

LEVI STRAUSS & CO. KEY FACTS

FOUNDED:

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.

TODAY WE ARE:

One of the world's largest brand-name apparel companies and a global leader in jeanswear. We design and market jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™ and Denizen™ brands.

GLOBAL BUSINESS

FY 2010 NET REVENUES: \$4.4 billion

HEADQUARTERS: San Francisco, Brussels, Singapore

EMPLOYEES: About 16,200 worldwide

- 8,900 in the Americas
- 4,800 in Europe
- 2,500 in Asia Pacific

STORES / RETAIL LOCATIONS:

Our products are sold in approximately 55,000 retail locations in more than 110 countries through a wide variety of retail formats:

- Chain retailers such as JC Penney, Kohl's, Wal-Mart
- Department stores such as Macy's, Nordstrom, Barney's
- Specialty Retailers such as J Crew, Men's Wearhouse, Urban Outfitters
- Company operated e-commerce sites
- Online stores of other retailers
- Approximately 1,800 franchise stores dedicated to our brand
- 482 of our own company-operated stores

SOURCING:

We source our products primarily from independent contract manufactures in approximately 34 countries around the world. No single country represents more than 20 percent of our production. We 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. In addition, we require our licensees to ensure that their manufacturers also comply with our requirements.

OUR COMMITMENT TO SOCIAL RESPONSIBILITY

For more than 155 years, Levi Strauss & Co. has sought to bring the pioneering values of empathy, originality, integrity and courage to life in how we make our products, run our company and take bold stands on the issues of our times. We strive to take bold stands and risks, occasionally supporting potentially unpopular causes because we know they make a difference, and we continue to break new ground with best practices in corporate social responsibility. In 1991, we created our supplier code of conduct making us the first multinational apparel retailer to create a comprehensive set of principles for manufacturing.

OUR COMMITMENT TO SUSTAINABILITY

We have taken a lifecycle approach to understanding how we can reduce the impact of our products. From promoting the growth of sustainable cotton to changing how consumers care for their clothes, we want to embed sustainability into everything we touch. We are committed to achieving carbon neutrality by reducing our energy consumption and moving to the use of 100% renewable energy—first in our operations, and then throughout the supply chain.

FUN FACTS

WORLD'S OLDEST PAIR OF JEANS STILL AROUND: Dubbed the "XX", this pair is believed to be made in 1879, and stored in a guarded fire-proof safe at the Levi Strauss & Co. archives in San Francisco, Calif. Their estimated worth is over \$150,000.

OUTFITTING JEAN-IUS: In 2011, eight films showcasing Levi's® brand product were nominated for Oscars, including "The Fighter," "The Town" and "The Kids Are All Right."

IN FULL BLOOM: A men's pair of Levi's® 501 jeans are made with about 1.7 pounds of cotton. That amount of cotton, uncompressed, is roughly the size of a basketball.

KHAKI AT THE HELM: The Dockers® brand name evolved during the Falklands War between the United Kingdom and Argentina, and the term "dockers" refers to British longshoremen. The wings and anchor logo are derived from an original design made by Levi Strauss Japan.

AN OLYMPIC MIRACLE: At the 1980 Olympics in Lake Placid, New York, Levi Strauss & Co. provided the official blue velour tracksuits of the gold-medal winning United States hockey team that beat Russia in a game dubbed, "The Miracle on Ice."

JEAN-ETIC TRANSFORMATION: Inside the walls of the newly remodeled Levi Strauss & Co. headquarters in San Francisco, Calif., there are 25,500 pairs of jeans in the form of recycled-denim insulation.

SHIVER ME TIMBERS: At the Levi Strauss & Co. headquarters in San Francisco, Calif., the remains of a Gold Rush era ship are buried beneath a massive granite fountain. The vessel is either the William Gray or the English ship Palmyra.

PAYING IT FORWARD: The Levi Strauss Foundation has donated \$268 million since 1953. But we've been giving since long before then. In 1871, the company gave \$100 to the Chicago Relief Fund; after the Great Chicago Fire, which is equivalent to \$1,535.00 in today's dollars.