



INAUGURAL REPORT

**ENVIRONMENTAL,
SOCIAL &
GOVERNANCE**

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LETTER FROM THE BOARD CHAIR, PRESIDENT & CEO

It is my great pleasure to introduce Rocky Brands, Inc.'s Inaugural Environmental, Social, and Governance (ESG) Report. This Report presents our sustainability and socially responsible efforts and the impacts our actions generate for our stakeholders from our shareholders and consumers to our business partners and associates.

We proudly live our heritage as a hard-working generational company that makes the durable, comfortable products our consumers need.

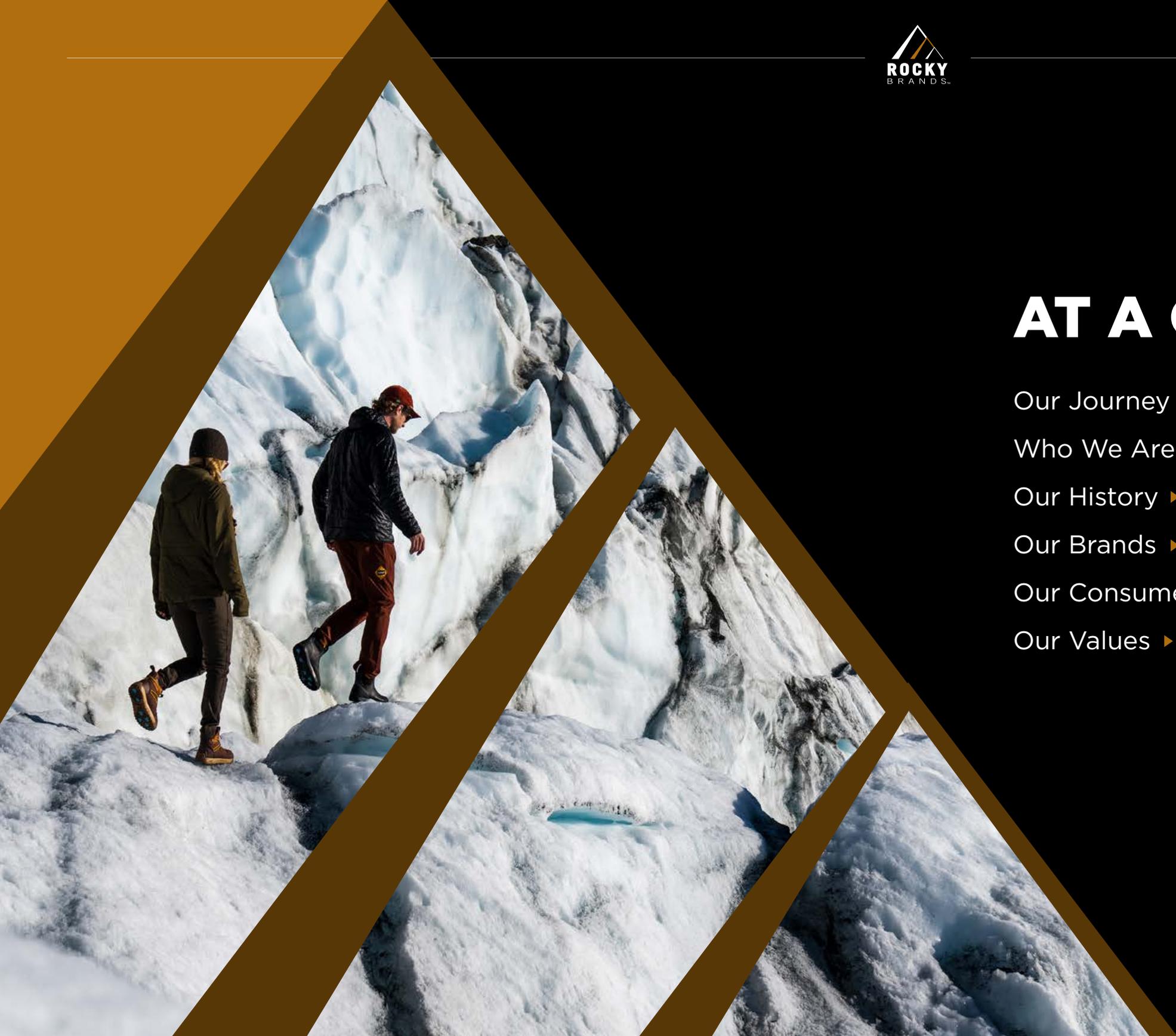
I have the utmost privilege leading Rocky Brands and its premium offering of footwear and apparel brands. The consistent consumer demand and partner growth we experience across multiple footwear categories and our work, outdoor and western product lines reflects the strength of our brand portfolio, the appeal of our products, and the loyalty we have built across the industry. Since our humble beginnings in 1932 – led by the efforts of my great-grandfather, F.M. Mike Brooks—we proudly live our heritage as a hard-working generational company that makes the durable, comfortable products that our consumers need.

Our strong portfolio of brands serves the interest of the public community, as well as a diverse array of consumers. With a range of products from distinctive brands, our consumers can depend on us to provide high-value products for everyday and unique environments. Over the years, we have invested in expanding and upgrading our distribution and fulfillment capabilities, evolved and increased our marketing campaigns, and fortified our leadership team – unlocking our potential to greatly serve our stakeholders.

Our focus on ESG highlights our long-term value creation for our stakeholders, showcases our commitment to creating a positive impact in our community and solidifies our strategic ambition to unlock a more sustainable and just world. We have taken steps to underscore our impact in our supply chains and the people who make our products. While our work is never done, we will continue to move forward in our commitment to be a responsible business partner and build a stronger, more resilient future.

A handwritten signature in white ink on a dark brown background.

Jason S. Brooks
President, Chairman of the Board & Chief Executive Officer



AT A GLANCE

- Our Journey to a Sustainable & Responsible Future ▶
- Who We Are ▶
- Our History ▶
- Our Brands ▶
- Our Consumer Strategy ▶
- Our Values ▶

AT A GLANCE

Our Journey to a Sustainable & Responsible Future

We understand a critical component of our success in the footwear marketplace has been the result of our continued commitment to conducting responsible business practices. Our consumers rely on high quality, durable products that incorporate the highest level of comfort along with environmentally sound and socially responsible practices. Our Inaugural ESG Report details Rocky Brands' progress in our actions to advance the well-being of our associates and the planet, along with the ambitious strength of our business.

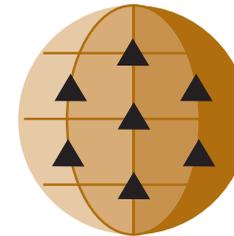
As a multi-generational heritage company, we are proud of the products we make and truly love what we do. Our diverse portfolio of leading footwear brands represents our focus on ensuring our products are sustainably and mindfully constructed from end-to-end. We invite our retailers, consumers and business partners to be a part of the Rocky Family and see what makes us great.

Who We Are

Our vision is to create meaningful products for our consumers through avenues of strategic business opportunities, and by encouraging our associates to express their talents in ways that elevate our product offering. We continuously tap into our passion for strong product innovation, associate safety and well-being, and sustainable strategies to improve our positive impact on society and the planet. We continuously leverage our global scale of operations to execute this passion and to provide products across our varied markets in the footwear and apparel industry.¹



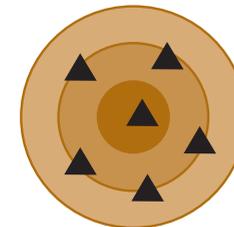
HEADQUARTERED IN NELSONVILLE, OHIO



5 GLOBAL OPERATIONS:
CHINA, DOMINICAN REPUBLIC, MEXICO, UNITED KINGDOM & UNITED STATES²



2,100+ ASSOCIATES & PRODUCT MAKERS



6 TARGET MARKETS:
WORK, WESTERN, COMMERCIAL MILITARY, OUTDOOR, PUBLIC SERVICE, U.S. MILITARY

¹ Unless otherwise noted, all values in the report are for our fiscal years 2022 and 2023, which end on December 31.

² Includes manufacturing facilities in Puerto Rico. In FY2022, we held operations in Australia and Canada, which switched from direct operations to distributor models in 2023. These changes are reflected in our employee demographics in the People Focused section.

Our History

1932

The Company is founded as the William Brooks Shoe Co. in Nelsonville, Ohio.

1979

The “Rocky” brand is born.

1993

The Company goes public with an Initial Public Offering (IPO) - NASDAQ:RCKY.

2005

Acquisition of EJ Footwear, including the Georgia Boot, Durango, and Lehigh Safety Shoes brands.

2006

Rocky Shoes and Boots changes its name to Rocky Brands, Inc., reflecting our multi-brand, head-to-toe product offering.

2017

Jason Brooks, great-grandson of founder F.M. Mike Brooks, is appointed as CEO.

2021

Acquisition of the Honeywell Footwear Group, adding The Original Muck Boot Company, XTRATUF, and Ranger brands to our portfolio.

2024

Publication of the Inaugural Environmental, Social and Governance (ESG) Report covering strides in product impacts, environmental stewardship and social responsibility.

Taken outside our Nelsonville factory in Aug. 1932.





Our Brands



Established in 1979, The Rocky brand originally targeted outdoor enthusiasts, and has since become a market leader in the hunting boot category. We also produce Rocky public service and commercial military footwear targeting consumers in law enforcement, military, security workers, fire industry professionals and postal service employees, along with western influenced work boots for farmers, ranchers and others who make their living in outdoor environments.



Established in 1937, Georgia Boot products primarily target construction workers and those who work in industrial plants where special safety features are required for hazardous work environments. All of our boots are designed to help prevent injury and subsequent work loss and are designed according to standards determined by the U.S. Occupational Safety & Health Administration (OSHA).

DURANGO®

Established in 1966, Durango manufactures premium western footwear suitable for both adults and children. Over the last 50 years, Durango has earned a reputation for building authentic western boots using exceptional materials and innovative constructions. Our brand portfolio categories include work-western, farm and ranch, western-performance, premium exotics, fashion-forward and casual wear.



Established in 1922, Lehigh brands offers high-quality lines of occupational safety footwear that later expanded into a full-services health & safety program offering. The brand primarily focuses on providing managed programs to corporations that require and provide a subsidy to their employees to wear safety footwear. Lehigh has a wide range of customer accounts in the industrial, hospitality and healthcare industries.





Established in 1999, The Original Muck Boot Company (Muck) has pioneered premium rubber and neoprene boots by delivering high quality, innovative, weatherproof and comfortable products. Through widespread consumer validation in the farm, agriculture, hunt and equestrian segments, Muck has expanded to segments such as outdoor, gardening, industrial and general work products.



Established over 60 years ago, XTRATUF is a leading outfitter in the commercial, sport and recreational fishing segment, having provided fishermen with capable, comfortable and reliable footwear for use in the harshest conditions.



Ranger primarily serves the outdoor recreation, industrial and work product categories. This brand consists of a focused range of pac-boots, rubber boots, waders, hip-boots and over-boots that are built for harsh weather environments and provide exceptional comfort and function for our consumers.



SlipGrips offers high rated slip-resistant stylish footwear designed for workers in the food service, hospitality, healthcare, warehouse and distribution industries who need to feel safe and secure on the job. Our exclusive SpiderGrip and DragonGrip tread designs exceed American Society for Testing and Materials (ASTM) test standards, which are used to improve product quality and enhance occupational health and safety.



Shoe Angel partners with healthcare facilities to ensure their staff and associates are wearing proven-slip resistant comfort footwear specifically designed for medical environments and containments. Our selection of brands ranges from Dansko to Skechers Work, Nurse Mates, Reebok, Sanita and more. Our goal is to help protect the feet of the healthcare industry for overall body wellness and patient protection.

Our Consumer Strategy

As a leading designer, manufacturer and marketer of premium brands in footwear and apparel, we execute a strategy inclusive of outfitting our consumers for all of their head-to-toe needs. With that, we market complementary branded apparel and accessories that we believe leverage the strengths of each of our premier brands.

