

**STEWART WHITNEY**

**VICE PRESIDENT AND MANAGING DIRECTOR,  
TIMBERLAND APAC**

***(SOON TO BE TIMBERLAND BRAND PRESIDENT)***



# 2014-2019 APAC REVENUE

2014  
**\$310M\***  
REVENUE

**+\$310M**

2019  
**\$620M**  
REVENUE

**5-year CAGR: 15%**

% of total  
**18%\***  
REVENUE



**6%**  
of \$ growth



**51%**  
of \$ growth



**13%**  
of \$ growth

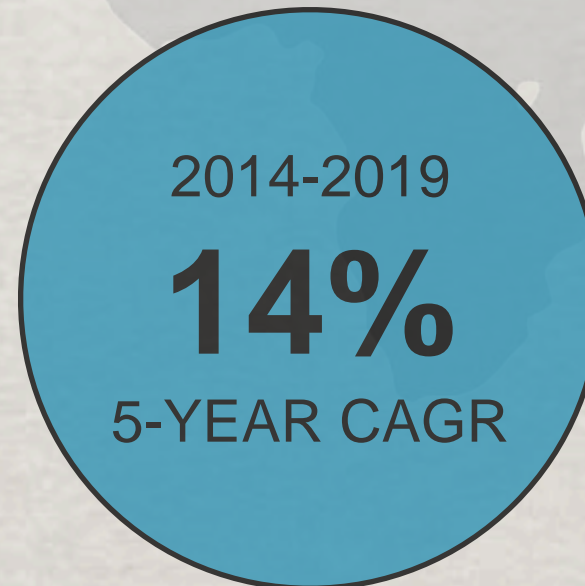
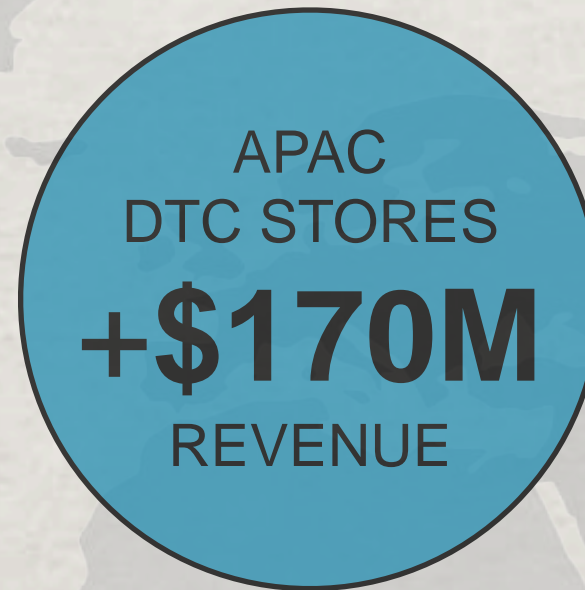
% of total  
**20%**  
REVENUE

\* Based on current outlook



# 2019 APAC REVENUE GROWTH BY CHANNEL

2014-2019 CAGR



# APAC MARKET OPPORTUNITY

## HUGE ADDRESSABLE MARKET

### Timberland APAC



**18 Countries**  
**2% Market Share**

### APAC



**46 Countries**  
**4.3 Billion People**



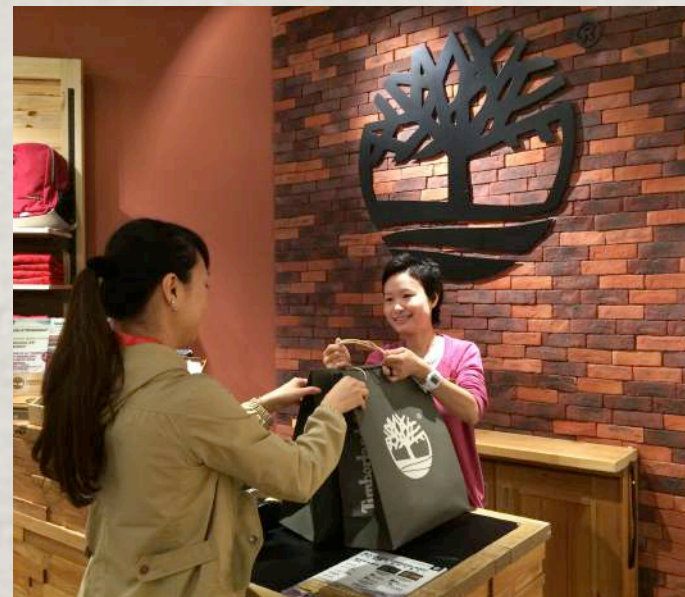
<sup>1</sup> Based on current outlook. <sup>2</sup> Rosetta 2013

