

For Immediate Release

## MARCOLIN AND TIMBERLAND EARLY EXTEND THEIR LICENSING AGREEMENT UNTIL 2026

Longarone (Belluno), May 10, 2022 – Marcolin and TBL Licensing LLC announce today they have extended their licensing agreement for the design, production and worldwide distribution of Timberland® optical frames and sunglasses.

The partnership, originally signed in 2003, has now been early renewed for a further five years until December 2026, consolidating the strong relationship between the two companies.

Timberland is a world leader in design and marketing of premium quality footwear, clothing and accessories for those who love outdoor life – from the city to the trails and back again. From the design down to production, Timberland tackles environmental challenges to minimize impact on planet, while also delivering on style and lightweight performance.

Marcolin embraces the values of the brand, creating eyewear collections that respect its heritage. The range includes responsible styles made by using bio-based materials for a reduced environmental impact. Most of the sunglasses and optical frames contain at least 35% to a maximum of 80% bio-based content and have earned the coveted Earthkeepers™ designation. Earthkeepers™, started as a collection in 2007, has evolved into an overarching philosophy that serves as a pathfinder for the Timberland® brand, from its commitment to protect and restore the outdoors, to improve social conditions globally, and find ways to make products more responsibly.

As a signal of their long-lasting partnership, Marcolin and Timberland are also teaming up with the web platform Treedom for the planting of trees and forests worldwide. Within this global initiative, Marcolin has committed to plant over 10,000 trees by 2023, in alignment with Timberland's longstanding tree planting efforts, with 12,000+ planted to date, and counting.

### About Marcolin

Marcolin is a worldwide leading company in the eyewear industry founded in 1961 in the heart of the Veneto district. It stands out for the unique ability to combine craftsmanship with advanced technologies through the constant pursuit of excellence and continuous innovation. The portfolio includes the house brands WEB Eyewear, Marcolin and Viva and the licensed brands Tom Ford, Guess, adidas Sport, adidas Originals, Bally, Moncler, Max Mara, Sportmax, Zegna, Longines, OMEGA, GCDS, Barton Perreira, Tod's, Emilio Pucci, BMW, Swarovski, MAX&Co., Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano, Skechers and Candie's. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries. [www.marcolin.com](http://www.marcolin.com)

### About Timberland

Timberland is a global outdoor and work inspired brand that's on a mission to equip and inspire a new generation to step outside, work hard together and move the world forward. Based in Stratham, New Hampshire, Timberland also has international headquarters in Stabio, Switzerland and Shanghai, China. Best known for its original yellow work boot introduced in 1973 to take on the harsh elements of New England, Timberland today offers a full range of footwear, apparel and accessories made with eco-

conscious innovation for people who share the brand's passion for enjoying – and protecting – Nature.

At the heart of the Timberland® brand is a vision for a more green and equitable future. This comes to life through a decades-long commitment to make products responsibly, protect the outdoors, and strengthen communities around the world. To learn more and share in Timberland's mission, visit a Timberland® store, [timberland.com](http://timberland.com) or follow @timberland or @timberlandpro. Timberland is a VF Corporation brand.

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