

**IMPORTANT ANNUAL MEETING INFORMATION**

**Electronic Voting Instructions**

**Available 24 hours a day, 7 days a week!**

Instead of mailing your proxy, you may choose one of the voting methods outlined below to vote your proxy.

VALIDATION DETAILS ARE LOCATED BELOW IN THE TITLE BAR.

**Proxies submitted by the Internet or telephone must be received by 11:59 p.m., Eastern Daylight Time, on May 3, 2017.**

**Vote by Internet**

- Go to [www.investorvote.com/WWW](http://www.investorvote.com/WWW)
- Or scan the QR code with your smartphone
- Follow the steps outlined on the secure website

**Vote by telephone**

- Call toll free 1-800-652-VOTE (8683) within the USA, US territories & Canada on a touch tone telephone
- Follow the instructions provided by the recorded message

Using a **black ink** pen, mark your votes with an **X** as shown in this example. Please do not write outside the designated areas.



**Annual Meeting Proxy Card**

▼ IF YOU HAVE NOT VOTED VIA THE INTERNET OR TELEPHONE, FOLD ALONG THE PERFORATION, DETACH AND RETURN THE BOTTOM PORTION IN THE ENCLOSED ENVELOPE. ▼

**A Proposals — The Board of Directors recommends a vote FOR all the nominees listed, FOR Proposals 2, 4 and 5, and 1 Yr on Proposal 3.**

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|---------------------------|--------------------------|--------------------------|--------------------------|-----------------------|--------------------------|--------------------------|--------------------------|-----------------------|--------------------------|--------------------------|--------------------------|---|
| 1. Election of Directors: | For                      | Against                  | Abstain                  |                       | For                      | Against                  | Abstain                  |                       | For                      | Against                  | Abstain                  | + |
| 01 - William K. Gerber    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 02 - Blake W. Krueger | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 03 - Nicholas T. Long | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |   |
| 04 - Michael A. Volkema   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |                       |                          |                          |                          |                       |                          |                          |                          |   |
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|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 2. An advisory resolution approving compensation for the Company's named executive officers.                                                    | For                      | Against                  | Abstain                  | 3. Advisory vote on the frequency of future advisory votes on compensation of the Company's named executive officers. | 3 Yrs                    | 2 Yrs                    | 1 Yr                     | Abstain                  |
|                                                                                                                                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Proposal to ratify the appointment of Ernst & Young LLP as the Company's independent registered public accounting firm for fiscal year 2017. |                          |                          |                          | 5. Proposal to approve the Amended and Restated Executive Short-Term Incentive Plan (Annual Bonus Plan).              |                          |                          |                          |                          |
|                                                                                                                                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |                                                                                                                       |                          |                          |                          |                          |
|                                                                                                                                                 |                          |                          |                          |                                                                                                                       |                          |                          |                          |                          |
|                                                                                                                                                 |                          |                          |                          |                                                                                                                       |                          |                          |                          |                          |

**B Non-Voting Items**

**Change of Address** — Please print new address below.

**C Authorized Signatures — This section must be completed for your vote to be counted. — Date and Sign Below**

IMPORTANT - Please sign exactly as your name(s) appears on this Proxy. When signing on behalf of a corporation, partnership, estate or trust, indicate title or capacity of person signing. **If shares are held jointly, each holder must sign.**

Date (mm/dd/yyyy) — Please print date below.

/ /

Signature 1 — Please keep signature within the box.

Signature 2 — Please keep signature within the box.

# WOLVERINE WORLD WIDE, INC.

9341 Courtland Drive, N.E.  
Rockford, Michigan 49351

Wolverine World Wide, Inc. will be holding its Annual Meeting of Stockholders on May 4, 2017. The enclosed Notice of 2017 Annual Meeting of Stockholders provides information regarding the matters that are expected to be voted on at the meeting. Your vote is important to us. Even if you plan to attend the meeting, please read the enclosed materials and vote through the Internet, by telephone or by mailing the Proxy Card below.

## Telephone and Internet Voting.

On the reverse side of this card are instructions on how to vote through the Internet or by telephone. Please consider voting through one of these methods. Your vote is recorded as if you mailed in your Proxy.

Thank you in advance for your participation in our 2017 Annual Meeting.

Wolverine World Wide, Inc.

▼ IF YOU HAVE NOT VOTED VIA THE INTERNET OR TELEPHONE, FOLD ALONG THE PERFORATION, DETACH AND RETURN THE BOTTOM PORTION IN THE ENCLOSED ENVELOPE. ▼



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## Proxy — WOLVERINE WORLD WIDE, INC.

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### This proxy is solicited on behalf of the Board of Directors

The undersigned stockholder hereby appoints Blake W. Krueger and Brendan M. Gibbons, and each of them, each with full power of substitution, as proxies to represent the undersigned stockholder and to vote all shares of Common Stock of Wolverine World Wide, Inc. that the stockholder would be entitled to vote on all matters that properly come before the Annual Meeting of Stockholders to be held at the Company's headquarters located at 9341 Courtland Drive N.E., Rockford, Michigan, 49351, on Thursday, May 4, 2017, at 10 a.m. Eastern Daylight Time, and any adjournment of that meeting.

If this Proxy is properly executed, the shares represented by this Proxy will be voted as specified. If this Proxy is properly executed but no specification is made, the shares represented by this Proxy will be voted for the election of all nominees named on this Proxy as directors, for approval of Proposals 2, 4 and 5, and 1 Yr on Proposal 3. The shares represented by this Proxy will be voted in the discretion of the proxies on any other matters that may properly come before the meeting.

**PLEASE DO NOT VOTE BY MORE THAN ONE METHOD. THE LAST VOTE RECEIVED WILL BE THE OFFICIAL VOTE.  
DO NOT RETURN THIS PROXY IF YOU ARE VOTING BY THE INTERNET OR BY TELEPHONE.**

(CONTINUED AND TO BE SIGNED ON REVERSE SIDE.)