

# OUR GOALS & COMMITMENTS

Our strategy centers on three interconnected areas, each with a set of specific goals and programs for addressing our most impactful environmental and social issues. We will drive progress across our **Keep the wild WILD** strategy through a set of supporting goals and targets.

## PEOPLE

### FOSTER HUMAN CONNECTION

YETI aims to create positive social impact for the people in our workforce, supply chain, and communities.

#### Diversity, Equity, & Inclusion

- Maintain gender pay equity across all levels
- Achieve gender parity at leadership levels by 2025
- Increase racial and ethnic diversity at all levels by 2030\*

#### Removing Barriers to the WILD

- Increase female Ambassadors to 30% by 2030
- Increase Ambassador racial and ethnic diversity to 15% by 2030
- Increase non-U.S. Ambassadors to 25% by 2030

#### Impact Through the Supply Chain

- 100% of YETI's sourcing will come from tier 1 and 2 suppliers who meet our responsible sourcing expectations by 2025
- 100% of tier 1 and 2 suppliers will have worker well-being or fair wage programs in place by 2030

\*For our U.S. workforce only.

\*\*Our Scope 3 emissions reduction target is inclusive of emissions related to purchased goods and services and upstream transportation and distribution.

## PRODUCT

### INNOVATE THOUGHTFUL PRODUCTS

YETI is expanding on our commitment to high-performing, durable, and built for the WILD products by separating our growth from our products' environmental impact.

#### Our Carbon Footprint

- Reduce our Scope 1 and 2 emissions by 50% and our Scope 3 emissions by 27% by 2030 compared to a FY20 baseline\*\*
- Source 100% renewable electricity in our U.S. owned and operated facilities by 2022

#### Designing with Lower Impact Materials

- 100% of new YETI bags and apparel will use preferred materials by 2025

#### Preferred Packaging

- 100% of YETI packaging will be recyclable, reusable, or compostable by 2025
- Increase post-consumer recycled and Forest Stewardship Council-certified content in our packaging by 2025

#### Safer Chemistry

- Eliminate perfluorinated chemicals (PFOS and PFOA) from all products by 2022
- Eliminate bisphenols (BPS and BPF) from food contact surfaces by 2022
- Eliminate PVC from the entirety of our supply chain by 2025

#### Building Circular Systems

- 100% of new YETI products and packaging will incorporate circular design principles by 2025
- Launch a circular consumer strategy by 2025

#### Sending Zero Waste to Landfill

- Achieve zero waste to landfill across our value chain by 2030

## PLACES

### RESTORE THE WILD

YETI believes the more time we spend outside, the more we understand our responsibility to protect the places we love. YETI supports our partners and communities in restoration actions that will regenerate our planet and WILD spaces.

#### Restore the WILD

- Directly support land, water, and wildlife restoration actions
- Co-host gatherings and expand storytelling platforms for Ambassadors and Community Partners to promote restoration actions

#### Engage a New Generation of WILD Advocates

- Support organizations to bring diversity into the WILD
- Inspire our consumers to engage in local restoration actions