

Company Overview

From our founding more than 157 years ago, Levi Strauss & Co. (LS&Co.) has embodied the energy and events of our times, inspiring people from all walks of life with a pioneering spirit. We are the original jeans maker. Our history and longevity are unique in the apparel industry. From our humble start, the company has grown into one of the world's largest brand-name apparel companies.

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.

Through profits with principles, we are committed to making a positive difference in the communities in which we operate. This history of responsible business practices, rooted in our core values, has helped us build our brands and engender consumer trust around the world.

We design and market products that people love and trust. These products include jeans and jeans-related pants, casual and dress pants, tops, jackets, footwear, and related accessories for men, women and children under our **Levi's®**, **Dockers®** and **Signature by Levi Strauss & Co.™** brand names. We also license our trademarks for a wide array of products, including accessories, pants, tops, footwear, home and other products.

Company Profile

FY 2009 Net Revenues: \$4.1 billion

Global presence: Three geographic divisions: Levi Strauss Americas (LSA), Levi Strauss Europe, Middle East and North Africa (LSEMA) and Asia Pacific Division (APD) with sales in more than 110 countries around the world.

- Regional headquarters located in San Francisco, Brussels and Singapore
- Global sourcing headquarters in Singapore.
- We derive approximately 40 percent of our net revenues and regional operating income from our European and Asia Pacific businesses.

Trademarks: Along with our people, our trademarks are our most valuable assets. These include Levi's® , Dockers® and 501® , the Arcuate Stitching Design, the Tab Device, the Two Horse® Design and the Wings and Anchor Design. We have more than 5,000 trademark registrations and pending applications in approximately 180 countries worldwide. We work vigorously to enforce and protect our trademark rights. This includes helping local law enforcement authorities detect and prosecute counterfeiters, opposing registration of infringing trademarks and initiating litigation as necessary.

Retail distribution: LS&Co. products are sold through a wide variety of retail formats around the world, including chain and department stores, approximately 15,000 franchise stores dedicated to our brands, our own company-operated retail network, multi-brand specialty stores, mass channel retailers, and both company-operated and retailer Web sites. There are approximately 2,000 retail stores dedicated to selling our brands around the world.

Licensing: Our Levi's® , Dockers® and Signature by Levi Strauss & Co.™ trademarks are licensed for products and accessories that are 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 footwear and hosiery, belts, wallets and bags, outerwear, eyewear, sweaters, dress shirts, kidswear, loungewear and sleepwear, and luggage.

Sourcing: As a global business, we source nearly all of our products primarily from independent manufacturers located throughout the world. We conduct assessments of political, social, economic, trade, labor and intellectual property protection conditions in the countries in which we source our products before we place production in those countries. We also 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. We require our licensees to ensure that their manufacturers also comply with our requirements.

- Contractors are located in approximately 45 countries around the world
- No single country represents more than 20 percent of our production

Employees: Approximately 11,800 worldwide

- 5,400 in the Americas
- 4,200 in Europe
- 2,200 in Asia Pacific

Ownership: Levi Strauss & Co. 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., our Japanese affiliate, are publicly traded in Japan.

Values and Vision

Four core values are at the heart of Levi Strauss & Co.: Empathy, Originality, Integrity and 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.