



# ***SKECHERS***®

## Investor Presentation: Overview

2025



Investor  
Presentation

**SKECHERS**®

# Positioned for **GROWTH**

1. Global Brand
2. Product-Driven
3. Integrated Marketing Strategy
4. World-Class Infrastructure
5. Financial Strength



**SKECHERS**

Global Brand  
...with Global Reach



**SKECHERS**

**3<sup>RD</sup>** largest  
footwear company in  
the world

**62%**  
International  
Sales

**180+**  
Countries

**5,300+**  
Skechers Stores  
Worldwide  
(as of 2/6/25)

**30+**  
Markets with  
E-Comm Platforms







## Product-Driven

Style, Comfort, Innovation, and  
Quality at a Reasonable Price

1

### Diverse Product Line

Uniquely positioned to serve consumers across genders, ages, and activities. This includes technical performance products for basketball, soccer, golf, cricket, running, pickleball and walking.

2

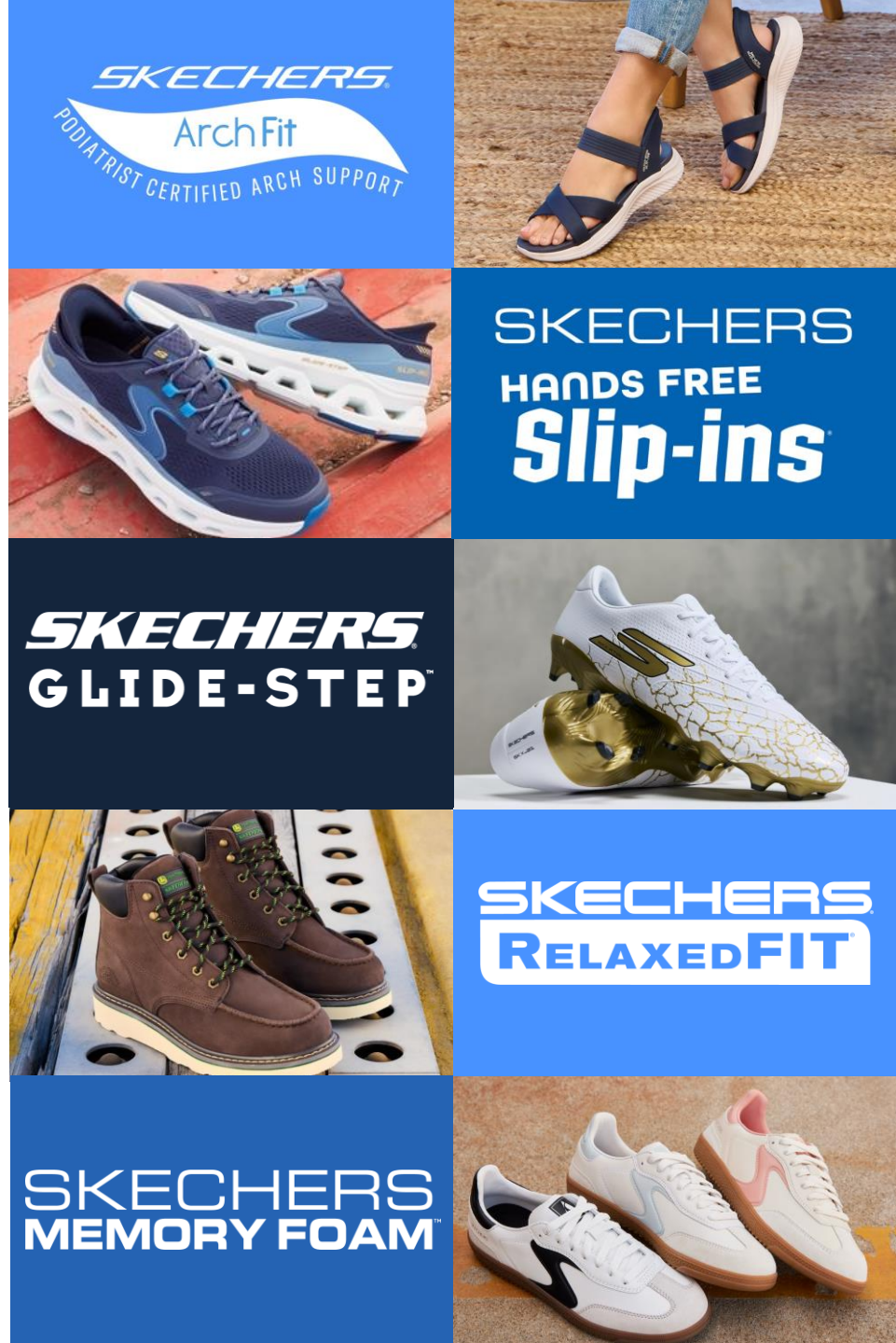
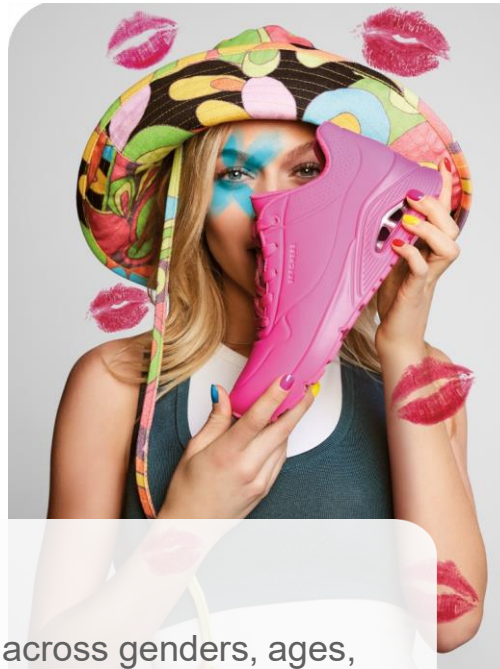
### Leader in Comfort Technology

