

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.

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## GLOBAL BUSINESS

**FY 2016 NET REVENUES:** \$4.55 billion

**HEADQUARTERS:** San Francisco, Brussels, Singapore

**EMPLOYEES:** About 13,200 worldwide

- 6,200 in the Americas
- 3,800 in Europe
- 3,200 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:

- National Chains & Mass Retailers such as JC Penney, Kohl’s, Wal-Mart, Target
- Department stores such as Macy’s, Belk, Dillard’s, Lord & Taylor
- Premium & Specialty Retailers such as Nordstrom, Saks Fifth Avenue, Urban Outfitters
- Company operated ecommerce sites
- Online stores of other retailers
- Approximately 2,900 stores including franchised, company-operated and shop-in-shops dedicated to our brands
- About 697 company-operated stores in 31 countries

## SOURCING:

We source our products primarily from independent contract manufacturers located in approximately 25 countries around the world. No single country represents more than 15 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 comply with our standards.

## 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. We've been guided by the same values since the company's 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. 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® and 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. In 2016, the brand celebrates its 30<sup>th</sup> Anniversary.

**NAMING A STADIUM:** In May 2013, LS&Co. 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. In January 2016, Levi's Stadium hosted SuperBowl 50.

**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.

**PROFITS THROUGH PRINCIPLES:** LS&Co.'s Worker Well-being program looks beyond the factory walls to improve the lives of the people who make our products. The program is now in 12 countries, benefiting 100,000 workers. We have a goal to reach 200,000 workers by 2020.

**PAYING IT FORWARD:** The Levi Strauss Foundation has donated \$313 million since 1953. But we've been giving since long before then. In 1853, Levi Strauss gave some of his first profits to an orphanage, today known as Edgewood Center for Children and Families, which the company continues to support through grants and employee volunteerism.