- 1 Excite our consumers with great products
- 2 Increase brand awareness and stimulate demand through improved marketing with an emphasis on digital strategies
- 3 Provide excellent retail support and expand distribution with key brick and mortar, and e-retail partners
- 4 Accelerate expansion of our direct business through investments in technology and personnel



Our Values: Uplifting our Consumers, Partners & Associates



INTEGRITY

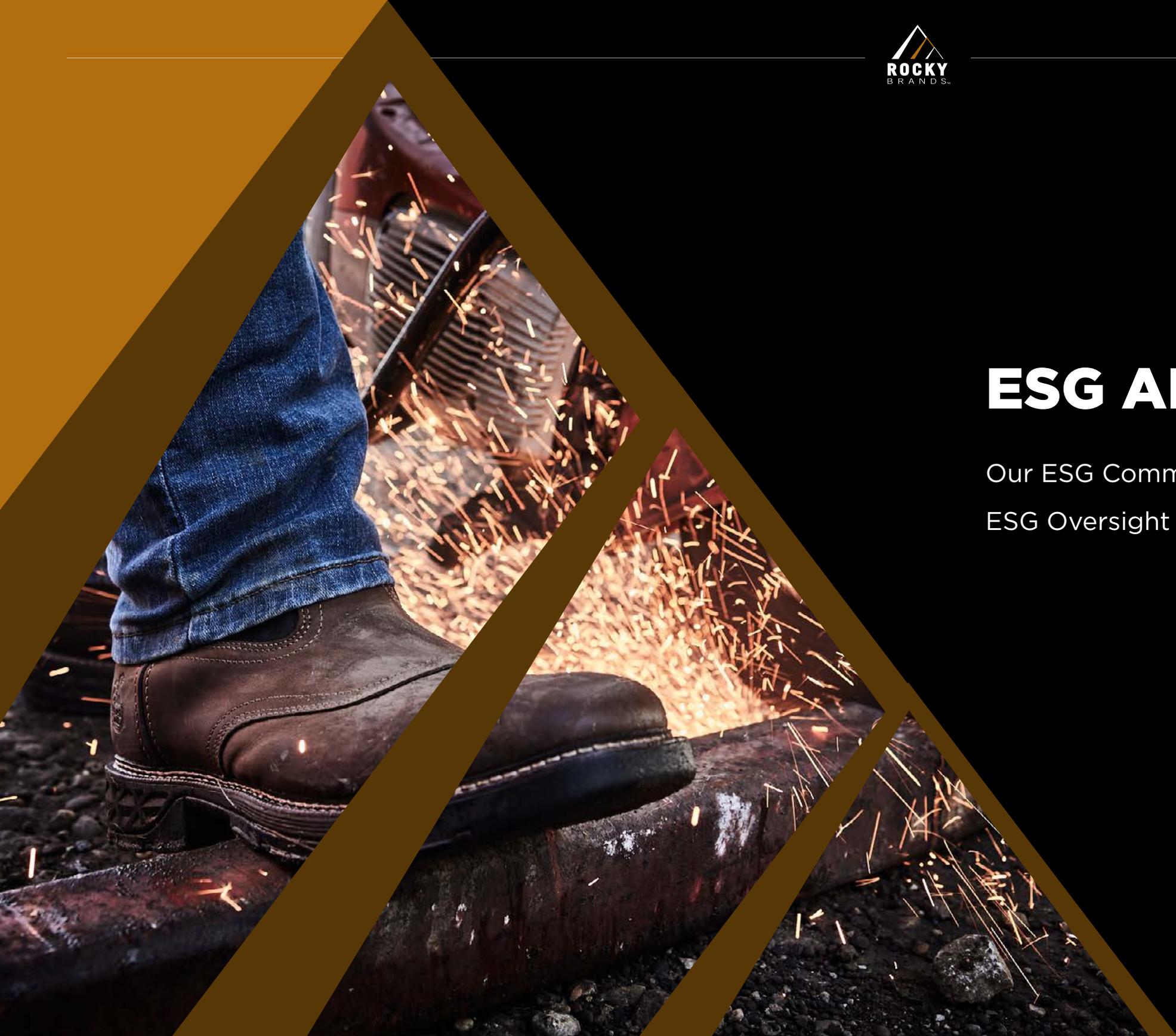
- Be honest
- Act with conviction
- Own your mistake
- Choose what's right over what's easy

RESPONSIBILITY

- Do what needs done
- Seek input from others
- Support decisions, take risks and be committed
- Work hard, not just for yourself but for others

HUMILITY

- Courageously undertake difficult, tedious or unglamorous tasks
- Graciously accept sacrifices
- Give credit where credit is due
- Be honest with yourself and others



ESG APPROACH

Our ESG Commitment ▶

ESG Oversight ▶

ESG APPROACH

Our ESG Commitment

ASSESSMENT

We assess ourselves against ESG ratings and internationally-recognized ESG frameworks, including the International Financial Reporting Standards (IFRS) Foundation’s Sustainability Accounting Standards Board (SASB) Standards and the United Nations Sustainable Development Goals (UN SDGs).

DIAGNOSTIC

Following a review of relevant reporting frameworks, we assessed the ESG topics that were of greatest interest to our business, consumers, associates, shareholders and other key stakeholders. This involved reviewing ESG issues prioritized by our current and prospective investors, holding key conversations with our internal Subject Matter Experts (SMEs) and researching our peer companies to benchmark disclosures and communications of ESG programs, policies and practices.

PRIORITIES

Based on our assessment and diagnostic, we identified the following as relevant ESG issues for our business and our stakeholders:

OUR ESG PRIORITIES



RAW MATERIAL SOURCING



DIVERSITY, EQUITY & INCLUSION



ENVIRONMENTAL IMPACTS



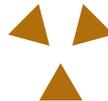
TALENT RECRUITMENT, DEVELOPMENT & ENGAGEMENT



CLIMATE CHANGE



CORPORATE GOVERNANCE



CHEMICALS MANAGEMENT



ETHICS & COMPLIANCE



LABOR IN OUR SUPPLY CHAIN



DATA PRIVACY & INFORMATION SECURITY



ESG Oversight

Our Board and key members of the Executive team oversee our ESG programs, policies and procedures. Our Board is actively engaged in areas of our strategic direction and growth, and hold regular meetings throughout the year to discuss ESG-related developments, among other corporate governance matters. Our board members and key Executive-level personnel assist in setting ESG strategies, recommending and approving policies and practices, and overseeing the monitoring and reporting of ESG matters.



PRODUCT INNOVATION

Approach to Managing Our Value Chain ▶

Responsible Supply Chains ▶

Product Development ▶

PRODUCT INNOVATION

Approach to Managing Our Value Chain

We believe that product innovation is a key competitive advantage for us in each of our footwear and apparel brands. Our goal in product design, development and manufacturing is to create innovative products that combine our standards of quality, functionality and comfort that meet the changing needs of our retailers and consumers. With that, our experts continuously deliver premium products that not only exude utility and style, but also promote social and environmental stewardship.



Environmental Impacts in Our Value Chain

Throughout our entire product development and manufacturing process, we strive to be responsible stewards and business partners in our communities and marketplace. From raw material sourcing to developing fabrics and leathers, producing footwear to distributing products to key retailers and consumers, we ensure there is consideration of the environmental impacts of our products while keeping our operational footprint in mind.

We understand that our product development process impacts the way we utilize resources such as energy, waste and water. This is why we believe it is important to communicate to stakeholders our journey as stewards of the environment. We are continuously identifying opportunities to improve our footprint throughout our value chain by prioritizing sustainable strategies that enhance our product positioning in the market. Read more about our environmental practices in our facilities in [Environmental Stewardship](#).



Responsible Supply Chains

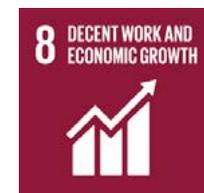
Protecting Our Product Makers

Rocky Brands maintains high standards of occupational health & safety (OHS) and holds a deep regard for human rights. We recognize the importance of responsibly sourced products and are committed to working with supply chain business partners that are dedicated to safe, humane and ethical working conditions, and comply with regional and international labor & safety standards.

For over 30 years, we have owned and operated our facilities across Puerto Rico and the Dominican Republic. In 2021, we acquired a manufacturing facility in China, supporting our strategy to expand our operations and global reach. Each facility regularly employs from 500 to over 1,000 employees, so we have the know-how to operate large footwear factories in an ethical and lawful manner. The knowledge we gain from operating our own factories assists us in seeking out and contracting with business partners who have the same ethics and regard for their employees. Read more about how we approach and manage OHS programs throughout our operations in [Prioritizing Health and Safety](#).

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

In this section, we discuss programs, policies and procedures that align towards the UN SDGs Goal #8 (Decent Work and Economic Growth) and its targets 8.5, 8.7 and 8.8, to promote inclusive and sustainable economic growth, and full, productive and decent employment for all.



REGULATORY CONSIDERATIONS

We fully comply with laws and regulations pertaining to responsible supply chains throughout all of our global operations, including the requirements of the [California Transparency in Supply Chains Act](#), which details disclosure of our efforts to maintain supply chains free of slavery and human trafficking.. Such practices are systematized and aligned throughout all of our operating facilities.

- 1 VERIFICATION**
We conduct internal verification for our finished goods factories to assess risks related to human trafficking, slavery and other social compliance metrics.
- 2 AUDITING**
Independent third-party audits of our sourcing and manufacturing facilities assess our performance against environmental and social standards.
- 3 CERTIFICATION**
We require our direct suppliers to comply with our Ethical Manufacturing Principles and to certify such compliance in contracts with us and otherwise at our request.
- 4 INTERNAL ACCOUNTABILITY**
We maintain internal accountability procedures to ensure compliance with the Company’s standards on Ethical Manufacturing Principles, slavery and human trafficking.
- 5 TRAINING**
We ensure our sourcing and manufacturing processes are entirely free of slavery and human trafficking throughout our supply chain. We train our associates and product makers on practicing our Ethical Manufacturing Principles, which is also pursuant to the California Transparency in Supply Chains Act for products sold in the State of California.

Ethical Manufacturing Principles

To facilitate humane, suitable working conditions and promote ethical business practices at our manufacturing centers, we ensure our suppliers and associates comply with our Ethical Manufacturing Principles. Such principles align with our mission to promote and inspire responsible business practices. Read more about our Ethical Manufacturing Principles on our [Investor Relations](#) website.

- Compliance with Laws and Workplace Regulations
- Prohibition of Forced Labor
- Prohibition of Child Labor
- Prohibition of Harassment or Abuse
- Compensation and Benefits
- Hours of Work
- Prohibition of Discrimination
- Health and Safety
- Freedom of Association & Collective Bargaining
- Environment
- Customs Compliance
- Security



Supplier Compliance

We frequently conduct independent third-party audits to ensure our partners are meeting our quality standards, policies and procedures. These audits and procedures ensure our suppliers are utilizing responsible and ethical practices in our supply chain. Our audits assess quality control, supplier facilities and working conditions, material purchasing, traceability, process control, inspection of materials and equipment and the distribution of products. Our vendors and suppliers must adhere to our Vendor Compliance Contract, including:

- Ethical Manufacturing Principles
- California Transparency in Supply Chains Act
- Anti-Bribery and Foreign Corrupt Policies Act
- Needle and Sharps Policy
- Customs-Trade Partnership Against Terrorism
- Container Security Policy
- Seal Integrity and Verification Policy
- Product Development Procedures
- Labeling and Packaging Procedures
- Inspections Procedures
- Quality Control and Non-Compliance Charges Procedures
- Conflict Minerals and Restricted Substances
- Import Guidelines

CUSTOMS-TRADE PARTNERSHIP AGAINST TERRORISM

As a certified member of the U.S. Customs-Trade Partnership Against Terrorism (C-TPAT) organization, we ensure that our suppliers establish procedures to guard against the introduction of non-manifested cargo into outbound shipments. Such items include, but are not limited to, drugs, biological agents, explosives, weapons, radioactive materials and other contraband following C-TPAT guidelines. Our security and access controls include, but are not limited to, proper supervision of incoming and outgoing cargo, proper documentation and reporting and security awareness training for all employees. We continuously ensure and practice that all members of our supply chain, including all associates, are aware of and practice security awareness in full compliance with C-TPAT guidelines.

▼

We are able to implement robust OHS policies and monitoring programs to ensure we are promoting long-term sustainable business practices.

Prioritizing Health and Safety

By working closely with our manufacturing and supply chain business partners, we are able to implement robust OHS policies and monitoring programs to ensure we are promoting long-term sustainable business practices that showcase humane, suitable and ethical working conditions. Our suppliers, manufacturing centers and third-party partners promote safe practices by providing written OHS policies that minimize negative impacts in the workplace, reduce work-related injury & illnesses and promote the utmost health and well-being of our product makers and associates.

OVERSIGHT AND MANAGEMENT

Our Health, Wellness & Safety (HWS) Committee promotes best OHS communication practices between our associates and management. The Committee strives to educate our associates on the importance of taking care of themselves both inside and outside the workplace. Throughout the year, we contract with various health and wellness professionals outside of our organization to hold educational sessions for our associates both in-person and virtually. Read more about how the Committee manages our OHS program below.

