

5/15/15

THE COMFORT TECHNOLOGY COMPANY®



A GLOBAL POWERHOUSE B R A N D

SKECHER5

THE COMFORT TECHNOLOGY COMPANY®

Skechers, a Fortune 500° company established in 1992, develops **comfortable**, **innovative**, **stylish** and **quality** products at a **reasonable price**. Our mission from day one continues today. With a broad range of fits for every age and need, Skechers is a complete lifestyle, fashion and performance brand recognized by consumers around the world.

A focus on constantly evolving and improving has been integral to our brand's DNA for more than 30 years and it's apparent in the advanced cushioning, performance innovations, materials and features only offered by Skechers.

Our products across every category bring these uniquely Skechers benefits to all—from elite athletes taking their game to the next level to those simply enjoying their daily routines in comfort. It's what drives us to never settle, to go beyond our personal best, and to always surpass expectations.

- RECOGNIZED - FOR EXCELLENCE

Year after year, industry and consumer magazines have honored Skechers with awards for its business, branding and products. These accolades are a testament to the hard work of the Skechers team who develops and markets collections that are on-trend, in-demand and meet the needs of consumers.



10-TIME RECIPIENT OF FOOTWEAR PLUS COMPANY OF THE YEAR



3-TIME RECIPIENT OF FN COMPANY OF THE YEAR



RECIPIENT OF FN SOCIAL IMPACT AWARD

60+ Industry Awards | 150+ Editorial Awards



1992

Skechers launches in Southern California with just a single men's logger boot style.

1994

International business is established with distributors in Australia. New Zealand, Japan and South Africa.



First retail store opens in Manhattan Beach, a few feet from corporate



The brand arrives in the Big Apple with first store in New York City. It later relocates



to the heart of Times Square

Establishes e-commerce business by launching skechers.com.



Goes public on the NYSE under the symbol SKX.

2000



Britney Spears is the Company's first international celebrity endorsee.

First subsidiaries are established in the United Kingdom, Germany and Switzerland—eventually also serving Austria and Ireland.

2001

First international store opens in heart of Tokyo via our distributor.







Triple threat of men's star power with Matt Dillon, Rick Fox, and Rob Lowe (for the first time).

SISKECHER



2002

Subsidiaries launch in Canada, Benelux and Iberia.



Robert Downey, Jr. promotes Skechers worldwide.



European Distribution Center opens in Belgium. In 2016 it goes automated and has since expanded to 2.2 million square feet.







Christina Aguilera faces herself in Skechers.

Italy subsidiary is established.



American Idol winner Carrie Underwood joins Skechers' list of endorsees.

2006

First South American subsidiary is established in Brazil.

2008



Establishes joint ventures in China, Hong Kong, and Southeast Asia (10 countries). China has since grown into our largest international market.

With 10 Skechers stores already in place, Chile transitions from a distributor to a subsidiary.

The first Skechers Pier to Pier Friendship Walk hits the Strand in Manhattan Beach. The annual event has raised more than \$27 million for schools and children with special needs over the years.



2010

At 25,000 sq. ft., the world's largest (at the time) Skechers store opens in Las Vegas





First Skechers Super Bowl ad features star quarterback Joe Montana.



Skechers partners with television personality Brooke Burke, one of the company's first models.

2011



Fully automated LEED Gold Certified 1.82-million-square-foot North American distribution center opens. Expands to 2.6 million square feet in 2022.



Kim Kardashian makes Skechers her new trainer in Super Bowl spot.



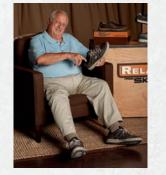
Mr. Quiggly moonwalks across the finish line at the Super Bowl, with a cameo from Mark Cuban.

Skechers

In 2014, he

Marathon in

2012



With four stores open, Japan transitions to a subsidiary. Now there are more than 50 stores.

The late

Tommy

Lasorda

talks Relaxed Fit.



Matt Kuchar helps launch GO GOLF.

2014



The late Pete Rose finally gets



Demi Lovato becomes the face of Skechers.

