

# COLOR GENOMICS AT LEVI'S

LEVI STRAUSS & CO.

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- Founded in 1853, Levi Strauss opened a wholesale dry goods business in San Francisco that became known as Levi Strauss & Co.
- Seeing the need for tough work pants, the first pair of jeans created.
- In 1873, Levi and Reno, NV tailor, Jacob Davis received a U.S. patent for “waist overalls” with metal rivets at points of strain. The first product line designated by the lot number “501” was created in 1890.
- 165 years later...one of the world’s largest brand-name apparel companies and a global leader in jeanswear.
  - Headquarters: San Francisco, Brussels, Singapore
  - Employees: About 13,200 worldwide
    - 6,200 in the Americas
    - 3,800 in Europe
    - 3,200 in Asia Pacific

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## LS&Co. Values

- **Empathy**

*Walking in other people's shoes*

Empathy begins with paying close attention to the world around us. We listen and respond to the needs of our customers, employees and other stakeholders.

- **Integrity**

*Doing the right thing*

Integrity means doing right by our employees, brands, company and society as a whole. Ethical conduct and social responsibility characterize our way of doing business.

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## Building a Culture of Wellness at LS&CO.

### Vision

To modify behavior to drive a culture of well-being and encourage personal accountability in employees and their dependents while improving engagement and managing expense.

### Strategy

Provide education and outreach; encouraging greater activity and fitness; improve eating habits by making better choices; offer innovative tools helping employees make more informed choices to manage care; and utilizing preventative care to treat illness in it's early stages.

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## Making the decision - we had our concerns

- Genetic testing is new in the "retail market," uncertain of ROI
- Understanding the results
  - Positive – Does this mean I have cancer? Will get it for sure?
  - Negative – Does this mean I won't ever get this illness?
- Will our employees find value in this offering?
- How does Color fit into our vision and strategy for a culture of wellness?
- Is it in line with our corporate values?

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Offered as a pilot in our corporate office at Levi's Plaza

- Approximately 1100 eligible employees
- Voluntary participation
- 100% paid by LS&Co.

Test for mutations in 30 specific genes that increase the risk for:

- 8 hereditary cancers – breast, prostate, colorectal, ovarian, pancreatic, stomach, uterine, melanoma
- High Cholesterol (Familial Hypercholesterolemia) - Heart Health

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## Implementation

- Color support
  - Posters, Brochure, FAQs
  - Educational videos available to employees before the rollout
- Onsite information sessions
  - Four in-person meetings over two days (incl. two webinars)
  - Genetic counselor presentation clearly explained and helped to educate employees about the basics of genetic testing and how to understand their results
  - Kits available to pick up after the session

## Participation

- 555 kits picked up and 308 samples returned in-person over those two days
- 447 total samples returned by end of 2017

Lots of “buzz” over this new option. Employees loved it!

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## What Next?

- Color will attend our Live Wellth fair next week
- Offering to other corporate locations in the U.S.
- Expanding to international corporate offices
  - Singapore
  - Belgium

QUESTIONS?