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VF Corporation Named One of America's Most Just Companies by Forbes and Just Capital

The JUST 100 List tracks the largest corporations in the U.S. on the issues Americans care about most

GREENSBORO, N.C.--(BUSINESS WIRE)-- VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear and accessories, today announced that it was named one of America's Most JUST Companies, according to *Forbes* and JUST Capital, a nonprofit that ranks the U.S.'s largest publicly traded corporations on the issues Americans care about most. The second annual JUST 100 ranking compares America's companies head-to-head, based on the priorities of the American people.

"VF is honored to be recognized as one of America's Most JUST Companies," said Steve Rendle, VF's Chairman, President and CEO. "However, recognition is never our end goal. As one of the world's largest apparel and footwear companies, we clearly understand our responsibility to operate with the highest environmental, social and ethical standards to ensure that we lead by example and serve as a catalyst for continual improvements across our global industry. VF is and will always remain committed to actions that lessen our impact on the planet and enhance the lives of people worldwide."

VF outperformed its peers on the criteria deemed to be most important, including worker pay and treatment, job creation, healthy products and communities, environmental impact and other key areas.

The rankings are based on one of the most comprehensive surveys ever conducted on public attitudes towards corporate behavior, involving 10,000 American respondents in 2017 and more than 72,000 over the past three years. The rankings encompass the 1,000 largest publicly-traded companies in the U.S.

"Business can and should be a unifying force for good in America today, but what it needs is a new North Star," said Martin Whittaker, CEO of JUST Capital. "That is what these rankings represent. By trusting in the American people to define what really matters when it comes to measuring business performance, we think we can help breathe life into the vision of a more just economy that better serves the broader best interests of society."

"The second annual JUST 100 list serves as a report card for corporate America, providing unbiased data about how corporations are performing on the issues Americans care most about," said *Forbes* editor Randall Lane. "At a time when corporate America, as a whole, faces low public approval, the companies in the JUST 100 provide an example for their peers

on how to win back the trust of the American people.”

The complete 2017 JUST 100 list is available [here](#).

About VF

VF Corporation (NYSE: VFC) outfits consumers around the world with its diverse portfolio of iconic lifestyle brands, including *Vans*®, *The North Face*®, *Timberland*®, *Wrangler*® and *Lee*®. Founded in 1899, VF is one of the world’s largest apparel, footwear and accessories companies with socially and environmentally responsible operations spanning numerous geographies, product categories and distribution channels. VF is committed to delivering innovative products to consumers and creating long-term value for its customers and shareholders. For more information, visit www.vfc.com.

About the Methodology

JUST Capital’s rankings are the culmination of over three years of market research (encompassing over 72,000 respondents mapped to the U.S. Census population) on what the American people prioritize regarding corporate behavior today. JUST Capital conducted its 2017 survey of the American public, which included 10,000 respondents, in partnership with NORC at the University of Chicago. The survey results found that Americans, when asked to identify what is most important for companies to prioritize, ranked the following in order of importance: workers, customers, products, the environment, communities, jobs, and finally, management & shareholders. JUST Capital then tracked and evaluated the performance of companies against these priorities and created the ranking model that drives America’s Most JUST Companies, including the JUST 100 absolute ranking and industry leader rankings. The selection of companies draws from the Russell 1000 Index, which represents over 90 percent of the U.S. stock market value.

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Source: VF Corporation