

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): September 6, 2012

Wolverine World Wide, Inc.
(Exact Name of Registrant as Specified in its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

001-06024
(Commission
File Number)

38-1185150
(IRS Employer
Identification No.)

**9341 Courtland Drive
Rockford, Michigan**
(Address of Principal Executive Offices)

49351
(Zip Code)

Registrant's telephone number, including area code: (616) 866-5500

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01 Regulation FD Disclosure.

On September 6, 2012, Blake W. Krueger, the Chairman, Chief Executive Officer and President of Wolverine World Wide, Inc. (the “Company”), and Donald T. Grimes, the Senior Vice President, Chief Financial Officer and Treasurer of the Company, are presenting at the Goldman Sachs 2012 Global Retailing Conference in New York, New York. The presentation materials are attached as Exhibit 99.1 to this Form 8-K. The presentation is scheduled to begin at 2:35 p.m. Eastern Time, and will be available via live webcast at the Company’s website, www.wolverineworldwide.com. Replays of the presentation will be available at www.wolverineworldwide.com until October 1, 2012.

This Form 8-K, Exhibit 99.1 and the content of the webcast presentation referenced in this Form 8-K shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or incorporated by reference in any filing under the Securities Act of 1933, as amended (the “Securities Act”), or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits:

99.1 Goldman Sachs 2012 Global Retailing Conference Presentation

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: September 6, 2012

WOLVERINE WORLD WIDE, INC.
(Registrant)

/s/ R. Paul Guerre

R. Paul Guerre
General Counsel and Secretary

EXHIBIT INDEX

Exhibit Number

99.1

Goldman Sachs 2012 Global Retailing Conference Presentation

Document

WOLVERINE | W
worldwide

OUR GLOBAL PERSPECTIVE

BATES

CAT

Chaco



HARLEY-DAVIDSON

Hush Puppies

MERRELL

patagonia

SEBAGO

WOLVERINE



Goldman Sachs 19th Annual Global Retailing Conference September 6, 2012

Blake Krueger – Chairman and CEO
Don Grimes – Senior Vice President and CFO

Forward-Looking Statements

This presentation contains forward-looking statements. Words such as "estimates," "anticipates," "believes," "forecasts," "plans," "predicts," "projects," "is likely," "expects," "intends," "should," "will," variations of such words and similar expressions are intended to identify forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions ("Risk Factors") that are difficult to predict with regard to timing, extent, likelihood and degree of occurrence. Therefore, actual results and outcomes may materially differ from what may be expressed or forecasted in such forward-looking statements. Risk Factors include, among others: the possibility that the Performance + Lifestyle Group acquisition does not close, including, but not limited to, due to the failure to obtain governmental approval; the Company's ability to realize the benefits of the Performance + Lifestyle Group acquisition on a timely basis or at all; the Company's ability to combine its businesses and the Performance + Lifestyle Group successfully or in a timely and cost-efficient manner; failure to obtain any required financing on favorable terms; the degree of business disruption relating to the Performance + Lifestyle Group acquisition; the Company's ability to successfully develop its brands and businesses; changes in duty structures in countries of import and export including anti-dumping measures and trade defense actions; changes in consumer preferences or spending patterns; cancellation of orders for future delivery, or the failure of the Department of Defense to exercise future purchase options, award new contracts or the cancellation of existing contracts by the Department of Defense or other military purchasers; changes in planned customer demand, re-orders or at-once orders; the availability and pricing of footwear manufacturing capacity; reliance on foreign sourcing; failure of international licensees and distributors to meet sales goals or to make timely payments on amounts owed; disruption of technology systems; regulatory or other changes affecting the supply or price of materials used in manufacturing; the availability of power, labor and resources in key foreign sourcing countries, including China; the impact of competition and pricing; the impact of changes in the value of foreign currencies; the development of new initiatives; the risks of doing business in developing countries, and politically or economically volatile areas; retail buying patterns; consolidation in the retail sector; changes in economic and market conditions; acts and effects of war and terrorism; weather; and additional factors discussed in the Company's reports filed with the Securities and Exchange Commission and exhibits thereto. Other Risk Factors exist, and new Risk Factors emerge from time to time that may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. Furthermore, the Company undertakes no obligation to update, amend or clarify forward-looking statements.

Why Wolverine Worldwide...