2015

Subsidiaries launch in Central Eastern Europe (13 countries) and across Latin America, covering 34 countries including Colombia and Peru.





2017

Athletes David Ortiz and Howie Long join the team.

> International business surpasses 50% of total sales.

Joint ventures are established in Israel and South Korea.



Meghan Trainor goes retro with Skechers Street.

2018



Camila Cabello continues the Skechers pop star legacy.

A joint venture since 2012, India transitions to a wholly-owned subsidiary with 223 stores, growing to more than 425 stores today.

The brand has North America covered as Mexico becomes a joint venture with more than 115 stores currently.



Brooke Henderson. who joined in 2016, sets Canadian golf pro title record.



2020

Pitcher Clayton Kershaw signs on and wears Skechers on



2021

Skechers reinforces its brand as The Comfort Technology Company®.

Philippines transitions to a subsidiary.



1.6-million-square-foot China distribution center opens.



co-host Amanda Kloots reps both footwear and apparel.



Tony Romo takes it "To The Max" in his second Skechers Super Bowl ad. Skechers brings comfort home with Martha Stewart and her Skechers x Martha Stewart collection.

2022



Matt Fitzpatrick

championship.

joins team, and soon

after wins first major

on the fun sport of picklebal with Tyson McGuffin Catherine Parenteau.



Willie Nelson goes on the road around the Super Bowl.



2023



Snoop Dogg wears Skechers through his day in Super Bowl ad.



about her Skechers



Julius Randle and Terance Mann lead the way as first of an expanding team of pros that compete in Skechers Basketball.



obsession.

Harry Kane.





2024

Skechers goes private in \$9.4 billion acquisition by 3G Capital

opens in Colombia.

in Paris. The Skechers Basketball team

adds first female pro-Rickea Jackson.



Team Skechers roster expands with Isco, Barış Alper Yılmaz, and many more.



becomes an accidental Skechers Ambassador.

Howie Mandel

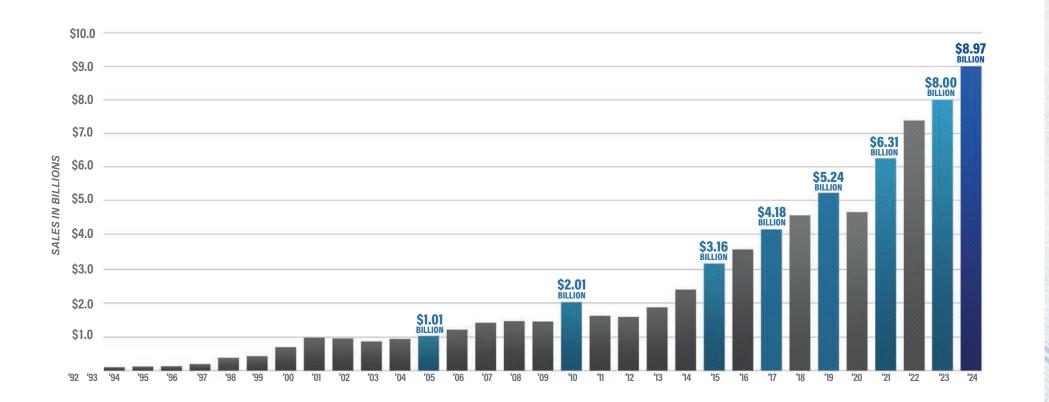


Skechers Cricket footwear launches in India with Ishan Kishan.



First Skechers Performance store opens in Edmonton, Canada.

DIVERSIFIED GLOBAL BUSINESS MODEL DELIVERING DECADES OF GROWTH



Our distribution strategy utilizes multiple channels to ensure that our products reach consumers wherever and however they shop. Among the approximately 5,300 Skechers retail stores worldwide (2025), over 1,700 are company-owned and part of a **direct-to-consumer** business that also includes a global network of e-commerce sites. In addition, our **wholesale** business is comprised of established and leading retail partners in every country where we operate.