MISSION

The HWS Committee was created to encourage associate personal and professional productivity and physical and mental well-being. Our mission is to foster a worksite that supports anyone’s desire to make healthy lifestyle choices. We are committed to the safety and wellness of all Rocky Brands’ associates.

MEMBERS

Associates across Human Resources, Distribution Centers, and Corporate Offices.

FUNCTION

- Conduct safety and housekeeping inspection of properties.
- Review and update safety policies and standard operating procedures.
- Review reported accidents & near-miss incidents and facilitate improvements.
- Convey, review and comment on safety suggestions submitted by associates.
- Plan and conduct safety promotional activities such as the HWS Fair.
- Review safety impacts of equipment, facility changes and multi-shift operations.
- Develop safety incentive programs.
- Recognize exemplary associates who have contributed to our HWS program.

Our OHS program is managed by each respective site safety leader at our manufacturing facilities and distribution centers. Our Human Resources department works closely with the OHS leaders to implement and facilitate our safety policies and programs. In response to the COVID-19 pandemic, we have ensured flexibility in the workplace by allowing our associates to work from home and have increased our cleaning protocols throughout our facilities. Nothing is more fundamental than providing our associates and product makers with a workplace environment where they feel safe, secure and supported.

In addition to the establishment of our HWS Committee for oversight of our OHS program, our Reno, Nevada distribution center established the Nevada Safety Committee to promote best communication practices in their respective location. The Committee serves as a sub-committee to our HWS Committee, and its primary function is to serve as an additional communication channel to promote health, wellness and safety awareness and training in the workplace.

TRAINING FOR SAFETY

Upon hiring, all of our associates must comply with our Workplace Safety Program & Manual, which was last updated in June 2022. The manual covers topics such as managerial and associate safety responsibilities, safety training, emergency action plans, fire prevention and electrical safety, hazard identification and control, bloodborne pathogens and silica exposure, security guidelines, considerations for serious industrial accidents and injury and accident reporting.

At our U.S. distribution centers, associates receive training on equipment operations, including videos, one-on-one training, battery changing training, manufacturing equipment use, maintenance team one-on-one training, returns-inspector suspicious package training and proper lifting training. As noted in our Ethical Manufacturing Principles, our overseas manufacturing partners must adhere to requirements for safe and healthy work environments for our product makers. In areas where residential housing is provided for workers, manufacturers must provide safe and healthy housing.

MONITORING AND REPORTING FOR SAFETY

We analyze our associate accident and incident reports to gain valuable insights into the OHS performance of our Company. We conduct frequent safety inspections of our facilities to assess compliance, identify hazards and ensure the adherence to our safety policies and governmental regulations. Through this process, we identify high-risk areas and work-shifts that may require additional safety interventions, so we can proactively address potential hazards and minimize the occurrence of accidents and injuries for our associates and product makers. We aim to continuously assess our safety performance to identify opportunities for improved disclosure of our safety performance.

1.40
TOTAL RECORDABLE INCIDENT RATE IN 2023³

MEMBERSHIPS SUPPORTING SAFETY

As a Company that takes health and safety in our operations seriously, we have established our presence in external organizations to support our efforts to mitigate hazardous risks for our associates and product makers in the workplace.



The National Safety Council (NSC) is the U.S.' leading non-profit safety advocate focusing on three areas it can make the greatest impact in: the workplace, the roadway and safety impairment. The NSC provides companies with resources in which workers can use around risks they are actively facing in the workplace. Resources provided to member organizations and workers include safety professional networks, research and data, consulting, workplace training, driver training and impairment mitigation.



The Voluntary Protection Programs Participants' Association, Inc. (VPPPA) is a leading organization supporting worksites to achieve continuous improvements toward OHS goals. VPPPA members are champions of OHS excellence, experiencing fewer workplace fatalities, injuries and illnesses. The VPPPA provides national and regional advocacy, education and resources to support the advancement of members, worksites and the OHS profession.

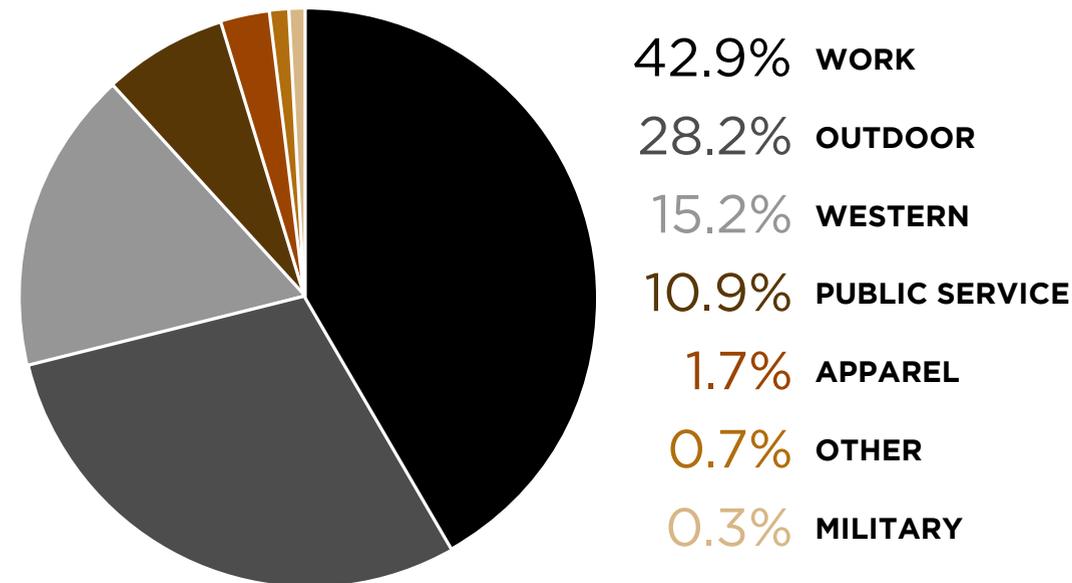
³ Total recordable incident rate calculated as the number of recordable incidents multiplied by 200,000 hours divided by the total number of hours worked by employees in the fiscal year.



Product Development

Our product design and development process is highly collaborative and is typically initiated internally by our development staff and externally by our retailers and suppliers. Associates of our retail partners and suppliers are generally active users of our products and understand the needs of our diverse consumer groups. Our product design and development personnel, marketing personnel and sales representatives work closely together to identify opportunities for new styles, patterns, design improvements and advancements in more sustainable materials. We have a dedicated group of product professionals, some of whom are well recognized experts in our industry, who continuously interact with our consumers to strategically understand their needs and are committed to ensuring our products reflect the most advanced designs, features and materials available in the marketplace.

FY2023 NET SALES BY PRODUCT GROUP



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

In this section, we discuss programs, policies and procedures that align towards the UN SDGs Goal #12 (Responsible Consumption and Production) and its targets 12.2, 12.4, 12.5 and 12.6, to ensure sustainable consumption and production patterns in our business operations.



Material Sourcing

We believe our strategy of utilizing both company operated and third-party facilities for the sourcing of our products offers several key advantages. Operating our own facilities significantly improves our knowledge of the entire footwear production process, which allows us to more efficiently source products from third parties that are of the highest quality and cost competitive. The key raw materials used in the production of our products consist of leather, Gore-Tex® waterproof breathable fabric, Cordura® nylon fabric and soling materials.

Throughout the years, we have made significant improvements in the sustainable sourcing of the materials we use for our products and many of our manufacturing processes and materials are aligned with organizations that promote sustainable practices. Greater than 85% of the third-party tanneries supplying our leathers are rated Gold by the Leather Working Group (LWG), the organization's highest achievement. LWG is a non-profit organization that assesses tanneries in environmental, social and governance performance.





PRODUCT HIGHLIGHT
Muckster Lite Clog

Launched in Spring 2022, the **Muck Muckster Lite Clog** is 50% lighter than its predecessor in the Muckster collection, offering an independently verified slip resistant traction and provides excellent support and comfort for all-day wear.

The Muckster Lite is built from high-performance, lightweight foam called Bio-Lite which is ultra-durable and easy to clean. The upper portion features side ventilation holes for breathability and drainage for water and debris. The entire clog is constructed from Bio-Lite which is environmentally-friendlier than many other injection molded foams in the market. Bio-Lite has been granted a Green Leaf certificate by Intertek, an accredited independent third-party testing facility, verifying that this product will properly biodegrade in bioreactor landfills.

Landfill biodegradation is validated utilizing the ASTM (American Society for Testing Materials) D5511-18 test method and ISO (International Organization for Standardization) 15985 standard. The Muckster Lite offers a lighter footprint for your feet and the planet. Read more about our efforts to improve our sustainable strategies and initiatives to reduce waste from our products in Our Resource Use.



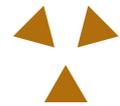
100%
MUCKPROOF

100%
WATERFRIENDLY

Many of our products are bio-based, which are materials that are derived from biomass and occur naturally in the environment. This is especially the case for our products that use neoprene and leather for their materials. In addition to our current sourcing strategies, we aim to continue assessing our sourcing processes to identify opportunities to improve and implement more sustainable materials into our products. In an effort to reduce the generation of waste derived from our material sourcing and product manufacturing processes, many of our manufacturers have implemented robust measures to sustainably manage materials. Read more about our efforts to improve waste from our products in [Manufacturing Our Products](#).

GLOBAL SOURCING CONSIDERATIONS

We primarily source materials for our products from suppliers in China, Vietnam, Dominican Republic, Mexico and the United States. Sourcing finished goods from suppliers throughout the globe enables us to source product at competitive costs while maintaining high product quality. It also limits the capital investment required to establish and maintain Company operated manufacturing facilities. Because quality is an important part of our value proposition to our retailers and consumers, we source products from manufacturers who have demonstrated the intent and ability to maintain the high quality that has become associated with our brands.



Chemicals Management

Many aspects of our operations make use of substances which are regulated under various federal, state, local and international environmental and pollution laws, including regulations relating to the storage, use, discharge, disposal and labeling of, and human exposure to, hazardous and toxic chemicals. We employ safe chemical management practices and comply with current laws and regulations pertaining to both the environment and the management of chemicals. This is a key aspect to our product development process, whether that involves the by-product of raw material sourcing or hazardous waste generated at our manufacturing centers.

Our chemical management processes comply with the U.S. Environmental Protection Agency's (EPA) chemical requirements applicable to the footwear industry. We also track emerging chemical issues to ensure our products meet all regulatory expectations for safe and non-hazardous use by our consumers. We are in the process of transitioning away from the use of per- and polyfluoroalkyl (PFAS) by 2025, as required by the EPA. By 2025, we will comply with upcoming California State regulations to ensure that none of our products sold in the State of California contain PFAS chemicals, pursuant to the State's textile regulations. It is of utmost importance for us to comply with all laws and regulations and ensure our products are not harmful to our consumers.

RESTRICTED SUBSTANCES

We require our vendors and suppliers to comply with the Restricted Substances List (RSL), as established by the American Apparel and Footwear Association's (AAFA) Environmental Task-force. Compliance with the RSL also meets national and international regulatory requirements regarding chemical safety in our products. Vendors and suppliers are responsible for assuring no restricted substances are used in any of our products or they must find alternative materials that comply with the RSL. Alternative materials must be approved by our Vice President of Manufacturing and/or Sourcing Operations. Explore a comprehensive list of restricted substances on the [AAFA website](#).

Manufacturing Our Products

Throughout our operations, most of our generated waste consists of leather, neoprene and glues derived from the manufacturing of our products. Our source partners typically handle waste generated at their facilities, which consists of coordinating the disposal of materials with third-party vendors.

In recent years, we have invested in increasing automation in our production processes at our manufacturing sites to support our efforts to reduce the output of waste from our products. As of 2023, we have installed four Comelz machines,⁴ which reduce waste in the manufacturing process by utilizing precision laser cutting systems to achieve the maximum use of a given piece of material, such as leather. In addition to reducing waste generated from our products, the use of automation supports our practices to minimize consumption of raw and virgin materials.

Following product manufacturing, we aim to recycle and reuse our material scraps and incinerate them as a form of bio-based energy, which reduces the amount of energy we purchase from external utility providers. Read more about how we make use of this by-product in [Our Resource Use](#).

As we expand our sustainability programs in our manufacturing processes, we aim to continue assessing and identifying opportunities to improve product circularity from sourcing to the end-life of our footwear and apparel products. We also intend to assess opportunities for greater use of biodegradable materials in our products. Read more about our approach to product quality assessments in [Quality Assurance](#). Read more about our waste reduction efforts at our manufacturing centers in [Our Resource Use](#).

