

LEVI STRAUSS & CO.: Pushing the Boundaries at the HIV/AIDS Frontier

More than 25 years ago, Levi Strauss & Co. (LS&CO.) was one of the first companies to take action in the fight against HIV/AIDS. We are proud that we have maintained a persistent, disciplined, and courageous approach to the ultimate eradication of the pandemic, which to us is anything but forgotten. Our goal has been to take early leadership positions and establish best practices that we can share with other companies and organizations around the world. Leveraging the power of our iconic brand, Levi Strauss is setting expectations for corporate responsibility when responding to the fight against HIV/AIDS. We are partnering with our communities, customers, and competitors to embrace and uphold this spirit.

1980s

1990s

2000-2009

1981 – The beginning of a pandemic: AIDS identified in the United States.

Focus on Employees

1982: LS&CO. CEO Robert Haas and employees distribute HIV/AIDS education materials at corporate headquarters in San Francisco.

1983: The U.S.-based Employee Assistance Program begins HIV education and support groups for LS&CO. employees.



1987: LS&CO. adds AZT to U.S.-based health plans.

1988: LS&CO. includes HIV/AIDS education as part of new employee orientation in the U.S.

1988: LS&CO. sponsors "HIV/AIDS in the Workplace" conferences in Knoxville, El Paso and San Antonio.

1993: LS&CO. forms a worldwide cross-functional Global Health and Safety Committee to address health issues, including HIV/AIDS, from a global perspective.

1995: LS&CO. Europe signs charter to prohibit discrimination against employees with HIV or AIDS. The charter is issued by the Belgian government and signed by representatives of seven European countries.



2001: LS&CO. employees produce hundreds of safer-sex kits during first All-Employee Volunteer Day.

2006: LS&CO. makes commitment at the Clinton Global Initiative to improve access to HIV/AIDS prevention, treatment, and care for all employees and dependents worldwide.

2007: LS&CO. HIV/AIDS Prevention, Treatment and Care Program designed and approved for rollout in three pilot countries, one in each region where LS&CO. operates.

2008: LS&CO. launches workplace program for employees, which clarifies employee needs on a global level, benchmarks against other corporate HIV/AIDS workplace programs, and highlights inadequacies in insurance coverage for HIV/AIDS.

2008: LS&CO. employees and their families in South Africa receive much needed HIV/AIDS testing, treatment and care through workplace program.

2009: First-of-its-kind global mechanism established in the workplace to deliver HIV/AIDS education and facilitate confidential reimbursement of HIV/AIDS services for LS&CO. employees and dependents.

Focus on Business Response and Advocacy

1985: Robert Haas, CEO, urges other CEOs in the Business Leadership Task Force to join LS&CO. in developing corporate HIV/AIDS strategy.

1986: LS&CO. hosts the Business Leadership Task Force Conference on HIV/AIDS and shares LS&CO. HIV/AIDS materials and lessons with 150 companies.

1988: LS&CO. joins the National Leadership Coalition on AIDS.



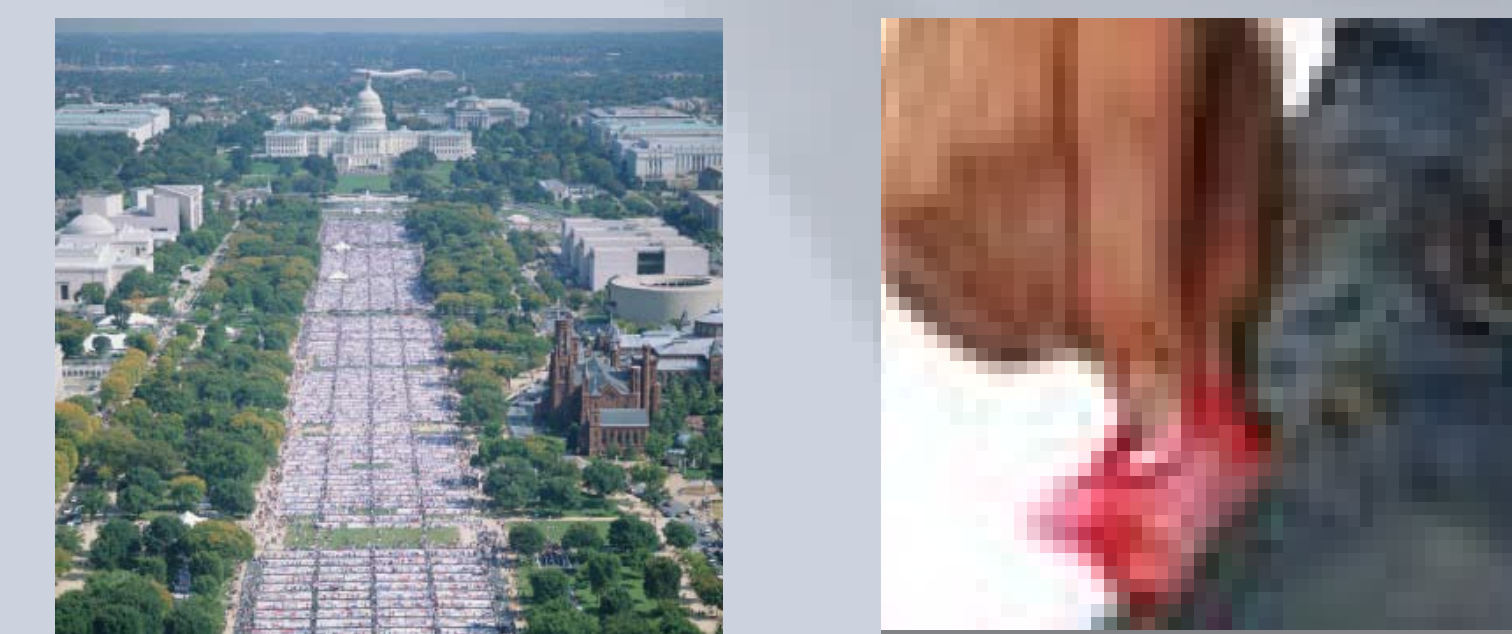
1991: LS&CO. is first in apparel industry to institute "Terms of Engagement" and Global Sourcing Guidelines which emphasize human rights, non discrimination, health and safety for local contractors and suppliers.