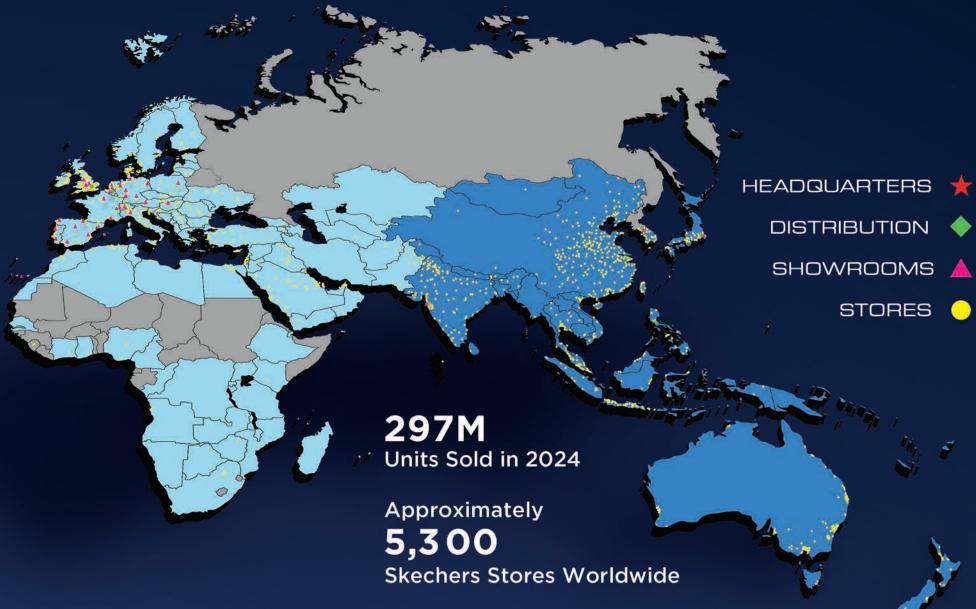






OUR MASSIVE FOOTPRINT FOR GLOBAL GROWTH





DIRECT TO CONSUMER

Our stores showcase a complete range of Skechers footwear and are designed to draw in a diverse base of shoppers. We invest in point-of-sale technologies with state-of-the-art omnichannel inventory management systems and touchscreen devices to better connect with our rapidly expanding digital shops. Loyalty clubs like Skechers Plus keep consumers engaged with targeted campaigns that drive them back to make their next purchase.

WE DIRECTLY REACH CONSUMERS THROUGH SEVERAL FORMATS AND CHANNELS:

BRICK AND MORTAR

FLAGSHIP / CONCEPT LOCATIONS

Targeting the highest-traffic destinations on high streets and in shopping malls.

OUTLETS

Reaching more consumers in premium centers.

BIG BEAUTIFUL STORES

Large-format locations designed to showcase collections in dedicated shops while also moving product efficiently.

DIGITAL COMMERCE

Convenient-to-shop web stores create an omnichannel experience and offer consumers access to the brand while at home.























BOGOTÁ

BOGOTÁ, COLOMBIA





RETAIL *PARTNERSHIPS*

Distributors and franchisees around the world operating Skechers retail stores never stand alone. Every store is backed by over three decades of experience, extensive marketing assets, merchandising insight and operational efficiencies of a global powerhouse brand. Combining corporate resources with on-the-ground local expertise is key to opening and operating profitable Skechers retail stores in any region.

OUR
PROVEN
RETAIL
MODEL
DRIVES
SUCCESS.



















