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LEVI STRAUSS & CO. NAMES DIANA DIMITIAN TO LEAD SOUTHERN EUROPE; PROMOTES SANTIAGO CUCCI TO SVP ROLE IN U.S.

Paris (November 6, 2018) – Levi Strauss & Co. announced today that Diana Dimitian has been appointed as the new vice president and managing director for South Europe. Currently the managing director of Canada, Diana will take on the new role at the end of November.

In her new capacity, Dimitian will be responsible for leading the company's operations for South Europe, which includes LS&Co.'s largest European market, France, along with Spain, Portugal and Italy. She will ensure that the cluster continues to drive expansion and growth, contributing to the company's continued success across Europe and around the globe.

Dimitian will report to Seth Ellison, executive vice president and president of Levi Strauss Europe. "We are excited that Diana will bring her strong leadership, commercial expertise, and decades of experience to our European leadership team and the South Europe cluster," said Ellison. "As head of Canada's operations, she demonstrated exceptional skills and delivered industry-leading results. We're sure she will bring the same competitive spirit and passion to her new role."

As managing director for the Canadian market for the past three years, Dimitian and her team achieved double digit revenue growth and outperformed the marketplace in every tier.

Before joining LS&Co., Diana led omni-channel sales for ECCO Canada, managing wholesale, retail, and e-commerce. Prior to that, she spent sixteen years at Wolverine Worldwide working on brands including Harley-Davidson Footwear and Hush Puppies in various sales and marketing roles.

Dimitian replaces Santiago Cucci, who after five successful years in the role, has been promoted to a newly created role within LS&Co. based at the company's global headquarters in San Francisco. He will serve as senior vice president and managing director for the U.S., also effective at the end of November. Cucci and Dimitian will be collaborating between now and then to ensure business continuity as they transition smoothly into their new roles.

"We are thankful to Santiago for his leadership of the South Europe cluster over the past several years and wish him the best in his new role. The U.S. market will be getting a great talent, and we know that Diana will continue to drive the business here forward, leading one of the best teams in the industry," added Ellison.

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 2,900 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>.

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