

VF'S BILLION DOLLAR BRANDS



AT VF CORPORATION, OUR BRANDS ARE THE FOUNDATION OF OUR BUSINESS.

VF has a diverse portfolio of apparel, footwear and accessories brands, with five of our brands exceeding \$1 billion in revenue annually.

These brands include Vans®, The North Face®, Timberland®, Wrangler® and Lee® and account for more than 75 percent of our annual revenue.

2016 REVENUES



Iconic, youth culture brand that enables creative expression through action sports, art, music and street culture. The original action sports footwear and apparel company.

In 1966, Vans was founded by the Van Doren brothers as The Van Doren Rubber Company. VF acquired Vans in 2004. The brand is headquartered in Costa Mesa, California.

\$2.3 BILLION



Advanced products for accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers.

The North Face was founded in 1966 by hiking enthusiast Doug Tompkins. In 2000, the brand was acquired by VF. Today, The North Face is the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. The North Face is headquartered in Alameda, California.

\$2.3 BILLION



A global leader in premium-quality footwear, apparel and accessories for consumers who value the outdoors.

Established in 1973, Timberland is a leader in premium footwear, apparel and accessories for the outdoor lifestyle. The brand's dedication to making quality products is matched by its longstanding commitment to environmental and social responsibility. Acquired by VF in 2011, Timberland is headquartered in Stratham, New Hampshire.

\$1.8 BILLION



An iconic American denim and apparel brand.

The Wrangler brand can be traced back to 1904 when C.C. Hudson established the Blue Bell Overall Company. In 1947, the company introduced the first pair of Wrangler jeans. In 1986, VF acquired Blue Bell, Inc., which owned Wrangler and other brands. Wrangler is headquartered in Greensboro, North Carolina.

\$1.7 BILLION



Leading international retailer and manufacturer of denim wear and casual wear.

The company was formed in 1889 by Henry David Lee as the Lee Mercantile Company. VF acquired Lee in 1969. Lee is headquartered in Merriam, Kansas.

\$1.0 BILLION