

GOALS & PROGRESS



CULTURE GOAL

Organizational Alignment to Values

Align organizational processes, culture, and people to our values.

In a recent employee survey, **85%** of respondents believed "Brooks employees live our values".

We plan to measure organization alignment to our values on a periodic basis through employee surveys.



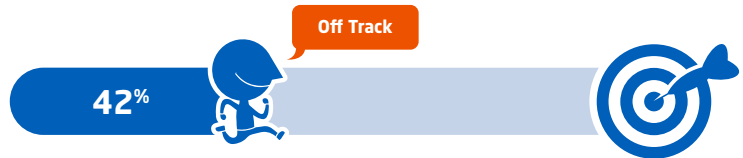
COMMUNITY GOALS

INCREASE RUN B'CAUSE PARTICIPATION

Donation

-23 percent since our baseline in 2009

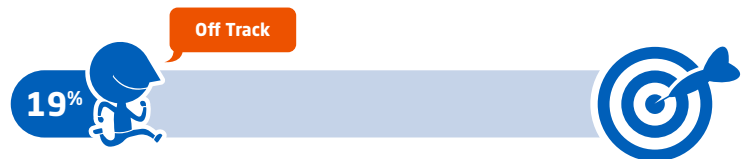
Achieve 90% U.S. employee product donation participation in the Run B'Cause program by 2017



Volunteering

-8 percent since our baseline in 2009

Achieve 50% U.S. volunteering participation in the Run B'Cause program by 2017



EXPAND RUN B'CAUSE PROGRAM

Expansion

Expand Run B'Cause program to our global offices by 2014



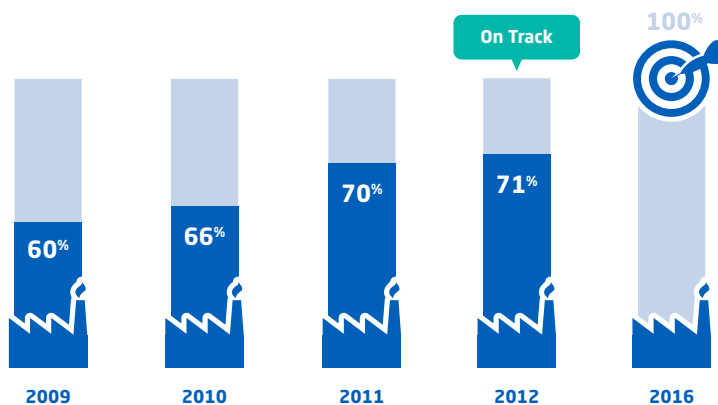


FAIR LABOR GOALS

IMPROVE WORKPLACE CONDITIONS IN OUR SUPPLY CHAIN

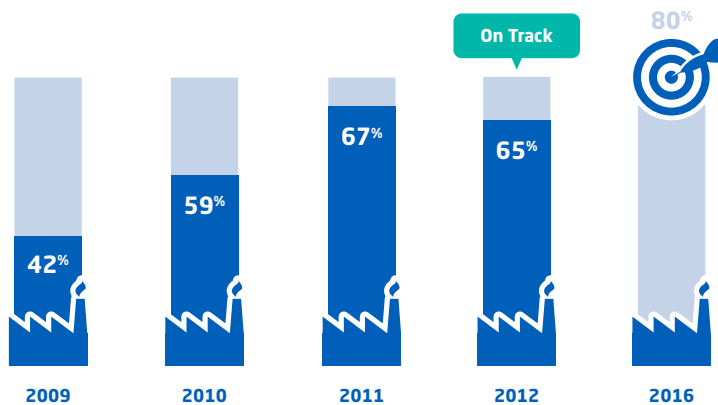
Strategic Tier 1 Suppliers

100% of our strategic tier 1 suppliers to meet our Yellow rating¹ or better by 2016



All Tier 1 & Licensee Factories

80% of all tier 1 and licensee factories to meet our Yellow rating¹ or better by 2016