# KEY GROWTH DRIVERS - APAC

## Connect with Consumers



## Serve Consumers Directly



## Bring Digital to the Core



## Lead in Sustainability



# KEY GROWTH DRIVERS - APAC

## CONNECT WITH CONSUMERS

### Maximize Consumer Insights



### Engage through Events and Collaborations



### Leverage KOL's to Increase Reach and Shape Perceptions



### Drive Conversion and Loyalty through Club Timberland



# KEY GROWTH DRIVERS - APAC

## SERVE CONSUMERS DIRECTLY

### Optimize the Consumer Experience



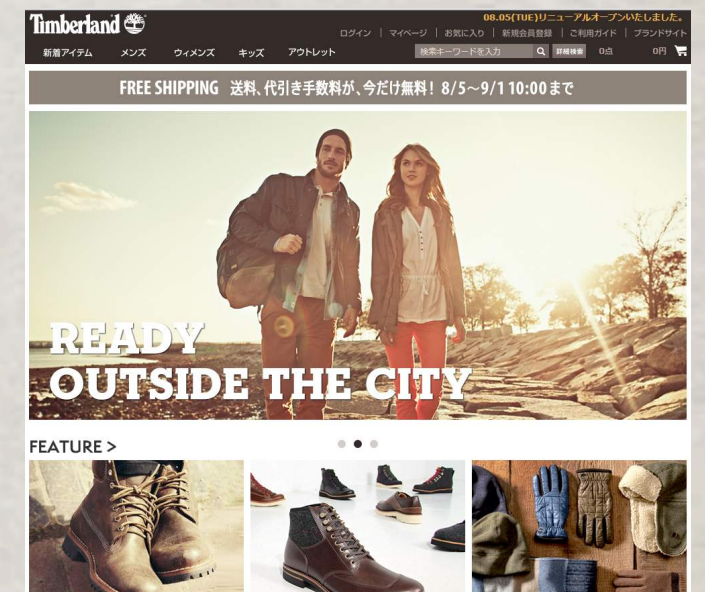
### Retail Activation Training & Toolkits



### Merchandising Excellence



### Build Capability in eCommerce



# KEY GROWTH DRIVERS - APAC

## BRING DIGITAL TO THE CORE

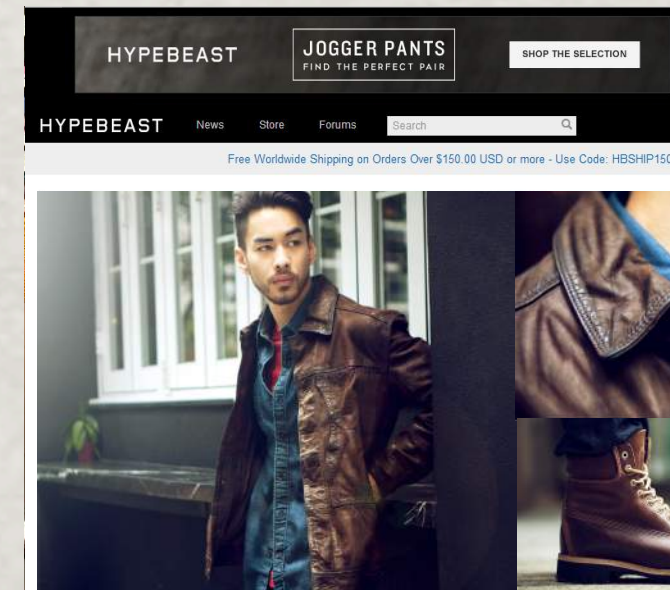
## Insight from Digital Analytics / Tools



# Create Engaging Content



## Refine the Content Distribution Model



## Build and Execute O2O Initiatives



# KEY GROWTH DRIVERS - APAC

## LEAD IN SUSTAINABILITY



**Green Products and Initiatives**



**Horqin Desert Reforestation Project**



**Connect Consumers,  
Customers and Employees**



**Green PR**



# REASONS TO BELIEVE

- 1 CONSUMER INSIGHTS-DRIVEN STRATEGY**
- 2 LIMITED SHARE WITH OLS = CHINA OPPORTUNITY**
- 3 UNIQUE TOE-TO-HEAD BRAND POSITIONING**
- 4 PROFITABLE, SCALED DTC PLATFORM**
- 5 FURTHER LEVERAGE VF ASIA PLATFORMS**





**\$620M**

**2019 REVENUE - APAC**

