performance style. Years of work evolving the brand's apparel line have ensured that nearly all styles in its collection contain either recycled or more sustainable content, reflecting Saucony's commitment to sourcing more sustainable materials that fit, feel, and perform beautifully.

MANUFACTURING

The way things are made matters as much as what's in them. By ensuring high performance and durability standards, Saucony products can be used for a long time, and their life can even be extended by repurposing them for other activities or donating them. Saucony's membership in the Sustainable Apparel Coalition—the apparel, footwear, and textile industry's leading alliance for sustainable production—helps the team use data to address inefficiencies, improve sustainability performance, and achieve the transparency they know is important to their consumers.

PACKAGING

First impressions are everything, so the Saucony team has been working to incorporate more sustainable and recycled content into everything from hangtags to shoeboxes, all so that what's on the outside is as good as what's inside.

PROTECTING OUR PLANET

Merrell & Saucony Join prAna's Responsible Packaging Movement

prAna — a clothing brand dedicated to creating and elevating eco-friendly products — began its sustainable packaging journey in 2010 with a goal to completely eliminate plastic from consumer packaging by 2021 as well as eliminate the use of materials from ancient and endangered forests by 2022, and virgin forest fibers by 2025. The organization joined forces with nonprofits 5 Gyres and Canopy to help achieve these goals, and they asked other brands to join them to make a greater environmental impact together — and Merrell and Saucony answered the call.

Merrell first joined the movement in October 2020 with Saucony following shortly thereafter in January 2021. Through this initiative, prAna and the participating brands have been sharing information on plastic alternatives, paper choices, and alternative packaging options through an online database and quarterly webinars, all in an effort to coach one another on making better choices and changes in packaging.

To learn more about the Responsible Packaging Movement, visit prana.com/sustainability.



MERRELL

PROTECTING OUR PLANET

Merrell Launches Eco-Friendly Undyed Collection

Merrell introduced its “made clean to get dirty” Undyed Collection in September 2020, which features all-white, undyed uppers made with partially recycled mesh and natural rubber outsoles. Compared to traditionally dyed shoes, the Undyed Collection uses recycled materials, reduces water use by 80%, and saves 50% overall energy through the production process.¹

“At Merrell, we’re dedicated to delivering high-quality, durable performance products that meet the needs of everyone getting outside. We continue to evolve our manufacturing systems to reduce raw material, energy, and water usage in our commitment to protecting the trail by lessening our environmental impact. We are thrilled to share the Undyed Collection, a line infused with sustainable materials and processes that doesn’t sacrifice the needed aspects of trail-ready footwear.”

- Chris Hufnagel, Global Brand President of Merrell and member of Wolverine Worldwide’s Executive Leadership Team

The line includes eco-friendly iterations of fan-favorite performance trail runners: Agility Synthesis 2, MTL Skyfire, and Vapor Glove. Shaun Bohnsack, Senior Director of Performance Product Development, said that as a brand dedicated to sharing the simple power of being outside, the Undyed Collection personifies the Merrell team’s responsibility to protect our outdoor spaces: “We’re committed to a more sustainable path forward and the Undyed Collection is one way we’re putting our purpose into action through the implementation of sustainable processes and responsible materials.”

To learn more about Merrell’s sustainability initiatives, visit bit.ly/MerrellSustainability.

¹Compared to factory-supplied averages of shoes made using traditional dyeing methods. These numbers are all based on the average savings generated by Merrell’s use of undyed upper fabrics and laces of a Men’s size 9 sample.

MERRELL UNDYED COLLECTION KEY SUSTAINABLE FEATURES:

- 100% recycled jaquard upper
- 100% recycled laces
- Recycled TPU reinforcements
- 40% recycled mesh lining
- EVA foam insole with 40% recycled top sheet

PROTECTING OUR PLANET

Keds Incorporates Organically Grown Cotton Into Design of Iconic Champion Sneakers

The very definition of classic style, the Keds Champion sneaker was revolutionary when it first debuted in 1916 as the first rubber-soled canvas shoe of its kind. In another revolutionary move, our Keds team worked with our suppliers to create a modern version with uppers that feature organically grown cotton that's soft yet durable, long lasting, and feels incredible against the skin.

“

“As a heritage sneaker brand born from canvas, we wanted more from our cotton, so that's why we decided to feature organically grown cotton. Organic cotton is produced with less environmental impact, so this special collection gives our consumers a more sustainable footwear option she can feel great about both buying and wearing.”

