

2021 GIVING BACK RECAP

In 2021, Deckers Gives continued to grow in financial impact and focus even more on strategic giving in key areas. We are committed to supporting the environment, social and racial justice, uplifting youth, education and those underserved in our community. These areas of focus are true to Deckers values. When we succeed financially as a company, in turn we can give more back to causes focusing on people and our planet.

Our employees, while most still working remote, came together again globally to participate two times in Art of Kindness, a weeklong event focused on both virtual and in person volunteer efforts, yielding over 10,000 hours of volunteer time donated. This year we had an additional 3500 volunteer hours by vendors, suppliers, factory workers, and companies joining us during September's AOK. All in all, it was an incredibly challenging year with continued COVID restrictions and most of us still working remote, but it solidified for us the strong desire to come together to give and create positive change. We will continue these events in 2022 and invite other companies to join us.

DECKERS
— BRANDS —

UGG[®]

 **KOOLABURRA**
BY UGG™

HOKA

Teva

sanuk



2021 DECKERS GIVING BACK

We made a gift to the United Negro College Fund that we've committed to on an annual basis in honor of Black History Month. We renewed our support for social and racial justice organizations again in 2021 with \$500K which was divided between 10 select organizations focusing on racial and social justice, protection of voting rights, disability inclusion and supporting indigenous populations and the LGBTQ+ community. These organizations were selected by a cross functional group of employees.

The holiday season was abundant with opportunities for employees to give back. We extended GivingTuesday to a full weeklong event that offered to double match each employees' donations across the globe which yielded over \$166K. We participated in the End Hunger Games with our local Foodbank of Santa Barbara County, held a warm coat and socks drive to benefit the Santa Barbara Rescue Mission, a Toys for Tots drive, and adopted dozens of kids via the Salvation Army Angel Tree. In addition, we donated 100 turkeys to the Santa Barbara Rescue Mission. Lastly, each of the Employee Resource Groups were able to select one or more nonprofit organizations meaningful to their respective communities for a special holiday giveback.

In addition, we continued with our 12 Days of Giving at the Deckers Brand Showcase - 12 local nonprofits benefited from the 12 Days of Giving (shopping days in advance of Christmas). \$75K in proceeds was raised in total from those 12 days.

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\$75K in proceeds raised during our 12 Days of Giving at the Deckers Brands Showcase

Last year the EMEA team fostered solid relationships with both Coram Fields to beautify the children's yard and park as well as The Connection, where they have been volunteering on a regular basis to feed people experiencing homelessness.

The APAC team continues to lead us in Hong Kong by receiving the Caring Company award now 10 years in a row. They consistently participate in walks for charity, cleaning up shorelines and finding innovative ways to volunteer. Our Japanese team has been planting trees alongside a new partner called More Trees. This initiative is on behalf of the UGG brand and in support of our commitment to positive environmental efforts.

The Moreno Valley Distribution Center team became a sponsor of Beautify Mo Val and has been volunteering with the City of Moreno Valley to clean up trails in the area. They have also been inviting underserved youth through the Youth Program to work at the DC to help earn their GED and expose them to real work experience. The MVDC team has also donated supplies for crisis intervention calls for TIP (Trauma Intervention Program). In addition, over the holiday season, the MVDC team partnered with the California Life Center to support foster kids ranging in age from 6-17 years old. They fulfilled 225 kids wishes from the Wish List.

2021 BRANDS GIVING BACK

The **UGG Brand** team strongly believes people power the brand's purpose and product which is why they supported over 20 nonprofit organizations that ranged from local to global in scale - impacting thousands of lives. New in 2021, UGG partnered with global nonprofit, One Tree Planted, to support the launch of the brand's second sustainable footwear collection. As part of this relationship, one tree was planted for each shoe produced allowing for generational impact spanning from Canada to Vietnam. Another new initiative launched was Feel Good Stories, a monthly series which highlights underrepresented creatives, giving voice to their story and supporting a nonprofit of their choice. Through this series the brand contributed \$50,000 to local organizations engaged in grassroots work and making lasting impact in our communities.

Koolaburra by UGG's philanthropic giving came to life over the past year by partnering with organizations that represent our brand vision of celebrating and supporting the modern family. June saw giving to the Los Angeles LGBT center which embraces, recognizes and gives visibility to all family units. In August, Koolaburra by UGG celebrated back to school season by partnering with Baby2Baby to create school pack bundles which included necessary school supplies plus a pair of boots to wear through the school year; the partnership was then amplified by celebrity Busy Philips by sharing the packs on social.

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The HOKA Brand believes they have a responsibility to provide access to movement and to amplify the voices of those who may not be heard. They looked for organizations that are aligned in those missions. HOKA's charitable giving came to life over the past year by partnering with Back on My Feet, Soul Trak Outdoors, and Outdoor Outreach. Each of these organizations provides access to movement and the outdoors while empowering individuals to reach their full potential.

The Teva Brand has a passion for protecting wild places and making the outdoors accessible to people from all walks of life. Teva's committed to using their platform to do good in the world. In addition to supporting environmental organizations, they've also pledged to do more to help dismantle racial inequalities, recognizing the intersection between the environment and social justice. By partnering with organizations such as The Boys and Girls Club, The Human Rights Foundation, The Conversation Alliance, The Waipa Foundation and more, Teva's committed to supporting both people and the planet, empowering the freedom to roam for generations to come.

As a brand Sanuk aims to pass on smiles to future generations. Beyond pushing boundaries to build more sustainable footwear, we also partner with a handful of non-profit organizations that enable us to drive positive change that align with our core values.

HOKA partnered with Back on My Feet, Soul Trak Outdoors and Outdoor Outreach to provide access to movement and the outdoors empowering individuals to reach their full potential

Teva partnered with The Boys and Girls Club, The Human Rights Foundation, The Conversation Alliance, The Waipa Foundation, and more, to support both people and the planet

Sanuk is supporting The Surfride Foundation, Brown Girl Surf, The Pacific Pride Foundation, and Camber Outdoors

CONCLUSION

COVID-19 changed the world and business forever. Throughout the pandemic, Deckers has remained steadfast in its promise to continue supporting our local communities across the globe. Santa Barbara is a small community filled with family-run restaurants and local businesses. We set out to do something to support COVID-19 relief efforts in our local community and established the Santa Barbara Better Together Fund in 2020, a field of interest fund at the Santa Barbara Foundation. In 2021 the fund continued to support small businesses and thus, the thousands they employ, to ensure their survival for the long-term health and vitality of the Santa Barbara community in which our corporate headquarters is located. To date these grants totaled over \$1M given in support and reached over 150 small businesses in Santa Barbara County.

We were thrilled that one of the grantees, Draughtsmen Aleworks, saw the need to return the support they received by partnering with the Santa Barbara Better Together Fund and Deckers to create a Charity Beer Series in 2021. The proceeds from this series benefit selected charitable organizations in Santa Barbara County based on shared values of bettering our community. The first beneficiary was SBBT and the second was SB Bucket Brigade.

We look forward to continuing to create positive change through our giving efforts in 2022 and doing good while doing great.

