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VF Corporation Announces New Appointments to EMEA Leadership Team

Stabio, Switzerland (November 4, 2019) – VF Corporation (NYSE: VFC), one of the world’s largest apparel, footwear and accessories companies, today announced several new appointments to strengthen its EMEA leadership team.

Andrea Cannelloni has been appointed to the newly created role of President, Product Platform, EMEA Region; Timo Schmidt-Eisenhart has been appointed President, *Napapijri*[®] and the VF EMEA Digital Platform; and, Mariano Alonso has been promoted to Vice President, General Manager, *Timberland*[®], EMEA Region, all effective November 1, 2019.

“One of the reasons for VF’s ongoing success in the region is 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 Group President for the EMEA Region. “I am thankful to Andrea, Timo and Mariano for their many contributions, passion and deep commitment to VF and our collective success. We wish them all the best on their new assignments going forward.”

Cannelloni successfully led the *Napapijri*[®] brand for a decade of transformation and global expansion, including pioneering the industry’s first 100 percent recyclable reinvention of the iconic skidoo jacket, Infinity. He will be responsible for accelerating the integration of Product Development, Sustainability, Innovation and Materials. His new remit will include the evolution of critical new technologies, such as Digital Product Creation. At the same time, he will continue to lead the EMEA Product Platform that serves as the engine for the Product Development at *Napapijri*[®], as well as explore innovation opportunities for the *Timberland*[®] and *Dickies*[®] brands.

“Advancing the product platform for EMEA is a great honor and an exciting challenge,” said Cannelloni. “As VF’s brands continue to exceed consumers’ expectations across the EMEA region, I am delighted to be working with the *Napapijri*[®], *Timberland*[®], and *Dickies*[®] teams to further elevate product design and innovation.”

Schmidt-Eisenhart has 12 years of leadership roles at VF and joins the *Napapijri*[®] brand from the *Timberland*[®] brand where he has served as EMEA President. He has a strong track record of success at the *Timberland*[®] brand, including leading the integration into VF following its acquisition and achieving five consecutive years of business growth. Having also contributed to regional marketplace management, key account governance and business platform innovation, he will continue to lead the EMEA Digital Platform and oversee relationships with Digital Key Accounts. Schmidt-Eisenhart’s deep industry experience will provide focus and continuity to the continuing global expansion of the *Napapijri*[®] brand.

“I am excited to take on global responsibility for *Napapijri*[®] and guide the brand toward the next phase of global growth, building on a clear brand identity, creative vision and a solid business across EMEA,” said Schmidt-Eisenhart.

Both Cannelloni and Schmidt-Eisenhart will report to Scabbia Guerrini.

A 20-year industry veteran, Alonso joined VF in 2014 as Vice President of Sales, *Timberland*[®] EMEA and was later appointed Vice President, Sales and Retail for *Timberland*[®] EMEA. As Vice President and General Manager, *Timberland*[®], EMEA, he will lead the next phase of the brand’s expansion and global connectivity in EMEA, directing a multi-channel sales team that includes retail, digital and wholesale, as well customer accounts, marketing and merchandising. Alonso will dual report to Jim Pisani, Global Brand President, *Timberland*[®] and Scabbia Guerrini.

“It’s a great opportunity and honor for me to lead the *Timberland*[®] brand in EMEA and help to set the growth strategy for the region,” said Alonso. “The new brand product strategy, vision, purpose and elevated product design will be key pillars in the next phase of growth for *Timberland*[®] as it becomes a leader in eco-innovation.”

About VF Corporation

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 the Napapijri[®] Brand

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 leisurewear 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

About the *Timberland*[®] Brand

Timberland[®] is a global leader in the design, manufacturing and marketing of premium footwear, apparel and accessories for the outdoor lifestyle. Best known for its original yellow boot introduced in 1973, the *Timberland*[®] brand today outfits consumers from toe-to-head, with versatile collections that reflect the brand’s rich heritage of craftsmanship, function and style. Timberland brand markets lifestyle products under the *Timberland*[®] and *Timberland Boot Company*[®] brands, and industrial footwear and workwear under the *Timberland PRO*[®] brand. Its products are sold throughout the world in leading department and specialty stores

as well as company-owned retail locations and online.

Timberland's dedication to making quality products is matched by an unwavering commitment to environmental and social responsibility – to make it better with respect to responsible products, protecting and restoring the outdoors, and supporting communities around the globe. To learn more about Timberland, a brand of VF Corporation (NYSE: VFC), please visit timberland.com or follow us [@timberland](https://twitter.com/timberland).

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