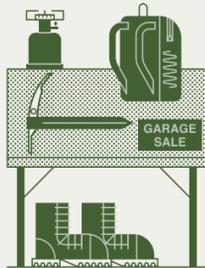


2017 STEWARDSHIP REPORT HIGHLIGHTS



\$2.62B

in co-op sales during 2017



17 MILLION

members and growing,
plus 12,000+ employees



\$8.8M

invested in
400+ non-profits



\$196.3M

distributed in
member dividends

CO-OP IN ACTION

As a co-op, we know great things can happen when people come together.
Here are four ways we rallied the outdoor community in 2017.

Product Sustainability

We established Product Sustainability Standards that not only elevate practices within supply chains, but also make it easier for you to shop sustainable products.

Force of Nature

We committed to making the outdoor the world's largest level playing field by putting women front and center in our storytelling, our partnerships and our business.

Public Lands

REI led hundreds of outdoor companies in defending our national public lands. We also inspired and equipped thousands of our members—of all political persuasions—to share their love of these iconic outdoor places directly with the federal government.

#OptOutside

Over the past 3 years, the co-op has created a national movement that's inspired 15M Americans, plus hundreds of companies, to join us outdoors on Black Friday. In 2017 alone, 8M people took part.

A DIFFERENT KIND OF COMPANY

Because we're a co-op, we measure our success differently than most companies. For us, success means running a healthy business and making a positive impact on our employees, members and society.

Employees

- 12,000+ employees were given two Yay Days (paid time outdoors), plus a day off on Black Friday
- Employees received \$56.5 million in profit-sharing and employee incentives
- Voted one of Fortune's "100 Best Companies to Work For" for the 20th straight year

Members

- Generated 8.2 million inspiring moments during #OptOutside on Black Friday
- Membership increased to 17 million people who love the outdoors
- Members received \$196.3 million in dividends and REI credit card rewards

Society

- Invested \$8.8 million in more than 400 nonprofit partners working to create and protect access to the outdoors
- Through grants, advocacy and stewardship projects, we impacted more than 1,000 outdoor places across the U.S.

Business

- Earned \$2.62 billion in sales
- Nearly 70% of profits were given back to the outdoor community
- We sourced 100% renewable energy to power stores, distribution centers and headquarters

Get the full report at rei.com/stewardship

