

KEY FACTS:

ASIA, MIDDLE EAST & AFRICA (AMA)

FOUNDED:

In 1853, Levi Strauss opened a wholesale dry goods business in San Francisco that became known as "Levi Strauss & Co." Seeing a need for work pants that could hold up under rough conditions, he and Jacob Davis, a tailor, created the first jean.

And in 1965, Levi Strauss Far East was established, beginning the company's expansion into Asia. Thirty years later, the company set up its regional headquarters in Singapore.

TODAY WE ARE:

One of the world's largest brand-name apparel companies and a global leader in jeanswear. We design and market jeans, casual wear and related accessories for men, women and children under the Levi's® and Dockers® brands in the region.

ASIA, MIDDLE EAST & AFRICA BUSINESS

The AMA region is an economic powerhouse that offers tremendous opportunities for our business. With more than 2,800 employees, we're driving growth in the region as a critical strategic priority for the company.

HEADQUARTERS: Singapore

LEADER: Roy Bagattini, President, Asia, Middle East & Africa

EMPLOYEES: 2,800 employees operate from offices in over 18 countries across AMA

FY 2012 NET REVENUES: US\$767.7 million

OPERATING MODEL: Matrix organization structure with two dimensions – **Pillars** (Brands; Commercial Operations; and Global Retail) and **Regions** (Asia, Middle East & Africa; Americas; Europe)

- **Brands** – Both the Levi's® and Dockers® brands are responsible for creating emotional connections with consumers. Through innovative product design, advertising, marketing, merchandising, and other carefully crafted brand experiences, our brands drive the consumer loyalty that is essential to our success.
- **Commercial Operations** is the engine that drives our brands, and facilitates more consumer touchpoints than any other part of our organization. In AMA, Commercial Operations takes the brand vision and executes it flawlessly for consumers shopping in the wholesale and retail channels.
- **Global Retail** delivers a consistent and compelling consumer experience across the globe, develops leading retail capabilities and talent, and creates a culture of innovation focused on excellence across franchise, company-owned stores and online.
- **Regions** consist of three geographic organizations: Asia, Middle East & Africa; the Americas; and Europe. This dimension places a greater focus on our regions and local markets to execute our global brand strategies and ensure we are connecting with our consumers at critical points along the way.

RETAIL FOOTPRINT:

In AMA, we oversee the sale of Levi's® and Dockers® products in 35 countries through a wide variety of retail formats: department stores, specialty retailers, online sites, approximately 1350 franchise stores dedicated to our brand, and more than 360 of our own company-operated stores.

SOURCING:

We source our products primarily from independent contract manufacturers in more than 20 countries in AMA. No single country represents more than 12 percent of our production. We require all third-party contractors and sub-contractors who manufacture or finish products for us to comply with our code of conduct relating to supplier working conditions as well as environmental and employment practices. In addition, we require our licensees to ensure that their manufacturers also comply with our requirements.

ICONIC BRANDS

The Levi's® brand epitomizes classic American style and effortless cool and is positioned as the original and definitive jeans brand. Since their inception in 1873, Levi's® jeans have become one of the most recognizable garments in the world — reflecting the aspirations and earning the loyalty of people for generations. Today, the Levi's® brand continues to evolve, driven by its distinctive pioneering and innovative spirit.



The Dockers® brand has embodied the spirit of khakis for more than 25 years. Since its introduction in 1986, the brand has been perfecting the khaki and the essential goods to go with them. The brand focuses on men, celebrating the re-emergence of khakis as the go-to versatile pant. The brand also leverages its khaki expertise to deliver a range of women's products targeted at consumers in selected key markets.



INNOVATION

At Levi Strauss & Co., we thrive on innovation. We have re-imagined the way women shop for our product — by creating our revolutionary Levi's® Curve ID fit system, which is based on shape, not size. And we're gaining momentum with our Levi's® Water<Less™ line, which offers denim in rich finishes created with significantly less water. Innovation is part of our heritage — and we continue to drive innovative thinking across our business.

OUR COMMITMENT TO SUSTAINABILITY

We have taken a lifecycle approach to understanding how we can reduce the impact of our products. From promoting the growth of sustainable cotton to changing how consumers care for their clothes, we want to embed sustainability into everything we touch. We are committed to achieving carbon neutrality by reducing our energy consumption and moving to the use of 100% renewable energy — first in our operations, and then throughout the supply chain.

OUR COMMITMENT TO SOCIAL RESPONSIBILITY

For 160 years, Levi Strauss & Co. has sought to bring the pioneering values of **empathy, originality, integrity** and **courage** to life in how we make our products, run our company and take bold stands on the issues of our times. We strive to take bold positions, occasionally supporting potentially unpopular causes because we know they make a difference, and we continue to break new ground with best practices in corporate social responsibility. In 1991, we created our supplier code of conduct making us the first multinational apparel retailer to create a comprehensive set of principles for manufacturing.

GIVING BACK TO THE COMMUNITY

Guided by our values, Levi Strauss & Co. has been giving back to communities for 160 years through employee volunteering, corporate sponsorships and the Levi Strauss Foundation. In 2012, employees in AMA gave over 8,700 volunteer hours on more than 55 projects. During the same year, our company's total giving in the region between corporate sponsorships, Levi Strauss Foundation grants and employee volunteerism was close to US\$1.6 million.

FIND OUT MORE

Visit our corporate website: <http://levistrauss.com>.