



SKECHERS®

Investor Presentation:
Path to Growth

2025



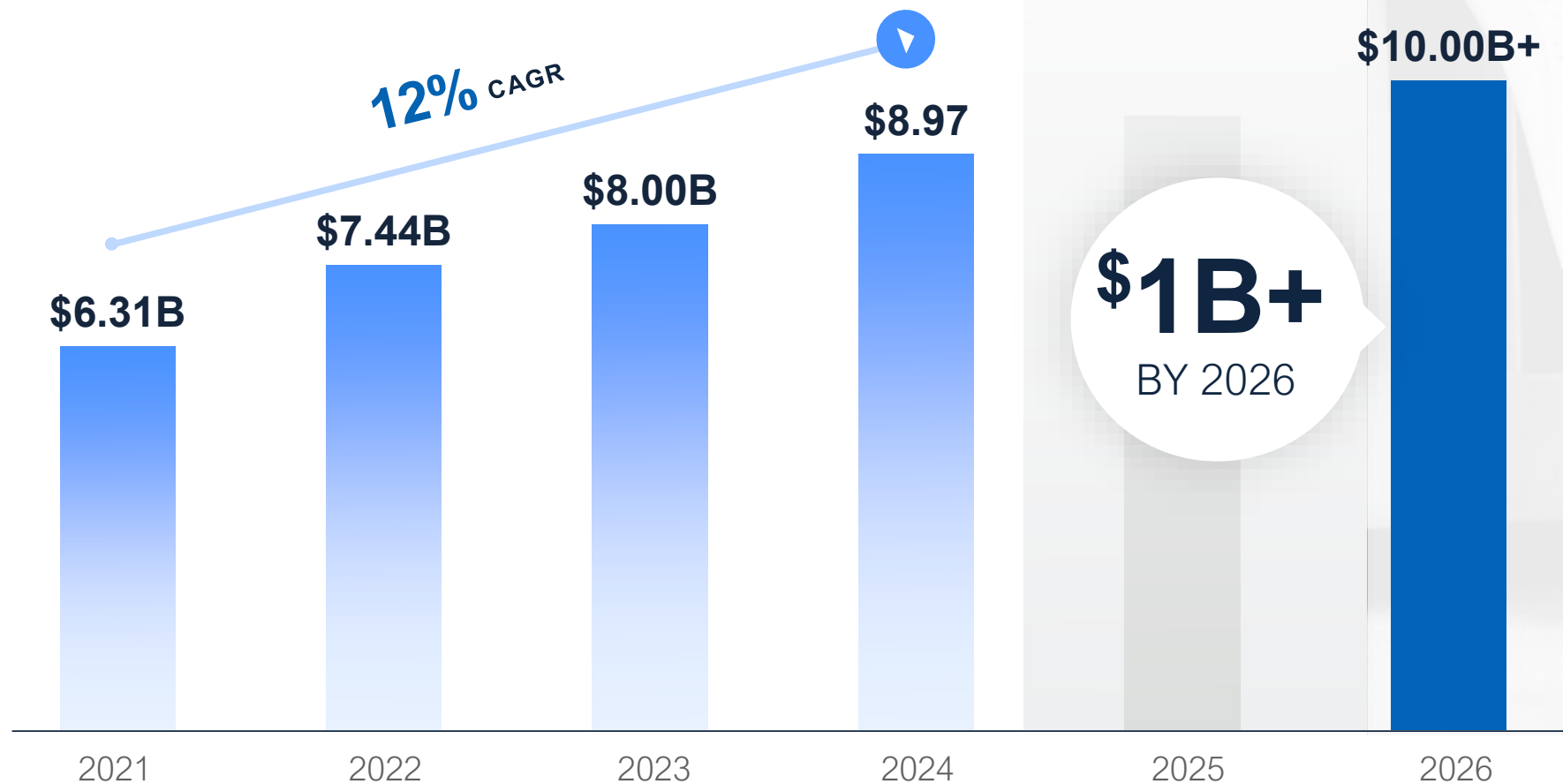
SKECHERS®

Path to **\$10 BILLION** and Beyond

1. International Development
2. Direct-to-Consumer Expansion
3. Domestic Wholesale Growth
4. Strategic Investments



\$10 Billion in Sales by 2026





International Development

► Overview

180⁺

countries selling Skechers products

4,686

Skechers stores internationally
(as of 12/31/24)

62%

of sales from international markets

► Strategy:

- Meet the needs and preferences of consumers globally through flexible go-to-market strategies
- Expand e-commerce platforms in new markets and upgrade existing markets
- Diversify product offering and extend across categories
- Grow awareness and engage new consumers through enhanced digital capabilities and locally relevant products and collaborations