DIGITAL COMMERCE



DIRECT-TO-CONSUMER SKECHERS E-COMMERCE STORE LOCATIONS

ASIA PACIFIC

EUROPE/MIDDLE EAST/AFRICA

Australia **Hong Kong SAR**

Indonesia

Japan Malaysia

New Zealand

Singapore South Korea

Thailand

Vietnam

NORTH AND SOUTH **AMERICA**

Canada Mexico **United States**

Algeria Austria Belgium Czech Republic Denmark **Estonia Finland** France Germany Greece Hungary Ireland Israel Italy Morocco **Netherlands** Norway Poland **Portugal** Spain Sweden **Switzerland** Turkey

United Kingdom





















SHOP WOMEN'S SHOP MEN'S SHOP WIDE COURT & CLASSICS











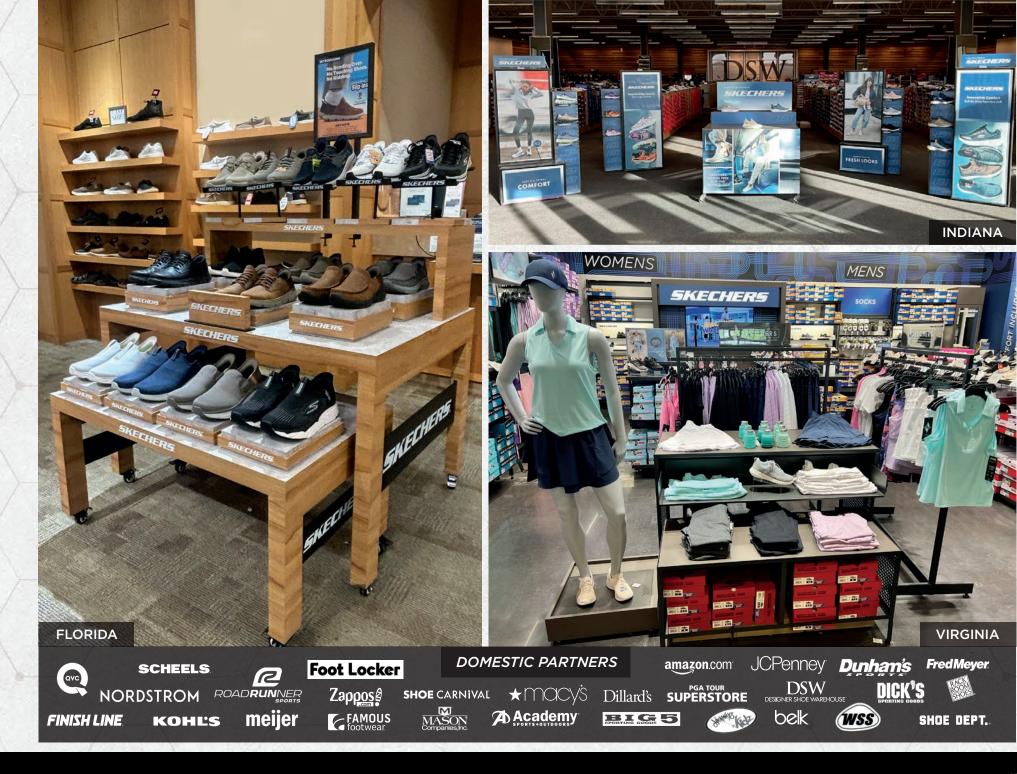


WHOLESALE

Our expansive product offering allows us to distribute to a wide range of accounts around the world. At any given moment a consumer may discover our sport or performance product in an athletic store, children's shoes at a family retailer, slip-resistant footwear in occupational catalogs and lifestyle footwear in department, independent or online stores.













