

## LEVI STRAUSS & CO.

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### LEVI STRAUSS & CO. NAMES JIN AMY YANG TO LEAD GREATER CHINA

**San Francisco, CA (August 9, 2018)** – Levi Strauss & Co. (LS&Co.) announced today that Jin Amy Yang, a seasoned consumer industry leader, will join the company as managing director of Greater China, effective August 20, 2018.

In this role, Yang will be responsible for leading the company’s commercial operations, spanning all brands and channels across Greater China. She also will be accountable for accelerating profitable growth in Greater China.

“Greater China represents a major growth opportunity for LS&Co., and it is a must-win market for us,” said David Love, executive vice president & president of Levi Strauss Asia, Middle East and Africa.

Yang will report to David Love, executive vice president & president of Levi Strauss Asia, Middle East and Africa. Yang replaces Nic Versloot, who is moving to a new role within LS&Co.

“Amy has a proven track record of working with leading brands and delivering strong results,” added Love. “She’s recognized as a strategic leader with a deep understanding of the evolving Chinese consumer and I am confident that she’ll unlock the company’s full potential in this market.”

Yang brings more than 20 years’ experience driving strategy and execution with top consumer brands and has lived and worked around the world. She joins LS&Co. from The Coca-Cola Company, where she led global business development and was responsible for the global vision, strategies, and annual business plans with an emphasis on accelerating new product portfolio (coffee, tea, hydration, juice & dairy) growth in China. Yang was also general manager of Coca-Cola’s juice and dairy business in China, where she successfully led the transformation of that business during her tenure, working collaboratively with bottlers and other partners to achieve results.

Prior to joining Coca-Cola, Yang was vice president of marketing for L’Oreal Paris, USA, and she spent 13 years at Procter & Gamble, holding various global and regional leadership roles in both China and the U.S. She is a graduate of the University of International Business & Economics in China, where she received a Bachelor of Economics.

**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<sup>®</sup>, Dockers<sup>®</sup>, Signature by Levi Strauss & Co.<sup>TM</sup>, and Denizen<sup>®</sup> 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 2,900 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2017 net revenues were \$4.9 billion. For more information, go to <http://levistrauss.com>.