

TIMO SCHMIDT-EISENHART
PRESIDENT, TIMBERLAND EMEA



2014-2019 EMEA REVENUE

2014
\$650M*
REVENUE

+\$380M

2019
\$1.0B
REVENUE

5-year CAGR: 10%

% of total
37%*
REVENUE



10%
of \$ growth



13%
of \$ growth



31%
of \$ growth

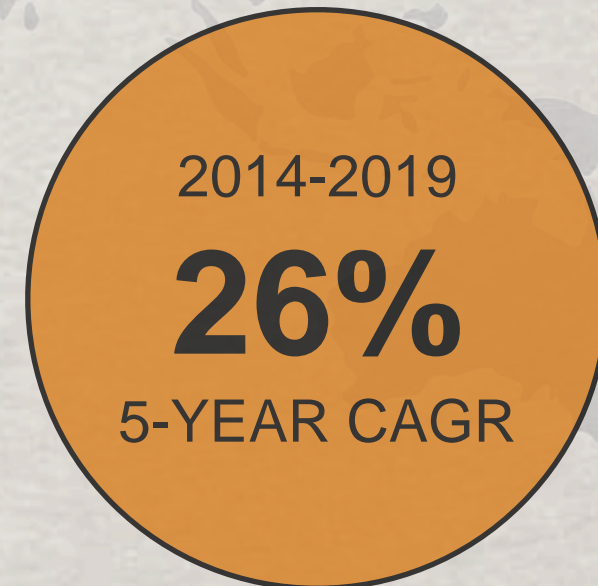
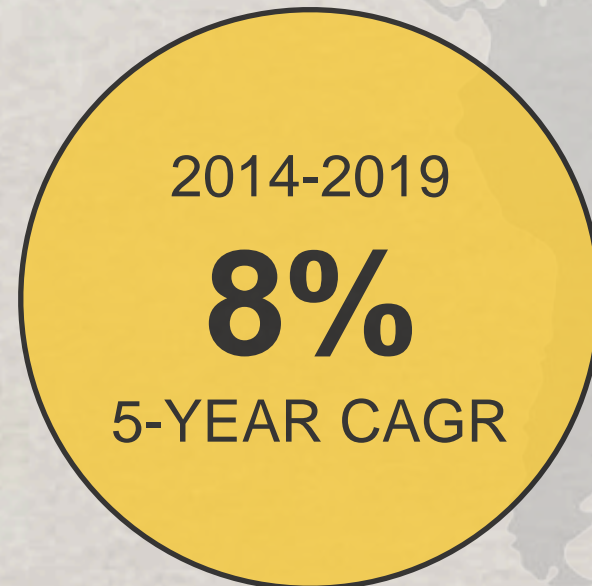
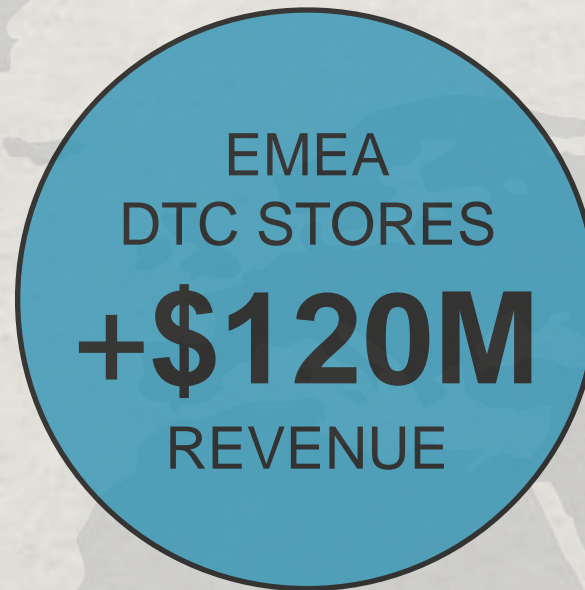
% of total
32%
REVENUE

