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VF Corporation Announces New Appointments to EMEA Leadership Team

STABIO, SWITZERLAND – March 31, 2021 – VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear, and accessories today announced several new appointments to its EMEA leadership team.

- Andreas Olsson has been appointed Regional General Manager, *Dickies*® EMEA;
- Massimo Ferrucci has been appointed President, *Napapijri*®, in addition to his role of General Manager, Emerging Markets;
- Argu Secilmis has been appointed Vice President, Product and Marketing, *Napapijri*®
- Stuart Pond has been appointed Vice President, EMEA Supply Chain Operations.

“VF’s ongoing success in EMEA is driven by a strong, cohesive leadership team with extensive business management experience, industry knowledge and a deep understanding of our company culture and vision,” said Martino Scabbia Guerrini, VF’s President of the EMEA Region. “We’re thankful to Andreas, Massimo, Argu and Stuart for bringing their passion and commitment to VF. We wish them all the best on their new assignments going forward.”

Since joining VF in 2009, Olsson held various sales and marketing positions within the *Vans*® and *The North Face*® brands. Most recently, Olsson was Director of Group Digital Accounts where he contributed to the EMEA region’s strategic digital acceleration. Olsson will report to Scabbia Guerrini and Denny Bruce, Global Brand President, *Dickies*®. Olsson succeeds Ferrucci, who is now President, *Napapijri*®, replacing Timo Schmidt-Eisenhart who left VF to pursue a new career opportunity.

Secilmis joined the *Timberland*® brand in 2009, holding roles across merchandising, marketing and product where he brought to life the new brand framework and creative vision elevating the brand narratives across the globe. Most recently, Secilmis was Vice President of Global Apparel for the *Timberland*® brand. He reports to Ferrucci.

Since 2018, Pond was Vice President of Supply Chain for VF’s Asia Pacific region. Pond will report to Scabbia Guerrini and will relocate to VF’s Stabio, Switzerland office from Hong Kong. Pond succeeds Darren Miller, who recently announced his decision to leave VF for

personal reasons after spending the past 28 years with the company.

“We are forever grateful to Timo and Darren as they have played a crucial role in the regional organization and we wish them well in their next chapter,” added Scabbia Guerrini.

About VF

Founded in 1899, VF Corporation is one of the world’s largest apparel, footwear and accessories companies connecting people to the lifestyles, activities and experiences they cherish most through a family of iconic outdoor, active and workwear brands including *Vans*®, *The North Face*®, *Timberland*® and *Dickies*®. Our purpose is to power movements of sustainable and active lifestyles for the betterment of people and our planet. We connect this purpose with a relentless drive to succeed to create value for all stakeholders and use our company as a force for good. For more information, please visit vfc.com.

About Dickies

Dickies®, the world’s leading performance workwear brand, has provided workers with durable, functional and comfortable workwear since 1922, pioneering such iconic styles as the 874® work pant. A brand of VF Corporation (NYSE: VFC), the *Dickies*® brand portfolio continues to evolve and today includes modern apparel, footwear and accessories for men, women and kids. The brand’s range of products are available in more than 100 countries, allowing individuals around the world to experience the performance of *Dickies*®. For more information, visit www.dickies.com or follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).

About Napapijri

Napapijri was born in 1987 in the shadow of Europe’s highest peak, Mont Blanc, where an Italian entrepreneur gave outdoor apparel a new meaning by combining innovative materials and close attention to style. As a premium outerwear brand, we thrive at the intersection of design, sustainability, and innovation, and champion a positive attitude through inclusivity and a ceaseless drive to pioneer the future. Napapijri is distributed in over 40 countries through a network of over 150 monobrand stores and over 2200 multibrand retailers. www.napapijri.com

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