⁴ Read more about Comelz machines used to manufacture our products: <https://www.comelz.com/en/>.



Packaging Our Products

We have made great improvements in ensuring our sourcing, manufacturing and distribution processes have become more sustainable, and we understand that there is room for improvement regarding the packaging of our products and reducing the amount of plastic shipped with products. We aim to utilize recycled materials for our product packaging where possible, and our teams are continuously assessing opportunities to incorporate more sustainable and recycled content into every packaging piece utilized with our products.

Some of our third-party packaging materials we use are certified by the Forest Stewardship Council (FSC), which offers a global standards framework for the sustainable management of forests. We play a key role in getting products from the forest to the market, as well as ensuring the protection of forests around the globe. FSC-certified materials confirms that forest sector products are sustainable and responsibly sourced and managed, which yield environmental, social and economic benefits in the marketplace and the communities we operate in. When consumers purchase our FSC-certified products, they are supporting sustainable initiatives such as:



ZERO DEFORESTATION

Ensuring there is no net loss of forests over time and supporting efforts to mitigate climate change impacts

FAIR WAGE & WORK ENVIRONMENT

All workers are provided with proper training, adequate safety protocols and fair wages

COMMUNITY RIGHTS

Local communities living in and around forest areas are consulted, and their legal and cultural rights to land and forest resources are respected

THE CHANGE FROM PRESERVATION TO CONSERVATION

Plant and animal species are protected

As we continuously improve our sustainable packaging efforts, we hope to incorporate more environmentally and socially positive techniques into our products and accessories. Read below to explore how we incorporate considerations of packaging from product returns into our Quality Assurance assessments.

Quality Assurance

As part of our mission of delivering products to our consumers that are of the highest quality, we ensure that quality control (QC) is stressed at every stage of our manufacturing and product development processes. Our QC process is monitored by trained quality assurance personnel at each of our manufacturing centers, including third-party factories. At our China center, we utilize QC personnel to visit factories and conduct QC assessments of raw materials, work-in-process inventory and finished products. We also utilize QC personnel at our finished products distribution centers to conduct testing of incoming raw materials, finished goods and inspection of random samples from our inventory. This ensures all of our products meet our high-quality standards across the board.

PRODUCT RETURNS

Throughout our manufacturing operations, we aim to produce every unit of product to the highest quality standards every time. From time to time, we receive returned products from consumers in which our teams conduct return QC assessments to identify whether such products may be returned to our inventory. In addition, we recycle single-paired boxes from returns. As we expand our sustainability programs in our operations, we aim to continue identifying opportunities to improve our environmental and QC performance where possible.

As part of our mission to serving our customers, we use high-quality materials and manufacturing processes, which ensure our products may last for long periods of time in the hands of our consumers. By doing so, we are delivering on the hallmarks of Rocky Brands — innovation, quality and durability.

Distributing Our Products

Following robust quality assurance measures for our products, we distribute finished goods through three business segments – Wholesale, Retail and Contract Manufacturing. See below to read more about each of these segments.

WHOLESALE

Our products are offered for sale at over 10,000 retail locations throughout the U.S. and Canada. Through our dedicated in-house sales team, we sell to wholesale accounts in the U.S., as well as independent sales representatives who carry our branded products and other non-competing products. Our sales force is organized around major accounts, including Boot Barn, Tractor Supply Company and Dick's Sporting Goods, and around our target markets: outdoor, work, public service, commercial military and western. Our sales force is organized around brands, regions and customers in order to target a broad range of distribution channels. All of our sales associates actively call on their retail customer base to ensure there is synergy regarding the understanding of quality, comfort, technical features and breadth of our product lines.

RETAIL

We market our products directly to consumers through three retail strategies: Lehigh business-to-business including direct sales and through our Custom Fit websites; consumer e-commerce websites and third-party marketplaces; and our stores, including our outdoor gear store and our retail store. For our online stores, we believe that our internet presence allows us to showcase the breadth and depth of our

product lines in each of our target markets and enables us to educate our consumers about the unique technical features of our products. Our customers include global companies such as Carnival Cruise Lines, Pepsi, Schneider, Whirlpool, Holland America Cruise Lines and Republic Services.

We also operate an outdoor gear store in Nelsonville, Ohio, which primarily sells first quality or discontinued products in addition to a limited amount of factory damaged goods which are still suitable for sale at a discounted price. Related products from other manufacturers are also sold in the store. Our outdoor gear store allows us to showcase the breadth of our product lines as well as to cost-effectively sell slow-moving inventory. Our outdoor gear store also provides an opportunity to interact with consumers to better understand their needs. As of December 31, 2023, we are operating two additional retail stores.

CONTRACT MANUFACTURING

As a global footwear and apparel manufacturer, we are focused on our Wholesale and Retail business models, however, we actively bid on eligible footwear contracts with the U.S. military, along with private label contracts. In 2022, we ramped up a new multiyear contract with the U.S. military, which was active in 2023.

FOREIGN TRADE ZONE

We operate our Logan, Ohio distribution center in a Foreign Trade Zone (FTZ). A FTZ is a designated security area under the jurisdiction of the U.S. Customs and Border Protection (CBP), located in or near CBP ports of entry. FTZs are the U.S. version of what are internationally known as free-trade zones. As a member of the FTZ, we must comply with federal environmental regulations from the U.S. EPA and CBP regarding the entry procedures of foreign goods.



OUR MEMBERSHIPS SUPPORTING RESPONSIBLE PROCUREMENT



The American Society for Testing and Materials (ASTM International) is a globally recognized leader in the development and delivery of voluntary consensus standards, used to improve product quality, enhance health and safety, strengthen market access and trade, and build consumer confidence. Utilizing open and transparent processes, members of ASTM International create test methods, specifications, classifications and guides and practices that support industries and governments worldwide.



The Canadian Standards Association (CSA Group) is a global organization dedicated to safety, social good and sustainability. CSA Group is comprised of two organizations: Standards Development and Testing; Inspection & Certification. Both organizations are leaders in product development and aim to improve safety, health, the environment, economic efficiency and compliance for a wide range of current and emerging technologies.



The Footwear Distributors and Retailers of America (FDRA) is an organization governed by footwear executives and is the only trade organization focused solely on the footwear industry. FDRA serves the footwear supply chain and boosts the bottom lines of its member companies through the support of innovative products, training and consulting for design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analyses for retailers around the globe. In all, the FDRA represents 95% of total U.S. footwear sales, making it the largest and most respected American footwear trade and business association.





PEOPLE FOCUSED

- Supporting Our Associates ▶
- Advancing Diversity, Equity & Inclusion ▶
- Giving to Our Communities ▶



PEOPLE FOCUSED

Supporting Our Associates

Founded from the humble beginnings of a small, family-owned business, our associates have always been the key to making our Company successful. As such, we believe that it is important to foster an environment that advocates for all areas of employee health, including physical, mental and emotional well-being. We aim to provide a culture that promotes the authenticity of our people while ensuring everyone can thrive in a collaborative innovative space to promote our footwear and apparel products.

Attraction & Recruitment

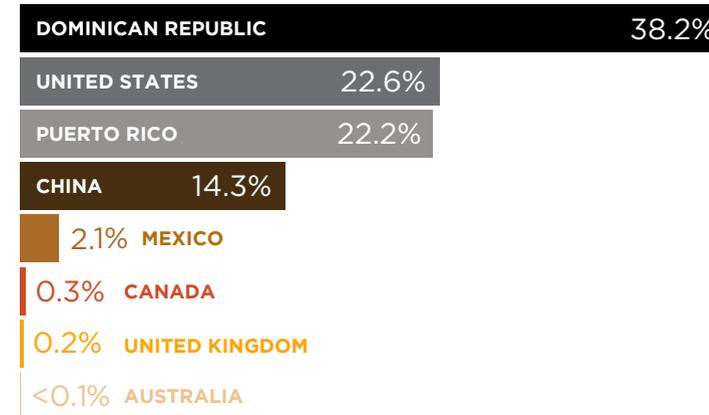
Our people culture is built on our core values of integrity, responsibility and humility. The ability to attract, retain and develop talented employees is crucial to our long-term success. We focus on recruiting highly talented individuals through practices that promote diversity, equity and inclusion (DEI). We recruit through a variety of outreach methods including our careers website, career fairs, Circa - a diversity recruitment and U.S. OFCCP (Office of Federal Contract Compliance Programs) compliance platform and other online platforms, such as LinkedIn, Handshake, Indeed and Monster. To help grow awareness and showcase ourselves as a leading employer, we market our career opportunities on social media platforms such as Facebook and Instagram, where we share associate testimonials, milestone celebrations, brand news and new partnerships.

We frequently partner with local school districts, vocational career centers, colleges and universities, which ensure there is a robust pipeline for early careers talent. Furthermore, we partner with a local survivor advocacy outreach program to provide career shadowing and employment opportunities for those who complete the program.

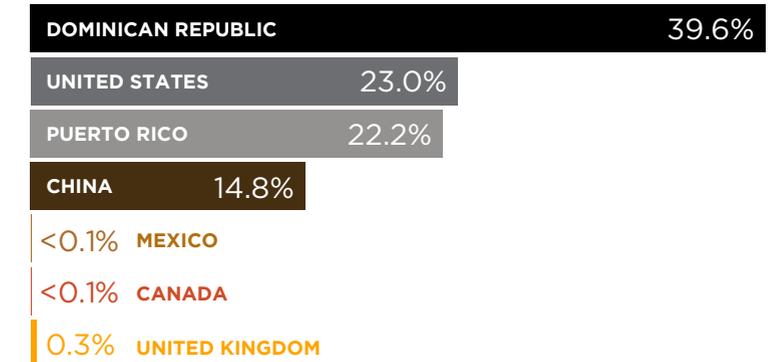
Our Associates by the Numbers

OUR GEOGRAPHIC REACH

2022

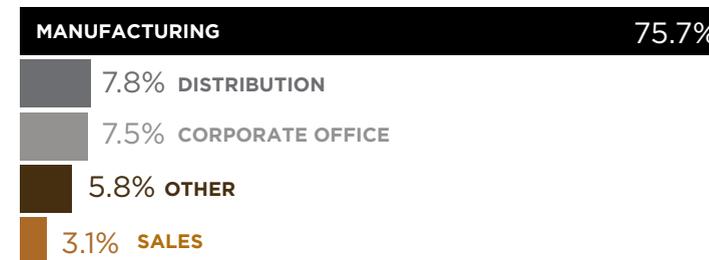


2023

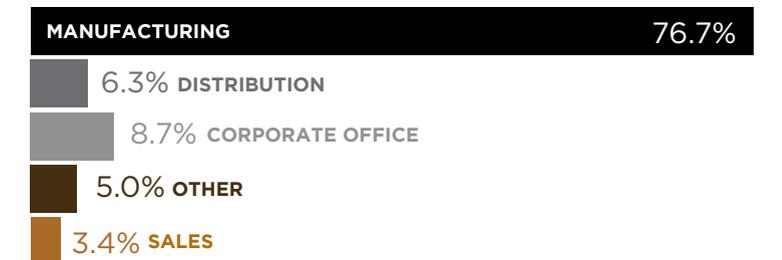


OUR ASSOCIATES BY SERVICE

2022



2023



Employee data for our geographic reach and service line composition represents total global employees and includes full- and part-time, exempt and non-exempt, and permanent and temporary employees. FY2022 employee data includes our former Australia operations, which switched from a direct operations to distributor model and not included in FY2023 data.



PARTNERSHIP FOR YOUR SUCCESS



We are a proud partner of the U.S. Army’s Partnership for Your Success program (PaYS), which provides U.S. soldiers with an opportunity to serve their country while they prepare for their future. We post open positions on their portal and interview candidates based on relevant skillsets. As a partner of PaYS, we guarantee soldiers the opportunity to interview with us to see whether they are a great fit for one of our teams.

GEOGRAPHIC IMPACTS

Rocky Brands is headquartered in the Southeastern region of Ohio, one of the most economically-disadvantaged in the U.S. Because we take responsibility for the community we live and work in, we aim to target career opportunities for those who call this region their home. In addition, we tap into talent at the national level, which helps us promote diversity across our operations. We also look to attract talent that is in line with our values, including people who display honesty, are supportive and team-oriented and take well-meaning risks to support the growth and success of our Company.