– Jennifer Lynch, Vice President of Global Product for Keds



PROTECTING OUR PLANET

Cheers to Mother Nature – Chaco & Fat Tire Collaborate on Carbon-Conscious Collection

Just in time for Earth Day 2021, Chaco and New Belgium Brewing's Fat Tire partnered to create a limited edition, carbon-conscious collection. With sustainability at the forefront for both brands, this collection celebrates all things Mother Nature.

Fat Tire produced America's first carbon-neutral beer and now our Chaco team is doing their part to cut emissions where they can. For each pair of the Fat Tire Z/Classics sold, carbon offsets have been purchased by the brand to help reduce Chaco's collective carbon footprint.

The sandals include a limited-edition Fat Tire strap design, and each pair is made on-demand in the brand's ReChaco factory in Rockford, Michigan to reduce over-production and waste. Plus, they are durably constructed out of only eight component parts and are fully repairable, creating long-term value—because reparability is sustainability in the eyes of our Chaco team.

This collaboration marks the second time these two iconic brands have worked together to create a buzzworthy product. In August 2020, Chaco and Fat Tire teamed up to create a limited-edition version of Chaco's popular Chillos Slide recovery sandal.

To learn more about the Chaco x Fat Tire collaboration, visit chacos.com.



RESPONSIBLE
Sourcing & Supply Chain

I'm energized by our 2020 progress as our brands focused on incorporating more sustainable materials into their products, exponentially growing the number of products with sustainable materials from 10 in 2018 to nearly 700 in 2021. I'm also really pleased with the way we've engaged more deeply with the Higg Index tools this year. Since Chaco, Merrell, and Sperry have been using the Higg Brand and Retail Module for several years, they're seeing increased scores as a result of the great work they've done to further develop product sustainability strategies and programs.

ERIN AUGUSTINE
RESPONSIBLE SOURCING DIRECTOR

AS CORPORATE CITIZENS, WE STRIVE TO DELIVER BOTH
**SOCIAL AND ENVIRONMENTAL STANDARDS
AS WELL AS INNOVATIVE MATERIALS,
PRODUCTS, AND BUSINESS SOLUTIONS**

We recognize the importance of responsibly sourced materials, so we are committed to working with supply chain business partners who are dedicated to safe, humane, and ethical working conditions that comply with international labor standards.

RESPONSIBLE SOURCING & SUPPLY CHAIN

Production Code of Conduct

The Wolverine Worldwide Production Code of Conduct outlines our longtime commitment to social responsibility. This commitment includes upholding the human rights of workers by treating them with dignity and respect, while improving working conditions within our supply chain. Our Production Code of Conduct establishes the minimum standards that factories and suppliers with whom Wolverine Worldwide does business are required to satisfy when conducting their operations. We routinely perform social compliance audits through our internal teams as well as third parties to monitor compliance with our Production Code of Conduct and drive continuous improvement.

IN 2020, WE CONDUCTED 164 SOCIAL COMPLIANCE AUDITS ACROSS OUR FACTORY BASE WHILE NAVIGATING COVID-19 RELATED FACTORY CLOSURES AND TRAVEL RESTRICTIONS.

The global COVID-19 pandemic also presented a challenge in gathering our factory partners in-person for our annual summit. Despite this, our 5th Annual Wolverine Social Compliance Summit was held virtually in 2020 with attendees representing approximately three quarters of our direct-sourced factory partners. While the summit focused on ensuring ongoing compliance with our Production Code of Conduct, we also shared best practices regarding the management of COVID-19 emergency response. In addition, special training sessions were held virtually throughout the year to share best practices on topics such as fire safety, waste management, and sustainable action plans.

Our educational sessions during the summit helped strengthen our factory partnerships as well as drive a mindset of continuous improvement across our factory base. Over the last five years, there have been incremental improvements in audit scores each year, resulting in an overall improvement of 10% since 2016. These changes have ultimately led to an increased quality of life for all workers.

LEATHER WORKING GROUP

Wolverine Worldwide has been a member of the Leather Working Group (LWG) since 2006. Being an early adopter has helped us establish strong environmental stewardship practices in the production of leather. Over the past decade, the LWG has worked to improve the leather manufacturing industry by creating alignment on environmental priorities, establishing best practices for leather processes, and providing guidelines for continuous improvement. LWG-certified manufacturers combined save an average of **12.1 billion** liters of water and **775 megawatts** of energy every year, which is the equivalent annual water usage of nearly **30,000 homes** and enough yearly electricity to light more than half a million homes.