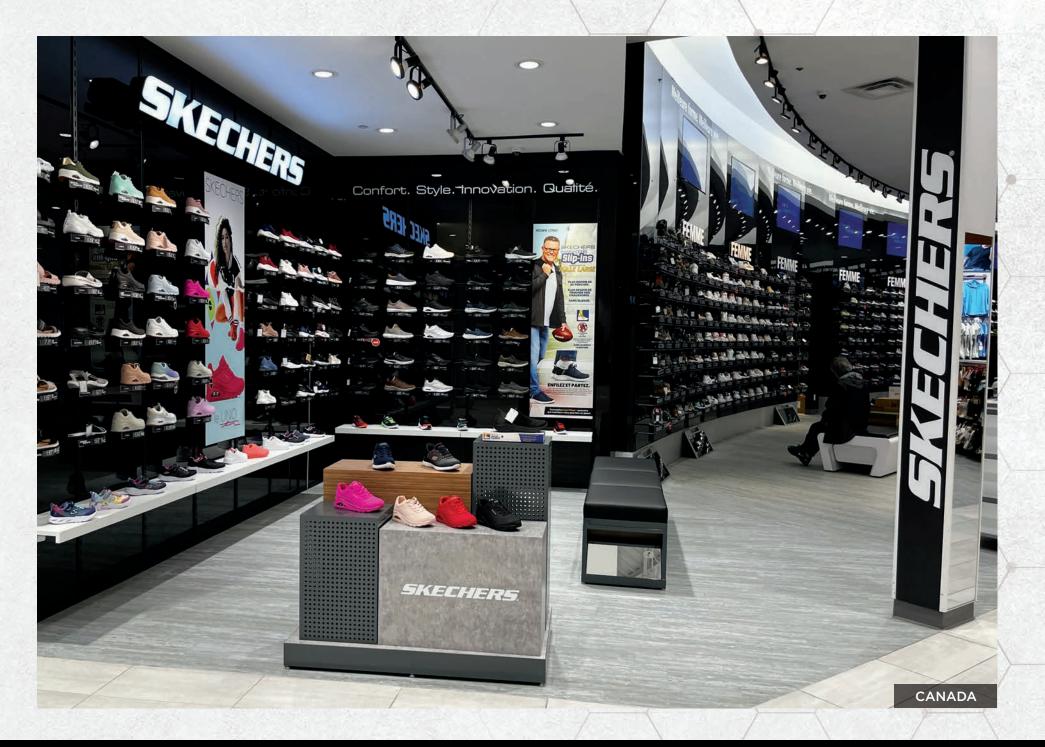


SHOP-IN-SHOPS

We maximize our brand presence within wholesale accounts by building dedicated spaces where consumers can more extensively experience our products and messaging. These installations connect with shoppers and help drive sales.









PRODUCT *PORTFOLIO*

Our complete offering spans a wide range of footwear, apparel and accessories for men, women and kids. From machine washable designs to innovative cushioning materials, every product features select signature comfort and performance technologies only offered by Skechers. With the extensive depth and variety of our product offering, Skechers has quality styles at great prices for every consumer.



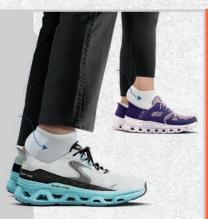
Putting on shoes has never been easier. No bending over. No pulling them on. No hassles. Just step in and go. The Heel Pillow® holds your foot securely in place.

Maximized midsole delivers

Ultra GO® cushioning.

exceptional levels of comfort plus

the amazing support of lightweight



SKECHERS hyper & burst

An innovative resilient foam created using a 'Super Critical" process with spherically-shaped cells compressed into the midsol The result is a highly-responsive experience perfect for ultralightweight performance.



certified arch support developed using over 20 years of data. Features a removable and supportive cushioning insole to deliver the ultimate solution for all-day comfort.





