Training and Development

At Rocky Brands, we often promote from within, and with our Career Advancement Policy and employee engagement efforts, we encourage our associates to follow opportunities within the Company to support their growth. When new employment opportunities in our Company arise, we send out internal communications to inform all associates. We review internal applications before considering external applicants.

TRAINING OUR ASSOCIATES

We offer a variety of programs to help each of our associates meet their career potential from our people in manufacturing and distribution centers to our corporate associates at our headquarters. Newly hired associates are required to complete a comprehensive Orientation Program and all associates complete training which includes the following:

- Company intranet and information technology (IT) security
- Harassment Prevention and Respectful Workplace
- Customs-Trade Partnership Against Terrorism (CTPAT)
- Safety and Emergency Action Plan
- Active Shooter Procedure

At our distribution centers, we conduct in-house training for the operation of heavy equipment, such as forklift training. Some of our IT roles require specific certifications in which we can help develop under our Educational Assistance Program. Read more about this program in [Rewards and Benefits](#).



1,510 & 1,671
TOTAL TRAINING HOURS IN 2022 & 2023



99.8% & 98.1%
COMPLETION RATE FOR REQUIRED TRAINING IN 2022 & 2023

DEVELOPING OUR ASSOCIATES

We are committed to supporting our associates to become their best selves on the job. As part of this commitment, we offer our associates ways to achieve their professional development goals:

- 1 EDUCATIONAL ASSISTANCE PROGRAM**
 This program provides financial assistance to our associates to further their educational and career development in areas relevant to the Company. It is available to full-time regular associates.
- 2 SUPERVISOR DEVELOPMENT AND COMPLIANCE PROGRAMS**
 These programs, such as Performance Management and Health Insurance Portability Accountability Act (HIPAA), are conducted regularly.
- 3 CONTINUOUS LEARNING OPPORTUNITIES**
 We encourage participation in conferences, workshops and certifications.
- 4 INTERNAL TALENT PIPELINE**
 Our Job Posting Program and job shadowing opportunities provide associates the ability to indicate interest in open roles at Rocky Brands and to advance within the Company according to skills and experience.

Our associates regularly engage in performance management with their supervisors, the goal of which is to identify strengths and areas for improvement, identify further development plans and determine readiness for promotional opportunities. Performance reviews are conducted regularly with some departments using shorter performance periods aligned with objectives such as project-based phases or post-orientation. Performance reviews provide both the associate and supervisor with feedback and feedforward, including job accomplishments, missteps and succession planning. Associates are encouraged to initiate discussions with their supervisors if they feel that additional ongoing feedback is needed.

Employee Engagement

We strive to maximize engagement with our employees regarding performance management in a variety of ways, including scheduled meetings between associates and executive leadership within the first few months of employment, face-to-face and virtual touch-base meetings with associates following 60 days and one year of employment, annual performance evaluations, ongoing check-ins and offboarding communication to better understand the employee experience. We promote our Open-Door Policy, in which associates are always invited and welcome to ask our management team questions regarding any aspect of Company business.

As part of our commitment to maximizing engagement with our associates, we rely on our management team to influence growth and develop a path for success with associates on each team within our organization. Quarterly, our CEO and Chief Operations Officer (COO) hold company-wide communication meetings to keep our associates apprised of recent happenings and to allow associates to participate in an open forum.

We have recently implemented a new employee engagement tool through our human resources information system (HRIS), where we can uncover what our associates value through surveys and analyses. We aim to continue identifying and assessing trends in employee engagement and aim to improve the disclosure of such engagement efforts in the future. Results from employee engagement surveys will help us step in the right direction to building a great workplace culture that engages, motivates and retains talented associates by understanding what they truly care about.

2023 EMPLOYEE TURNOVER⁵



5. Calculation of 2023 employee turnover for Rocky Brands' workforce excludes employees for Australia, Canada, Mexico and United Kingdom.



EMPLOYEE RESOURCE GROUPS

Our Employee Resource Groups (ERGs) play an important role in fostering an inclusive workplace and allow us to embrace associates of all backgrounds and perspectives. We are proud to have established the following ERGs:



WIFI - WOMEN IN FOOTWEAR INDUSTRY

Provides an opportunity for women to connect, learn, share information and support each other while growing their professional networks.



RCIF - ROCKY COMMUNITY IMPROVEMENT FUND

Provides impactful support to our local communities by awarding grants to build a clean, safe and healthy community for our neighbors. Read more about the RCIF in [Giving to Our Communities](#).



SUPERVISORS' ACADEMY

A program designed to equip supervisors with the knowledge, skills and tools necessary to effectively lead and manage their teams.



PARENT AND CAREGIVER NETWORK

A community where parents and caregivers can connect, share experiences and seek advice in a safe environment.



ROCKY BRANDS MILITARY VETERANS

A supportive community dedicated to connecting our military veterans from all branches of service. The group provides a platform for veterans to build professional relationships with each other.



HEALTH, WELLNESS & SAFETY COMMITTEE

Strives to promote the personal and professional productivity, physical and mental well-being of our associates. Our goal is to create a worksite culture that encourages and supports a healthy lifestyle. Read more about how we are protecting our associates and product makers in [Prioritizing Health and Safety](#).



Rewards and Benefits

Our compensation structure is set up to reward our associates for their performance. We regularly evaluate employee compensation to ensure it is competitive and in-line with the market and recognizes employees who perform at a high level. Compensation structures are designed to be flexible to the conditions of each associate from part- to full-time, and hourly to salaried associates. For our hourly associates, we have tailored wages which comply with local requirements in the regions they work, and we have typically recognized associates’ outperformance with certain sales or commission-based bonuses. Full-time associates who work 30 or more hours per week are eligible for the following benefits:

- Medical coverage
- Prescription drug coverage
- Vision coverage
- Dental coverage
- Flexible Spending Accounts (FSA)
- Section 125 Plan
- Voluntary life insurance
- Voluntary accidental death insurance
- Short- and long-term disability insurance
- 401(k) Plan
- Employee Assistance Program (EAP), including counseling, legal and financial consultations, virtual concierge services, health advocacy and wellness
- Educational Assistance Program
- Adoption Assistance Program
- Employee Discount Purchase Program
- Bereavement pay
- Jury duty pay
- Time off for voting
- Wellness and preventative screening incentives
- Paid sick and personal time
- Paid holidays and vacations

We continue to expand the services offered in our benefit packages, along with the addition of hospital indemnity and critical illness coverage which started on January 1, 2023.

We continuously review compensation structures with adjustments based on the position and the performance of the associate as an individual contributor. We intend to conduct ongoing pay equity studies to ensure fair compensation structures are in place for each of our associates.

ASSOCIATE LEVEL AWARD PROGRAM

All associates, except for Vice President-level and above, Human Resources personnel and managers with hiring authority over the referred candidate, are eligible to participate in the Associate Referral Award Program and receive monetary awards if the referred candidate is hired. In 2022, 20 associates made 29 referrals for a total of \$7,500 in rewards, and 41 associates provided 9 referrals in 2023 with total rewards of \$4,500.⁶



Advancing Diversity, Equity & Inclusion

Diversity in Our Workforce

We are committed to having a diverse and inclusive workforce which is reflective of a wide range of cultures, religions, ethnicities and nationalities as well as varied professional and educational backgrounds. We believe that our approach to diversity, equity and inclusion (DEI) results in improved outcomes and policies at our Company. We aim to foster an inclusive workplace through recruitment and development efforts, and through the retention of diverse talent with a goal of expanding representation across all dimensions of equality and inclusion.

⁶. Some associates qualified for more than one referral payment because they referred more than one candidate.

We strive to provide an environment that allows our associates to bring their authentic selves to work every day. As an Affirmative Action and Equal Opportunity Employer (EEO), we are committed to fostering a workplace that is free of all discrimination and harassment and one which promotes allyship, advocacy and an overall sense of belonging.

We have set internal recruitment goals in which we strive to increase good faith efforts to attract applicants from those who identify as female, minority, veteran and/or people who are disabled. We utilize the Circa platform, which is the industry leading recruitment solution, supporting our outreach efforts in diversity groups, such as veteran services, career centers and workshops for underrepresented groups. Our ERGs support our commitment to facilitating a diverse and inclusive workforce. Read more about our ERGs in [Employee Engagement](#).

We aim to continue identifying and supporting opportunities to improve our DEI initiatives across our Company.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

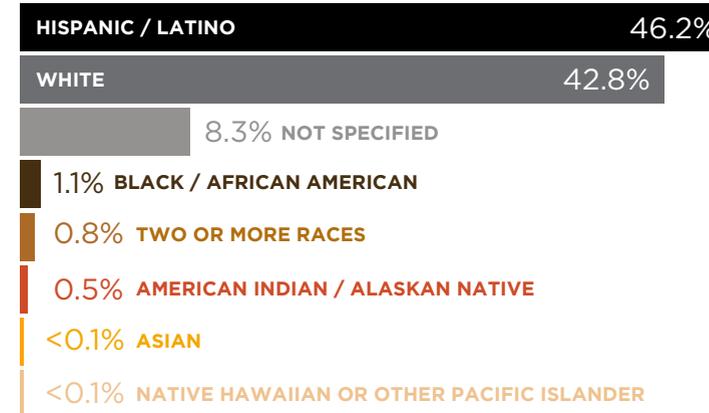
In this section, we discuss programs, policies and procedures that align towards the UN SDGs Goal #5 (Gender Equality) and its targets 5.1, 5.5 and 5.c, to achieve gender equality and empower all women and girls, and Goal #10 (Reduced Inequalities) and its targets 10.2, 10.3 and 10.4 to reduce inequality within and among countries.



Diversity by the Numbers⁷

RACIAL AND ETHNIC DIVERSITY OF NORTH AMERICAN WORKFORCE⁸

2022



2023



GENDER DIVERSITY OF GLOBAL WORKFORCE

2022



2023



7. Demographic and diversity data corresponds to U.S. Equal Opportunity Commission's EEO-1 job categories based on our full-time employees as of our 2022 and 2023 fiscal year ends.

8. Race and ethnicity metrics on the North American workforce represents associates from mainland United States and United States Territories that Rocky Brands operates in Puerto Rico. Rocky Brands did not collect race and ethnicity data for associates in Canada and Mexico.



Giving to Our Communities

At Rocky Brands, community giving is part of our competitive strength. We have a longstanding history of supporting our communities through volunteerism, philanthropic donations and community initiatives. We encourage everyone at our Company to get involved and help improve the quality of life for those living in the communities in which we operate. The Rocky Community Improvement Fund (RCIF) was established to support the community in which we are headquartered. In addition, our associates provide ongoing philanthropic actions such as assisting with a local summer lunch program, participating in community clean-up events and efforts to “beautify” local parks and public areas.

174 & 253 TOTAL HOURS VOLUNTEERED BY ASSOCIATES IN 2022 & 2023

OUR ASSOCIATES VOLUNTEERED FOR THE NELSONVILLE LIBRARY LUNCH PROGRAM, HOCKING-ATHENS-PERRY COMMUNITY ACTION (HAPCAP) FOODBANK PACKING EVENT AND THE ROCKY COMMUNITY IMPROVEMENT FUND’S (RCIF) GOLF TOURNAMENT.



\$100,000+
TOTAL 2023 CHARITABLE CONTRIBUTIONS

Our Philanthropic Initiatives



ROCKY COMMUNITY IMPROVEMENT FUND

Since 2009, the RCIF has provided impactful support to our local communities by awarding grants to build a clean, safe and healthy community for our neighbors. Since the establishment of the fund, Rocky Brands, in aggregate, has awarded over \$3 million to area non-profit organizations.

The Statistics

Nelsonville, Ohio is the home of our corporate office and is located in Athens County, in the heart of Ohio’s Appalachian region, which represents about 30% of the land in Ohio and 32 of its 88 counties.

Statistics in this area show a population with a high percentage of people living in poverty, low per capita income, higher than average high school drop-out rates, higher infant mortality rates and migration away from the region. Additionally, these statistics show that only a minor percent of all charitable contributions in Ohio flow to the Appalachian region of the state.⁹ The RCIF aims to help correct this by contributing money directly in the Nelsonville area, including the surrounding communities of Buchtel, Murray City, Glouster and Carbon Hill.

9. American Community Survey, DataUSA, Feeding America, and DataOhio. Read more about the RCIF at <https://www.rockybrands.com/about-us/rcif>.

Where Our Funding Comes From

The RCIF endowment is built from donors committed to making lasting investments in Nelsonville and the surrounding communities. Most donations come from Rocky Brands associates and through various community fundraising events. Anyone with a vested interest in the betterment of the communities is encouraged to participate. The endowment is professionally managed by the Athens County Foundation.