In 2020, nearly 100% of leather collectively used by Wolverine Worldwide brands came from Gold- or Silver-rated tanneries, the two highest ratings offered by the LWG. Gold- or Silver-rated tanneries have scored at or near the very top in five categories related to best practices of environmentally responsible leather production. As a result of driving large volumes through our highly rated tannery partners and expectation of continuous improvement for all suppliers, we estimate that **Wolverine Worldwide saved more than 420 million liters of water and 40,000 megawatt hours of energy.**

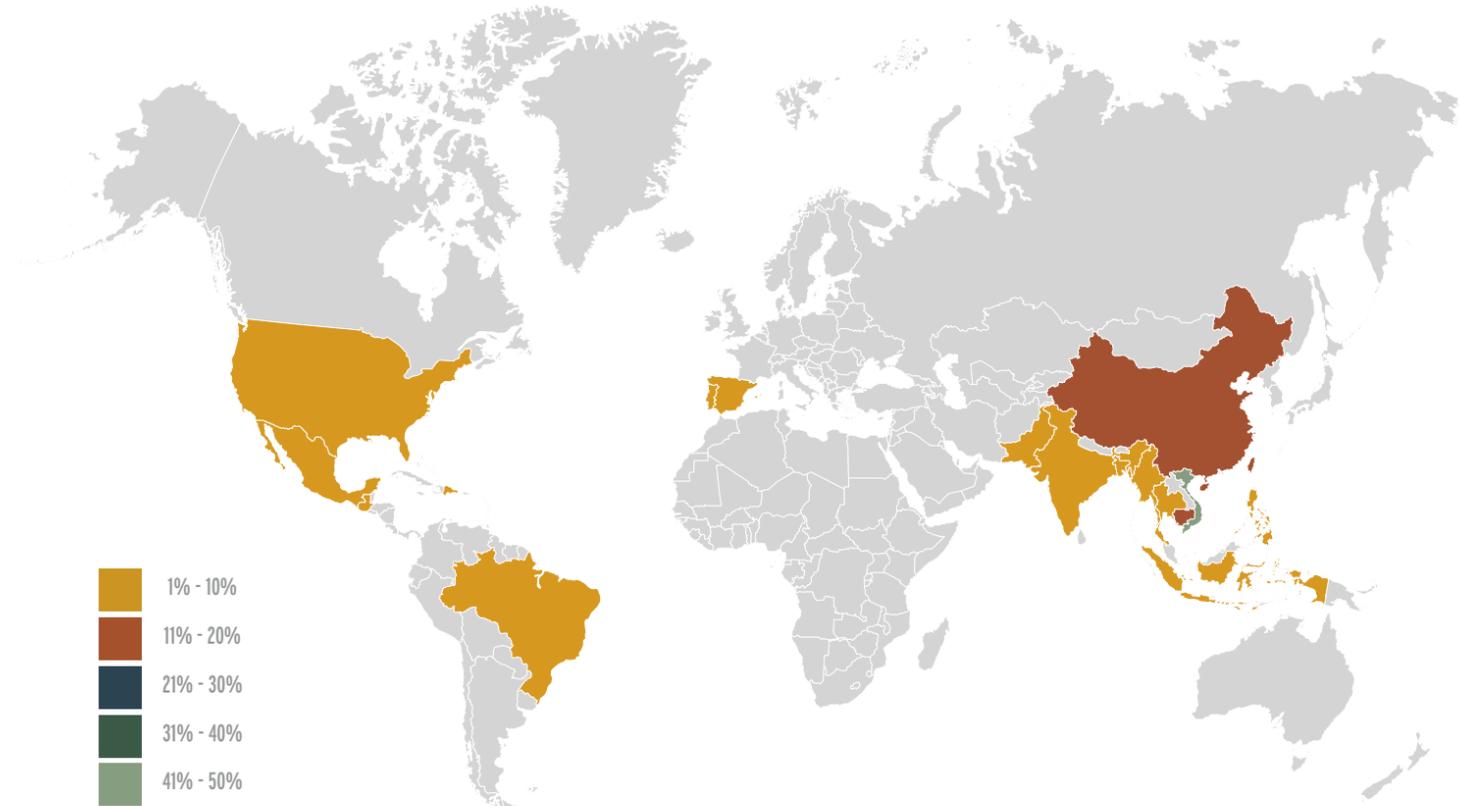
RESPONSIBLE SOURCING & SUPPLY CHAIN

Supply Chain Transparency & Environmental Impact

Wolverine Worldwide is committed to long-term partnerships rooted in trust, open communication, and a shared vision that fosters continuous 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.