Innovation is paramount to our development, with comfort technology features infused across categories.

3

### Globally-Influenced Design

International brand exposure and partnerships create region-specific responsiveness to consumer trends.







# Integrated Marketing Strategy



## UNSEEN, UNTOLD, UNSOLD

Compelling marketing campaigns drive awareness, create purchase intent, and engage consumers

### Digital Engagement

Using our Skechers trends, comfort technologies, ambassadorships and partners to connect with millions and grow our following and engagement on every social media channel



### Visual Merchandising

Showcasing our brand in stores with dynamic windows and eye-catching displays that reinforce our campaigns, educate consumers and drive sales



### Traditional Media

Global and region-specific TV campaigns, outdoor advertising, mall kiosks, print ads, and radio



### Ambassadors

Athletes, collaborators, influencers, and key opinion leaders inspire and create purchase intent





# Integrated Marketing Strategy



## AMBASSADORS

Collaborative partnerships across lifestyle, fashion, and sports categories enhance brand awareness and drive consumer demand



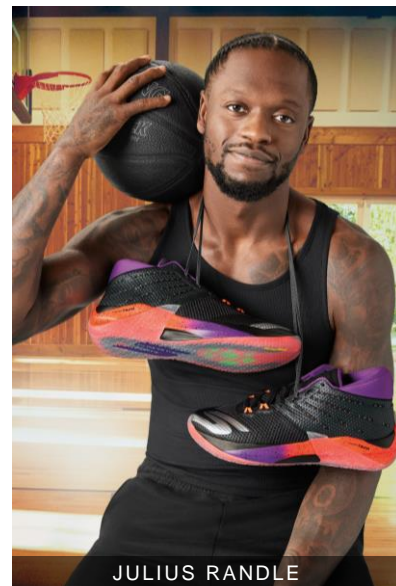
HOWIE MANDEL



SNOOP DOGG



MARTHA STEWART



JULIUS RANDLE



HARRY KANE



MATT FITZPATRICK



MYLEENE KLASS



JOEL EMBIID



YASTIKA BHATIA



KENTO KAKU



MOHAMMED KUDUS



RICKEY JACKSON





# World-Class Infrastructure



CHINA



JAPAN

## Sourcing Strength

- Long-standing manufacturing and production relationships
- Diverse sourcing network

## Sophisticated Distribution

- 13 distribution centers worldwide
- Highly automated solutions
- Environmentally conscious design