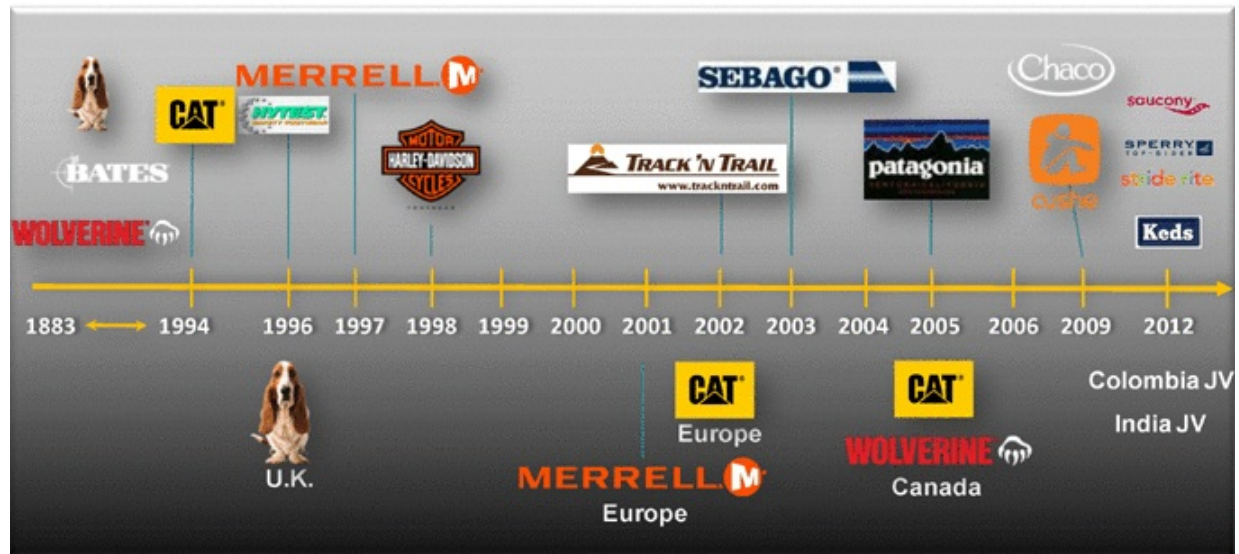
Our global and diverse portfolio of lifestyle brands has a long, rich history of delivering footwear and apparel that is exceptional in both performance and style. Serving a broad array of geographies, distribution channels and consumers, our Company has a long track record of outstanding business, brand and financial performance with strategies in place to continue our favorable momentum well into the future.

Wolverine Worldwide is a leading provider of footwear and apparel for a wide range of consumers, including athletes, professionals, and casual consumers. The Company's global presence and diverse portfolio of brands, including Wolverine, Wolverine Sport, and Wolverine Work, provide a strong foundation for continued growth and success.

To Excite Consumers Around the
World with Innovative Footwear and
Apparel That Bring Style to Purpose

For its first 110 years, WWW was essentially a three-brand business ...

WOLVERINE | W



Since 1994, we have grown through the addition of new brands and expansion into new geographic regions.

Outdoor Group

WOLVERINE | W



Lifestyle Group

WOLVERINE | W

Hush Puppies®



Feel the Hush.

Hush Puppies®

HUSH PUPPIES.COM 14 DOW STREET, CHICAGO, SOUTH COAST PLAZA, SOUTH MEAD, 400 BROOKHURST NEW YORK, 400 SPRUCE STREET, SAN FRANCISCO



Heritage Group

WOLVERINE | W



**Our portfolio will be expanding significantly
with the pending acquisition of the
Performance + Lifestyle Group from
Collective Brands**

**With approximately 100 million pair
annually, we will be the largest non-athletic
footwear company in the world.**

WOLVERINE  + performance+
worldwide lifestyle group

The World's Preeminent Collection of Leading Lifestyle Brands



Strong Collection of Iconic Performance and Lifestyle Brands

SPERRY
TOP-SIDER

Leading global
nautical performance
and lifestyle brand



saucony

Premier global running
brand, fusing performance,
innovation and style



Keds

A 95 year legacy of
all-American, feel good style



stride rite
CHILDREN'S GROUP

Since 1919, the preeminent
footwear company that kids
love and moms trust



Wolverine can add immediate value to the PLG Brands



- Accelerate international expansion
 - <10% of PLG's current sales are outside North America
- Increase pace of Sperry Top-Sider concept store openings
 - From 20 locations to approximately 100 within 5 years
- Restore gross margin performance to recent historical levels
- Develop Sperry Top-Sider into a lifestyle brand
- Regain momentum in Keds
- Build on recent strong performance of Stride Rite

Wolverine's Proven Integration Success



- 100% success rate in prior brand and business acquisitions
- High degree of discipline, process and confidence

Brand Acquisitions



Geographic Expansion



Transaction Highlights

- Wolverine, Blum and Golden Gate will acquire Collective Brands for \$21.75 per share
- Collective Brands' shareholders approved the merger on August 21 by an overwhelming margin
- As part of the transaction, Wolverine will acquire PLG for \$1.23 billion
- We continue to expect the transaction to close in early October
- Expected EPS accretion in 2013 of \$0.25-\$0.40 and in 2014 of \$0.50-\$0.70



