



We Fit Your Life.™

# VF Corporation – Fact Sheet

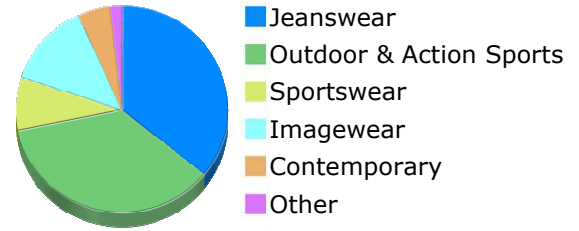
## Summary:

VF Corporation, a global leader in branded apparel, has transformed its business mix with the addition of dynamic, growing lifestyle brands.

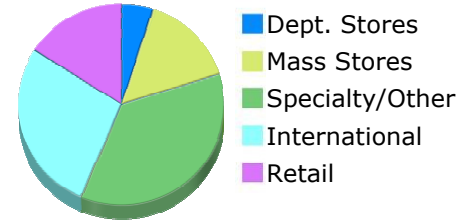
Our powerful brands reach consumers in nearly all channels of distribution.

Key brands include Lee®, Wrangler®, Nautica®, The North Face®, 7 For All Mankind®, Lucy®, JanSport®, Eastpak®, Eagle Creek®, Majestic®, Vans®, Reef®, Napapijri® and Kipling®.

### Revenues by Product Category



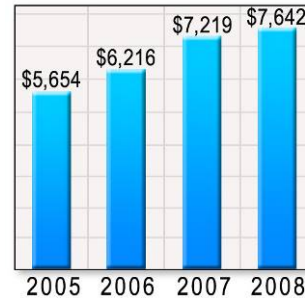
### Revenues by Distribution Channel



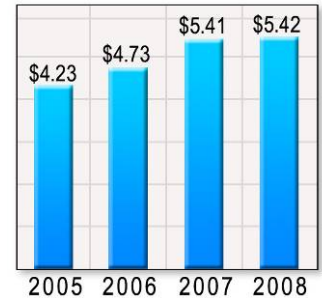
## VF is Financially Strong

- Cash flow averaging over \$600 million annually
- 2008 debt to capital of 25%
- \$382 million in cash at year-end and no long-term debt payments until October, 2010
- Dividend payout of 43% in 2008
- Conservative financial policies and practices

Revenues (in Millions)



Earnings Per Share (in Dollars)



## VF Highlights

- Broad diversity across brands, products, channels of distribution and geographies
- Long-term targets of \$11B in revenues and 15% operating margin
- Growing base of owned retail stores totaling over 690 worldwide
- Global reach, with 30% of revenues from international markets
- Leader in supply chain and replenishment technologies
- Balanced, flexible, low-cost base of owned and sourced production
- Successful acquisition strategy of adding higher margin, growing, global lifestyle brands

*This fact sheet contains forward-looking statements. Forward-looking statements are not guarantees, and actual results may differ materially from those expressed or implied in the forward-looking statements. Important factors that could cause the actual results of operations or financial condition of the company to differ are discussed in the documents filed by the company with the Securities and Exchange Commission.*



john varvatos





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## VF Corporation – Fact Sheet (continued)

### VF Vision Statement:

*Our vision is to grow by building leading lifestyle brands that excite consumers around the world.*

### VF Strategic Growth Drivers include:

- Build more global, growing lifestyle brands
- Expand our share with winning customers
- Stretch our brands to new geographies
- Expand our direct-to-consumer business
- Fuel the growth
- Build new growth enablers

### Long-Term Goals

- Revenue growth of 8% to 10% annually
- 33% of revenues from international markets
- 22% of revenues from retail/eCommerce sales
- 15% operating margin
- Earnings per share growth of 10% to 11%

### Acquisitions Since 2000:

**2000:** The North Face®, Eastpak®

**2003:** Nautica®, John Varvatos®

**2004:** Vans®, Kipling®, Napapijri®

**2005:** Reef®

**2007:** Majestic Athletic®, Eagle Creek®, 7 For All Mankind®, lucy®

### Financial Summary\*

(\$ millions, except Per Share)

	2006	2007	2008**
<b>Total Revenues</b>	\$6,216	\$7,219	\$7,642
<b>Operating Income</b>	\$826	\$965	\$938
<b>Operating Margin</b>	13.3%	13.4%	12.3%
<b>Income</b>	\$535	\$613	\$602
<b>EPS – Diluted</b>	\$4.73	\$5.41	\$5.42
<b>Dividends Per Share</b>	\$1.94	\$2.23	\$2.33
<b>Cash Flow from Operations</b>	\$454	\$833	\$679

\*Continuing operations

\*\*2008 income and EPS reflect impact of \$41M, or \$.30 per share, in cost reduction actions

**NYSE: VFC**

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