* Based on current outlook



2019 EMEA REVENUE GROWTH BY CHANNEL

2014-2019 CAGR



EMEA MARKET OPPORTUNITY

HUGE ADDRESSABLE MARKET

Timberland EMEA



57 Countries
8% Market Share

EMEA



125 Countries
2 Billion People



¹ Based on current outlook. ² Rosetta 2013

EMEA MARKET OPPORTUNITY

HIGH BRAND AWARENESS AND EQUITY



92% Awareness in UK
Brand Equity Index of 103



90% Awareness in Italy
Brand Equity Index of 192



69% Awareness in Germany
Brand Equity Index of 56



DRIVE INNOVATION PLATFORMS INTO PRODUCTS

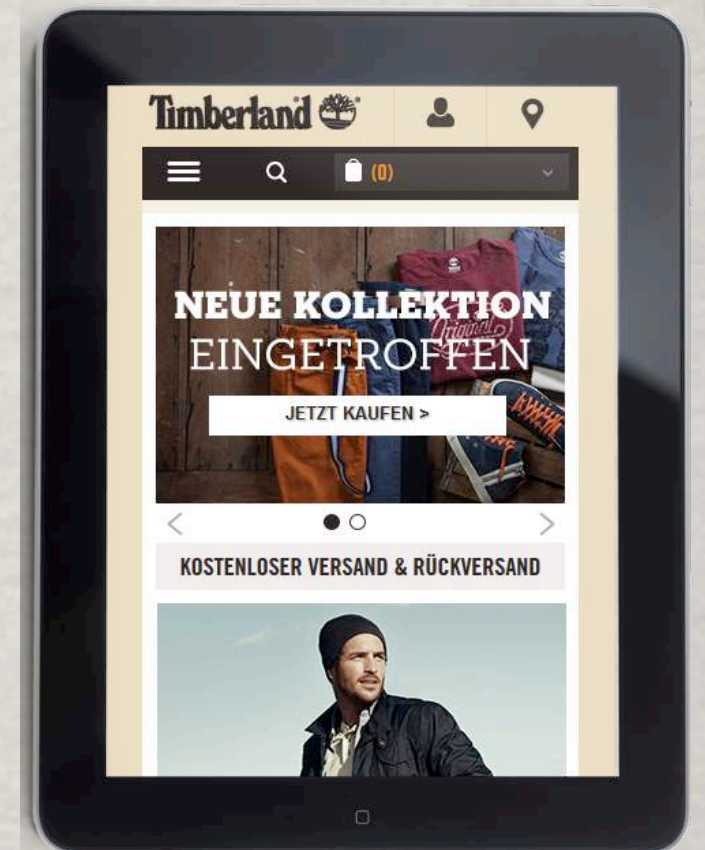
Product Refinement & Localization



Channel Discipline & Optimization



