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LEVI STRAUSS & CO. ANNOUNCES LEADERSHIP APPOINTMENT

SAN FRANCISCO (March 16, 2015) – Levi Strauss & Co. (LS&Co.) announced today that it has appointed Elizabeth Wood as Chief Human Resources Officer, effective May 1, 2015. As Chief Human Resources Officer for Levi Strauss & Co., Elizabeth Wood will be responsible for leading all aspects of the global human resources function, including recruitment, talent planning and organizational development. As a member of the worldwide leadership team, she will also help set the company’s global direction.

Ms. Wood is a seasoned human resources executive, bringing 25 years of retail and apparel experience to the role. Her background includes leading brands and businesses through transformational change. Wood joined LS&Co. from Toys “R” Us, Inc., where she was senior vice president of human resources. Prior to Toys “R” Us, Inc., she was Chief Human Resources Officer at Warnaco Group, before it was acquired by PVH Corporation. Elizabeth has also held leadership positions at Brooks Brothers and Marks and Spencer Group plc. She holds a degree from Durham University and a postgraduate degree in human resources from University of West London.

“As a company with some of the world’s most iconic brands, Levi Strauss & Co. is a destination for great talent. We hope to inspire our team members to do the best work of their careers while they’re here, and I’m confident that Elizabeth is the right leader to help us achieve that ambition,” said Chip Bergh, president and chief executive officer at Levi Strauss & Co. “Her valuable retail and transformation experience is critical as we turnaround the company and continue to drive long-term, profitable growth.”

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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