



Media release

## Levi's® to keep customers in the loop with new membership program

**DKSH, the leading Market Expansion Services provider with a focus on Asia and Levi's® announced today the launch of Loop, a new customer loyalty program.**

Bangkok, Thailand, April 9, 2015 – DKSH Thailand, the exclusive franchisee and distributor of Levi's® in Thailand, has launched a new loyalty program to reward its returning customers.

The Loop member program was launched in all 52 original Levi's® stores and outlet stores in February and aims at capitalizing on the large customer base the company has built up over 28 years which has propelled the brand into its market leading position. According to DKSH, which manufactures and markets Levi's® jeans in Thailand under license from Levi Strauss & Co in the USA, the move signals a new approach to building loyalty.

"Each and every month, thousands of customers buy Levi's®, " said Peter Hornby, DKSH General Manager, Fashion Apparel. "The Loop member program is our way of recognizing these customers individually and offering compelling value. "We will continue to invest in building the Levi's® brand. With Loop, we are more targeted and flexible, recognizing individuals and structuring rewards and recognition accordingly," said Peter Hornby.

The Loop member program is structured into a two tier reward system, fittingly recognized by the trademark Levi's® tab. The Red Tab rewards apply for any single purchase of THB 2,000 or more. They include a 10% discount, 5 points for every THB 100 spent and member-only bonus points on special occasions and other targeted benefits. The Orange Tab membership follows either the accumulation of more than THB 8,000 of purchases over time or a single purchase of THB 8,000 in one bill. In addition to a 10% discount and member-only bonus points, Orange Tab members receive 10 points for every THB 100 spent.

As further recognition of the customer relationship, Orange Tab members will also be invited to special trademark Levi's® events and eligible for tickets to concerts sponsored by trademark Levi's®. A range of other benefits include special gifts when upgrading, member bonuses and member-only information for new season launches, sneak peeks and exclusive promotions.

**For more Levi's® information please visit:**

[Instagram @levis\\_thailand](https://www.instagram.com/levis_thailand)

[www.facebook.com/levis](https://www.facebook.com/levis)

[www.levisthailand.com](http://www.levisthailand.com)

### **About Levi's® brand**

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® range of jeans wear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [www.levi.com](http://www.levi.com)

### **About DKSH**

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since March 2012, DKSH is a global company headquartered in Zurich. With 750 business locations in 35 countries – 720 of them in Asia – and 27,600 specialized staff, DKSH generated net sales of CHF 9.8 billion in 2014. In 2015, DKSH

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celebrates its 150th anniversary. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia, and is deeply rooted in communities and businesses across Asia Pacific.

#### **About DKSH Thailand**

Since its establishment in Thailand in 1906, DKSH has been a leading player in providing Market Expansion Services for the consumer goods, healthcare, performance materials, and technology industries. Although it is a Swiss company, DKSH is deeply rooted in the local community. This is because the company is able to draw from a tradition, lasting over a century, of doing business in and with the nation. Through its industry expertise and unparalleled experience in offering Market Expansion Services tailored to the specific needs of its business partners, Thailand has evolved into the most important hub within DKSH's dynamic network. In the region, the Thailand operation serves as a role model in leveraging success stories to other countries.

#### **For further information please contact:**

##### **DKSH Holding Ltd.**

Till Leisner  
Head, Group Investor & Media Relations  
Phone +41 44 386 7315  
[till.leisner@dksh.com](mailto:till.leisner@dksh.com)

Dominique Nadelhofer  
Manager, Group Media Relations  
Phone +41 44 386 7228  
[dominique.nadelhofer@dksh.com](mailto:dominique.nadelhofer@dksh.com)