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Investor Contact: Chris Ogle
Levi Strauss & Co.
(800) 438-0349
Investor-relations@levi.com

Media Contact: Amber Rensen
Levi Strauss & Co.
(415) 501-7777
newsmediarequests@levi.com

LEVI STRAUSS & CO. NAMES ROY BAGATTINI PRESIDENT OF LEVI STRAUSS AMERICAS
*Company moves Leader of Asia, Middle East & Africa to Helm Largest Region, Spanning U.S.,
Canada, Mexico and Brazil*

SAN FRANCISCO (May 3, 2016) – Levi Strauss & Co. (LS&Co.) today announced that Roy Bagattini will assume the role of executive vice president and president of Levi Strauss Americas, effective June 1, 2016.

In his new post, Bagattini will be responsible for leading the company's largest commercial operations, spanning all brands and channels across the United States, Canada, Mexico, Brazil and the balance of Latin America. Bagattini will continue to report to President and CEO Chip Bergh.

Bagattini previously served as executive vice president and president of the company's Asia, Middle East and Africa operations. Under his leadership, the region has consistently delivered outsized growth, strengthened its customer relationships and attracted blue-chip talent.

Bagattini joined LS&Co. in 2013 with more than two decades of experience as a senior leader at global consumer goods and beverage companies. He led turnarounds at several companies as well as drove exponential growth in emerging markets. He has lived and worked all over the world, including the U.S., Europe and Asia. Prior to joining LS&Co., Bagattini was senior vice president for Asia and Africa at Carlsberg, where he was responsible for the group's Asia strategy and was credited with the company's significant growth in that region.

"Roy is a proven leader, a global citizen and an inspiring manager who excels at execution. During his time at LS&Co., he has consistently driven significant growth and turned around underperforming parts of our business," said Chip Bergh, president and CEO. "As we focus on accelerating profitable growth, we must reach our full potential in our biggest and most important region. Roy's proven track record gives me great confidence, that with his leadership, we will unlock the company's full potential in our largest market."

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2015 net revenues were \$4.5 billion. For more information, go to <http://levistrauss.com>.

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