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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. ANNOUNCES NEW GLOBAL RETAIL LEADER

SAN FRANCISCO (December 18, 2015) – Levi Strauss & Co. (LS&Co.) announced today that Carrie Ask, a seasoned retail industry leader, will join the company as executive vice president and president of global retail, effective February 16, 2016. In this role, Ms. Ask will be responsible for leading all aspects of LS&Co.’s global retail business, including 2,700 owned and operated stores, franchise stores and outlet stores. She will be charged with growing LS&Co.’s retail business, an area that has been an important global growth driver for the company. She will report to Chip Bergh, president & chief executive officer.

“Carrie has demonstrated a successful track record of driving retail strategy and execution at leading brands,” said Chip Bergh, president and chief executive officer at Levi Strauss & Co. “She’s recognized as a collaborative leader who delivers strong results and we know she’ll be a powerful addition to our team.”

Ask joins LS&Co. from NIKE, Inc. where she was vice president and general manager for Nike Stores North America. Ask held leadership positions at Nike subsidiary Converse, where she was vice president and general manager of Direct-To-Consumer with global oversight for inline stores, factory stores and converse.com. She also has previously held retail and merchandising positions at Petco, Target Corporation and BC Natural Foods, LLC.

“I have long admired LS&Co. for its iconic products, coveted brands, and leadership on social issues,” said Ask. “The opportunity to accelerate the growth of LS&Co.’s direct-to-consumer business is an exciting challenge for the next phase of my career.”

Ask was an associate principal for McKinsey & Company, Inc., and worked with retail clients in North America and Western Europe. She served in the United States Navy as an officer in the Civil Engineer Corps, and received a Bachelor of Science in Ocean Engineering from the U.S. Naval Academy. She is a graduate of the Kellogg Graduate School of Management at Northwestern University where she received a Master of Business Administration.

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.TM, 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 2,700 retail stores and shop-in-shops. Levi Strauss & Co.’s reported fiscal 2014 net revenues were \$4.8 billion. For more information, go to <http://levistrauss.com>.

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