1. See page 28 for definition.

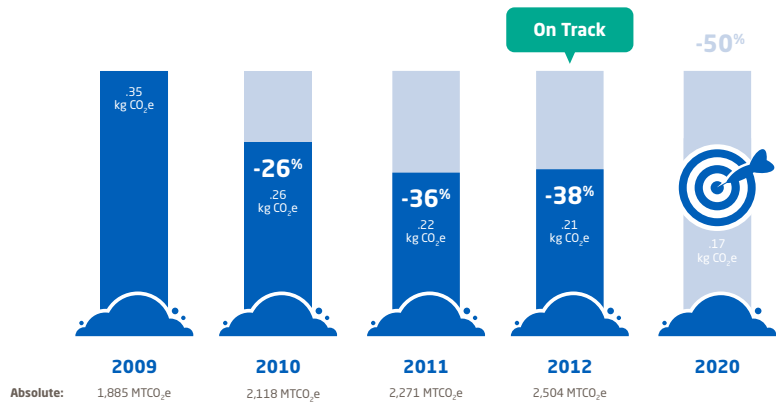


CLIMATE GOALS

REDUCE OPERATIONAL GHGs AND ENERGY

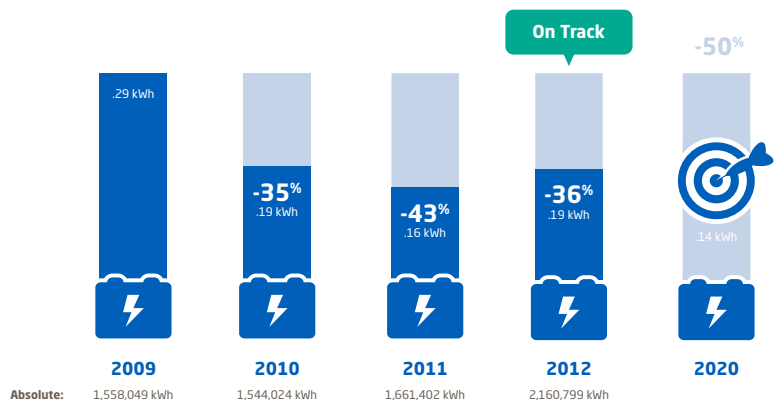
GHG Emissions

Reduce operational GHG emissions per product 50% by 2020, compared to 2009.



Energy Consumption

Reduce operational energy consumption per product 50% by 2020, compared to 2009.



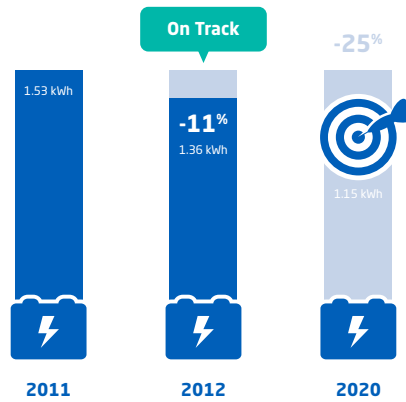


CLIMATE GOALS (CONT.)

REDUCE MANUFACTURING ENERGY AND WATER

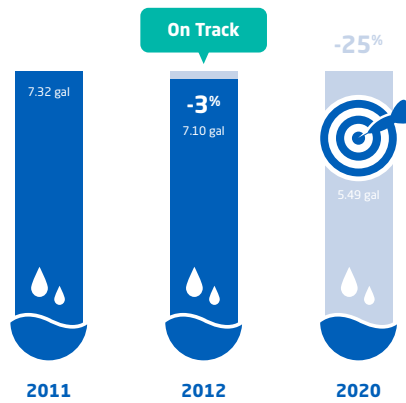
Energy Consumption

Reduce contract manufacturing energy consumption per product 25% by 2020, compared with 2011.



Water Consumption

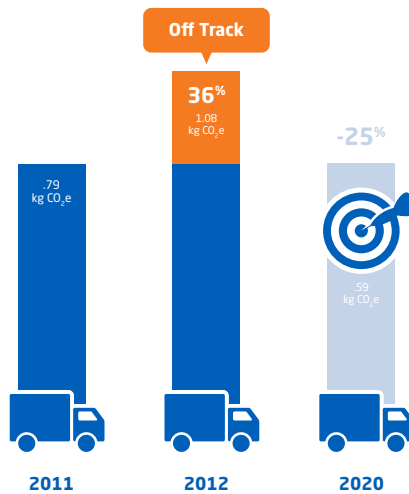
Reduce contract manufacturing water consumption per product 25% by 2020, compared with 2011.