► International Sales Growth Target: **Low to Mid-Teens**



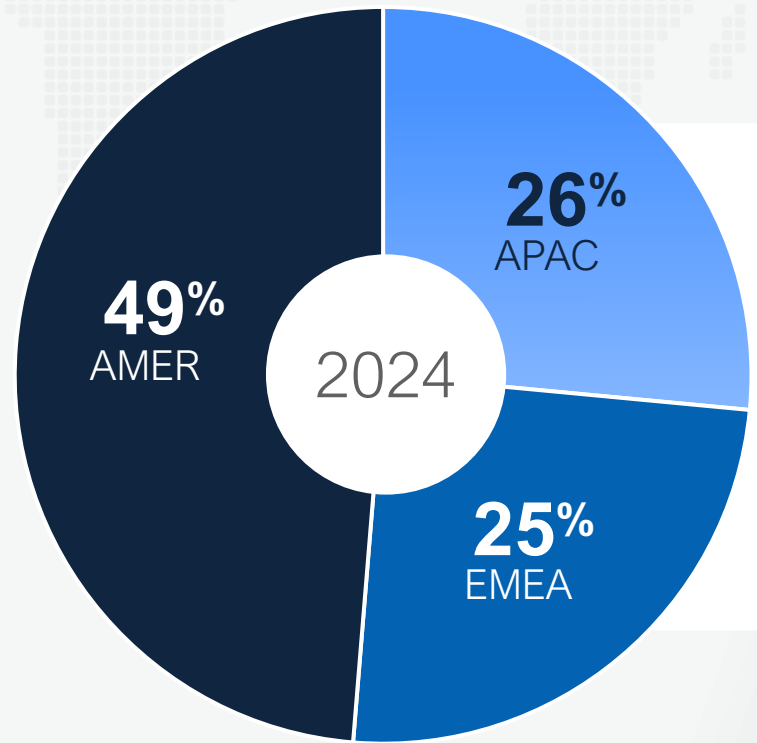


International Development

▶ 2021 – 2024 CAGR

EMEA:	20%
AMER (excl. U.S.):	17%
AMER:	11%
APAC:	8%
US:	10%
China:	(1)%

▶ Percent of Total Sales

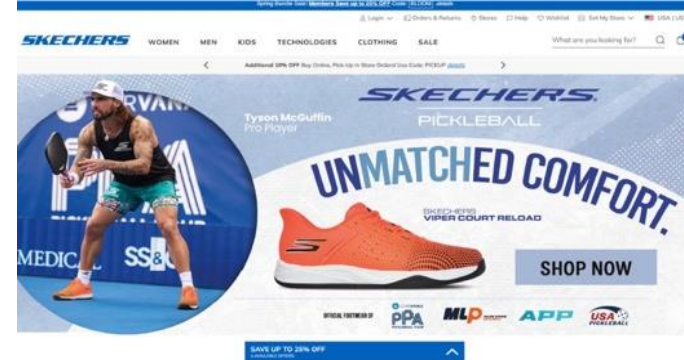


US:	38%
CHINA:	14%
AMER (excl. U.S.):	11%

Note: Americas (AMER), Europe, Middle East & Africa (EMEA), Asia Pacific (APAC)



