

October 26, 2021



## **VF Corporation Appoints Allegra Perry to the Position of Vice President, Investor Relations**

DENVER--(BUSINESS WIRE)-- VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear, and accessories, today announced the appointment of Allegra Perry to the position of Vice President, Investor Relations, effective January 2022. She will report to VF's Chief Financial Officer, Matt Puckett.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20211026005133/en/>

Perry will be responsible for leading all aspects of VF's Investor Relations program. She will work closely with VF's Executive Leadership Team and leaders across the company's 12 brands to establish strategic priorities and goals and design a financial communications program that effectively articulates the company's financial story and drives engagement with key stakeholders internally and across the broader capital markets community.

"We're excited for Allegra to join the VF family and lead our investor relations function into this next phase," said Puckett. "She brings the ideal blend of experience having held senior-level roles across investment banking, business development and investor relations, all within the global apparel and retail sectors. She knows our industry inside and out, and her extensive international experience will be invaluable as we communicate VF's story of global growth in the years ahead."

Perry has nearly 25 years of relevant experience across retail, fashion, luxury goods and sporting goods with both investment banking and in-house corporate roles based in flagship European cities. The first part of Perry's career focused on stock coverage as an equity research analyst covering the retail, luxury goods and sporting goods sectors. She was an Institutional Investor-ranked analyst with positions held at Lehman Brothers, Nomura International and Cantor Fitzgerald.

Perry transitioned to the corporate environment in 2014 when she was appointed to strategic planning and investor relations roles. She first served as the Head of Strategic Planning and Investor Relations for the British luxury goods brand Mulberry, contributing to the company's



Allegra Perry, VF Corporation (Photo: Business Wire)

strategic pivot to a global, direct-to-consumer model through a series of acquisitions. She most recently held the position of Director of Investor Relations and Corporate Affairs for The Watches of Switzerland Group, joining the company six months after its IPO to establish a new investor relations platform.

“I am honored to join VF Corporation, a leading company with a portfolio of iconic brands and exciting growth prospects ahead,” said Perry. “My entire career has been positioned at the intersection of

capital markets and the global retail sector, and I look forward to applying my knowledge and expertise to further elevate the investor relations program at VF.”

### **About VF Corporation**

Founded in 1899, VF Corporation is one of the world’s largest apparel, footwear and accessories companies connecting people to the lifestyles, activities and experiences they cherish most through a family of iconic outdoor, active and workwear brands including *Vans®*, *The North Face®*, *Timberland®* and *Dickies®*. Our purpose is to power movements of sustainable and active lifestyles for the betterment of people and our planet. We connect this purpose with a relentless drive to succeed to create value for all stakeholders and use our company as a force for good. For more information, please visit [vfc.com](http://vfc.com).

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Source: VF Corporation