

**Whereas**, Kohl's Corporation has jeopardized its reputation with customers and shareholders by making a confusing array of statements to its customers about its fur sales since 2011:

- "We do not intend on discontinuing our minimal use of fur,"
- "We typically do not carry merchandise made of animal fur,"
- "We carry a minimal amount of merchandise using fur; however, occasional seasonal items use fur accents,"
- "All merchandise and related packaging must be free of any real animal fur unless expressly requested and authorized in writing by Kohl's"; and

**Whereas**, Kohl's further amplified the appearance of inconsistency in its position on animal fur by publically rewarding a young volunteer, through the Kohl's Cares scholarship competition, who contributed to his community by organizing petitions and handcrafting bracelets and key chains to fight against the cruel fur trade; and

**Whereas**, Kohl's nevertheless continues to sell some animal fur even though animal cruelty and lack of transparency in fur production and sales can lead to negative publicity, public protests, and a loss of consumer confidence, which can have negative impacts on shareholder value; and

**Whereas**, lack of transparency in the selling of animal fur has led to numerous retailers being named in petitions filed before the Federal Trade Commission, a lawsuit before the D.C. Superior Court, and national television news coverage; and

**Whereas**, even with due diligence and dedicated resources, retailers have been found liable under consumer protection laws, such as the federal Fur Products Labeling Act (FPLA) and the Federal Trade Commission Act (FTCA), for any false or deceptive labeling or advertisements of animal fur garments and, as well as, be associated with animal cruelty; and

**Whereas**, leading retailers, brands and designers, like JCPenney, Sears, H&M, Forever 21, Urban Outfitters, Gap, J.Crew, Overstock.com, Nike, Tommy Hilfiger, Calvin Klein and Liz Claiborne have already implemented fur-free policies; and

**Whereas**, confirmed reports of animal cruelty in the fur trade—including animals being skinned alive, anally electrocuted, drowned, and pets caught in traps—have led to many corporations implementing policies in conjunction with respected animal welfare organizations to strengthen their animal welfare policies, such as by avoiding the sale of fur products.

**Resolved**, that shareholders encourage the board of directors to develop and disclose a new policy relating to the prevention of animal cruelty that will be developed in consideration of Kohl's existing statements on selling animal fur merchandise and on animal cruelty. The disclosure should also include an assessment of the risks to the company's reputation and finances should it fail to modify its current approach.

Shareholders believe the company must address this important matter of social concern and brand reputation. We urge shareholders to vote **FOR** this resolution, which would simply encourage the board to address the animal cruelty associated with its fur merchandise.