



VF CORPORATION APPOINTS JAN VAN LEEUWEN AS VICE PRESIDENT, GENERAL MANAGER, THE NORTH FACE®, EMEA

Stabio, Switzerland – November 14, 2018 – VF Corporation, a global leader in branded lifestyle apparel, footwear and accessories, has appointed Jan Van Leeuwen to the position of Vice President, General Manager, *The North Face*®, EMEA Region. He will also serve on the Global Leadership Team for *The North Face*® brand.

In this role, Van Leeuwen will lead *The North Face*® brand and its business in EMEA, translating the global strategy into effective consumer engagement and marketplace execution. He will be responsible for driving the brand's momentum and building on its 11 consecutive quarters of double-digit growth in the EMEA region.

“During his tenure with VF, Jan has demonstrated strong leadership and an ability to develop a thriving business,” said Martino Scabbia Guerrini, Group President, VF EMEA. “His extensive experience in the retail industry combined with his proven track record of business results make him the ideal person to lead our iconic *The North Face*® brand in the EMEA region.”

Since joining VF in 2011, Van Leeuwen has held various roles with increasing responsibility within the *Vans*® brand, EMEA, including most recently serving as Vice President, General Manager. Prior to joining VF, Van Leeuwen held senior leadership roles for companies including Sole Technology, O’Neill and Nike.

“We are happy to welcome Jan to *The North Face*® team,” added Arne Arens, Global Brand President, *The North Face*®. “Working closely with the global and regional management teams, Jan will play a key role in continuing to drive momentum for the business and in bringing our brand values to life for associates.”

Commenting on his appointment, Van Leeuwen said, “As an avid runner and skier, the outdoors are very close to my heart. I’m thrilled to join *The North Face*®, the leading brand in the global outdoor industry. In collaboration with the brand team, I’m looking forward to unlocking new opportunities, both on and off the mountain, through new and innovative products that empower people to push the boundaries of exploration.”

The North Face

The North Face®, a VF Corporation brand, 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.

VF Corporation

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.

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