Since 2013, RCIF has partnered with the Osteopathic Heritage Foundation of Nelsonville to match charitable contributions made by Rocky Brands associates. The mission of the Osteopathic Heritage Foundation of Nelsonville is to improve the health and quality of life in the community through education, research and service consistent with their osteopathic heritage.

Where Our Funding Goes

The RCIF aims to positively impact our communities by contributing money directly into the Nelsonville area. In 2023, awards were granted to:

- Athens County Community Food Initiatives
- Big Brothers Big Sisters of Central Ohio
- Village of New Straitsville - Delyn Center
- Ohio University Diabetes Institute - CAT Camp
- Habitat for Humanity
- Logan Hocking Schools
- Lutheran Social Services Food Pantries
- Nelsonville Presbyterian Church Pre-K
- Project RISE
- The Nelsonville Hive
- Children’s Hunger Alliance
- Athens County Department of Job & Family Services - Operation Full Belly
- Trimble Local Textbooks & Supplies Foundation
- My Sister’s Place
- Nelsonville-York Elementary School
- Stuart’s Opera House
- Blessings in a Backpack
- Ohio University International Food Pantry
- Marietta College Nonprofits LEAD



GIVE CANCER THE BOOT

Our Durango brand continuously supports the Stefanie Spielman Fund for Breast Cancer Research at The Ohio State University Comprehensive Cancer Center (OSUCCC). To date, Durango has donated over \$273,000 to breast cancer research, with more than \$86,000 allocated to the Spielman Fund. As part of our western line of footwear, we donate a percentage of the proceeds from Durango’s *Women’s Lady Rebel™*, *Pink Western Boot* and *Crush™* boots to the Fund.

STAND DOWN FOR VETERANS

Rocky Boots, the Commercial Military and Public Service divisions participated in two Stand Down events in Central and Athens, Ohio. Stand Down events support veterans who are facing tough circumstances and are in need of supplies and services, such as food, shelter, clothing, health screenings and counseling. Between both events, we donated 600 pairs of boots and 250 pairs of socks to veterans.

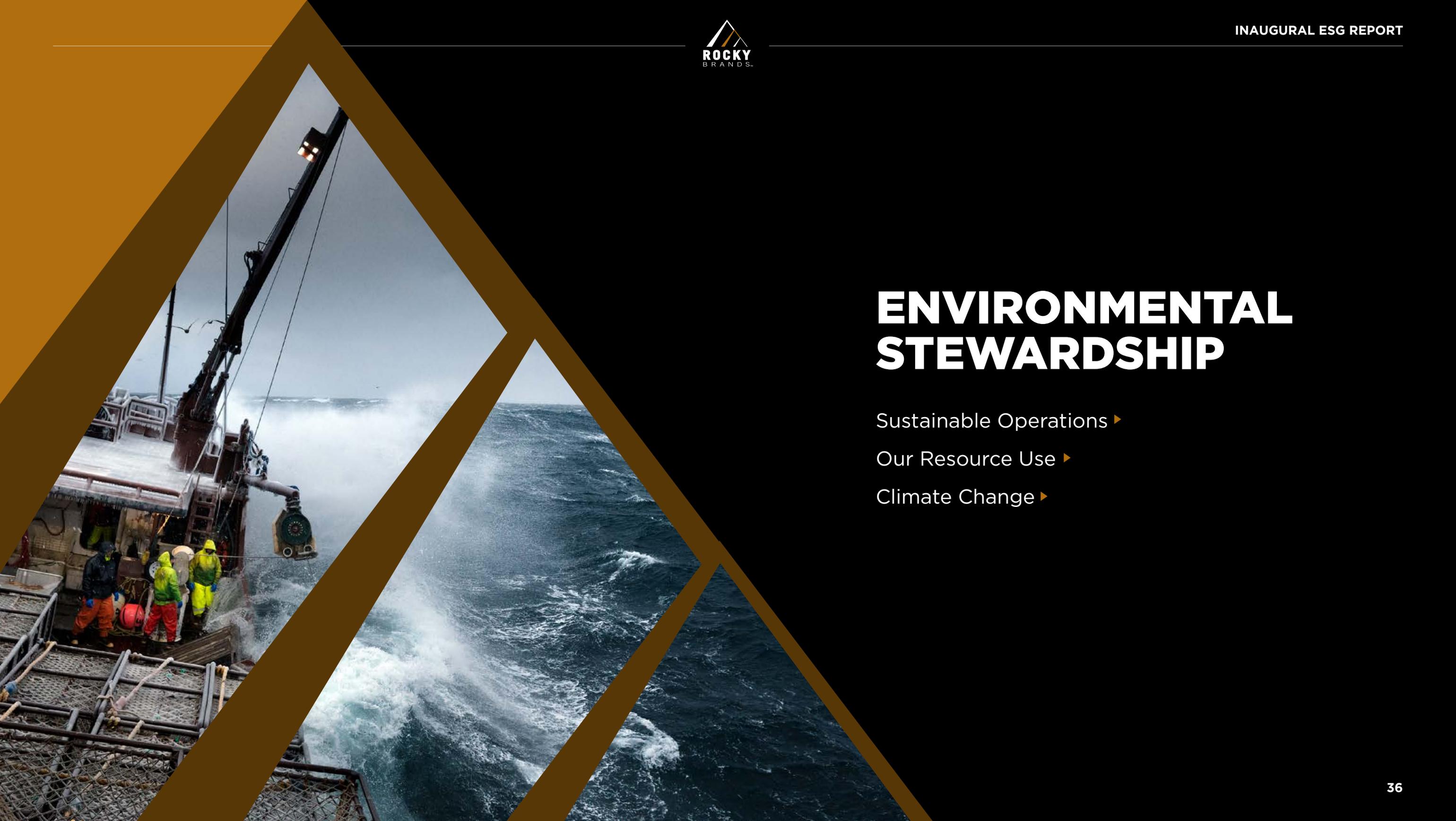
SPIRIT OF AMERICA

We partnered with Spirit of America to donate boots for soldiers in support of Ukrainian war efforts. Spirit of America facilitated the shipments of lifesaving assistance to the front lines, in which one of their shipments provided soldiers with 1,074 Rocky combat boots in 2022.

TUNNEL TO TOWERS FOUNDATION

A portion of the proceeds from our Red and Blue Line boots supports the public service industry and goes to the Tunnel to Towers Foundation. The Foundation was started to honor the sacrifice of Stephen Siller, a firefighter who gave his life in the line of duty during the September 11th attacks in New York City. The Foundation supports injured veterans of the military, the families of fallen first responders, and Gold Star families, who have lost loved ones during the Iraq War.





ENVIRONMENTAL STEWARDSHIP

Sustainable Operations ▶

Our Resource Use ▶

Climate Change ▶

ENVIRONMENTAL STEWARDSHIP

Sustainable Operations

As a global footwear and apparel company comprised of a wide range of premium brands, we aim to manage our environmental resource use in a responsible manner. We are committed to continuously improving the environmental impacts of our products while keeping our operational footprint in mind. Our environmental practices and policies permeate throughout our Company, extending to our vendors, suppliers and corporate facilities.

Sustainable practices are central to our product development process, from material sourcing to manufacturing, and distribution to our retail partners. Additionally, we understand our responsibility in the management of natural resources and the impact it can have on climate change, especially regarding energy consumption. We remain focused on practicing environmental stewardship for energy, waste and water, while continuously identifying areas where we can improve our performance.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

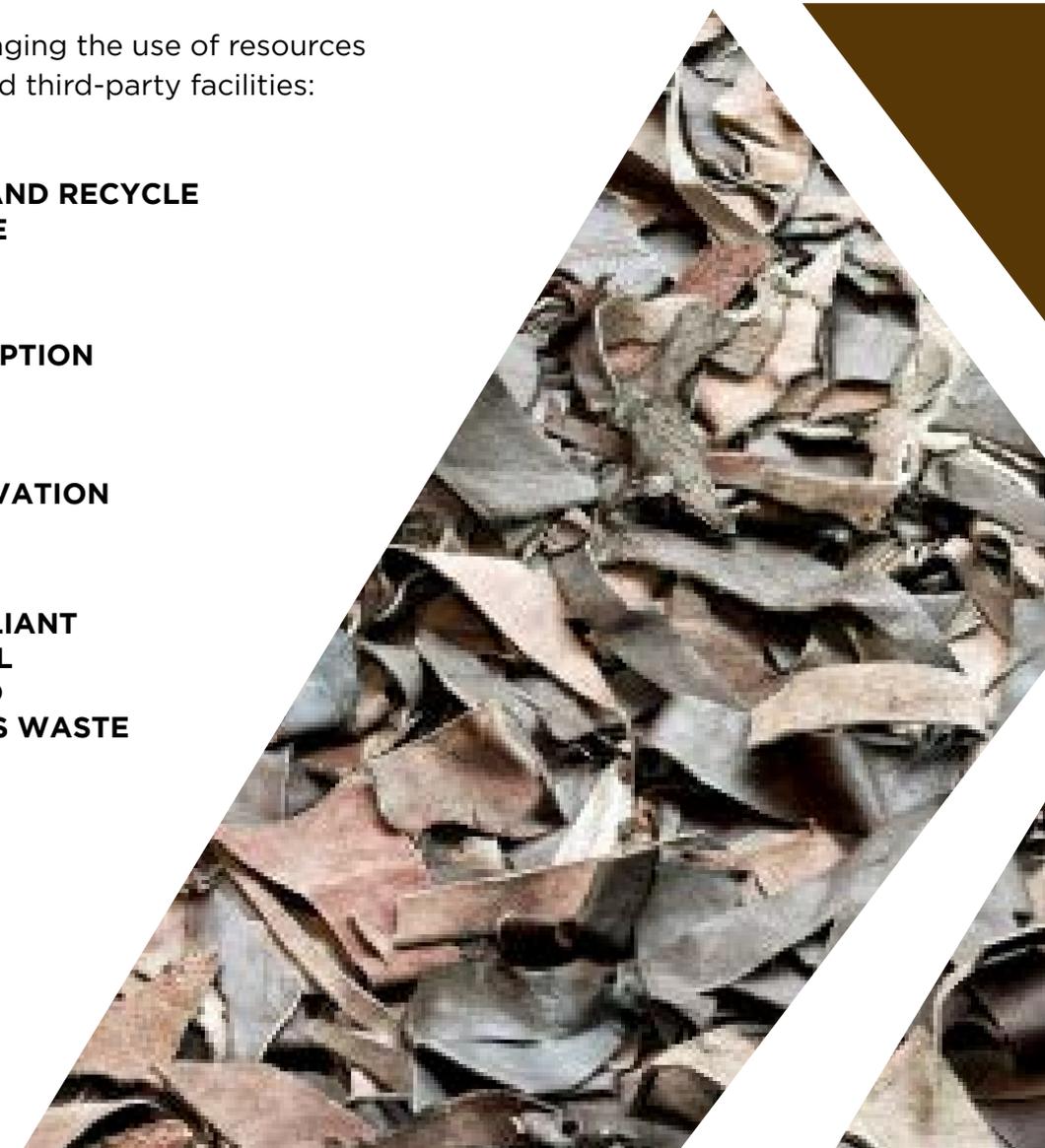
In this section, we discuss programs, policies and procedures that align towards the UN SDGs Goal #13 (Climate Action) and its target 13.2, to take urgent action to combat climate change and its impacts.



Approach to Environmental Stewardship

Our key priorities for managing the use of resources throughout our internal and third-party facilities:

- 1 **REDUCE, REUSE AND RECYCLE MATERIAL WASTE**
- 2 **ENERGY CONSUMPTION**
- 3 **WATER CONSERVATION**
- 4 **SAFE AND COMPLIANT HANDLING OF ALL HAZARDOUS AND NON-HAZARDOUS WASTE**



Our key environmental risks associated with our manufacturing processes and facilities for product development include:

- High level of noise
- High temperatures in our facilities
- Use of chemicals with solvents and chlorine
- Presence of chemicals such as powder and dust, nitrogen oxides, sulfides and non-methane total hydrocarbon exhausts in production
- High energy consumption

To assess and identify opportunities to improve the environmental management of the resources we consume, we have implemented resource monitoring programs to track key metrics. At our facilities and manufacturing centers, we track electricity consumption per facility along with frequent consumption analyses, water consumption per cubic meter, pairs of products produced per cubic meter at each facility and the weight of total solid waste per month. This information is utilized to develop and continuously enhance our programs, policies and practices to further improve our environmental performance across the globe.

