

**NOTICE OF REDEMPTION  
OF  
LEVI STRAUSS & CO.  
7¾% SENIOR NOTES DUE 2018**

**\*\*COMMON CODE: 52023521; ISIN XS0520235218  
AND**

**\*\*COMMON CODE: 050627942; ISIN XS0506279420**

NOTICE IS HEREBY GIVEN that all of the above-referenced notes outstanding in the aggregate principal amount of €150,000,000 (the “Notes”) issued pursuant to that certain Indenture, dated as of May 6, 2010 (the “Indenture”), between Levi Strauss & Co. (the “Company”) and Wells Fargo Bank, National Association, as trustee (the “Trustee”), have been called for redemption on November 10, 2014 (the “Redemption Date”). The redemption price of the Notes will be 103.875% of the principal amount thereof (the “Redemption Price”), plus accrued and unpaid interest on the Notes to the Redemption Date. The payment on the Redemption Date of accrued and unpaid interest on the Notes will be made to those who were Holders of Notes as of the record date for such interest payment. The Notes are being redeemed in whole pursuant to Paragraph 5(a) of the Notes. All capitalized terms used herein which are not defined herein shall have the meanings specified in the Indenture.

On the Redemption Date, the Redemption Price, together with accrued and unpaid interest to the Redemption Date, will become due and payable with respect to each Note and, barring Company default in making such redemption payment, interest on the Notes will cease to accrue on and after the Redemption Date.

Payment for the Notes requires surrender of the Notes to the Paying Agent at the following address:

*By Mail, Overnight Delivery or by Hand:*

Attention: Corporate Action Instructions Team  
Citibank, N.A.  
13<sup>th</sup> Floor Citigroup Centre  
Canada Square  
Canary Wharf  
London  
E14 5LB

\*\*The Common Code numbers and ISINs appearing herein have been included solely for the convenience of the Holders of the Notes. None of the Company, the Trustee or the Paying Agent shall be responsible for the selection or use of any such Common Code numbers or ISINs, nor is any representation made as to their correctness or accuracy on the Notes or as indicated herein.

**LEVI STRAUSS & CO.**

Dated: October 10, 2014