1994: LS&CO. joins the Global AIDS Task Force to explore impact of HIV/AIDS on international business and communities.



1995: LS&CO. consults with Canadian government on the development of business and government strategies for HIV/AIDS.

1997: U.S. Centers for Disease Control awards LS&CO. the Organizational Award for a Large Business.



2001: LS&CO. is chosen as representative for U.S. business at meeting of experts on HIV/AIDS Workplace Standards conducted by the United Nations International Labor Organization. Meeting results in a model for HIV/AIDS workplace policy for businesses to use worldwide.

2002: The Levi's® brand, MTV and Gates Foundation sponsor concerts in Seattle and Cape Town that feature Missy Elliot, P. Diddy, Dave Matthews, Usher, Alicia Keys and others in support of fighting HIV/AIDS.

2005: Red For Life Campaign launched by Levi Strauss South Africa. Levi's® sponsors a live concert in South Africa called "Rage for the Revolution" with all proceeds benefiting its community partner, the Treatment Action Campaign.

2007: LSF begins support for ALAFA (Apparel Lesotho Alliance to Fight AIDS) a first of its kind NGO model to address HIV/AIDS in factory settings.

2008: John Anderson, CEO, joins more than 100 CEOs in a worldwide pledge to end discrimination and stigma in the workplace due to HIV/AIDS.

2009: LS&CO. joins U.S. Delegation representing U.S. Business to provide recommendations to the United Nations International Labor Organization's guidelines on HIV/AIDS in the Workplace.

2009: LS&CO. is awarded Business Excellence Leadership Award from Global Business Coalition on HIV/AIDS, TB, and Malaria for the Company's longstanding work in fighting HIV/AIDS worldwide.

Focus on Community and Giving

1982: First LS&CO. Community Involvement Team (CIT) on HIV/AIDS begins volunteer activities and fundraising to support people with HIV/AIDS.

1982: Levi Strauss Foundation (LSF) matches employee contributions towards the Kaposi Sarcoma Clinic at San Francisco General Hospital, considered the first AIDS clinic in the world.

1984: LS&CO. and LSF match employee contributions to non-profit organizations working in HIV/AIDS.

1985: LSF makes its first direct AIDS grant to the San Francisco AIDS foundation to develop a food bank for people coping with HIV/AIDS.



1993: LS&CO. and LSF inaugurate ten years of support for "Positive Lives", a photo-journal exploration of the impact of living with HIV/AIDS, with exhibitions rolling out in Europe, Asia, and Latin America.

1996: LS&CO. and LSF step up funding for international HIV/AIDS organizations, with grants reaching London, Manila and Cape Town.

1997: Magic Johnson sponsored by LS&CO. to speak on HIV/AIDS prevention with youth in Argentina and Brazil.

1998: The Levi's® brand develops new public service announcements for World AIDS Day with Population Services International.

1999: The Levi's® brand and LIFEBeat, the Music Industry Fights AIDS, produce the "Music with a Message" benefit Concert in New York City on World AIDS Day.



2003: LSF introduces workers' rights grants, aimed at strengthening rights and well-being of apparel workers in factory settings including Bangladesh, China, Cambodia, Dominican Republic, Haiti, India, Kenya, Lesotho, and Vietnam.

2004: LSF provides seed grant for the Syringe Access Fund, becoming the first corporate foundation to openly advocate access to clean syringes for injecting drug users as a critical measure to slow the spread of HIV/AIDS.

2005: LSF begins support for legal aid and policy advocacy efforts addressing HIV/AIDS discrimination in China, India, South Africa, Taiwan and United States. LSF also provides the first international syringe access grants in China and Indonesia.

2006: LSF focuses U.S. grant support on influential organizations within the African American community to confront the stigma and discrimination driving alarming rates of HIV infection.

2007: LSF supports launch of "Get Screened Oakland", a public/private partnership with the city of Oakland to encourage community members to know their HIV status.

2008: LSF provides \$1.7 million in grants to organizations in 29 countries seeking to create a supportive legal, policy and social environment for the reduction of stigma and discrimination.