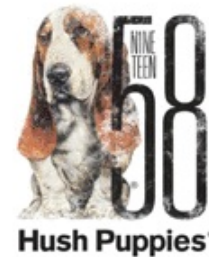
Financing Update

- Our bank financing and Term Loan B financing were both nicely oversubscribed

Executed on July 31	
Term Loan A	\$550M
Term Loan B	350M
In Process	
High Yield Notes	375M
\$ 1,275M	

Key Trends Continue Favorably

- Americana
- Prep
- True heritage
- Boots
- Authentic performance products
- Lightweight/minimalist footwear



Third Quarter Trends

- The European market is proving to be even more of a challenge than we had earlier anticipated
 - Quarter-to-date revenue in EMEA is down double digits vs. prior year
 - Combination of weather *and* tough economic conditions are challenging Europe retail
- In July, we guided to low to mid-single digit revenue growth in Q3 and fully-diluted EPS approximately flat with prior year
 - We now expect to fall modestly below those revenue and EPS expectations

Third Quarter Trends (continued)

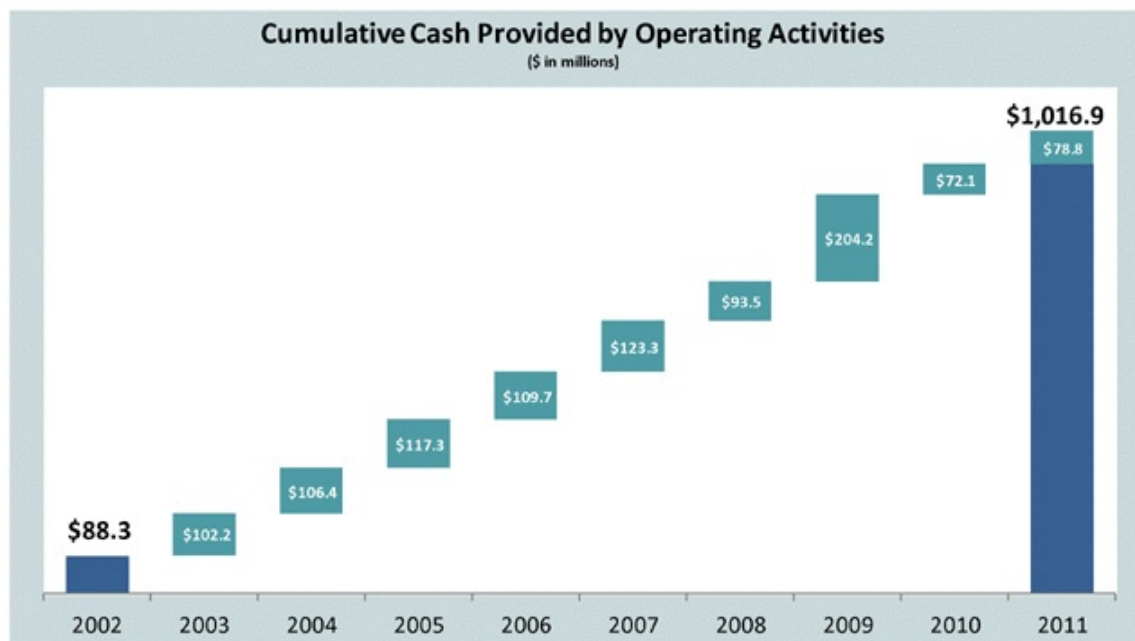
- U.S. wholesale business remains solid
 - Quarter-to-date revenue is up mid-single digits
 - Particular strength in Merrell, Hush Puppies and Sebago
- Consumer Direct continues to be a bright spot
 - Positive comp store sales
 - Improved profitability
- Other international geographies showing strength
 - Latin America revenue is growing upper-single digits and China is growing double-digits
- Merrell MConnect will have its initial launch in Q4

10-Year Growth Trends



* 2009 & 2010 EBITDA and EPS excludes the impact of non-recurring restructuring and other transaction charges

10-Year Cumulative Cash Flow



* 2009 & 2010 EBITDA and EPS excludes the impact of non-recurring restructuring and other transaction charges

The New Wolverine Worldwide....

- Over \$2.5 billion in combined pro forma revenue
- 16 Brands, ~100 million pairs/units
 - Largest non-athletic footwear company in the world
- Dynamic Portfolio – ages, genders and lifestyles
 - Casual, athletic, outdoor, work
- 200+ countries and territories
- Footwear – Accessories – Apparel
- Multiple global distribution channels
 - Wholesale, consumer direct, distributors/licensees
- Most importantly, enormous opportunities for future growth and increased profitability

W

OUR **GLOBAL** PERSPECTIVE

HARLEY-DAVIDSON
1980 1981 1982 1983 1984 1985

Hush Puppies

MERRELL®

patagonia
footwear**SEBAGO®**WOLVERINE 