REDUCE TRANSPORTATION GHGs

Inbound Transportation GHGs

Reduce inbound transportation GHG emissions per product 25% by 2020, compared to 2011.



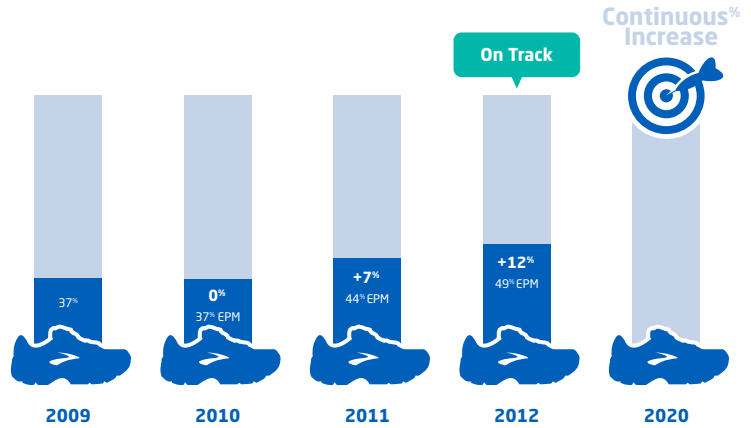


PRODUCT RESPONSIBILITY GOALS

IMPROVE MATERIALS SUSTAINABILITY

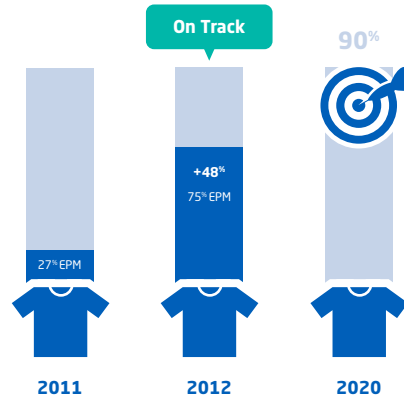
Footwear

Continually increase the amount (by weight) of Environmentally Preferred Materials (EPMs) used in our 7 top-selling footwear styles (see p.48 for definition of EPM)



Apparel

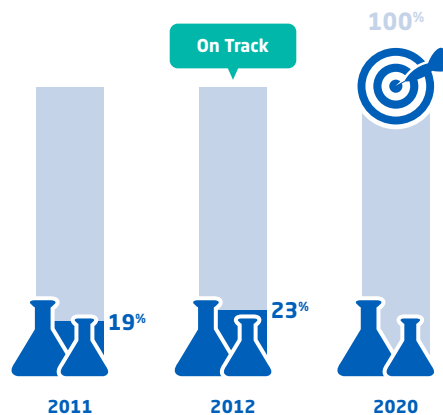
Certify 90% of apparel fabrics in accordance with an industry-best sustainable production standard by 2020.



EMBRACE SUSTAINABLE CHEMISTRY

Eliminate VOCs in Footwear Assembly

Eliminate the use of all VOC-emitting chemicals from footwear assembly by 2020.



Sustainable Chemistry

Eliminate the use of all known hazardous chemicals from the entire product supply chain by 2020.



We have a vision, and are holding ourselves accountable with a deadline. Our next step is understanding. We are working with other brands and NGOs who share the vision, as well as in partnership with our own suppliers, to get a grasp on our hazardous chemical impacts, and eliminate them by 2020.

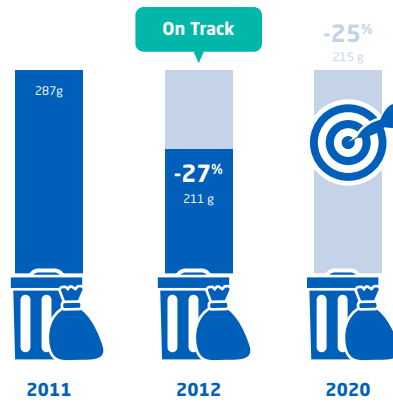


PRODUCT RESPONSIBILITY GOALS (CONT.)

REDUCE WASTE

Footwear Material Waste

Reduce volume of footwear material waste generated during product assembly 25% per shoe by 2020 compared to 2011 baseline.



Adrenaline GTS Only

Footwear Packaging Waste

Reduce the total weight of materials used in footwear packaging 50% per shoebox by 2017 from 2009 baseline.