Direct-to-Consumer Expansion



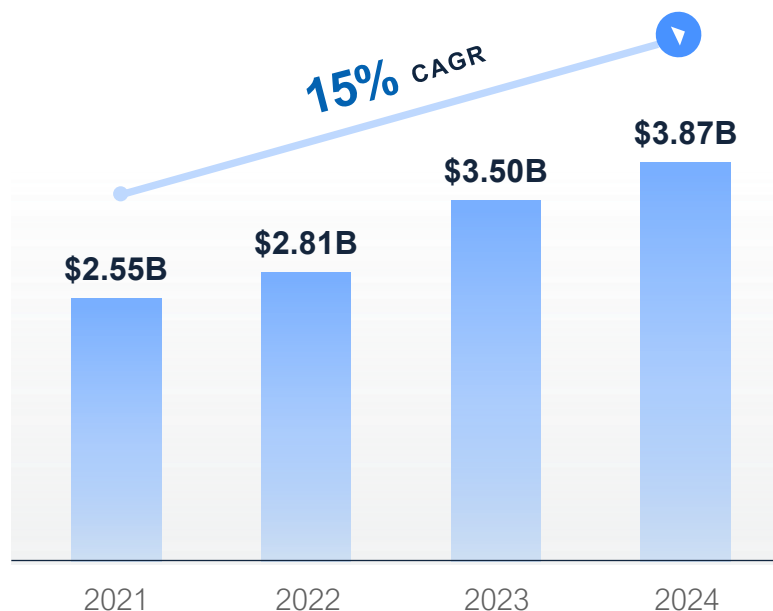
Overview

+52%

DTC sales growth since 2021

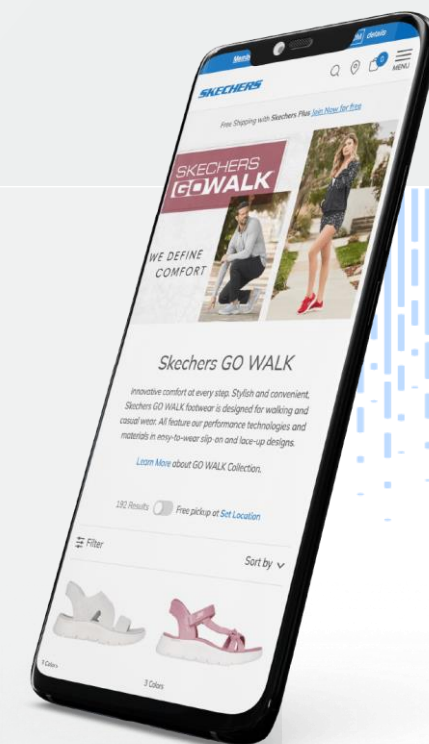
43% of sales in FY24

DTC Sales



Strategy

- Expand physical store footprint and e-commerce sites globally
- Invest in digital capabilities and technology enhancements
- Enhance the omni-channel experience



DTC Sales Growth Target: Low to Mid-Teens



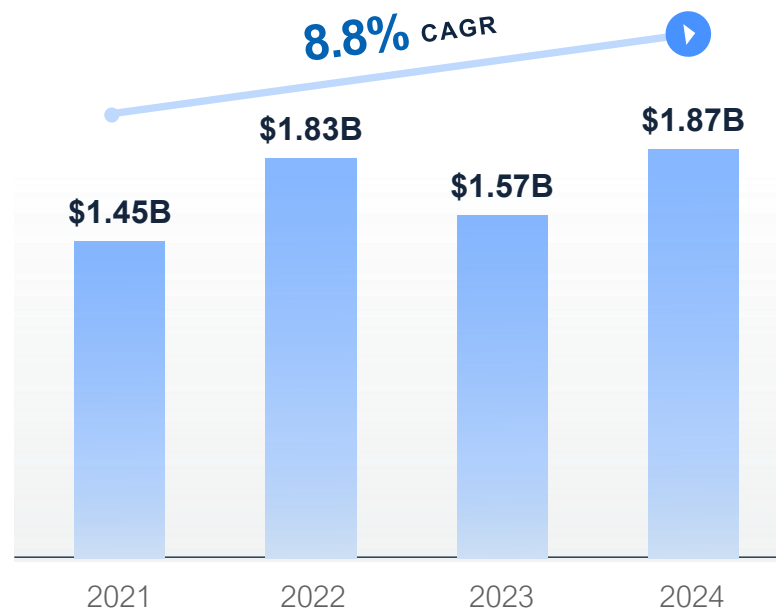
Domestic Wholesale Growth

Overview

+29% sales growth since 2021

21% of sales in FY24

Domestic Wholesale Sales



Strategy

- Maintain strength with existing customers
- Broaden product array to support evolving needs of both online and brick-and-mortar channels
 - Expand comfort technology offerings
 - Introduce expanded technical performance solutions

