

BUILDING STRONG CONNECTIONS THROUGH DIRECT-TO-CONSUMER



VF's Direct-to-Consumer (DTC) business is one of VF's powerful business platforms.

Approaching 30 percent of overall revenue in 2015, DTC includes VF's owned brick-and-mortar stores and e-commerce sites. With a consumer focus, data-driven decision making and engaging brand storytelling, DTC is fueling growth for VF.

FACT:

\$3.4

BILLION IN REVENUE FROM VF'S DTC BUSINESS IN 2015



FACT:

84%

DTC REVENUE COMES FROM BRICK-AND-MORTAR

FACT:

16%

OF DTC SALES ARE VIA E-COMMERCE, THE FASTEST GROWING CHANNEL FOR VF



FACT:

1,520+

OWNED STORES WITH 80 NEW STORES PLANNED TO OPEN IN 2016

FACT:

13 BRANDS

WITH A BRICK-AND-MORTAR PRESENCE IN

30

COUNTRIES

NAPAPIJRI

VANS "OFF THE WALL"

kipling

Lee

NAUTICA

THE NORTH FACE

for all mankind

ella moss

vf OUTLET

Wrangler

Timberland

Splendid

lucy

FACT:

WITH MORE THAN

500 STORES

GLOBALLY, VANS® HAS THE LARGEST OWNED RETAIL PRESENCE WITHIN THE VF PORTFOLIO



FACT:

1 DIGITAL LAB TEAM

FOCUSED ON DRIVING GROWTH AND NEW IDEAS FOR VF'S DTC E-COMMERCE BUSINESS