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. These requirements include meeting all relevant local and national environmental protection laws.

FOOTWEAR PAIRS SOURCED BY COUNTRY OF ORIGIN, 2020



RESTRICTED SUBSTANCES AND CHEMICALS MANAGEMENT

Wolverine Worldwide is dedicated to proactive chemical management and the reduction of unwanted substances in our products. The WWW Restricted Substances Policy outlines expectations for our suppliers and monitors compliance. We have implemented processes that allow us to have better visibility into chemicals used in our products.



Product Sustainability Standards



RESPONSIBLE SOURCING & SUPPLY CHAIN

Higg Index

Wolverine Worldwide remains a proud member of the Sustainable Apparel Coalition (SAC) – a global, multi-stakeholder nonprofit alliance for the consumer goods industry. In partnership with its 250+ global members over the past 10 years, the SAC developed the Higg Index, a suite of tools for the standardized measurement of value chain sustainability. We continued using these tools in 2020 to measure environmental and social labor performance across the supply chain. As a result, we have improved sustainability performance and increased transparency.

HIGG BRAND & RETAIL TOOLS

In 2020, seven of our brands completed the Higg Brand and Retail Module (Higg BRM), including Merrell, Saucony, Sperry, Chaco, Hush Puppies, Keds, and Harley-Davidson Footwear. Chaco, Merrell, and Sperry previously participated in pilot programs to help test this tool and were able to document increased scores in 2020. For these brands, the Higg BRM remains a key tool for driving continuous improvement by helping them identify potential gaps in existing strategies and design the most effective programs moving forward. The brands who completed the Higg BRM for the first time in 2020 will use their score as a baseline to measure improvement and many of these brands have already begun developing more formal brand sustainability goals and strategies.

HIGG FACILITY TOOLS

Since 2018, Wolverine Worldwide has utilized the Higg Facility Environmental Module (Higg FEM) to learn more about the environmental management systems and resource usage and reductions at our factories. In 2020, we used the Higg FEM to engage deeper with several of our factories and in the coming years, we will pivot our use of this tool to measure performance, expecting factories to decrease their energy use, greenhouse gas (GHG) emissions, water use, and waste generated.

HIGG PRODUCT TOOLS

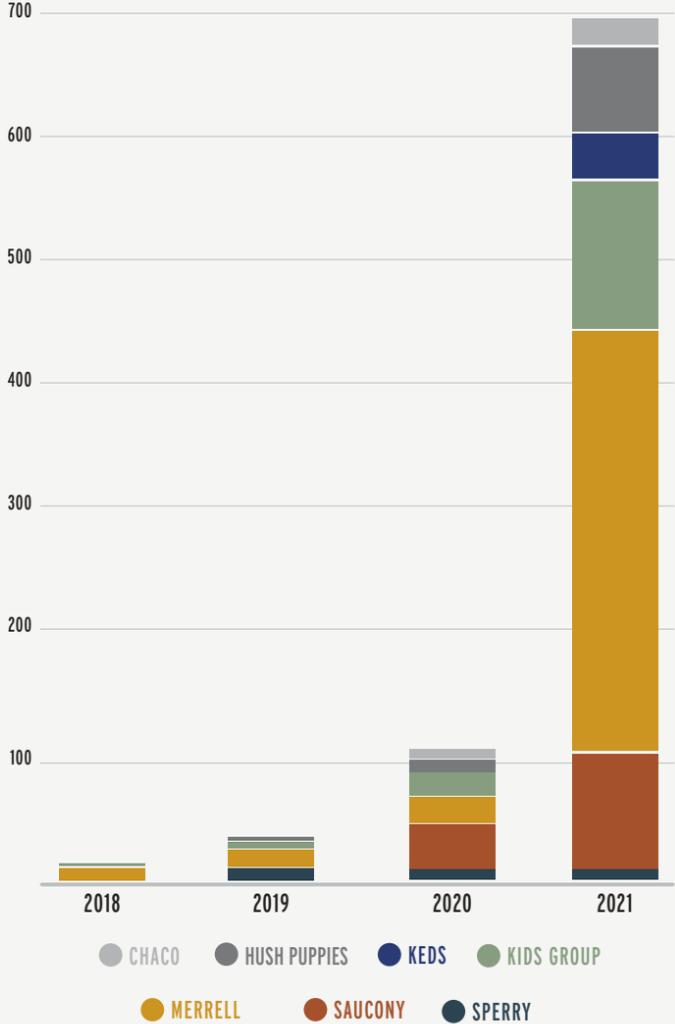
Wolverine Worldwide brands are striving to use more sustainable materials whenever possible. We utilize the Higg Materials Sustainability Index (Higg MSI) to learn more about the life cycle impacts of each material we use and evaluate the benefits of choosing different materials.

