

News - April 23, 2013

## **Levi Strauss & Co. Names Roy Bagattini as President of Asia Pacific Commercial Operations**

**SAN FRANCISCO** – Levi Strauss & Co. (LS&Co.) today announced that Roy Bagattini will join the company as executive vice president and president of commercial operations, Asia Pacific, in June 2013, reporting to company president and chief executive officer Chip Bergh. In this role, he will be accountable for the overall strategy for the region as well as the development and growth of the company's iconic brands, Levi's® and Dockers®, throughout Asia. In addition, as a member of the LS&Co.'s senior executive team, he will help set the global corporate strategy.

Mr. Bagattini brings more than 20 years of experience as a senior leader at global consumer goods and beverage companies. He has led the business turn-around of several companies as well as driven growth opportunities in emerging markets. Most recently, Bagattini was senior vice president for Asia and Africa at Carlsberg, one of the world's leading brewing and beverage companies. During his time at Carlsberg, he has been accountable for the group's Asian strategy and is credited with the significant growth of the business in Asia since he took over the helm.

"Having led the commercial operations behind some of the largest beverage companies, Roy has extensive experience in developing and implementing growth strategies for brands in intensively competitive environments," said Chip Bergh, president and chief executive officer of LS&Co. "His combination of operational expertise and understanding of emerging markets in Asia will make him a strong addition to our leadership team at Levi Strauss & Co."

In addition to his four years at Carlsberg, Bagattini worked for eighteen years in a variety of CEO and general management roles in Russia, China, India, Italy and the United States for SABMiller plc, one of the world's largest brewing companies.

"I am truly excited about joining Levi Strauss & Co., a unique company with a rich heritage, iconic brands and inspiring values," said Mr. Bagattini. "I look forward to working with passionate and dedicated people and to playing a key role in this significant phase of Levi's growth and development, particularly in Asia."

Andrew Martin, who has served as interim leader for Asia Pacific region since October, 2012, will resume his role as vice president of finance for Asia Pacific Commercial Operations, once Bagattini joins in June.

### **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 more than 2,300 franchised and company-operated stores. Levi Strauss & Co.'s reported fiscal 2012 net revenues were \$4.6 billion. For more information, go to <http://levistrauss.com>.

**Investor Contact:**

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

**Media Contact:**

Kris Marubio  
Levi Strauss & Co.  
(415) 501-6709  
[kmarubio@levi.com](mailto:kmarubio@levi.com)

# # #