



PURPOSE & VALUES

A wide-angle landscape photograph of Yosemite Valley. In the foreground, a large, craggy granite rock formation (El Capitan) rises from a forested slope. The middle ground shows a deep valley with dense evergreen forests and distant mountain ranges. The sky is filled with dramatic, layered clouds, with sunlight breaking through near the horizon, creating a bright glow and long shadows across the landscape.

**LOOKING
BACK
TO MOVE
FORWARD**



(PHOTO OF ORIGINAL SHOP)



BORN FROM PURPOSE

- Let's begin with where it all started, with a small mountaineering shop born on the beaches of San Francisco.
 - 52 years ago, when Doug and Susie Tompkins founded TNF, they wanted to do more than just give fellow outdoor enthusiasts the equipment to explore.
 - They wanted to share their love and passion for the outdoors with more people.
 - We were founded on Purpose.
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- A couple years later, when Hap Klopp became the CEO, he embraced this Purpose.
 - He recognized that, **“Our mission was not to sell another sleeping bag or jacket. Our mission was to change the world.”**
 - He brought in people who shared that ambition, who realized that this company was about more than the products we made; it was about the potential to change the world.
 - In the decades that followed, we were one of the first major companies to use our scale to bring awareness to important social issues.
 - In 1986, we used our perception as a “macho” brand to turn the tabooed conversation around AIDS on its head—combatting misinformation that AIDS was a disease of sexual orientation.
 - That same year, we led the peace movement by creating “Pro Peace Tents” for the Great Peace March for Global Disarmament, all in service of standing for causes bigger than ourselves.

FROM
A WHAT
TO A WHY

Today, the world still needs change. It needs a brand that stands for more than profits, thinking not just about the next quarter, but about the next quarter century.

In fact, a growing body of research from companies around the world shows that Purpose isn't just a soft, "make us feel good" exercise. Purpose has a proven impact on business. Purpose enhances performance: A 10-year growth study of 50,000 brands found that the world's 50 fastest-growing brands were driven by their ability to serve a higher Purpose.

On average, those firms that made decisions and actions based on their higher Purpose outperformed the S&P by almost 400% over that 10-year time period.

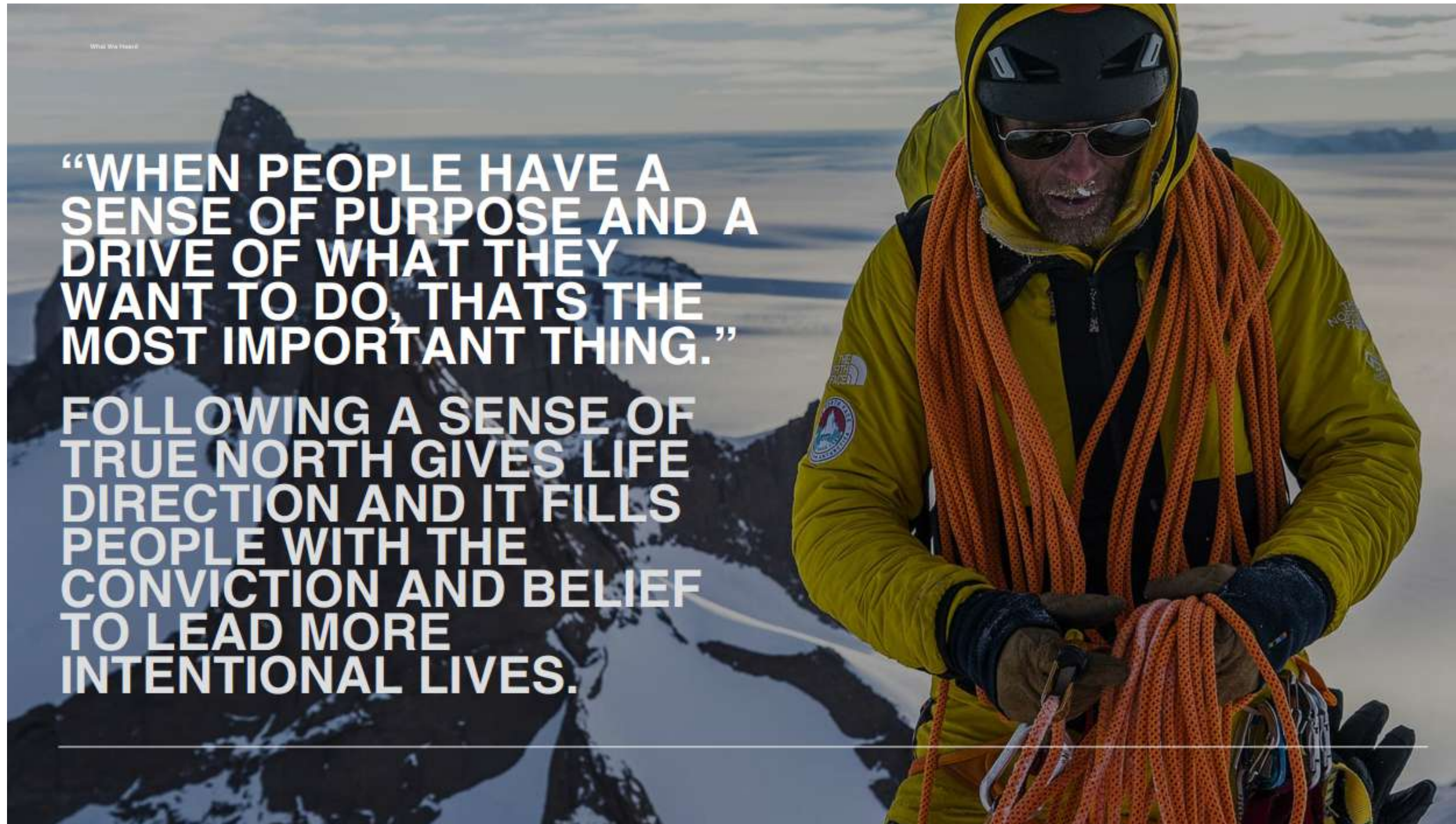
Purpose energizes employees. In organizations where Purpose is used to inspire and engage the workforce, 65% of employees experience a high level of fulfillment at work, 68% foster meaningful relationships with coworkers and clients, and employees overall are 50% more likely to be in leadership positions.

