

# LETTER FROM PRESIDENT AND CEO LAUREN HOBART

There's no denying that 2020 tested all of us beyond measure — from the devastating impacts of the COVID-19 pandemic to the social unrest linked to the racial inequalities that exist in our country. Despite these challenges, I was inspired by how our team rose to the occasion.

Our company is built on the belief that sports make people better and that doing what's right is ultimately what makes us successful. These values have been ingrained in our business since our founding in 1948 and were carried forward and reinforced for the last 35 years by our Executive Chairman Ed Stack, who built DICK'S Sporting Goods from just two stores to what it is today.

We leaned into those beliefs in 2020 and found strength in our ability to evolve and work in new ways as a team. We reinvented parts of the business and established protocols and procedures to provide a safe shopping experience for athletes and teammates. We embraced our culture and kept our focus on caring for our teammates both when times were bleak and when they improved. Recognizing that youth sports programs were being cut back and disproportionately impacting low-income communities, we donated \$30 million to The DICK'S Sporting Goods Foundation to help support more kids, teams, and leagues and to ensure that those programs were still in place and strong upon return.

We have always felt a tremendous sense of responsibility to our teammates and to the communities we serve. What we witnessed in 2020 is that this dedication to each other, to our athletes, to our business, and to our communities is a deep-seated core value inside our organization and is a source of pride for our entire leadership team.

## COMMITMENT TO OUR TEAMMATES

Our team, approximately 50,000 strong, worked diligently to create a safe shopping experience for our athletes, whether they shopped in store, online, or picked up at curbside. Our ability to operationalize curbside pickup in two days is a testament to our determined and high-performing culture.

To show our appreciation for all our hardworking and dedicated store and distribution center (DC) teammates, we implemented a premium pay program starting in mid-April of 2020. We will continue to focus on supporting our teammates because they really are the heart of our company.

## COMMITMENT TO INCLUSION AND DIVERSITY (I&D)

As the year unfolded, we had conversations around race that catalyzed internal change. To further our commitment to I&D, DICK'S signed the CEO Action for Diversity & Inclusion pledge and the Outdoor

CEO Diversity pledge. In stores, we strengthened our zero-tolerance stance against discrimination and delivered over 100,000 hours of anti-racism and discrimination bias training. In this year's Purpose Playbook, we are rolling out new I&D goals for the organization and publishing new data on the composition of our workforce.

## COMMITMENT TO YOUTH SPORTS

The DICK'S Sporting Goods Foundation continues to prioritize access to youth sports for all, focusing on helping under-resourced communities. Efforts in 2020 included The Foundation's customized Sports Matter Giving Truck, which provided much-needed gear to 10,000 kids in eight cities. We also launched several programs and initiatives to help female athletes make strides on and off the field. These efforts ladder up to our commitment to give 1 million kids the chance to play by 2024.

## COMMITMENT TO OUR PLANET

We announced a commitment to remove all single-use, point-of-sale plastic bags from our stores by 2025. We understand our responsibility to minimize our environmental footprint. Our new climate agenda and goals are outlined in the "Protecting Our Home Court" section of this report.

Now more than ever, people are looking to the business community for energy and action in solving some of the world's most pressing issues. We will continue to expand our focus to include a greater emphasis on environmental, social, and governance (ESG) issues. I am enthusiastic about what we can accomplish. None of it will be easy, but all of it is possible because of our teammates' extraordinary efforts and passion. I want to thank all of them for their performance and persistence in 2020 and into the future.



*Lauren Hobart*

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President and CEO