



Media release

Levi's® launches “The Live in Levi's® Project” in Thailand

DKSH, the leading Market Expansion Services provider with a focus on Asia, and Levi's® announced today the launch of the campaign “The Live in Levi's® Project” to show how three artists live in wearing Levi's® jeans.

Bangkok, Thailand, April 30, 2015 – DKSH Thailand, the exclusive franchisee and distributor of Levi's® in Thailand, has launched the latest campaign “The Live in Levi's® Project”, showcasing real-life moments from passionate fans.

More than 140 years after inventing the blue jeans, Levi's® has been watching how people around the world live in Levi's® and found millions of individuals who are having fun wearing their Levi's® products. In 2015, Levi's® partnered with three diverse but equally inspired contemporary artists to hear about the unique ways they live in Levi's®.

Musketeers, one of the most talented rock bands in Thailand, has been in the music industry for more than ten years with more than 50 million YouTube views. The members of the band are determined to write the next chapter of their story with their trusted Levi's® 501CT's heading towards the day they become legends.

The indie pop band Ten To Twelve defines Levi's® as a symbol of youngsters, which reflects their motto of living life to the fullest. While the four members of the band live different lifestyles during the day, they share a common dream of succeeding in music.

The singer and artist Pango considers herself as a “happiness maker”. She believes happiness is everywhere and she loves to share her joy with fans through her music, art and photographs. She chooses to use her pair of Levi's® to portray her authenticity and how she achieves her own happiness every day.

Following the event, Levi's® invites participants to share how they live in Levi's® by capturing their moments and posting them on their Facebook or Instagram pages with the hashtag #LiveInLevi'sTH. The 501 best shots will be displayed at a photo exhibition at the next “Live in Levi's®” event.

This campaign aims to capture the spirit of the iconic brand that has always been an embodiment of the events of its time. Be part of the Live in Levi's® Project and share how you #LiveInLevi'sTH.

For more Levi's® information please visit:

Instagram @levis_thailand,
www.facebook.com/levis
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

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 –

Think Asia. Think DKSH.

and 27,600 specialized staff, DKSH generated net sales of CHF 9.8 billion in 2014. In 2015, DKSH 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.

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