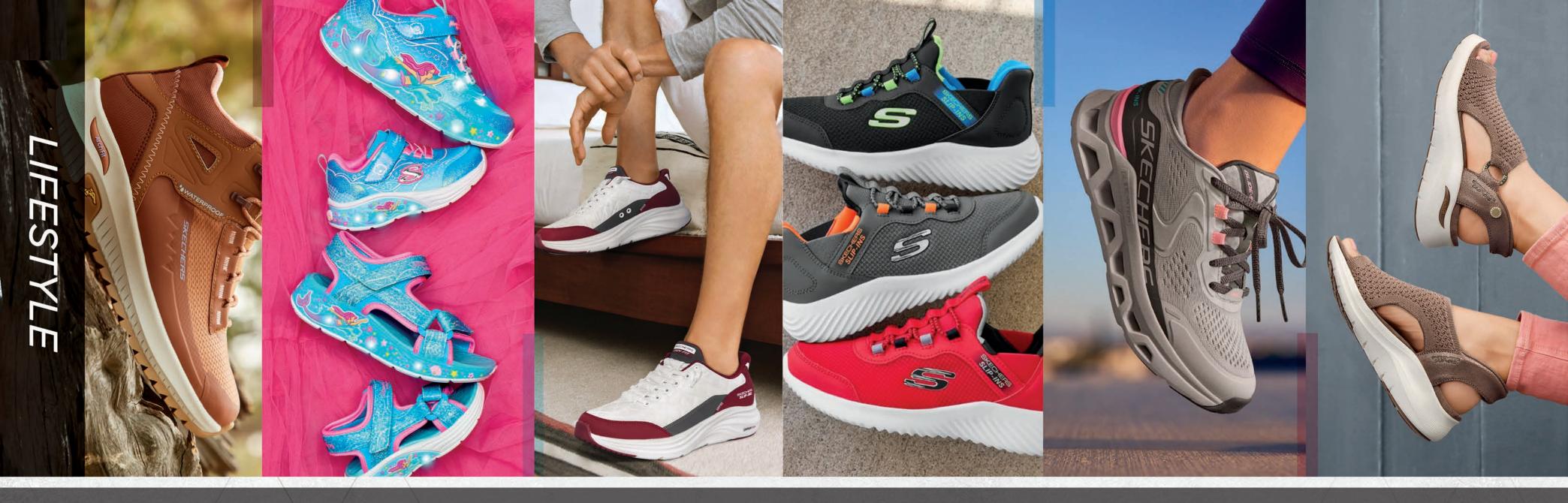












Casual. Comfortable. Everyday.

Our vast collections for men, women and kids inloude stylish and versatile boots, casuals, sneakers and sandals with comfort features in every pair.



Youthful street fashion and collaborations drive a halo effect for Skechers.

Comfort and safety on the job, from a leading work brand in the United States.



Gorun

Meb Keflezighi signs on as first Skechers elite athlete and races in Skechers GO RUN at NYC

skechers. Gowalk 2012 [GOLF

Skechers GO WALK and Skechers GO GOLF launch.

2016

Matt Kuchar wins bronze medal at Rio

2017

Brooke Henderson wins the New Zealand Women's Open.

2018

Brooke wins the Lotte Championship and the CP Women's Open.

Matt Kuchar wins Mayakoba Golf Classic and the Sony Open in Hawaii.

2019

Brooke Henderson sets Canadian golf pro title record with victory at Meijer LPGA Classic.

Colin Montgomerie wins the Invesco QQQ Championship.

Runner Edward Cheserek wins Carlsbad 5000-tying world-record time.

2020

Matt Kuchar wins SMBC Singapore Open.

Pitcher Clayton Kershaw is first pro baseball player to wear custom Skechers cleats.

2021

2022

Viper Court Pro™.

European player.

Brooke Henderson wins tenth LPGA title at Hugel-Air Premia LA Open.



2025

Skechers Football continues to expand globally with Barış Alper Yılmaz, Isco Alarcón, Niccolò Pisilli, Luis Sinisterra and Leila Ouahabi.

> Norman Powell and more pro basketballers compete in Skechers.

Mumbai Indians bowler Jasprit Bumrah joins Skechers Cricket Team.



2024

Skechers Cricket launches in India with Ishan Kishan and Yastika Bhatia.

Harry Kane wins the Golden Boot in Skechers SKX_01.





Joel Embiid earns gold wearing SKX Float™ in Paris and Skechers' first WNBA player-Rickea Jackson-joins team.

2023

SKECHERS FOOTBALL

Skechers Football (Soccer) hits the pitch with Harry Kane.

Matt Fitzpatrick wins RBC Heritage.

SKECHERS BRSKETBALL

Julius Randle and Terance Mann bring Skechers Basketball to the court.



SKECHERS



SKECHERS





SKECHERS SOCCER



SKECHE



From the pitch to the course to the court, elite athletes everywhere elevate their game with our signature Comfort That Performs®.





















