

MEDIA RELEASE

DKSH and Levi's® brand in Thailand: a long-standing business partnership

DKSH (Thailand) Limited

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On the occasion of the joint CEO visit to Bangkok, DKSH President & CEO Dr. Jörg Wolle and Levi Strauss & Co. President & CEO John Anderson talked about the long-standing partnership between DKSH and Levi's® brand in Thailand. DKSH is the leader in Market Expansion Services, headquartered in Zurich, Switzerland. Levi Strauss & Co. is a global leader in jeanswear, headquartered in San Francisco, United States.

Bangkok, May 04, 2011 – On the occasion of the joint CEO visit to Bangkok, Dr. Jörg Wolle, President & CEO of DKSH, and John Anderson, President & CEO of Levi's, spoke about the successful partnership between the two companies in Thailand, which was initiated 24 years ago. In 1987, Diethelm Limited officially became the distributor and manufacturer of Levi's® products under license and today, DKSH (Thailand) Limited still is the license holder.

DKSH Thailand is the exclusive distributor of Levi's® apparel in Thailand, managing 30 Levi's® stores and 110 Levi's® shop-in-shop outlets across the country. Today, more than 1,200 DKSH Thailand employees work exclusively for the Levi's® brand account.

"We are looking back on a very successful partnership already lasting almost a quarter of a century", said DKSH CEO Dr. Jörg Wolle. "In addition to retail services, DKSH Thailand is responsible for the manufacturing as well as the marketing and the distribution of Levi's® products in Thailand. With our market knowledge and our tailor-made services, DKSH Thailand has built the Levi's® brand to become the leading jeans brand in Thailand."

Dr. Wolle further commented, "DKSH Thailand's support is not limited to the Thai market and the Levi's® brand. Since 2007, DKSH has also been in charge of Levi Strauss & Co.'s Dockers® brand in Thailand and opened the first Levi's® store in Cambodia in October 2010."

John Anderson, President and CEO of Levi Strauss & Co. said, "As someone who worked for many years in the Asia Pacific region before taking on a global role, I have long been an admirer of the Thai creativity and their contribution to the apparel industry. Through our long-standing partnership with DKSH, we have been able to make our jeanswear the number one brand in the market by combining our global designs with their local expertise. Together, we're offering craftsmanship, style and a compelling consumer experience."

The Levi's® brand is focused on offering innovative, quality and stylish products for consumers in Thailand and worldwide. The brand launched the Levi's® Curve ID collection for women last year. Women in Thailand have responded positively to the unique fit system, which is based on shape not size. In addition, the brand recently launched a new line of Water<Less™ jeans, which feature rich finishes but are made with significantly less water. Levi's® Water<Less™ jeans are expected to be available in stores in Thailand this June.

Levi Strauss and Co. believes in profits through principles. The company is committed to supporting the workers who make its products and giving back to the communities in which it operates.

The Levi Strauss Foundation started giving grants to programs in Thailand in 1998 with a total commitment of \$1.5 million USD so far. This underscores the company's belief that global iconic brands can play an important role in responding to and raising awareness around critical global issues like HIV/AIDS.

For further information about the Levi Strauss Foundation, please visit <http://www.levistrauss.com/about/foundations/levi-strauss-foundation>

About DKSH Group

DKSH is the leading Market Expansion Services Group with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets.

With 610 business locations in 35 countries – 590 of them in Asia – and 22,500 specialized staff, it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated annual gross revenues of CHF 10 billion.

The company offers any combination of sourcing, marketing, sales, distribution, and after-sales services. It provides business partners with expertise as well as on-the-ground logistics based on a comprehensive network of unique size and depth. Business activities are organized into four specialized Business Units that mirror DKSH fields of expertise: Consumer Goods, Healthcare, Performance Materials, and Technology.

Although DKSH is a Swiss company with headquarters in Zurich, it is deeply rooted in communities all across Asia Pacific. This is because the company looks back on a nearly 150-year-long tradition of doing business in and with the region.

About the Levi's® brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range

of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit www.levi.com.

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 franchised and company-owned stores. As of February 27, 2011, the company operated 482 stores within 31 countries. Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.

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