

Levi Strauss & Co. Fact Sheet

Founded in 1853 by Bavarian immigrant Levi Strauss, Levi Strauss & Co. (LS&CO.) is one of the world's largest brand-name apparel marketers with sales in more than 110 countries around the world. There is no other company with a comparable global presence in the jeans and casual pants markets. Our market-leading apparel products are sold under the **Levi's®**, **Dockers®** and **Signature by Levi Strauss & Co.™** brands.

Company Profile

- FY 2008 Net Revenues: \$4.4 billion
- Global presence: Three geographic divisions: Levi Strauss Americas (LSA), Levi Strauss Europe, Middle East and North Africa (LSEMA) and Asia Pacific Division (APD).
 - Regional headquarters located in San Francisco, Brussels and Singapore
 - Global sourcing headquarters in Singapore.
 - More than 5,000 registered trademarks in approximately 180 countries.
 - We derive approximately 40 percent of our net revenues and regional operating income from our European and Asia Pacific businesses.
- Retail distribution: LS&CO. products are sold through approximately 60,000 retail locations worldwide, including 260 company-operated stores and approximately 1,500 franchised stores around the world.
- Licensing: LS&CO. trademarks are licensed for products and accessories complementary to our core branded products and extend our brands into product categories that broaden the product range available to consumers and create compelling and distinctive brand looks, including:
 - Tops, sweaters, jackets, and outerwear
 - Kidswear
 - Footwear and hosiery
 - Loungewear and sleepwear
 - Belts, bags and wallets
 - Eyewear
 - Luggage and home bedding products
- Sourcing: We source our products primarily from independent manufacturers located throughout the world.
 - Contractors are located in approximately 45 countries around the world
 - No single country represents more than 20 percent of our production
- Employees: More than 11,400 worldwide
 - 4,700 in the Americas
 - 4,400 in Europe
 - 2,300 in Asia Pacific
- Ownership: The company is privately held by descendants of the family of Levi Strauss. Shares of company stock are not publicly traded. Shares of Levi Strauss Japan K.K., the company's Japanese affiliate, are publicly traded in Japan.



Levi Strauss & Co.

A Unique History

LS&CO.'s history and longevity are unique in the apparel industry: Levi's® jeans are the original, authentic and definitive jeans. In 1853, during the California Gold Rush, our founder, Levi Strauss, opened a wholesale dry goods business in San Francisco. That business became known as "Levi Strauss & Co." In 1873, Levi Strauss and Jacob Davis, a tailor, saw a consumer need for work pants that could hold up under rough conditions. They worked together and received a U.S. patent to make "waist overalls" with metal rivets at points of strain on the pants – and in so doing created the world's first jean. Levi Strauss & Co. brought these new workpants to market that year, and, in 1890, began using the lot number "501" to identify the product.

In 1986, we introduced the Dockers® brand of casual apparel, which was at the forefront of the business casual trend in the United States. In 2003, in response to the emergence and success of the mass channel, we launched the Levi Strauss Signature® brand of jeans and casual apparel for consumers who shop in the channel.

LS&CO.'s commitment to quality, innovation and corporate citizenship, manifested in many ways throughout our history, began with Levi Strauss and continues today.

Values and Vision

Four core values are at the heart of Levi Strauss & Co.:

- Empathy
- Originality
- Integrity
- Courage

These four values are linked. Our history demonstrates how these core values work together and are the source of our success. Generations of people have worn our products as a symbol of freedom and self-expression in the face of adversity, challenge and social change. The special relationship between our values, our consumers and our brands is the basis of our success and drives our core purpose. It is the foundation of who we are and what we want to become:

People love our clothes and trust our company.

We will market and distribute the most appealing and widely worn apparel brands.

Our products define quality, style and function.

We will clothe the world.

Corporate Citizenship

We believe that commercial success and corporate citizenship are closely linked. This principle is embedded in our 156-year experience and continues to anchor how we operate today. For us, corporate citizenship includes a strong belief that we can help shape society through civic engagement and community involvement, responsible labor and workplace practices, philanthropy, ethical conduct, environmental stewardship and transparency. Our "profits through principles" business approach manifests itself in how we develop our business strategies and policies and make everyday decisions. Our history reflects our approach to corporate citizenship:

- In 1991, we were the first multinational apparel company to develop a comprehensive supplier code of conduct targeted toward ensuring that individuals making our products anywhere in the world would do so in safe and healthy working conditions and be treated with dignity and respect. For more information, see "Sourcing and Logistics – Sourcing Practices."

Levi Strauss & Co.

- Our commitment to equal opportunity and diversity predated the U.S. civil rights movement and federally mandated desegregation by two decades. We opened integrated factories in California in the 1940s. In 1960, we integrated our newly opened plants in the American South.
- In 1992, we became the first Fortune 500 company to extend full medical benefits to domestic partners of employees, a practice now followed by many corporations and public agencies.
- We participate in public advocacy relating to trade policy. We believe that worker rights protections and enforcement measures should be an integral part of all bilateral, regional or multilateral trade negotiations. Since 2000, we have been a leader in publicly advocating this position.
- The Levi Strauss Foundation, a charitable foundation supported by us, focuses its core grantmaking primarily in three areas: AIDS/HIV prevention, building assets, and workers' rights in countries where we have a business presence.
- We support and encourage employee community involvement through volunteer activities, paid time off and grants by the Levi Strauss Foundation to nonprofit organizations we assist through our community activities.
- The Red Tab Foundation, a nonprofit organization created and largely funded by our employees, offers financial assistance to our employees and retirees who are unable to afford life's basic necessities.