Our Product Sustainability Standards establish clear baseline expectations for all of our brands to promote social responsibility, environmental stewardship, and animal welfare. Additionally, these standards establish best practice recommendations, including the use of recycled materials. **In 2018, our portfolio offered approximately 10 styles made with more sustainable materials. In 2020, our brands significantly increased that number more than 100 styles.** We've been consistently increasing our use of more sustainable materials, like recycled polyester, organically grown cotton, algae, and other materials described in this section. We're proud to share that the number of styles containing more sustainable materials are planned to increase to nearly 700 in 2021.

To find more information about our Product Sustainability Standards, visit wolverineworldwide.com/responsibility.



STYLES WITH SUSTAINABLE MATERIALS



ANIMAL WELFARE

We are committed to the humane treatment of animals and adhere to the following principles:

- All goose or duck feathers in our products are Responsible Down Standard (RDS) certified
- Wool is required to come from sheep that are raised humanely
- All of our leather is a byproduct of the meat industry
- We expressly prohibit the use of exotic leathers and those that come from endangered species



Sustainable Materials

OUR BRANDS ARE EMBRACING ENVIRONMENTALLY PREFERRED MATERIALS, WHICH MEET OR EXCEED OUR PERFORMANCE EXPECTATIONS WHILE DELIVERING DECREASED ENVIRONMENTAL IMPACTS. SOME EXAMPLES OF OUR MOST COMMON PREFERRED MATERIALS ARE PROVIDED IN THIS SECTION.



Natural Materials

Several of our brands are working to deliver plastic-free products and embrace more bio-based, natural materials. Like the examples highlighted here, these natural materials are helping our brands deliver on these goals and reduce our environmental impacts at the same time.

ORGANICALLY GROWN COTTON

Our brands are encouraged to use organically grown cotton whenever possible. Organic cotton is produced with a lower environmental impact, including decreased water and chemical use. Additionally, by using organic cotton, our farmers and factory workers avoid coming into contact with chemical residues.

NATURAL RUBBER

Saucony has begun experimenting with natural rubber, also known as gum rubber or lactae hevea, in the brand's newly released Jazz Court RFG. This material was well known to ancient Mayans as hevea brasiliensis. The hevea plant, or rubber tree, can be tapped for its milk, also known as latex. Around 2,000 years ago, the Mayans would dip their feet into latex sap to create a protective layer for their soles. As an added bonus, using natural rubber in the Jazz Court RFG meant the team could skip the curing agents and other chemical additives required when using synthetic rubber.

ALGAE

Several of our brands are using approximately 10% algae to replace synthetic foams in their insoles and midsoles. Algae blooms represent a threat to life on our planet, yet they are an untapped renewable resource. Through environmental restoration, algae are harvested to export nutrients and restore balance to the ecosystem. During algae harvesting, the algae are separated from the water and the clean, filtered water is returned back into the environment, helping restore the ecosystem. Algae, like plants, draw energy from photosynthesis, using light from the sun and carbon dioxide from the air. Algae does an excellent job of sequestering carbon, taking it out of the air and locking it away in a solid biomass. In fact, our average shoe with Bloom algae cleans approximately 55 liters of water and 35 cubic meters of air. That's the equivalent of the air you breathe in two days¹ and a little more than half of the water you use in one day².

¹ Source: <https://iqpowertools.com/air-how-much-do-i-breathe/>

² Source: <https://www.epa.gov/watersense/statistics-and-facts>



Recycled Materials

By using recycled materials, our brands are reducing waste within our own value chain and creating a circular economy model for waste from other industries. Our brands are working hard to use as much recycled content as possible without sacrificing durability or performance, including polyester, EVA, and rubber.