Domestic Wholesale Sales Growth Target: **Mid-Single**



Strategic Investments

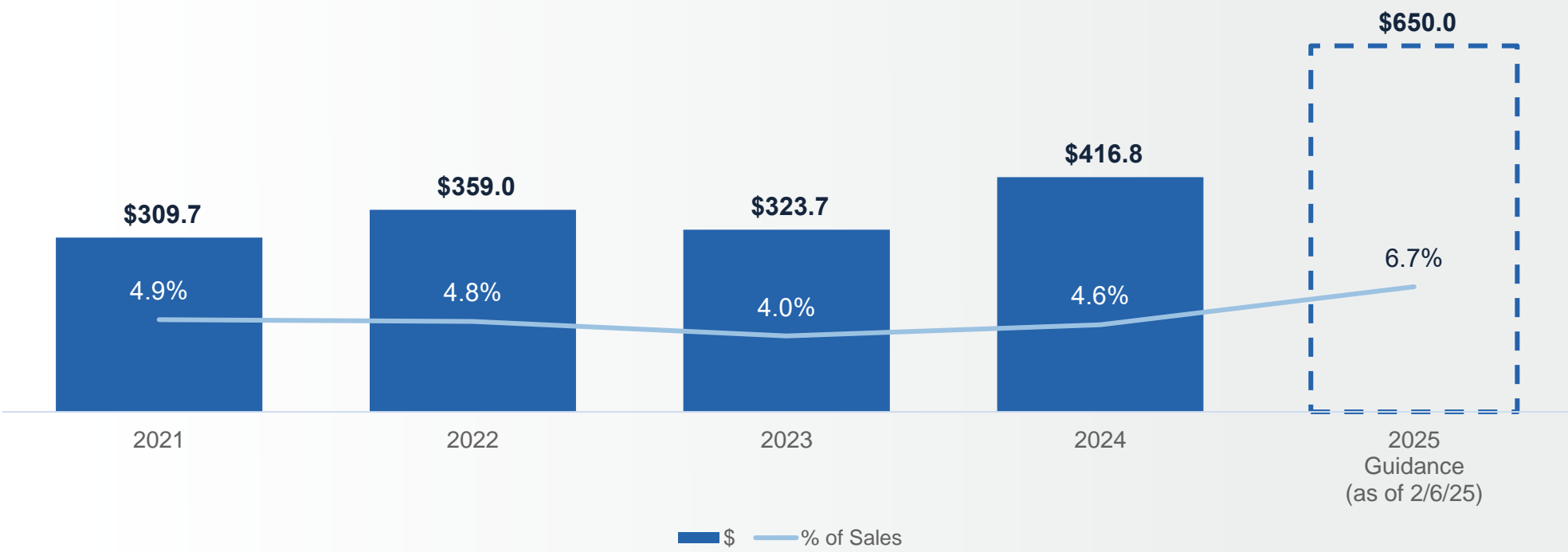
Capital Expenditures

Focus

Global Distribution Infrastructure: **33%**

Retail Stores & Direct-to-Consumer Technologies: **35%**

(percentages above are based on a 3-year average between FY22 – FY24)





Strategic Investments

Distribution Centers



Existing Infrastructure

AMER Canada USA Peru

Panama Chile Colombia

EMEA UK

Europe Israel

APAC China India

Singapore Japan

Ongoing Investments

USA Europe

China

Environmental Features



LEED Gold

LEED certification with natural lighting, high-performance glass, R30 insulation and Forest Stewardship-certified wood.



Landscaping

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



Energy

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



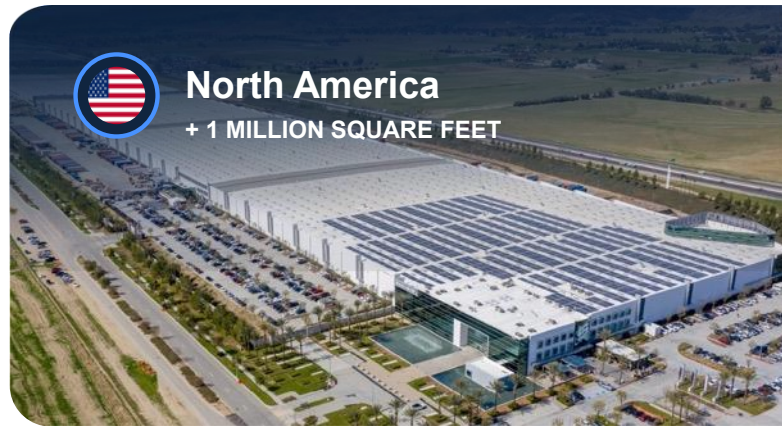
Reduced Waste

Commitment to every level of waste reduction, from recycling services to eco-friendly kitchen materials.

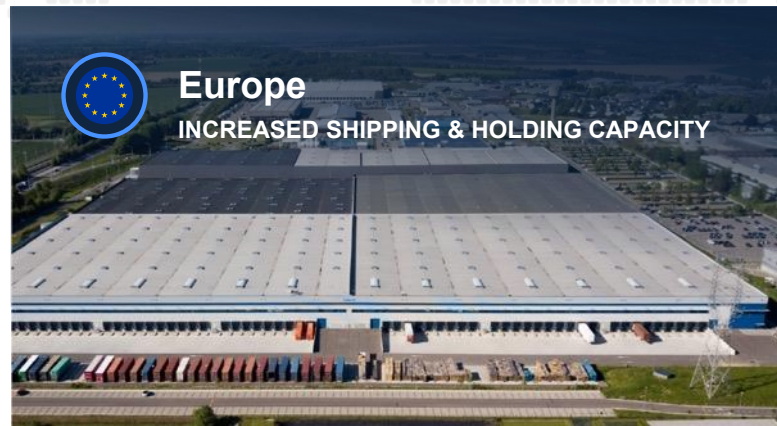


Strategic Investments

Distribution Centers – Current & Upcoming



- Expansion & consolidation of the North American distribution center in California
- Estimated to be completed in 2026



- Relocation, consolidation & expansion of the European distribution center in Belgium
- Estimated to be completed in 2028



- Expansion of the China distribution center in Taicang (Phase II)
- Estimated to be completed in 2026



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