ELITE ATHLETES COMPETING IN SKECHERS











MATT FITZPATRICK

SKECHERS. APPAREL



The Skechers apparel collection delivers the same DNA that consumers everywhere have come to expect from the brand—with comfort at the forefront. The activewear and lifestyle garments are designed to directly coordinate with our footwear initiatives.

SKECHERS. ACCESSORIES



MARKETING

MESSAGES THAT MAKE AN IMPACT.

Our aggressive multi-platform and targeted marketing strategies cross all mediums to generate awareness and excitement for Skechers. From store windows to stadiums to social media, every compelling campaign drives consumers to discover and experience our footwear.

























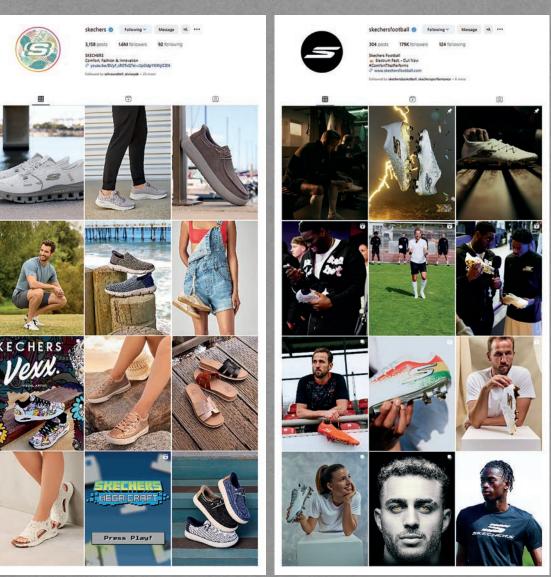








CREATING BUZZ ON **SOCIAL MEDIA**

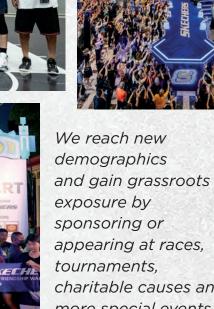




MEMORABLE EVENTS THAT CREATE LASTING IMPRESSIONS











appearing at races, charitable causes and more special events.







REGIONAL AMBASSADORS









OPERATIONS SUPPORTING THE BUSINESS



We develop new product lines at our Corporate Campus in Southern California, which now spans more than 330,000 total square feet across four neighboring buildings—LEED Gold-certified offices that incorporate our earth-friendly philosophy.



ENERGY Renewable features include LED daylight harvesting and timed, motion-detected



LANDSCAPING Saving water with droughttolerant bio-filtration planters, low-water use plumbing fixtures and irrigation systems.



REDUCED WASTE Commitment to every level of waste reduction, from recycling services to ecofriendly kitchen materials.

SHOWROOMS

Our accounts always have a direct line of communication for support no matter where they're based. A dedicated team of over 20,000 employees and a vast network of showrooms are operated by Skechers or through our partners around the world.





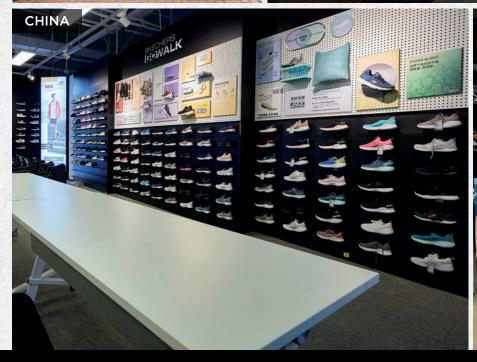


SELECT INTERNATIONAL SHOWROOMS: Argentina • Australia • Austria • Belgium • Brazil • Canada • Chile • China Colombia • Estonia • Denmark • Finland • France • Germany • Greece • Hong Kong • Hungary • India • Indonesia Ireland • Israel • Italy • Japan • Malaysia • Mexico • Netherlands • New Zealand • Norway • Panama • Peru • Philippines Portugal • Singapore • South Africa • South Korea • Spain • Sweden • Switzerland • Taiwan • Turkey United Arab Emirates • Ukraine • United Kingdom • United States











LOGISTICS

We ship our products from multiple facilities to maximize efficiency around the world. Investments in technology and automation offer increased warehouse, process and ship capacity to prepare for our continued growth and global demand.



