Organizing for the Future of Retail

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Shoptalk, Las Vegas, March 21, 2018



VF CORPORATION

VF Corporation outfits consumers around the world with its diverse portfolio of lifestyle brands











































THIS IS VF IN 2017

\$11.8B2017 Revenues

65 K associates around the world

VFCNYSE: VFC

1,500+ owned retail stores

\$20M+

donated to community causes through the VF Foundation owned manufacturing facilities

brands exceeded \$1 billion in revenue in 2017

170 Countries global footprint

40% of VF's sales were outside of the U.S. in 2017 World's
largest
maker of denim
jeans

units of apparel, footwear and accessories produced every year

553M

#1 producer of backpacks



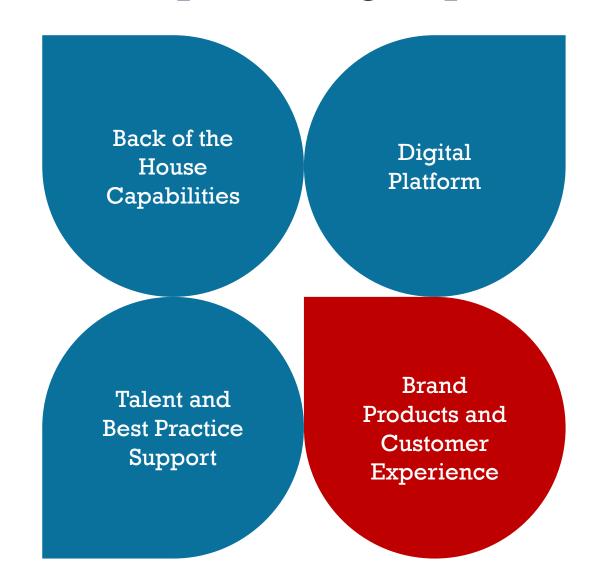
2021 Strategic Growth Plan

Create amazing product and brand experiences Top Quartile TSR & that transform and improve the lives of consumers **Value Creation** worldwide **DESIGN & SHAPE THE INNOVATION PORTFOLIO** DEMAND **CREATION** TALENT & BRAND **EXPERIENCE** TRANSFORM **DISTORT ASIA** MODEL **DEMAND & INSIGHTS &** SUPPLY **ANALYTICS** CHAIN **AGILITY ELEVATE** RETAIL **EXELLENCE** DTC

Powerful Brands. Powerful Platforms.



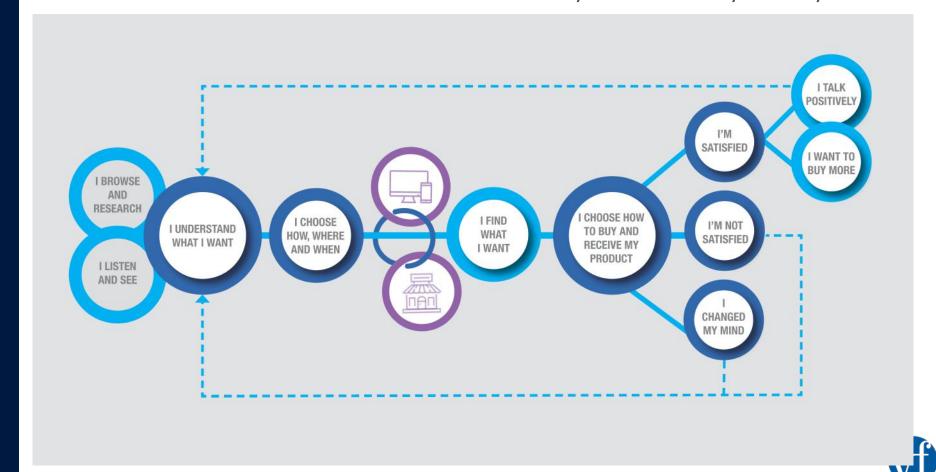
Direct To Consumer: providing capabilities





Aligning Online and Offline through Talent

Clear focus on the Customer Journey. Shared by everyone.



Keeping fit for the challenges ahead

How do you keep all touchpoints consistent?

How do you measure cross channel productivity?

How do you keep organization nimble?

How do you develop new skills and competencies?

How do you onboard the Next Generation?





Thank You