**297M<sup>+</sup>** Units sold in 2024



INDIA



EUROPE

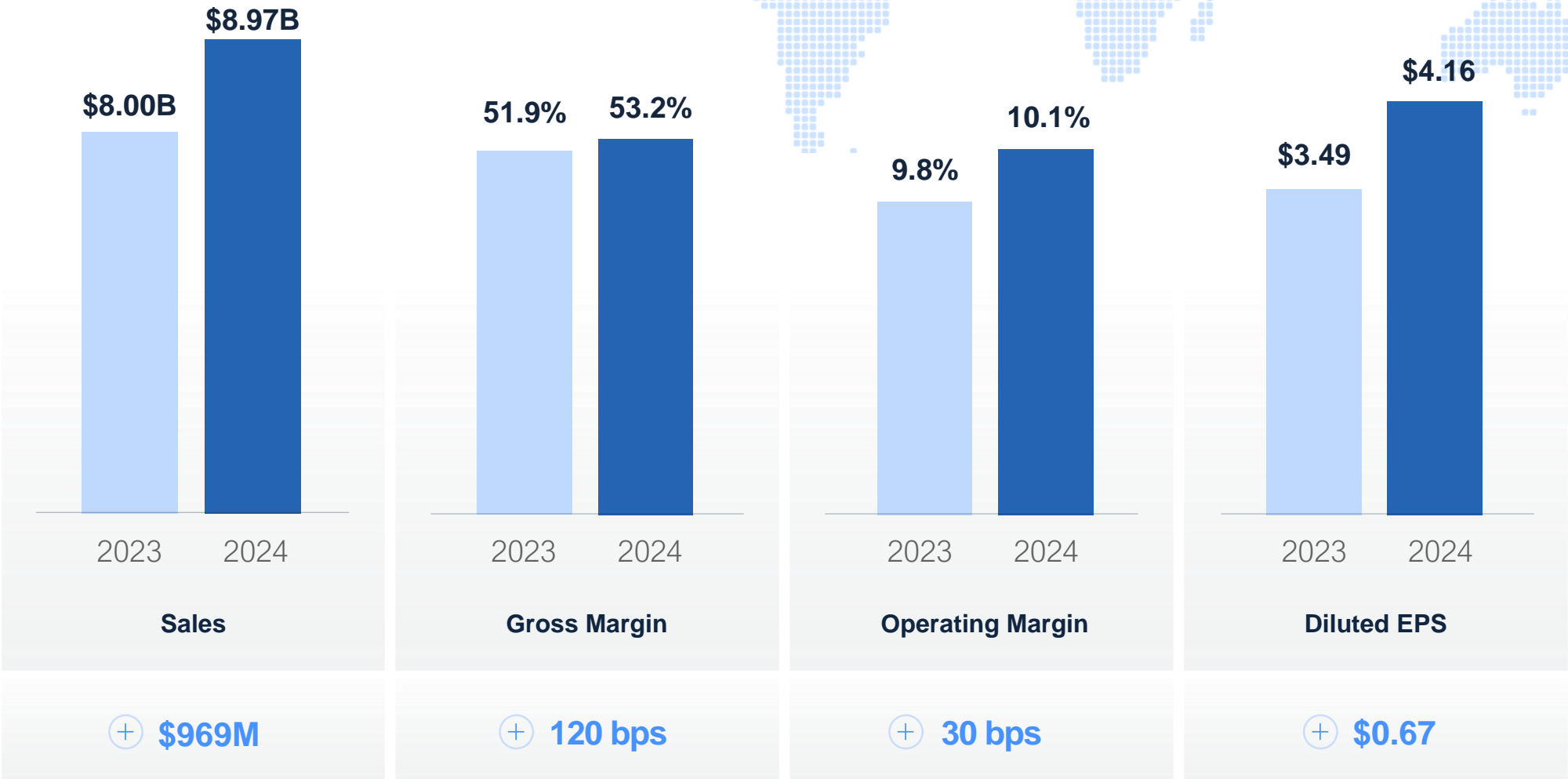


USA



# Financial Strength ... Growth

POSITIONED FOR GROWTH



Change

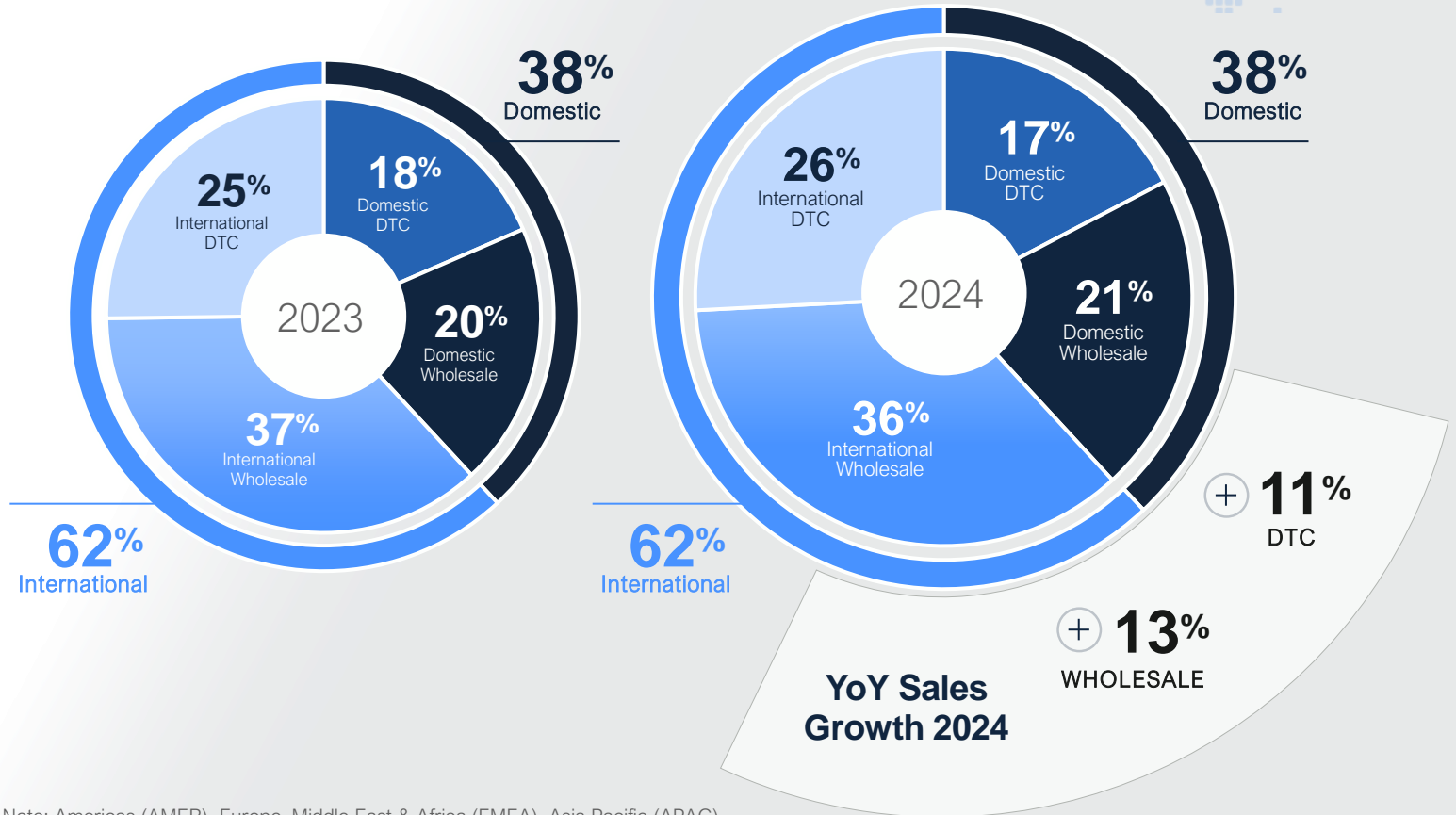




# Financial Strength ... Diversified

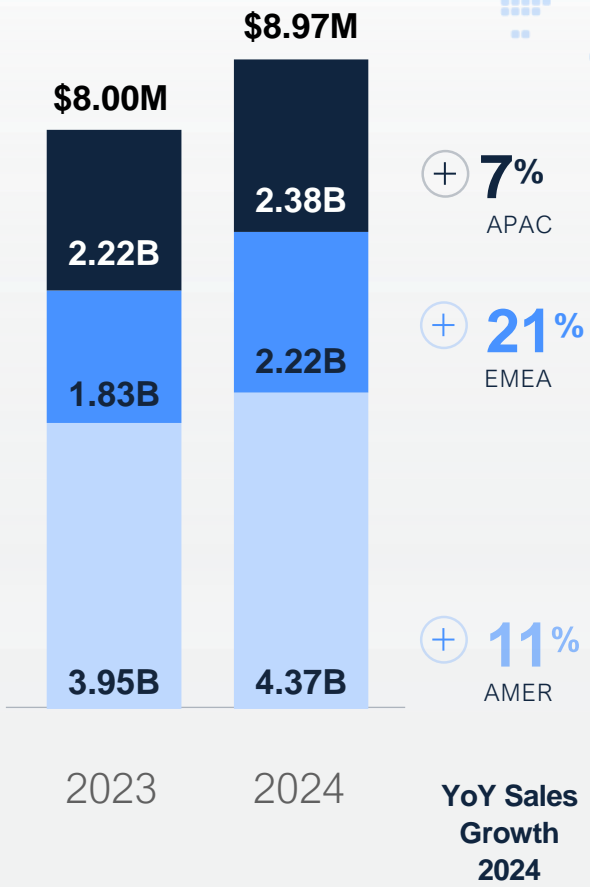
## Channel Sales

*Broadly balanced between DTC and Wholesale segments*



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

## Regional Sales







## Financial Strength ... Liquidity

### ▶ Balance Sheet

**\$1.4B**

Cash and Investments

**9.6%**

Debt-to-Equity Ratio

### ▶ Share Repurchase Program

**\$1.0B**

Effective July 25, 2024

~10% of market capitalization

### ▶ Free Cash Flow

**\$271M**

Note: Free Cash Flow is derived from net cash from operations less capital expenditures.