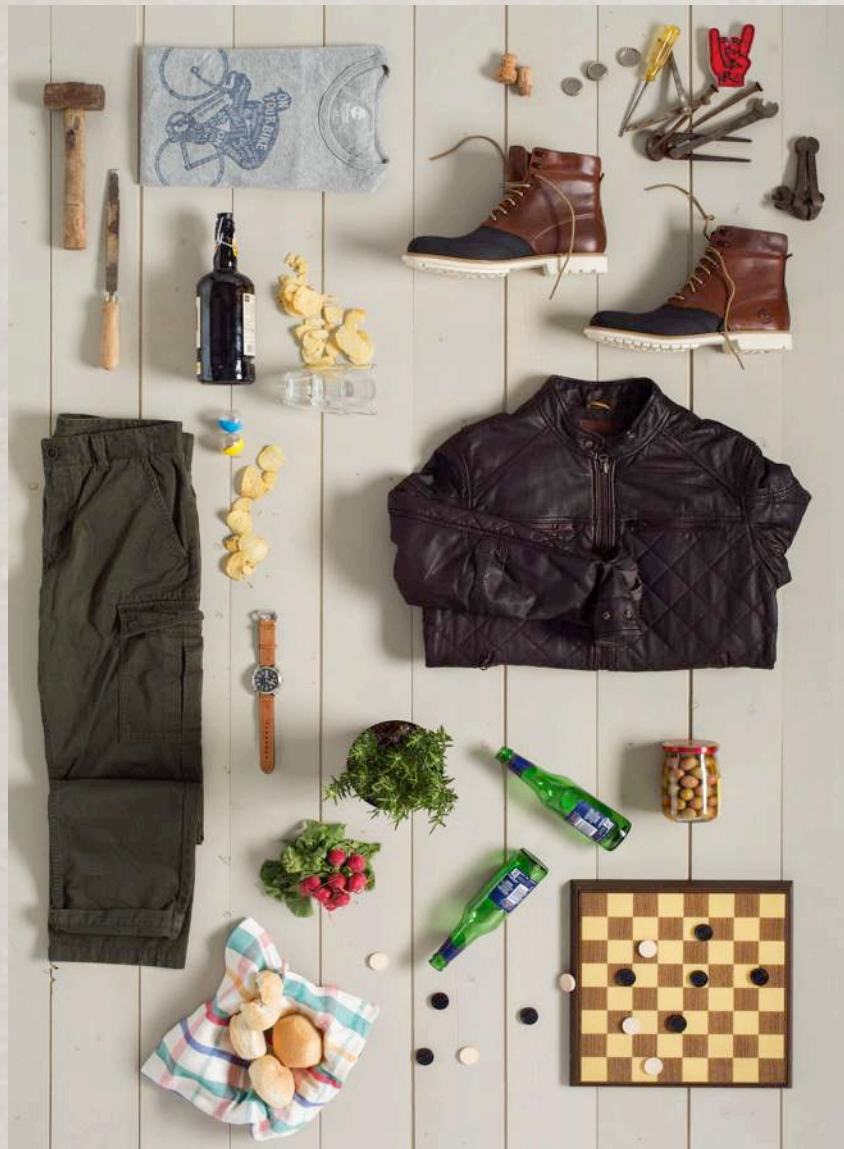
Bring Digital to the Core



KEY GROWTH DRIVERS - EMEA

PRODUCT REFINEMENT & LOCALIZATION

Lifestyle Focus



Casual Men's Footwear

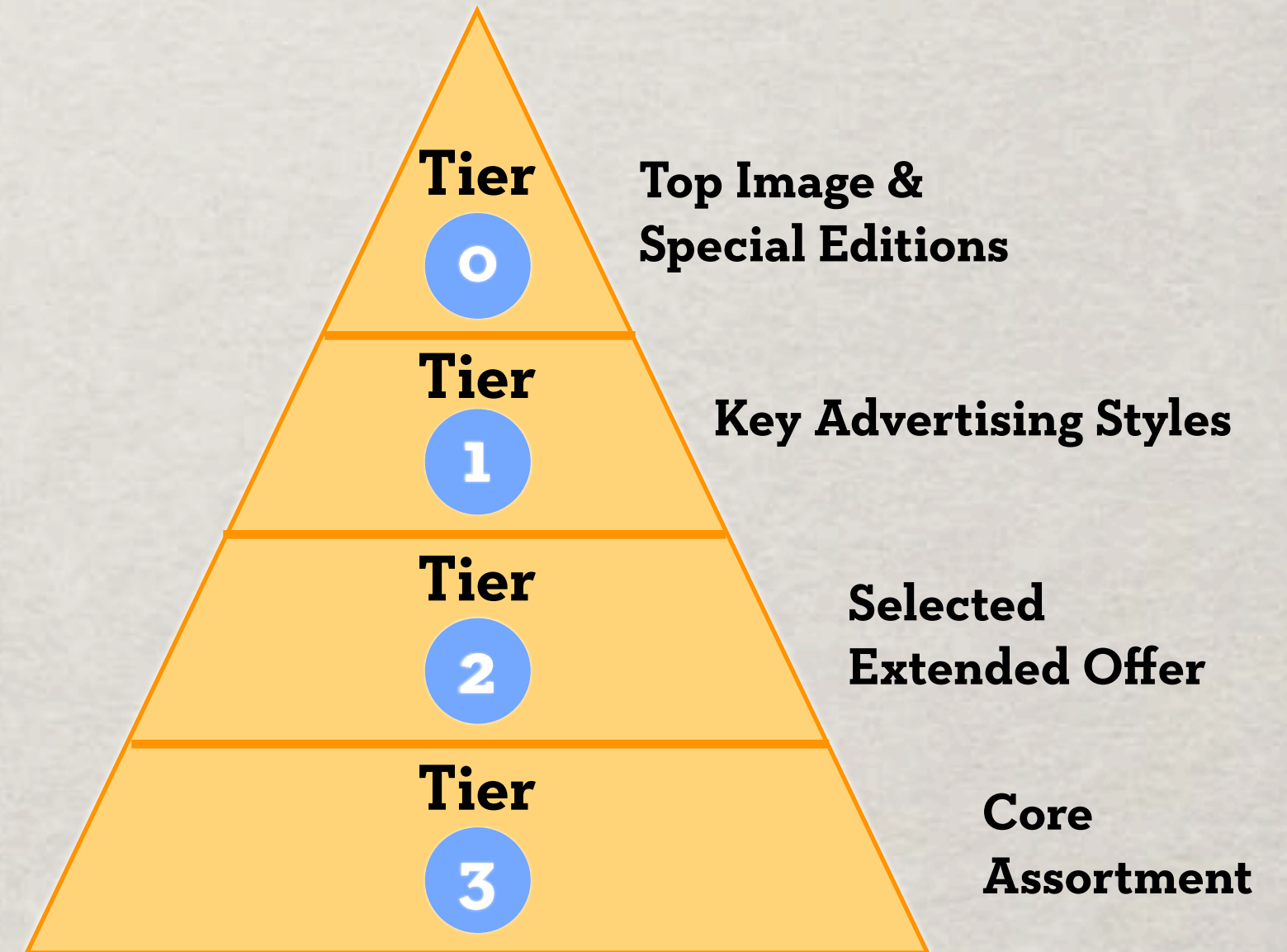


Grow Women's



KEY GROWTH DRIVERS - EMEA

PRODUCT REFINEMENT & LOCALIZATION



KEY GROWTH DRIVERS - EMEA

ELEVATE STORYTELLING IN OUR DTC



