

pas·sion (pash' ən)

1. enthusiasm for one's work, colleagues and community.
2. what makes Gap Inc. great.

Gap Inc.



“I created Gap with a simple idea: to make it easier to find a pair of jeans. We remain committed to that basic principle—and I feel the best is yet to come. But we must continue to change.” **Don Fisher**

“I loved when I worked in the store. It was a great, great experience and I still feel that way about Gap now. It’s a store with a heart. That’s what I’m most proud of.” **Doris Fisher**

On left:
Gap Founders Doris and Don Fisher
Outside first Gap store
San Francisco, 1973



The Beginning

1969

Our company is born in San Francisco.

1976

Gap goes public, offering 1.2 million shares of stock on the NY and Pacific Stock Exchanges.

1977

Gap Inc. establishes Gap Foundation, the company's nonprofit charitable arm.

1980s

1983

Banana Republic, then a two-store, mail-order company, joins our family—our first acquisition.

1986

The first GapKids store opens in San Mateo, California.

1987

Hello, London shoppers... our first Gap opens outside North America

Our annual sales exceed \$1 billion for the first time.

1990s

1990

We debut the babyGap line in San Francisco.

1994

Old Navy opens in Colma, California.

Inspiring value shoppers—Gap Outlet opens and BR Factory Stores follow four years later.

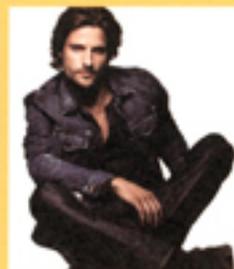
1995

Our first Gap store opens in Japan.

1997

Our first online site—Gap.com.

Old Navy sales top \$1 billion.



2000s

2004

We issue our first of four Corporate Social Responsibility Reports.

2006

Our global expansion continues as franchise stores for Gap and Banana Republic begin to open.

Piperlime, our first online-only store, launches, offering a fresh shoe shopping experience.

2008

We acquire Athleta, a women's active wear company.

Banana Republic opens in London.

Outlet expands to Canada.

Online sales top \$1 billion.

2009

SuperModelquins help bring fun back to Old Navy.

Gap Generation store opens in Calgary.

Gap re-launches denim.

The Future

As we celebrate our 40th anniversary, we're focused on our many opportunities to grow globally and to win back customers.

We're ready to continue the historic legacy of inspiring our customers as we deliver results in our unique, creative way.



**Doris and Don Fisher
opened the first Gap
store on August 21, 1969.
Things haven't been
the same since.**

Gap International Sourcing Inc. Korea Branch



2003. 10 Aquired as GIS Korea Branch in Itaewon



2007. 4 Vance Shore, VP appointed as General Manager

2007. 8 Franchise Store open through Shinsegae International

2007. 10 Don & Doris Fisher, founder of Gap visits Korea Hub



2008. 9 Office moves to Gangnam, Meritz tower

2009 Year End Reports

231 Employees

17,370 Styles

2010 GIS Korea/America integrated

Think: customers first

Inspire: creativity

Do: what's right

Deliver: results

Wear your passion.