



# WELCOA CONNECT

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# TOTAL REWARDS PHILOSOPHY

“An intentional focus on our employee’s wellbeing, coupled with competitive pay and benefits, is our differentiator that allows us to attract, motivate, and retain an exceptional team of diverse and dedicated global talent that will both drive the Columbia Sportswear Company business strategy and support the corporate mission of *connecting active people with their passions*.”

## FIVE PILLARS OF TOTAL WELLBEING

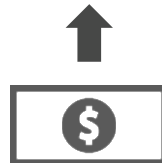
### PHYSICAL



### SOCIAL/EMOTIONAL



### FINANCIAL



### CAREER



### COMMUNITY



WE IGNITE HUMAN POTENTIAL FOR GROWTH

# March 2020 - Present

## Support

- Safety and Security
- Work from Home
- Caregiving
- Mental and Emotional Health

## Connect

- Virtual Offerings
- Technology
- Employee Resource Groups
- Recognition
- Diversity, Equity & Inclusion



COVID Response Management

Workplace Reimagined

2021 and Beyond

# Why Global Wellbeing?

## Employee Experience

Employees who report that their employer addresses 4–5 dimensions of well-being (compared to only 0–3 dimensions) are significantly more likely to have an excellent or very good impression of their employer (77% vs. 50%) and report that their usual job performance has been excellent over the past year or two (88% vs. 81%).

– National Business Group on Health

## Equity and Inclusion

Improves equitable access to wellbeing resources for all employees across the globe, regardless of location, job level and role.

## Resilient Workforce

When the company faces adversity, employees are supported and equipped to handle challenges.

A resilient and healthy workforce ensures ability to adapt to a quickly changing world and environment.

Employees are also supported as they face personal challenges and growth.

## Brand Alignment

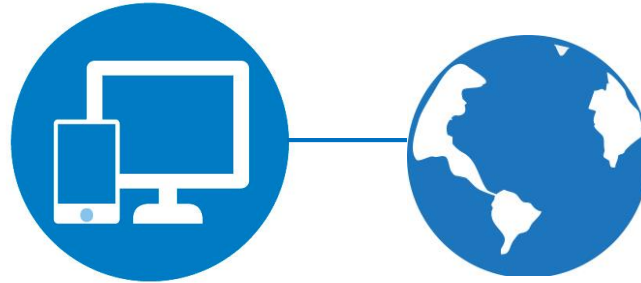
“We Connect Active People With Their Passions”

# Setting a New Course: Global Strategy



## Immediate Needs

Safety & Security  
Mental & Emotional Health  
Caregiving



## Digital

Work from Anywhere  
Equitable Comms/Information  
Virtual Programs



## Global Light, Local Deep

Global Wellbeing Framework  
Local empowerment  
Globally Connected