RECYCLED POLYESTER

Recycled polyester is commonly sourced from single-use water bottles and retains the technical benefits of virgin polyester, so this is a good option for our more technical products. Often called RPET, this is the most common recycled material used by our brands.

EVA (ETHYL VINYL ACETATE)

EVA is most commonly used in midsoles and outsoles. Similar to rubber, the scraps are generated, collected, and reused at various stages of the manufacturing process.

RECYCLED RUBBER

Rubber is most commonly used in shoe outsoles and recycled rubber is generally sourced from post-industrial scraps within the outsole manufacturing process. These scraps can be recovered, pelletized, and recycled back into the beginning of the process.



RESPONSIBLE SOURCING & SUPPLY CHAIN

Packaging and Transportation Standards

PACKAGING

Our brands have taken the following actions to reduce packaging:

- Eliminating unnecessary hang tags, inserts, and other marketing materials. For example, Chaco eliminated hang tags from all closed-toe products and decreased the size of the inserts used to teach consumers how to adjust their straps in 2020
- Eliminating shoe stuffing whenever possible
- Piloting the use of a shippable shoebox that eliminates the need for outer packaging (usually a polybag or second cardboard box) to protect the product when shipping it directly to the consumer
- Eliminating single-use polybags that are routinely used to package samples

When packaging is required, we strive to use Forest Stewardship Council (FSC) certified paper products containing the highest recycled content possible and ensure that packaging is commonly recyclable. We prohibit the use of solvent-based adhesives or petroleum-based inks in our brand packaging. Instead, we use water-based solvents and inks, which use fewer chemicals, no petroleum (a non-renewable resource), and create fewer emissions.

PAPER-BASED PACKAGING

Our packaging standards require that branded cardboard shoe boxes are made with a minimum of 80% post-consumer recycled paper and are 100% recyclable. Our Keds brand is leading the way with a goal to use 100% recycled content cardboard in its shoeboxes in 2021.

We know that worldwide use of paper-based packaging impacts forests, deforestation, and biodiversity across the globe. FSC promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. Purchasing FSC-certified paper-based packaging helps us ensure that the harvest of timber and non-timber forest products maintains the forest's biodiversity, productivity, and ecological processes. **In 2020, more than 14 million shoeboxes were produced with FSC-certified paper (approximately 33% of our total shoebox volume).** Additionally, all direct-sourced Cat Footwear and Merrell shoeboxes were made with FSC-certified paper.



PLASTIC-BASED PACKAGING

Several of our brands, including Merrell, Saucony, and Sperry, are leading the way in drastically reducing the amount of plastic packaging used, with all aiming for zero plastic.

Here are some examples of our progress:

- Our polybag shippers are made of 25% post-consumer recycled plastic and can be recycled via store drop off
- Sperry has converted nearly all hangers from plastic to a recycled cardboard version and is committed to switching its plastic shopping bags to paper
- Merrell, Sperry, and Saucony are all working to convert any necessary sample bags (those not already eliminated as described above) to paper or bio-based versions

TRANSPORTATION

We strive to choose the appropriate form of transportation for each phase of the transportation journey, selecting methods that have lower greenhouse gas emissions than the alternatives. Additionally, our key transportation partners each have public commitments to reduce greenhouse gas emissions, thus helping us also reduce our overall emissions from the transportation of our products.

In 2020, we began to test a shippable shoebox that will reduce handling within the transportation network, thereby reducing energy and waste. We are expanding the use of this shoebox in 2021 and beyond.

END USE

Our brands design their products to last for years, making good use of resources and keeping products out of landfills around the globe. Our brands encourage their consumers to care for their footwear, repair when necessary, and pass them on to someone else when it's time.

Our Next Steps

Thank you for taking time to learn more about some of the exciting steps our Company and brands have taken over the past year with crucial initiatives around protecting our planet, empowering our teams, supporting our communities, and sourcing and working responsibly throughout our supply chain. While we are very proud of our accomplishments to date, the world is ever-changing and we must evolve with it, so we know there is much more work to be done. As we look to 2021 and beyond, our dedicated and cross-functional Environmental, Social, and Governance (ESG) team will explore additional areas of opportunity to develop actionable and achievable goals as we enhance an ESG and sustainability-minded culture throughout our Company.

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