# Capital Allocation Priorities

Our primary objective is to maintain a top-tier balance sheet to ensure strategic and operational flexibility, while maximizing shareholder value

1

## Reinvest in the Business

Enhance operational capabilities to support growth

2

## High-Return Investments

Expand into new and existing product categories and markets

3

## Direct Returns to Shareholders

Primarily through share repurchases

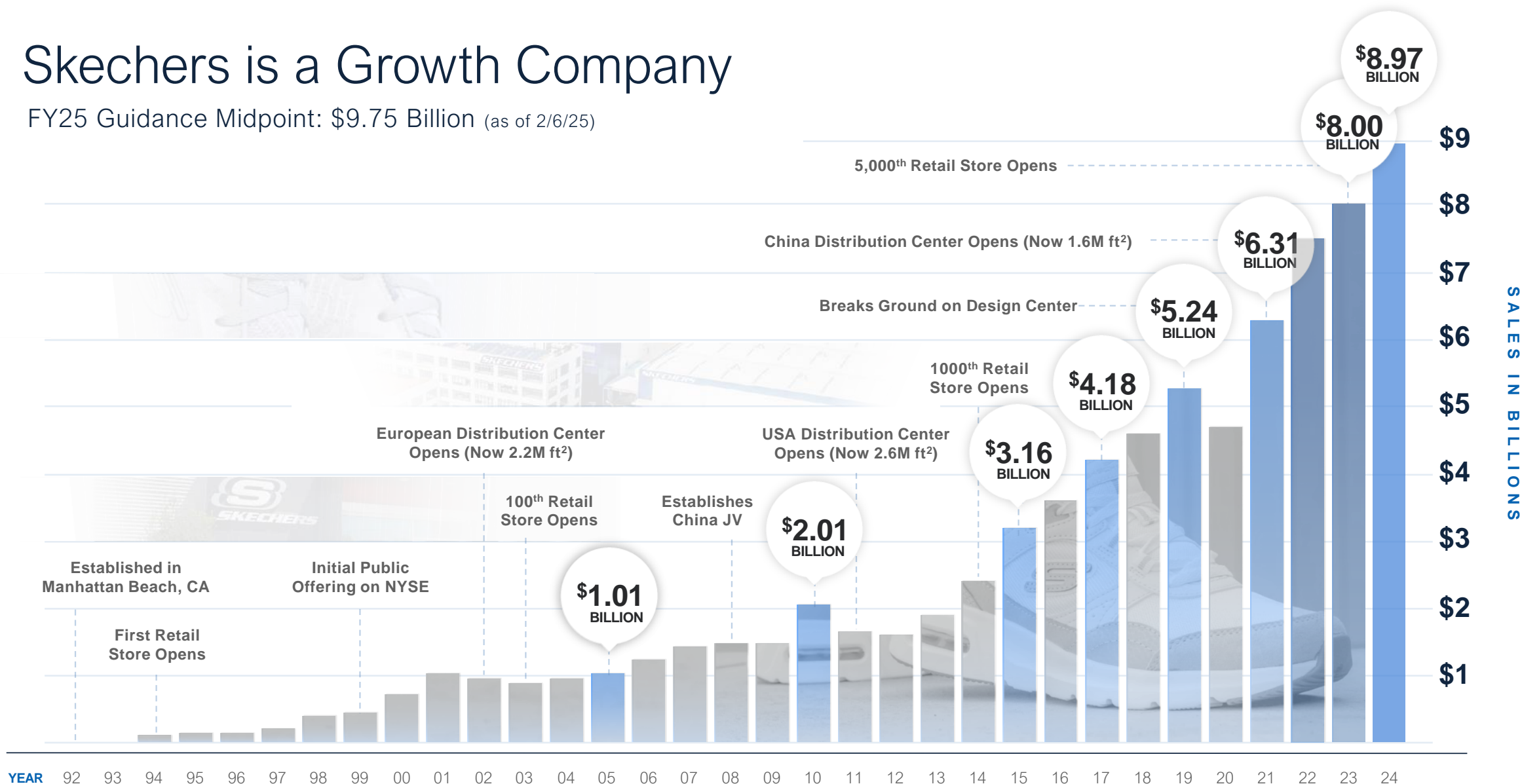




# Skechers is a Growth Company

FY25 Guidance Midpoint: \$9.75 Billion (as of 2/6/25)

POSITIONED FOR GROWTH





**SKECHERS**®

