

June 25, 2018



VF Corporation Announces New Leadership Appointments at its The North Face® And Smartwool® Brands

GREENSBORO, N.C., June 25, 2018– VF Corporation (NYSE: VFC) today announced the appointment of Travis Campbell to the position of Vice President, General Manager, *The North Face*®, Americas. Campbell most recently served as President of VF's *Smartwool*® brand. Jennifer McLaren will succeed Campbell as President, *Smartwool*®. McLaren most recently served as CFO, *Smartwool*®. The appointments are effective immediately.

As VF's *The North Face*® brand continues to evolve its organization on a global and regional basis, Campbell will be responsible for providing leadership and vision for the brand's Americas business by creating and executing growth strategies in sales, direct-to-consumer and merchandising. He will also play an important role in establishing the Americas Region Leadership Team and ensuring the successful regional activation of the global brand vision and strategy. Campbell will report to Arne Arens, Global President, *The North Face*®.

"During his tenure with VF, Travis has demonstrated strong leadership and an ability to guide an organization toward the achievement of long-term business objectives," said Scott Baxter, VF's Group President, Americas West. "His deep experience in the outdoor industry and personal passion for the outdoors, combined with his proven track record of business leadership make him the ideal person to oversee the Americas region for our iconic *The North Face*® brand."

Prior to VF, Campbell was President & CEO of Far Bank Enterprises, an integrated manufacturer and distributor of fly fishing products and owner of the Sage, Redington, and RIO brands. In 2005, he became President of Rio Products International, Inc., and in 2003 he was named President of Redington Tackle & Apparel. Prior to these roles, Campbell served as Director of Business Development for Sage Manufacturing. He also held various positions at Deloitte Consulting and Andersen Consulting.

McLaren has been with VF since 2011, when the *Smartwool*® and *Timberland*® brands were acquired by VF. At that time, she was named CFO of *Smartwool*®. Previously, she served as

North America CFO, *Timberland*[®]. She joined the *Timberland*[®] brand in 2003 in the global financial planning and analysis organization. Previously, McLaren held several positions at Arthur Andersen and Softbank Capital.

“Jen is a multi-dimensional leader who understands all facets of business and knows how to partner with her fellow leaders to bring a coordinated strategy to life,” said Baxter. “She also knows the *Smartwool*[®] brand inside and out and has a passion for purpose-led businesses, all of which positions her to propel the brand in the years ahead.”

Campbell will relocate to VF’s Outdoor Campus in Alameda, California. McLaren will continue to be based at the *Smartwool*[®] brand’s headquarters in Steamboat Springs, Colorado.

About VF

VF Corporation (NYSE: VFC) is a global leader in the design, manufacture, marketing and distribution of branded lifestyle apparel, footwear and accessories. The company’s diversified portfolio of powerful brands spans numerous geographies, product categories, consumer demographics and sales channels, giving VF a unique industry position and the ability to create sustainable, long-term growth for our customers and shareholders. The company’s largest brands are The North Face[®], Vans[®], Timberland[®], Wrangler[®], Lee[®] and Nautica[®]. For more information, visit www.vfc.com.

About The North Face[®]

The North Face, a division of VF Outdoor, LLC, was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today we are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. We protect our outdoor playgrounds and minimize our impact on the planet through programs that encourage sustainability. The North Face products are available at premium and specialty retail sporting goods stores globally and we are headquartered in California on a LEED Platinum-certified campus. For more information, please visit www.thenorthface.com.

About Smartwool[®]

Based in Steamboat Springs, Colo., Smartwool is a 22-year-old apparel brand whose products are inspired by living and playing in the mountains. All Smartwool products come with a 100% Satisfaction Guarantee and are created to get the most out of the inherent benefits of Merino wool. For information on the full range of Smartwool products or to find a dealer near you, please log onto www.Smartwool.com. Smartwool, a division of VF Outdoor, LLC, is a brand of VF Corporation. For event and company updates, visit us on Facebook www.facebook.com/smartwool and Twitter www.twitter.com/Smartwool.

Media Contacts:

Vanessa McCutchen
Director, Corporate Communications
336-424-7776
Vanessa_mccutchen@vfc.com

