

CORPORATE GIVING RECAP

CALENDAR YEAR 2022

FOCUSED GIVING

2022 was a year 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.

ART OF KINDNESS

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 during AOK**. This year we had an **additional 17,000 volunteer hours by vendors, suppliers, factory workers, and companies joining us during both AOK weeks**. All in all, it was an incredibly inspiring year with our team giving of themselves while some continuing to experience COVID restrictions in certain regions. Art of Kindness has solidified our strength as a team in creating positive change. We will continue these events in 2023 and invite other companies to join us.

UNCF DECKERS SCHOLARSHIP FUND

We made another 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 2022 with \$500K which was divided between 10 select organizations focusing racial and social justice, education for BIPOC scholars, disability inclusion and supporting the LGBTQ+ community**. These organizations were selected by crowdsourcing from our employees.

HOLIDAY GIVEBACK

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 \$176K.** We participated in and took home the victory for our local **End Hunger Games with the Foodbank of Santa Barbara County**, held a **warm coat and socks drive to benefit the Mental Wellness Center of Santa Barbara**, a **Toys for Tots drive**, and adopted dozens of kids via the **Salvation Army Angel Tree**. In addition, we **donated warm coats and boots to three local organizations serving those in our community without shelter.**

12 DAYS OF GIVING

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) in our Deckers Brand Showcase in Goleta. Over **\$89,000 in proceeds were donated** in total from those 12 days.

REGIONAL GIVING

This year continued the **EMEA team's** 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 the homeless population in London.

During UTMB in August, our EMEA HOKA team partnered with Water Family and took to the mountains in Chamonix to collect water samples which helped scientists research issues affecting pollution and climate change.

The **APAC team** continues to lead us in Hong Kong by receiving the Caring Company award now for 11 years. They consistently participate in walks for charity, cleaning up shorelines and finding innovative ways to volunteer. One of their activities during AOK focused on greater empathy for those with disabilities, which is aligned with our focus on DEI. In Macau and Vietnam, employees continue to bring joy and kindness with their visits to the underserved in their communities with food and companionship. Across China and the Philippines, employees and 24 factory partners participated in Plastic Free July which included waterways, beach and mountain clean ups. In addition, our Japanese team has been planting trees alongside a new partner called More Trees. This forest conservation initiative is on behalf of the UGG brand and in support of our commitment to positive environmental efforts.

DISTRIBUTION CENTER GIVEBACK

The **Moreno Valley Distribution Center** team continues to sponsor of Beautify Mo Val and has been volunteering with the City of Moreno Valley to clean up trails and parks 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 both the MVDC and the Westlake Office team partnered with the California Life Center to support foster kids. They fulfilled 200 kids wishes from the Wish List.

SANTA BARBARA BETTER TOGETHER FUND

Deckers remains steadfast in its promise to continue supporting our local communities across the globe despite COVID-19 challenging the world and business. Santa Barbara is a small community filled with family-run restaurants and local businesses. Early on during the pandemic, 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 2022 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 of Santa Barbara Better Together, Draughtsmen Aleworks, desired to return the support they received by partnering with both the Santa Barbara Better Together Fund and Deckers to create a Charity Beer Series in 2021. Since the inaugural brew, our partnership has supported three local charitable organizations: Santa Barbara Better Together, The Santa Barbara Bucket Brigade and The Santa Barbara Neighborhood Clinics.

BRANDS GIVING IN CALENDAR 2022

The UGG Brand strongly believes the brand exists to make self-expression comfortable for all, which is why they supported 17 nonprofits that ranged from small, grassroots operations to multinational organizations - potentially impacting thousands of lives worldwide. New in 2022, UGG partnered with The Trevor Project and Sad Girls Club, to support mental wellness for Black women and the LGBTQ+ community, respectively. In May, UGG partnered with the Special Olympics USA games to create a limited-edition of the popular Sport Yeah slide, profile two athletes competing in the games, host a community event at the UGG Disney Springs retail location, as well as made a monetary donation. The UGG monthly Stories With Purpose series continues to highlight the voices of diverse changemakers and provide funding to a nonprofit of their choice. Through this series UGG contributed \$50,000 to organizations supporting communities ranging from indigenous people in Montana to the America's

largest nonprofit Latino advocacy organization. Further, the brand is equally committed to improving its environmental impact by continuing to support the Savory Institute's regenerative farming efforts. In addition, another donation was made to Savory Institute as well as to new partner in a local regenerative farm, White Buffalo Land Trust, in support of the launch and education of staff and press on the brand's first Regenerative Classic Boot in October.

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. In March, for International Women's Day, Koolaburra gave to Women's Economic Ventures (WEV) to support their work in empowering women through business. In honor of the donation and women owned businesses, Koolaburra by UGG held an International Women's Day lunch hosted by female entrepreneurs Ashley Tisdale, founder of FRENDSHE, and Jessi Malay, founder of Haven Namai.

June saw giving to Family Equity, the leading national organization for LGBTQ+ families, through a dedicated product giveback campaign with influencer and activist, Vanessa Alvarez. In August, Koolaburra by UGG celebrated back to school season by partnering with Baby2Baby for a second year in a row 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 model and Baby2Baby ambassador, Molly Sims by sharing the pack across her social media.

Rounding out the year, Koolaburra's focus for the holiday season came to life with a product giveback benefiting, Soles4Souls's 4EveryKid program which provides footwear to those in need. The giveback to Soles4Souls was amplified by BumoWork, a co-working space with built in childcare, who created in-person drop boxes where community members could directly donate gently used or new shoes to Soles4Souls.

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 Achilles International, Back on My Feet, and Ironman Foundation. 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 Trevor Project and Intersectional Environmentalist. Top of mind for Teva was supporting organizations that aim to protect wild spaces. The Conservation Alliance, The Conservation Fund, National Wildlife Federation and American Rivers were all selected as proud partners. Teva continues to be 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. Here are some of orgs we're currently supporting...

Surfrider Foundation: The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean waves and beaches, for all people, through a powerful activist network.

Pacific Pride Foundation: Pacific Pride Foundation is the largest LGBTQ+ center between Los Angeles and San Francisco, serving all of Santa Barbara County, and partnering with more than 60 other educational and nonprofit agencies to create a thriving and visible LGBTQ+ community.

While Sanuk's sustainability journey isn't easy, in a constantly evolving world, we find it core to our brand ethos to protect our people, maintain our purpose, and preserve the environment for future generations to come.

Our family of brands at Deckers looks forward to continuing to create positive change through our giving efforts in 2023 and doing good while doing great.