

LEVI STRAUSS & CO.

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Levi Strauss & Co. Announces New Times Square Levi's® Flagship Store *Store to open in late 2018; will provide consumers with a one-of-a-kind shopping experience*

San Francisco, CA (November 15, 2017) – Levi Strauss & Co. today announced a new Levi's® flagship store in New York City's Times Square at 1535 Broadway, in the heart of the city's shopping and entertainment district. The store is expected to open in late 2018 and will replace the brand's current location at 1501 Broadway, which has been open since 2008.

"This new flagship store is a testament to the strength and relevance of the Levi's® brand," said Carrie Ask, executive vice president and president of global retail at Levi Strauss & Co. "Located in the heart of Times Square, this store will be the ultimate shopping destination for consumers from around the world who are seeking authenticity, customization, and personalized fit and style expertise."

At approximately 17,000 square feet, the store will be one of the largest in LS&Co.'s global fleet. It comes on the heels of the latest re-opening of the Levi's® store in SoHo, which features the latest advancements in technology, customization and authentic Levi's® vintage products. The strategy for the Times Square flagship will be shaped by extensive consumer research LS&Co. conducted to better understand consumer expectations when shopping at a Levi's® store, leveraging the very best in store design, product assortment and omni-channel capabilities to deliver a world-class consumer shopping experience.

The decision to invest in a new, larger format store in Times Square reinforces the company's confidence in direct-to-consumer, which now represents nearly one-third of LS&Co.'s total global business. Company owned and operated retail is a key component of this strategy and has been an important and profitable growth driver.

"For us, it's about meeting consumers where and how they want to shop," said Ask. "With this store, we are focused on bringing the flexibility and ease of omni-channel to the in-store environment, while also giving the consumer a unique and highly personalized experience that they can't get anywhere else."

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 2,900 retail stores and

shop-in-shops. Levi Strauss & Co.'s reported fiscal 2016 net revenues were \$4.6 billion. For more information, go to levistrauss.com.

About the Levi's® brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit levi.com.

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