We've implemented the following in-office sustainability measures which tackle ecological concerns in the communities we operate:

- Tree planting programs
- Cleaning of surrounding areas in the Free Zone (Dominican Republic)
- Annual celebration and awareness of Earth Day

ENVIRONMENTAL AND MANUFACTURING CERTIFICATIONS

Our manufacturing centers have implemented robust environmental management policies and practices that support our drive for sustainable resource consumption in our products and operational footprint. Our partners in the Dominican Republic and China have instituted policies and received certifications by their respective governmental agencies that monitor and inspect local environmental management processes. At our Dominican Republic manufacturing center, we have an Environmental Permit and 3R Sustainability (Recycle, Reuse & Reduce) Permit, both issued by the country's Ministry of Environment. At our China manufacturing center, we have a Pollution Discharge Permit issued by the Chuzhou Municipal Bureau of Ecology and Environment, Urban Drainage Permit issued by the Chuzhou Housing and Urban-Rural Development Bureau, and ISO 14001:2015 Certification, issued by SAI Global Certification Services.

Environmental Management

We understand the importance of practicing environmental stewardship throughout all of our global operations, and ensuring proper oversight from Executive and management levels. We are in the process of creating a formal Environmental Management Policy for all of Rocky Brands' operations. In addition, many of our supply chain partners have instituted their own environmental policies, ensuring sustainable resource use across our value chain.

Our Dominican Republic center adopted the following environmental management policies:

- Environmental, Safety and Health Policy
- Energy Saving Policy
- Chemical Handling and Storage Policy
- Water Saving Policy

Our China center adopted the following environmental management policies:

- Waste Management
- Air Emission Management
- Chemical Container and Spill Prevention and Control
- Waste Water Discharge Management
- Safe Drinking Water
- Electricity Utilization
- Air Conditioner Utilization Management

Our Resource Use

Energy

Over the years, we have implemented various initiatives to improve energy efficiency throughout our global facilities and operations. We understand that our business operates in an energy-intensive industry, as raw material procurement and footwear production requires the use of many resources, especially energy use in our supply chain. Our global energy consumption is also tied to greenhouse gases (GHG) emitted through our value chain. Read more about our efforts to reduce our carbon footprint in [Greenhouse Gas Emissions](#).

CORPORATE FACILITIES

At our corporate-owned facilities in Ohio, we have implemented energy efficiency strategies including initiatives to reduce electricity consumption through automatic light sensors, increased use of windows for natural lighting and retrofits for LED lighting. At the end of 2023, approximately 85% of lighting at our headquarters had been retrofitted for LED.

MANUFACTURING CENTERS

At our manufacturing centers, we have implemented sustainable initiatives to prevent excess consumption of energy, such as:

- Bathrooms with motion sensors in urinals and faucets
- All light fixtures in our facilities are LED
- Powering down equipment during breaks
- Upgrading to more energy efficient fans
- In-office associates turn off lights and A/C during breaks
- Recycle and reuse of preheated steam
- Processing cooling water
- Leveraging cooler ambient temperatures to lessen the demand on machinery and equipment
- Use of converters for high load motors
- Use of energy-efficient tubes in all heating ovens
- Oversight to ensure proper shutdown of equipment
- Compressed air inspections to identify leakage during non-operating hours
- Air Conditioner Efficiency policy
- Daily energy consumption log to assess and identify gaps in efficiency
- Use of natural gas as a cleaner form of energy
- Inverter air conditioners in all manufacturing offices

At our Dominican Republic manufacturing center, approximately 30% of our total energy consumption is derived from purchased renewable energy. Furthermore, we frequently make use of recycled grease from the by-product of our product development processes for biofuel energy consumption. We intend to continue assessing and identifying opportunities to increase renewable energy consumption in place of non-renewable energy sources.

FLEET OPERATIONS

Our energy efficiency strategies include initiatives to be conscious of fuel consumption in company-owned vehicles along with our transportation and logistical partners. Ultimately, we aim to reduce consumption where possible to support our efforts to reduce GHG emissions. To facilitate our push for improved energy efficiency at Rocky Brands, we partner with global transportation providers that have established environmental management programs targeting the reduction of energy use. In addition, we make use of intermodal railroad networks to transport materials and products within the U.S. This strategy supports our efforts to reduce our total energy use by limiting the use of fuel-intensive trucks to distribute our products.

As part of our Corporate Travel Policy, we encourage our U.S. associates to rent vehicles that can accommodate larger groups rather than opting for multiple vehicles. In addition, our associates are encouraged to make use of third-party rideshare applications or to walk to corporate-sponsored destinations where possible. Sales associates are also encouraged to make use of efficient routes when driving to our clients to reduce mileage and fuel consumption. We are continuously identifying opportunities to improve our vehicle fleet energy efficiency, and we aim to be as environmentally conscious as possible.

ENERGY USE

As we expand monitoring and reporting of our energy use, we will continue assessing our operational footprint to improve, develop and expand our energy efficiency strategies. As we expand the development of these strategies, we are able to collect data on energy use intensity and ESG-related performance indicators such as our GHG emissions. We aim to expand the disclosure on such metrics in the future.

OUR GLOBAL OPERATIONAL FOOTPRINT IN 2023⁹



Waste

The footwear and apparel industry is a raw material- and waste-intensive industry, and we understand it is up to us to ensure we are responsibly managing the materials in our products and our operations. Many of our product materials are of high quality and provide opportunities to integrate more environmentally-sound practices in our production processes. Various types of waste, including hazardous and non-hazardous waste, are produced in our manufacturing, distribution and corporate facilities.

In our manufacturing facilities, we have implemented robust waste policies and procedures to reduce, reuse and recycle large quantities of generated waste from product development along with in-office waste generation. As seen in our industry, most of the waste we generate is derived from the product development and manufacturing processes, so we are continuously assessing opportunities to improve our performance where possible. See below to read more about our sustainable waste initiatives in our corporate and manufacturing facilities.

10. Owned and leased properties as of December 31, 2023. Properties consist of executive offices, outdoor gear stores, distribution centers, manufacturing facilities and office buildings in Ohio, USA; MNevada, USA; Puerto Rico, USA; Dominican Republic; and Chuzhou, China.

CORPORATE FACILITIES

At our corporate headquarters and offices, we arrange for a third-party to dispose of our electronic waste (e-waste), which includes items such as computers and monitors. In an effort to reduce the generation of e-waste, it is our approach to not upgrade electronic hardware in offices unless there is a critical requirement.

MANUFACTURING CENTERS

At our manufacturing centers, we have implemented steps to ensure sustainable and creative practices to manage hazardous and non-hazardous waste, such as:

- Established policies for applying 3R to waste (Recycle, Reuse & Reduce)
- Return of all chemical totes to our suppliers for reuse
- Donation of non-hazardous plastic containers
- Donation of 55-gallon metal tanks to the Industrialized Free Zone and surrounding communities to use as trashcans (Dominican Republic)
- Carton boxes are donated and recycled with local paper companies
- Safe chemical handling procedures to prevent accidents during transportation, handling and storage
- Spill control elements located with our chemicals
- Waste from hydraulic fluids and lubricants are disposed of and discarded through a third-party certified partner
- Offcut and leftover rubber materials are recycled and re-calendared for lower grade use
- Paper waste is sent to resource recycle companies for reuse
- Use of clean boiler burners to decrease air pollution

Water

Water is a highly used resource in our supply chain. We track water consumption throughout our facilities, which supports our efforts to identify and develop strategies to reduce total water usage. In our corporate offices, we have implemented waterless urinals to reduce water usage. We strive to improve our understanding of our impacts on water resources and aim to identify improved disclosure of water resource use in the future.





Climate Change

Greenhouse Gas Emissions

We are committed to understanding the composition of our GHG footprint, so we can identify opportunities to mitigate climate-related risks in our operations. We are continuously assessing and identifying opportunities to improve our natural resource consumption linked to GHG emissions, including waste, water and energy use.

As part of our efforts to reduce our GHG footprint across our value chain, we have invested in energy efficiency initiatives, such as retrofitting for LED lighting, renewable energy use and the adoption of various energy savings policies. Our Corporate Travel Policy targets the reduction of vehicle fuel consumption to mitigate GHG emissions. In Downtown Nelsonville, Ohio, we have installed electric vehicle (EV) chargers available to the local community, which may be used free of charge, along with our associates working out of our main office.

In our supply chain, we aim to reduce GHG emissions associated with raw material sourcing, manufacturing and distribution. In our distribution processes, we utilize logistics partners that have implemented environmental management policies to reduce GHG emissions from transportation operations. In addition, our Sourcing and Operations teams are utilizing various communications tools to reduce the need and volume of global travel, reducing aviation and vehicle related emissions. Read more about our energy efficiency strategies at [Our Resource Use](#).

REGULATORY UPDATES

In March 2024, the U.S. Securities Exchange Commission finalized a rule to standardize climate-related reporting by public companies. Under the rule, Rocky may be required to disclose information on our climate-related risks and Scope 1

and 2 emissions, among other information. We are evaluating the impact of this final rule and the regulatory environment broadly as we continue to assess and enhance our disclosure practices. Read more about how we are approaching our climate-related risks and opportunities below.

Climate-Related Risks

It is becoming increasingly important for financial markets to expect accurate and timely climate disclosures from companies, also noted by our peer companies in the footwear and apparel marketplace. The Financial Stability Board (FSB) created the Taskforce on Climate-related Financial Disclosures (TCFD) to develop recommendations on climate disclosures for various stakeholders such as investors, lenders and insurance underwriters that strategically assess business risks related to climate change. Read below to learn more about our approach to identifying our climate-related risks. We aim to continue assessing our operations against climate-related risks and intend to expand on the disclosure of such risks in the future.

OUR KEY RISKS

We, our suppliers, and our third-party manufacturers are becoming subject to climate-related regulations, which may heighten operational costs from energy, production, transportation, raw materials, capital expenditures, as well as insurance premiums and deductibles. The financial implications of these increases could have an adverse affect on our business, financial condition, and performance. To mitigate these impacts, we maintain an ongoing assessment and monitoring processes to gauge the impact that future climate change disclosures, regulations, or industry standards, and international treaties may have on our business and results of operations.

As we progress in the development and execution of our ESG and sustainability programs and practices, we intend to continue leveraging internal and external resources to assess and identify key climate-related risks associated with all aspects of our business, such as raw material sourcing, manufacturing, distribution, facilities operations and environmental impacts.



RESPONSIBLE GOVERNANCE

- Accountability in Our Operations ▶
- Enterprise Risk Management ▶
- Prioritizing Digital Security ▶

RESPONSIBLE GOVERNANCE

We are committed to operating in a manner that employs responsible corporate governance practices. Our governance structure enables the execution of our policies, strengthens transparency of management-level actions and enhances our ability to generate long-term shareholder value. We have prioritized the adoption of high standards of ethics and compliance to meet industry best practices.

Our Board of Directors (the “Board”) is directly involved in assuring we are conducting ourselves responsibly and actively participates in frequent reviews of our risk management processes and systems. Along with our leadership team, the Board is dedicated to driving the growth of our Company focused on sustainable profitability for the benefit of all of our stakeholders.

Accountability in Our Operations

Board of Directors

Our Board composition is representative of the types of skills, backgrounds, and experiences that are most aligned with our Company. As part of our regular succession planning, the composition is subject to regular Board reviews and refreshment. As we strive to continuously advance DEI throughout our organization, we are proud of the expanded diversity represented within the composition of our Board. Our three most recent Board appointments highlight our progress and on-going efforts to advance diversity at all levels of our organization.

We continuously solicit feedback from all of our stakeholders regarding our Board governance and strategy, and identify areas for improvements and innovations. Additionally, we monitor Board outcomes and impacts to understand our progress and challenges and aim to review and update policies, procedures and practices when needed, to ensure they are consistent with our mission. Read more about each of our Board members and their skills and experience on our [Investor Relations - Corporate Governance website](#).

Jason Brooks

Chairman of the Board, President and CEO of the Company; since 2017

Michael L. Finn

Compensation Committee, Nominating and Corporate Governance Committee; since 2004

William L. Jordan

Audit Committee, Compensation Committee; since 2017

Robyn R. Hahn

Compensation Committee, Nominating and Corporate Governance Committee; since 2021

G. Courtney Haning

Lead Independent Director, Audit Committee, Nominating and Corporate Governance Committee; since 2004

Curtis A. Loveland

Board Member; since 1993

Robert B. Moore, Jr.

