LEVI STRAUSS & CO.

KEY FACTS

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. In 1873, they received a U.S. patent for "waist overalls" with metal rivets at points of strain. The first product line designated by the lot number "501" was created in 1890.

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*, Dockers*, Signature by Levi Strauss & Co.™ and Denizen* brands.

GLOBAL BUSINESS

FY 2014 NET REVENUES: \$4.75 billion

HEADQUARTERS: San Francisco, Brussels, Singapore

EMPLOYEES: About 15.000 worldwide

- 6.500 in the Americas
- 4,500 in Europe
- 4.000 in Asia Pacific

STORES / RETAIL LOCATIONS:

Our products are sold in approximately 50,000 retail locations in more than 110 countries through a wide variety of retail formats:

- Chain retailers such as JC Penney, Kohl's, Wal-Mart, Target
- Department stores such as Macy's, Nordstrom, Barneys
- Specialty retailers such as Men's Wearhouse and Urban Outfitters
- Company operated ecommerce sites
- Online stores of other retailers
- Approximately 1,400 franchise stores dedicated to our brand
- About 565 of our own company-operated stores in 32 countries

SOURCING:

We source our products primarily from independent contract manufacturers in more than 30 countries around the world. No single country represents more than 20 percent of our production. We require all third-party contractors and subcontractors 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.

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OUR COMMITMENT TO SOCIAL RESPONSIBILITY

Levi Strauss & Co. has a long history of caring — for both the communities in which we work and live and the environment. We believe that you make your mark in the world not just by what you do, but also how you do it That's why the people of this company have been guided by the same values since its founding in 1853. Those values? Empathy. Originality. Integrity. Courage.

We like to say that that our company and our products are made of progress, in part because we have a long history of firsts. Of leading. Of making a difference.

OUR COMMITMENT TO SUSTAINABILITY

Sustainability is woven into the fabric of our company. We strive to leverage our iconic brands to drive positive, sustainable change and profitable business results. By making products that last, we've taken a serious approach to sustainability since that first rivet-reinforced blue jean was crafted more than 140 years ago. And more recently we've built on that legacy with a scientific approach to making our product lifecycle even more sustainable, leading to innovations like Levi's* Water<Less™, Levi's* Waste<Less™ and Dockers* Wellthread.

FUN FACTS

WORLD'S OLDEST PAIR OF JEANS: Dubbed the "XX", this pair is believed to have been made in 1879 and is stored in a guarded fire-proof safe at the Levi Strauss & Co. archives in San Francisco. Their estimated worth is more than \$150,000.

IN FULL BLOOM: A men's pair of Levi's* 501* jeans are made with about 1.7 pounds of cotton. That amount of cotton, uncompressed, is roughly the size of a basketball.

KHAKI AT THE HELM: The Dockers[®] brand name evolved during the Falklands War between the United Kingdom and Argentina, and the term "dockers" refers to British longshoremen. The wings and anchor logo are derived from an original design made by Levi Strauss Japan.

NAMING A STADIUM: In May 2013, Levi's* won the naming rights to the new stadium for the San Francisco 49ers. Located in Santa Clara, Levis* Stadium opened to sports and music fans alike in August 2014.

JEAN-ETIC TRANSFORMATION: Inside the walls of the LEED Gold-certified Levi Strauss & Co. headquarters in San Francisco, there are more than 25,500 pairs of jeans in the form of recycled-denim insulation.

SHIVER ME TIMBERS: At the Levi Strauss & Co. headquarters in San Francisco, the remains of a Gold Rush-era ship are buried beneath a massive granite fountain. The vessel is either the William Gray or the English ship Palmyra.

PAYING IT FORWARD: The Levi Strauss Foundation has donated more than \$300 million since 1953. But we've been giving since long before then. In 1853, Levi Strauss started supporting an orphanage, today known as Edgewood Center for Children and Families, which the company continues to support through grants and employee volunteerism.