KEY GROWTH DRIVERS - EMEA

FORTRESS CITY APPROACH

London 9

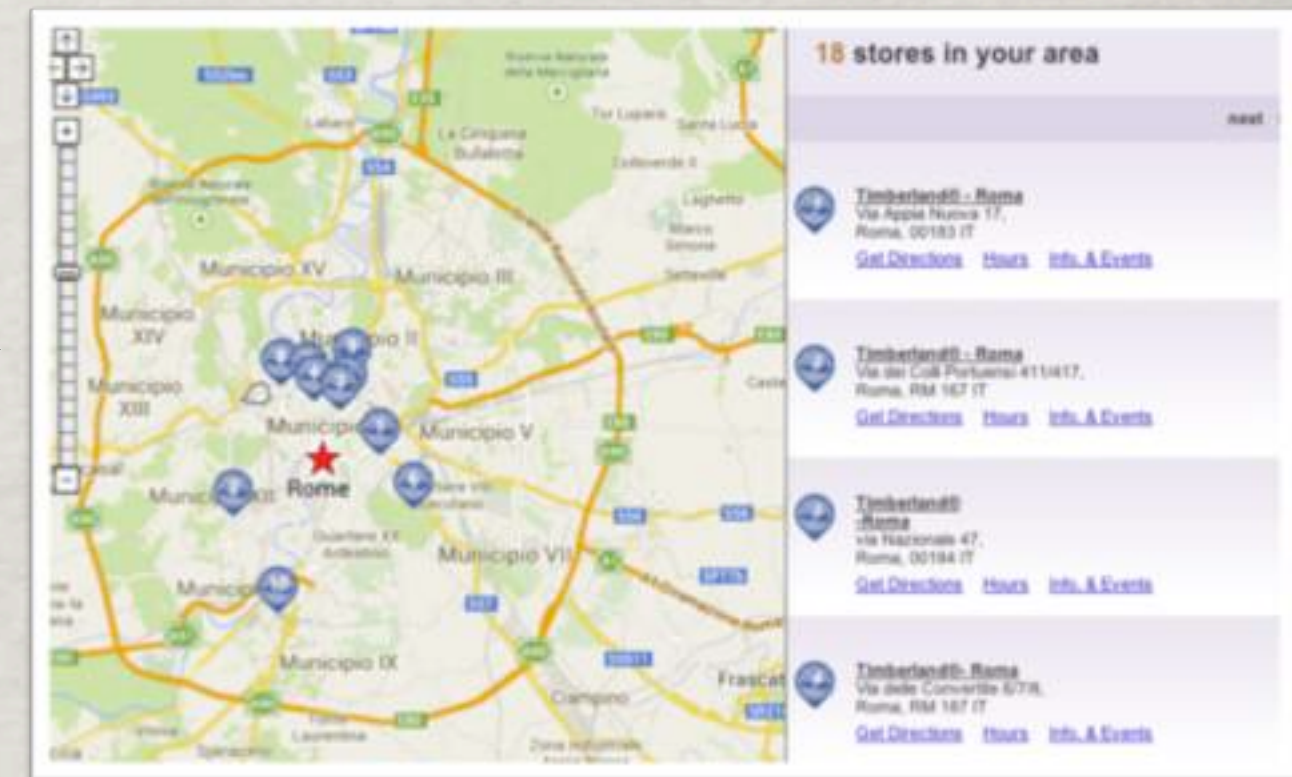
Paris 5

Berlin 3

Munich 4

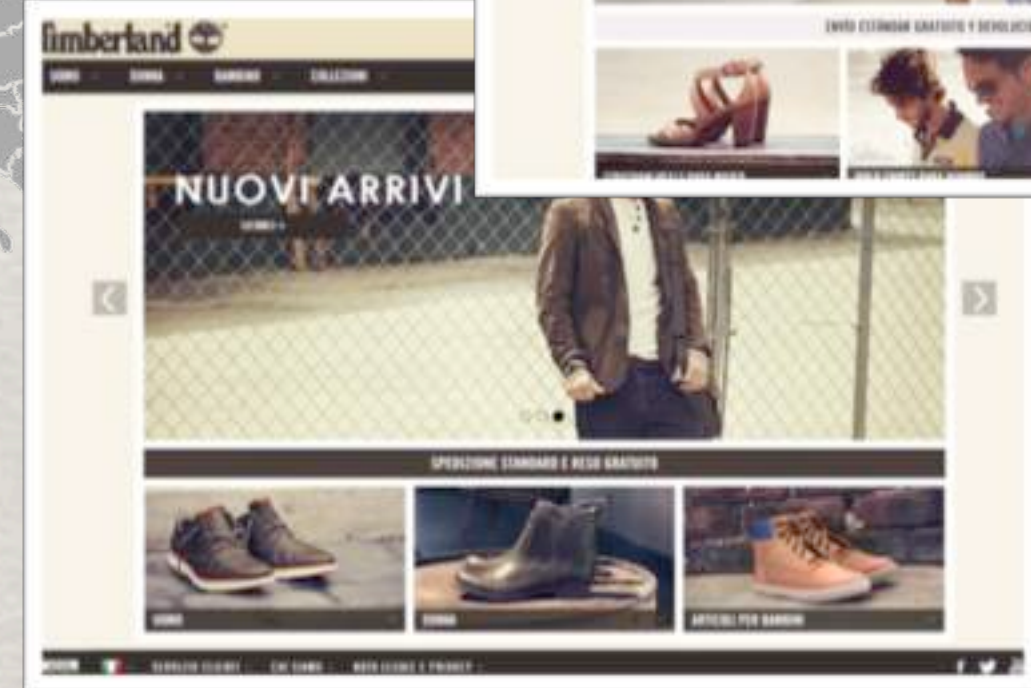
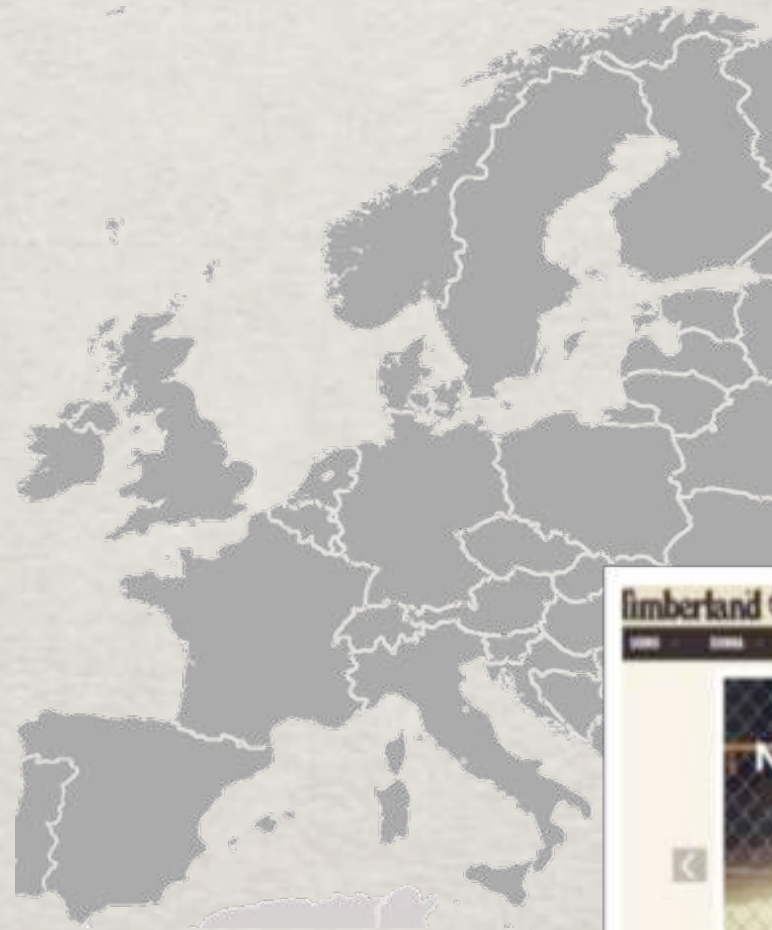
Milan 12

Rome 18



KEY GROWTH DRIVERS - EMEA

BRING DIGITAL TO THE CORE



KEY GROWTH DRIVERS - EMEA

BRING DIGITAL TO THE CORE



REASONS TO BELIEVE

- 1 CONSUMER INSIGHTS-DRIVEN STRATEGY**
- 2 FOCUSED STRATEGY,
DISCIPLINED CHANNEL EXECUTION**
- 3 EVERY COUNTRY AND CHANNEL
GROWING MORE PROFITABLY**
- 4 SIGNIFICANT PROFIT INCREASE
IN DTC**
- 5 EXPANSION OF LOCALLY-RELEVANT
PRODUCT COLLECTIONS**





\$1.0B

2019 REVENUE - EMEA