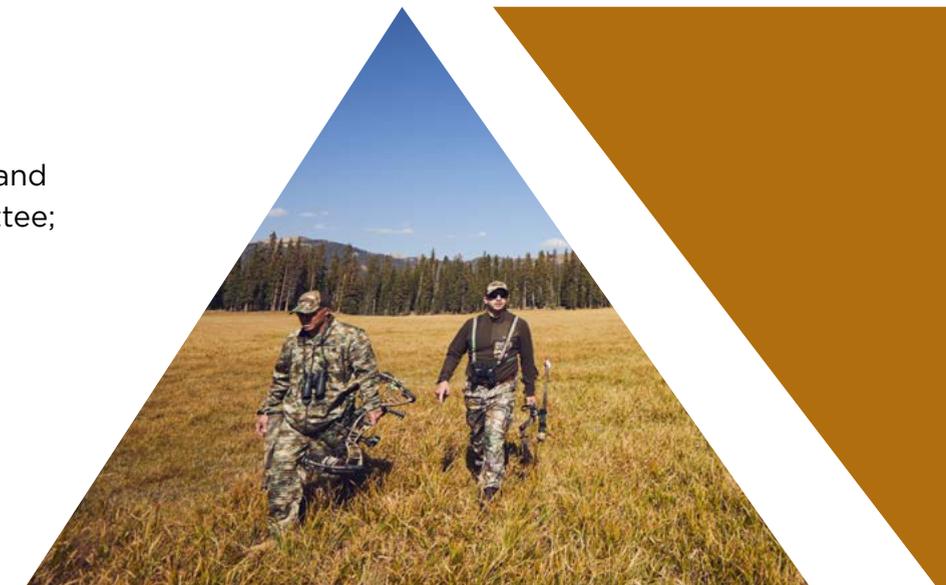
Compensation Committee, Nominating and Corporate Governance Committee; since 2017

Dwight E. Smith

Audit Committee, Compensation Committee; since 2023

Tracie A. Winbigler

Audit Committee; since 2019



BOARD COMPOSITION

GENDER DIVERSITY

2022



2023



RACIAL AND ETHNIC DIVERSITY

2022



2023



DIRECTOR INDEPENDENCE

2022



2023



BOARD TENURE

2022



2023



COMMITTEE OVERSIGHT

Our Board has three standing committees with the following responsibilities:

1

AUDIT COMMITTEE

Oversees and monitors management and the independent registered public accounting firm’s participation in the accounting and financial reporting processes, along with audits of the financial statements of the Company.

2

COMPENSATION COMMITTEE

Administers the Amended and Restated 2014 Omnibus Incentive Plan and the Incentive Compensation Plan, and approves compensation for the Company’s Executive Officers.

3

NOMINATING AND CORPORATE GOVERNANCE COMMITTEE

Considers the recommendations of shareholders regarding potential director candidates and has the responsibility to develop and recommend to the Board a set of corporate governance principles applicable to the Company and to administer and oversee the Company’s Code.

Visit our [Governance Documents and Charters](#) page on our Investor site for a complete list of our governance documents.





Ethics and Compliance

Each of our employees are required to participate in ethics and compliance training, which addresses issues such as anti-money laundering, anti-bribery, anti-corruption, conflicts of interest, political contributions, anti-trust laws, securities laws and insider trading, anti-bullying, harassment and cybersecurity. These topics are covered in the [Code of Business Conduct and Ethics \(Code\)](#) in which all associates must adhere to.

In addition to the policies addressed in the Code, we provide a platform for all associates to report concerns, complaints or violations of behavior such as theft, fraud and unethical conduct in the workplace. As part of our Whistleblower Policy, we provide anonymous reporting, and we ensure each report is reviewed and addressed by Human Resources, the Chief Financial Officer and the Board.

Enterprise Risk Management

Our approach to enterprise risk management (ERM) is at the center of our strategic decision making. We are a Company dependent on global supply chains and multichannel retailing, so our entity-wide risk factors encompass a wide range of issues such as health and safety, supplier labor practices, economic conditions, weather events and climate change, cybersecurity, public health, human capital attraction and retention, product impacts in our value chain and the protection of intellectual property. These considerations encompass many topics identified in our [ESG Approach](#) and are key to the function of our Company and place in the footwear and apparel industry. Our ERM process is continuously assessed and addressed by our Board and its standing committees.

Our CEO and Executive-level management are responsible for the day-to-day management of the risks we face. Our Board, as a whole and through its committees, has responsibility for the oversight of risk management, including

general oversight of the financial exposure of the Company, risk exposure as related to the overall Company portfolio and impact on earnings, oversight of information technology security and cybersecurity risk, and all systems, processes, and organizational structures and people responsible for finance and risk functions.

Certain risks are overseen by committees of the Board and these committees make reports to the full Board, including reports on noteworthy risk management issues. Financial risks are overseen by the Audit Committee which meets with management to review the Company’s major financial risk exposure and the steps management has taken to monitor and control such exposures. Additionally, compensation risks are overseen by the Compensation Committee. Read more about our identified business risks in our [10-K Statement](#) and management approach to enterprise risks in our [Proxy Statement](#).



Prioritizing Digital Security

Our information technology (IT) systems are critical to our business operations. Any interruption, unauthorized access, impairment or loss of data integrity or malfunction of these systems could severely impact our business, including delays in product fulfillment and reduced efficiency in operations. We recognize that the safety and protection of our IT systems is of utmost importance to our Company, and in turn, we ensure to promote and communicate security awareness with all of our associates.

Protecting Data Privacy

We have developed a robust organizational structure to manage and oversee our IT and cybersecurity programs. Our Vice President of IT leads our information security, data privacy and protection, and IT compliance programs. Guided by management, our IT teams hold frequent meetings to ensure the proper communication and execution of our security controls and procedures. In addition, our Vice President of IT regularly reports to our Board on updates regarding data privacy and security systems.

As a global distributor and retailer, we may handle and process certain personally identifiable information (PII) obtained through our marketing campaigns, consumer relationships and third-party partners. This includes the processing of credit and debit card payment information, in addition to possible retainment of employee information during the regular course of business. We are subject to U.S. and international data privacy and cybersecurity laws and regulations, such as the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). As a result, GDPR and CCPA compliance increases our responsibility and potential liability in relation to personal data that we process, and we may be required to execute additional mechanisms to ensure compliance with evolving data protection regulations. Read more about our Privacy Policy and how we are committing to protecting our users' information [here](#).

Information Security Systems

TRAINING AND AWARENESS

In 2022, we completed a comprehensive security assessment through a third-party partner to assess the maturity of our security program, in which we are utilizing to inform and identify opportunities to improve our IT practices and programs. Each associate is required to read, review and acknowledge C-TPAT training annually. In addition, all associates are required to complete annual cybersecurity awareness training and sign off on the Information Security Training and Policy Acknowledgement. All associates are regularly tested to identify training gaps as well. On a routine basis, a different segment of associates is sent a test phishing email. If the associate clicks on the link, the associate is then required to complete additional security training.

We often promote data privacy and security awareness communications throughout the Company. Every October, associates are sent informational emails to promote cyber intelligence for Cybersecurity Awareness Month.

Emails are sent on a regular basis to help inform and remind associates of different types of cyber threats. Informational fliers are also placed in break rooms and common areas at our offices, which are refreshed periodically with new content for awareness.

INFORMATION SECURITY STANDARDS AND FRAMEWORKS

We place a large focus on executing a centralized IT and cybersecurity program for best security controls. Our Company-wide approach is to be positioned as one security program, one posture and one roadmap for the enterprise. With that, we have established one centralized security platform for our operations around the globe.

Our information security programs and policies are aligned with that of the Center for Internet Security (CIS), Control Objectives for Information Technologies (COBIT), National Institute of Standards Technology (NIST) and Payment Card Industry Data Security Standard (PCI-DSS). With these frameworks in place, we are able to execute comprehensive technical security controls across the Company.

INFORMATION SECURITY RISK MANAGEMENT

We have identified risks that our IT systems may be exposed to or disrupted by, including natural disasters, accidents, power disruptions, telecommunications failures, acts of terrorism or war, denial-of-service attacks, computer viruses, physical or electronic break-ins, and similar events or disruptions. Additionally, a cybersecurity breach could have a material adverse effect on our business and reputation. We are developing an entity-wide IT ERM framework, in which we have begun the process of risk identification and risk assessment. A corporate risk register has been developed and has been assigned a rating by likelihood and risk to the Company. We aim to continue formalizing our IT ERM process and intend to take steps to monitor, report on and communicate to stakeholders on a regular basis.



APPENDIX

[SASB Index ▶](#)

[About This Report ▶](#)

APPENDIX

Sustainability Accounting Standards Board (SASB) Index

This index includes information relevant to the SASB Apparel, Accessories & Footwear, and E-Commerce Standards, which we believe is most relevant to our operations. Data and descriptions are as of December 31, 2023 unless otherwise noted. While we do not currently disclose all data and description included in the applicable Standards, we will evaluate expanding our disclosures in future ESG Reports.

Apparel, Accessories & Footwear

TOPIC	ACCOUNTING METRIC	CODE	ROCKY BRANDS ALIGNMENT
Management of Chemicals in Products	Discussion of processes to maintain compliance with restricted substances regulations	CG-AA-250a.1	See Restricted Substances.
	Discussion of processes to assess and manage risks and/or hazards associated with chemicals in products	CG-AA-250a.2	See Chemicals Management.
Labor Conditions in the Supply Chain	Description of the greatest (1) labor and (2) environmental, health, and safety risks in the supply chain	CG-AA-430b.3	See Responsible Supply Chains.
Raw Materials Sourcing	Description of environmental and social risks associated with sourcing priority raw materials	CG-AA-440a.1	See Material Sourcing.

E-Commerce

TOPIC	ACCOUNTING METRIC	CODE	ROCKY BRANDS ALIGNMENT
Data Privacy Advertising Standards	Description of policies and practices relating to behavioral advertising and user privacy	CG-EC-220a.2	See Protecting Data Privacy.
Data Security	Description of approach to identifying and addressing data security risks	CG-EC-230a.1	See Prioritizing Digital Security.
	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	CG-EC-230a.2	See Information Security Standards and Frameworks.
Employee Recruitment, Inclusion & Performance	(1) Voluntary and (2) involuntary turnover rate for all employees	CG-EC-330a.2	See Employee Turnover
	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	CG-EC-330a.3	See Diversity by the Numbers.
Product Packaging & Distribution	Discussion of strategies to reduce the environmental impact of product delivery	CG-EC-410a.2	See Fleet Operations.

About This Report

This ESG Report provides an overview of Rocky Brands’ ESG program, actions and accomplishments for the fiscal years ending December 31, 2022 and December 31, 2023. All data herein refers to such periods, unless otherwise noted. It includes details regarding ongoing practices and commitments, in addition to the development of future initiatives. We plan to continue to improve our ESG disclosures through subsequent annual reports as we evolve our own data gathering and reporting processes.

This ESG Report contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended, which are intended to be covered by the safe harbors created thereby. Those statements include, but may not be limited to, all statements regarding intent, beliefs, expectations, projections, forecasts, and plans of the Company and its management and include statements in this ESG Report regarding the positioning of the Company’s business for improvement in ESG-related performance. These forward-looking statements involve numerous risks and uncertainties, including, without limitation, the various risks inherent in the Company’s business as set forth in periodic reports filed with the Securities and Exchange Commission, including the Company’s Annual Report on Form 10-K and reports on Form 10-Q and Form 8-K. One or more of these factors have affected historical results, and could in the future affect the Company’s businesses and financial results in future periods and could cause actual results to differ materially from plans and projections. Therefore there can be no assurance that the forward-looking statements included in this ESG Report will prove to be accurate. All forward-looking statements made in this ESG Report are based on information presently available to the management of the Company. The Company assumes no obligation to update any forward-looking statements. Additionally, terms such as “ESG,” “impact” and “sustainability” can be subjective in nature, and there is no representation or guarantee that these terms will reflect the beliefs or values, policies, principles, frameworks or preferred practices of any particular investor or other third-party or reflect market trends. Any ESG, sustainability or impact goals, commitments, incentives and initiatives outlined in this ESG Report are, unless explicitly stated otherwise in this ESG Report, purely voluntary, are not binding on our business and/or management and do not constitute a guarantee, promise or commitment regarding actual or potential positive impacts or outcomes. Investors should read this ESG Report in conjunction with our reports we file with the SEC and our financial statements. Statistics and metrics relating to ESG matters are estimates and may be based on assumptions or developing standards.





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