

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): July 29, 2025

KONTOOR BRANDS, INC.

(Exact name of registrant as specified in charter)

North Carolina
(State or other jurisdiction
of incorporation)

001-38854
(Commission file number)

83-2680248
(I.R.S. employer
identification number)

400 N. Elm Street
Greensboro, North Carolina 27401
(Address of principal executive offices)

(336) 332-3400
(Registrant's telephone number, including area code)

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))

Securities registered pursuant to Section 12(b) of the Act:

Title of Each Class	Trading Symbol(s)	Name of Each Exchange on which Registered
Common Stock, no par value	KTB	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. o

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On July 29, 2025, Kontoor Brands, Inc. (the “Company”) announced that Joseph A. Alkire, currently the Company’s Executive Vice President and Chief Financial Officer, will become Executive Vice President, Chief Financial Officer and Head of Global Operations of the Company and Jennifer H. Broyles, currently the Company’s Executive Vice President, Global Brands President, Wrangler & Lee, will become Executive Vice President, Chief Commercial Officer and Global Head of Brands of the Company. Thomas E. Waldron, who is stepping down from his role as Executive Vice President and Chief Operating Officer, will remain employed by the Company in a non-executive officer capacity through September 30, 2025, in order to help assure an orderly transition of responsibilities.

A copy of the press release announcing Mr. Alkire’s and Ms. Broyles’ election is filed as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
<u>99.1</u>	Press release issued by Kontoor Brands, Inc., dated July 29, 2025.
104	Cover Page Interactive Data File - The cover page interactive data file does not appear in the Interactive Data File because its XBRL tags are embedded within the Inline XBRL document.

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.

Date: July 29, 2025

KONTOOR BRANDS, INC.

By: /s/ Thomas L. Doerr, Jr.

Name: Thomas L. Doerr, Jr.

Title: Executive Vice President, Chief Legal Officer & Secretary



KONTOOR BRANDS ANNOUNCES EXPANDED GLOBAL LEADERSHIP ROLES FOR JENNI BROYLES AND JOSEPH ALKIRE

GREENSBORO, N.C. - July 29, 2025 - Kontoor Brands, Inc. (NYSE: KTB), today announced that Jenni Broyles and Joseph Alkire will assume expanded roles on Kontoor's Executive Leadership Team, effective immediately.

"Jenni and Joe have earned these expanded roles through proven performance and strategic leadership, a testament to the depth of talent we are cultivating at Kontoor Brands," said Kontoor's President, Chief Executive Officer and Chairman, Scott Baxter. "This leadership team has the vision and expertise to guide Kontoor's strategic evolution as we expand our portfolio of brands, accelerate growth and continue to deliver long-term value for our shareholders."

Broyles will assume leadership responsibility for all international and commercial operations for the *Lee* and *Wrangler* brands in the role of Executive Vice President, Chief Commercial Officer & Global Head of Brands, reporting to Kontoor's President, Chief Executive Officer and Chairman, Scott Baxter.

Alkire will assume leadership responsibility for Kontoor's supply chain operations in the role of Executive Vice President, Chief Financial Officer & Global Head of Operations, reporting to Kontoor's President, Chief Executive Officer and Chairman, Scott Baxter.

The Helly Hansen business will continue reporting to Scott Baxter.

Tom Waldron, Executive Vice President and Chief Operating Officer, will exit Kontoor Brands after a transition period that will conclude September 30.

"I want to recognize and express my gratitude to Tom for his more than six years of leadership at Kontoor as well as his time at our predecessor company," said Baxter. "Tom has played an important role in our company, and we wish him well in his future endeavors."

About Kontoor Brands

Kontoor Brands, Inc. (NYSE: KTB) is a portfolio of three of the world's most iconic lifestyle, outdoor and workwear brands: *Wrangler*®, *Lee*® and *Helly Hansen*®. Kontoor Brands is a purpose-led organization focused on leveraging its global platform, strategic sourcing model and best-in-class supply chain to drive brand growth and deliver long-term value for its stakeholders. For more information about Kontoor Brands, please visit www.KontoorBrands.com.

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