

Brooks' CEO Pledge:

We are all on a journey at Brooks—a collection of people with unique backstories, talents and dreams, yet united by a common belief that a run can flat out change a day, a life, the world. We know the Run is why many people come to Brooks, and once on the team, we hope that shared values, connection with coworkers, rewarding work and opportunity will inspire them to stay.

We fundamentally believe that our team and culture must reflect our customer base for us to lead the market. Given that both men and women are embracing the run lifestyle, gender diversity is central to Brooks' long-term success. Having a balance of men and women at every level will drive better decisions, more brand relevance, better results, a stronger business.

To attract and retain great talent we must create an environment where people feel connected to our purpose and team, have an opportunity to develop their skills and talents and feel satisfaction that they are adding value to the company. For those interested in managing and leading, we must proactively engage them on career and leadership development and then give them the resources, assignments and runway to gain new experiences, learn and grow during their time at Brooks.

Given the distinctly different cultural journeys between men and women, we know that achieving diversity at all levels of our team will require being proactive in developing and advancing women. To that end, we pledge to:

- Actively and intentionally provide women with clear guidance on career and leadership development, identifying opportunities for them with greater intensity;
- Surface and openly discuss challenges women (and men) at Brooks may face when balancing work, family, passions and pursuits in profession or life;
- Improve benefits and programs to allow employees more flexibility to actively manage their work/life balance in search of a full, rewarding, happy life; and
- Continuously inspire an active, healthy lifestyle, reinforcing its ability to improve performance at work and at play over the long run.

By increasing our focus in these areas, we will foster a more inclusive workplace, keep our best talent as they cycle through phases in their lives, and allow Brooks teammates to show up as their authentic selves and pursue their full potential.