



VF Corporation Appoints Jan Van Mossevelde as Vice President, General Manager, *icebreaker*® EMEA

Stabio, Switzerland (August 7, 2019) – VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear and accessories, today announced the appointment of Jan Van Mossevelde as Vice President, General Manager of *icebreaker*® EMEA. Van Mossevelde will take on the new role effective Fall this year and will report to *icebreaker*® Brand President, Greg Smith.

Van Mossevelde joined VF in 2015 as General Manager, Global Brand Management and Demand Creation within the company's Corporate Strategy organization. Since 2017, he has held the position of Vice President, Strategy for EMEA, a role in which he has developed the foundational strategy work. Additionally, Van Mossevelde managed the Consumer Insights function and coordinated the Creative Vision process across all VF brands in EMEA.

"We are excited to have Jan lead our EMEA business," said Smith. "The experience Jan brings from his time with VF and prior, combined with his proven leadership skills, are exceptional. As we look to evolve the *icebreaker*® business further, these are qualities that will enable us to take on the next phase of growth in the EMEA region and establish *icebreaker*® as the global leader of natural apparel within the region."

"Jan has proven to be a key member of the EMEA leadership team during the past two years," added Martino Scabbia Guerrini, Group President, VF EMEA. "His strong business acumen, thoughtful strategic approach and marketing vision have provided tremendous value for our brand portfolio, as well as the entire EMEA leadership team. I am sure that he will play a central role in building an even stronger future for the *icebreaker*® brand."

Prior to VF, Van Mossevelde spent 15 years at Procter & Gamble where he held numerous marketing and brand leadership roles. His experience included leading portfolio management for Europe, driving global innovation design for the billion-dollar category of laundry detergent pods and serving as Chief Marketing Officer for Germany, Austria and Switzerland.

"I am excited to go back to a brand leadership role after four years in a corporate role," commented Jan Van Mossevelde. "It was a first-row-seat opportunity to get accustomed with the VF organization, brands and leadership team. I am looking forward to start this new chapter of my career at VF supporting the *icebreaker*® brand and its purpose-led future growth."

Van Mossevelde succeeds Peter Ottervanger, who recently announced his decision to leave the brand to pursue new opportunities.

"We extend our deep appreciation to Peter for his strategic stewardship of the brand over the past several years," Smith added. "The momentum he has created will help Jan further accelerate the trajectory of *icebreaker*® in EMEA in the years ahead."

About VF Corporation

VF Corporation outfits consumers around the world with its diverse portfolio of iconic outdoor and activity-based lifestyle and workwear brands, including *Vans*®, *The North Face*®, *Timberland*® and *Dickies*®. 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 icebreaker®

Founded by Jeremy Moon in 1995 in New Zealand, icebreaker pioneered the ethical and sustainable production of natural performing apparel driving a new category which has grown to become a significant global category today. Now a part of the VF Corporation, icebreaker continues to challenge the status quo while championing natural, transparent and responsible ways to do business.

Following the publication of its Transparency Report in 2018 and 2019, icebreaker was one of only a handful of brands to be awarded an A+ rating in the Tearfund Ethical Fashion report, two years in a row. The report found icebreaker to be excellent in every area, including scrutiny of policy, traceability, transparency, supplier relationships and worker rights at every stage of the production process.

icebreaker looks to nature for the answers and for innovative ways to do more with less. Working with what nature provides and adapting as nature does, icebreaker enables consumers to join a movement towards choosing natural and reducing any further impact to planet for generations to come.

icebreaker is sold in more than 5,000 stores in 50 countries through wholesale, Touch Lab retail stores and e-commerce platforms. To discover more, visit icebreaker.com

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