Purpose ignites customer passion: Not only are consumers making purchase decisions with Purpose top of mind, they are also buying and advocating for purposeful brands. 73% of consumers said they would switch to a purposeful brand.

Now is the moment for TNF to reclaim who we have always been, not just with a point of difference in the marketplace, but with a point of view on our unique role in changing the world.



PURPOSE



“WHEN PEOPLE HAVE A
SENSE OF PURPOSE AND A
DRIVE OF WHAT THEY
WANT TO DO, THATS THE
MOST IMPORTANT THING.”

FOLLOWING A SENSE OF
TRUE NORTH GIVES LIFE
DIRECTION AND IT FILLS
PEOPLE WITH THE
CONVICTION AND BELIEF
TO LEAD MORE
INTENTIONAL LIVES.

Conrad Anker quote

Finding that sense of purpose
And we called it True North internally
Following that gives your life direction

If we as a brand achieve to do that
That is going to make the world a better
place
We're changing it One person at a time

WHAT IS OUR
TRUE NORTH

The sense of True North came out of conversations with
the athletes

How they have all found it

And how it guides their lives

And we thought this is an interesting phrase

TRUE NORTH

Your inner sense and calling of what you want to accomplish in your life. A clear sense of direction that keeps you on a straight track that's true for you.



There are two dimensions to this phrase
There is a sense of purpose and meaning
These people all have purpose
But they all have a compass as well
That holds them true and on their path

And that's what's interesting about this phrase
That is has these two dimensions
A cardinal direction, literally north
As well as purpose and meaning in life

And because it has north in it
It can remind everyone in a short and quick way
What this brand is and what it should be about
And what it means to be on brand
It can be that filter

OUR PURPOSE

WHY WE EXIST

To equip and incite extraordinary
lives.



The reason why we exist : **Equip** and
incite Extraordinary lives

Two dimensions of the brand
Make the product, create the best equipment
At the same time, provide the inspiration for
everyone to follow the same path and do that for
themselves

Everybody's life is special
And people need to feel that and see that
And we think we can find that through activity

MISSION STATEMENT

HOW WE ENABLE OUR PURPOSE

Make the world's most iconic
performance gear and enable
people to find the incredible in
nature and themselves.



Your role as a brand

Unpack iconic

Iconicness is important

To remind everyone about the standard the brand needs to hold
itself to

And it's true to the product heritage and references that
Visibility, standing out, being on a bigger platform

And then its about enabling
Product, services, stories, content

Find the incredible
Nature as a place to do that
That makes you small
The mountains are a place to do that

You understand yourself much better there

VISION STATEMENT

THE STATE WE WANT TO CREATE

A more active
and intentional world.



The state we want to create in the world
Not one of those statements about making the world a
better place

Make the world a better place a person at a time
And the world as a whole becomes more intentional

Active allows us to go into categories that we're not in right
now

And with a sentiment like that we have the legitimacy to
play there

PURPOSE

To equip and incite extraordinary lives.

MISSION

Make the world's most iconic performance gear and enable people to find the incredible in nature and themselves.

VISION

A more active and intentional world.

POSITION

Athlete Tested, Expedition Proven.

CALL TO ACTION

Never Stop Exploring.





Our North Star
Never Stop Exploring



VALUES



OUR VALUES GUIDE US

Love Wild Places

We were born on the mountain and this will always be at our core.

We want everyone to love the wild and find their wild places – wherever they might be.

We will set the standard in sustainability and strive to leave every place better than we found it.

With the health of our planet under threat, we believe that wild places are worth protecting at all costs.



Spark Curiosity

We stoke curiosity, because curiosity is at the heart of discovery.

We ask why and never settle for easy answers.

We enable people to go outside their comfort zones and explore new places and perspectives to discover what is inside.

We never stop exploring because we believe exploration is a mindset with the potential to move us, forward.





Dare to Disrupt

We are at our best when we dare to disrupt the ordinary, innovating to change the game.

We support those who are bold enough to take a risk, even when they fail.

We fight for what's right, not just what's profitable.

We use our voice to challenge norms, ourselves, and others.

We don't let fear hold us back because we believe only the courageous can move the world forward.



Create Community

A person in an orange shirt is climbing a large, light-colored rock face. Two other people, one in a green shirt and one in a blue shirt, are standing on a blue mat on the grass below, reaching up towards the climber. The background shows a grassy hillside with other rock formations under a cloudy sky.

We are explorers, driven by the desire to step outside our world and create meaningful connections.

We actively seek diverse perspectives and foster inclusive communities, knowing that a rich life demands understanding.

We invite all to journey with us, because we see an explorer in everyone. We understand products don't build relationships — people do.

We stand up against division, because the free exchange of ideas and culture is at the heart of exploration.

We pull each other up to push each other forward, because years on the mountain have taught us that collaboration is the key to progress.



Lead with Integrity

We use our position to boldly lead the industry and to set the standard for a better way.

We bring the right players around the table to provoke meaningful dialogue and action.

We champion those who move their sports, our industry, and our world forward.

We shape better business by focusing on the triple bottom line and being transparent from the top down.

We use our scale as a force for good because we believe our place at the top comes with the responsibility to lead.

