

FOR IMMEDIATE RELEASE

Investor Contact: Chris Ogle
Levi Strauss & Co.
(800) 438-0349
Investor-relations@levi.com

Media Contact: Amber Rensen
Levi Strauss & Co.
(415) 501-7777
newsmediarequests@levi.com

LEVI STRAUSS & CO. NAMES DAVID LOVE PRESIDENT OF LEVI STRAUSS ASIA, MIDDLE EAST AND AFRICA
Liz O'Neill appointed Chief Supply Chain Officer

SAN FRANCISCO (September 7, 2016) — Levi Strauss & Co. (LS&Co.) today announced that David Love, currently executive vice president, Global Supply Chain, and chief transformation officer, has been appointed executive vice president and president of Levi Strauss Asia, Middle East and Africa. Liz O'Neill, currently senior vice president, product development and sourcing, has been appointed chief supply chain officer. Love remains a member the company's worldwide leadership team, and O'Neill will join the worldwide leadership team. Both will report directly to Chip Bergh, president and CEO of LS&Co.

Love is an LS&Co. veteran with more than 30 years of product development and sourcing experience throughout the supply chain. In his new post, he will be responsible for leading the company's commercial operations, spanning all brands and channels, across Asia, the Middle East and Africa (AMA).

"David is a valued and trusted leader at LS&Co. who brings a deep understanding of how our business operates to his new role as AMA president," said Chip Bergh, president and CEO. "David has made significant contributions to the success of our business in his roles as the leader of our global supply chain and as our chief transformation officer. Liz has been a valuable thought partner and leader in driving substantial cost savings and increasing the quality of our strategic partnerships."

Love joined LS&Co. in 1982 as a manager of technical services working in our manufacturing facility in the United Kingdom. Since then, he's held global positions throughout the supply chain, including production, product development, product services and sourcing. He has closely partnered with design and brand merchandising to encourage product innovation, increase speed to market and foster commitment to quality. Love is a proven operator — one who has consistently delivered outsized results by helping to unlock the value of the company's global network and partnerships while championing sustainability.

O'Neill joined LS&Co. in 2013 to lead global supply chain sourcing and strategy. In this role, she is responsible for the global development, sourcing and delivery of LS&Co. products shipped to more than 100 countries. She has built strategic partnerships to improve supply chain agility while supporting investment in environmental sustainability initiatives and LS&Co.'s Worker Well-being program. In her new role, O'Neill is also responsible for the company's worldwide Terms of Engagement and Environment, Health and Safety. Prior to LS&Co., she spent 13 years at Gap, Inc., overseeing sourcing and production for Gap's global brands. She has also worked for The Disney Store in Los Angeles and Abercrombie & Fitch in Ohio.

--more--

LEVI STRAUSS & CO.

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 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2015 net revenues were \$4.5 billion. For more information, go to <http://levistrauss.com>.

###