FUTURE-PROOFING OUR DELIVERY CAPABILITIES

△ NORTH AMERICA DISTRIBUTION CENTER
RANCHO BELAGO, CALIFORNIA
2.6 MILLION SQUARE FEET

- LEED Gold certification.
- Reflective foil insulation and natural lighting to moderate year-round temperatures. Night flush vent system.
- LED with light and motion detectors, PLC machines and temperature controllers.



INDIA DISTRIBUTION CENTER PALAVA CITY, INDIA 0.6 MILLION SQUARE FEET

- IGBC Platinum pre-certification. Application in process for LEED Platinum certification.
- Energy metering per zone to track zone-wise consumption and sensor-based lighting in pick module and office areas.
- LEED-certified paints and raw materials and maximized local sourcing during construction.

Strategic regional distribution centers serve local markets in Brazil, Canada, Chile, Colombia, Japan, Panama, Peru, and the United Kingdom, among others





EUROPE DISTRIBUTION CENTER \(\triangle\) LIÈGE, BELGIUM | 2.2 MILLION SQUARE FEET

- BREEAM Very Good Rating and Lean and Green certification through 30% CO2 reduction.
- Commitment to saving trees with corrugated recyclables and lowering landfill use.

 LED with light and motion detectors,
 PLC machines, reflective foil insulation and natural lighting to moderate temperatures.

CHINA DISTRIBUTION CENTER TAICANG, CHINA 1.63 MILLION SQUARE FEET

- Natural lighting to moderate year-round temperatures.
 Night flush vent system.
- LED with light and motion detectors, PLC machines and temperature controllers.
- Commitment to saving trees with corrugated recyclables and lowering landfill use.



GLOBAL SUSTAINABILITY

In addition to our LEED Gold Certified corporate buildings and environmentally-minded distribution centers, we prioritize earth-friendly packaging materials that reflect our brand's commitment to responsible growth.

INDUSTRY INITIATIVES

Skechers is an active member of the following organizations:

- Apparel and Footwear International RSL Management (AFIRM)
- Footwear Distributors and Retailers of America (FDRA)

93%

ur shoebox

of our shoebox materials are fully recyclable.

100%

of our foot forms and tissue paper packaging is recyclable.

99.91%



of Skechers-branded footwear is packaged in shoeboxes that meet the FSC° standard for responsible sources. 99%



Since 2016, we've reduced our foot form plastic by 99% to 0.1% – all of which is 100% recyclable.

100%



of our packaging materials are printed with soy- or water-based ink.

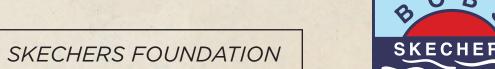




PHILANTHROPY

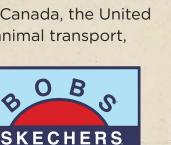
SAVING SHELTER ANIMALS

Through animal welfare organizations, Skechers has donated more than \$13 million that has helped save and support over 2 million shelter animals worldwide in the United States, Canada, the United Kingdom and Japan through adoption events, animal transport, medical care and more.



Established in 2010, the Skechers
Foundation invests in a network of
organizations dedicated to strengthening
communities to ensure the health, success,
and well-being of youth worldwide.

The Foundation sponsors the annual Skechers Pier to Pier Friendship Walk, one of the country's largest events dedicated to helping children with special needs and education. Since 2009, the Walk has raised more than \$27 million for neurodivergent children, public school foundations, and the Skechers Foundation National Scholarship Program.



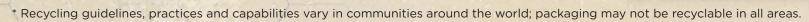




HUMANITARIAN EFFORTS

Skechers' reach is global—from caring for families impacted by the Maui and LA fires, to supporting our ambassadors' charitable foundations. Through 500+ Skechers retail stores across the United States and Canada, we also ask shoppers to donate in support of causes such as Adopt-A-Classroom and American Nurses Foundation.





SKECHERS.

