

SKECHERS[®]

A GLOBAL BRAND FOR THE WORLD

A RETAIL AND MARKETING POWERHOUSE



RECOGNIZED FOR EXCELLENCE



Select Brand & Design Awards

Excellence in Young Women's Design
Footwear Plus
2000

Excellence in Women's Streetwear Design
Footwear Plus
2001

Excellence in Kids' Fashion Design
Footwear Plus
2002

Excellence in Men's Streetwear Design (Marc Ecko)
Footwear Plus
2005

Excellence in Men's Streetwear Design (Marc Ecko)
Footwear Plus
2006

Launch of the Year Shape-ups
Footwear News
2009

Sports Footwear Brand of the Year
Footwear Industry Awards (UK)
2013

Brand of the Year Skechers GO
Footwear News
2013

Excellence in Children's Design
Footwear Plus
2013

Excellence in Running Design
Footwear Plus
2013

Fashion Footwear Brand of the Year
Footwear Industry Awards (UK)
2014

Best Lifestyle Brand of the Year
The Sports Trade Awards (UK)
2014

Fashion Footwear Brand of the Year
Footwear Industry Awards (UK)
2015

Excellence in Athleisure Design
Footwear Plus
2015

Footwear Brand of the Year
Footwear Industry Awards (UK)
2016

Ladies Brand of the Year
Footwear Industry Awards (UK)
2016

WHAT WE DO

Skechers is a multi-billion-dollar global leader in the footwear industry.

*For more than two decades, we've built our business on a foundation of amazing **product**. Our extensive collections of lifestyle and performance footwear span more than 3,000 styles for men, women and children. Trend-forward, comfortable and innovative, our footwear options meet any need or occasion. And with the addition of apparel and accessories, the Skechers brand now stretches from head to toe and beyond.*

*We expand our footprint around the globe through an aggressive and targeted multi-platform approach to **marketing** that spans all forms of media and is translated into multiple languages.*

*Our **distribution** strategy is just as diverse. With department, athletic and specialty stores, wholesale to retail, our destinations give shoppers the chance to enter a living fashion catalog and learn about our latest innovations.*

*It's all driven by our streamlined **operations** and expanding business model—designed to efficiently bring the Skechers experience to a greater number of consumers year after year.*

A public company since 1999, Skechers is on the New York Stock Exchange (NYSE:SKX).



A BRIEF HISTORY OF SKECHERS

1992



Capitalizing on the grunge trend, Skechers starts to design, market and distribute men's logger boots out of a California beachfront home. The business soon moves to its corporate headquarters in downtown Manhattan Beach.

1994

Skechers takes its first international steps with distributors in Australia, New Zealand, South Africa and Japan. Today, the Company has more than 30 distributors around the world.



1995

Skechers opens its first retail store in Manhattan Beach, just feet from its corporate headquarters.



1997



Skechers amplifies its retail presence with the opening of its first store in New York. The store later relocates to the heart of Times Square.



Expanding into family footwear, the Company introduces Skechers Kids for boys and girls.



1998

Skechers USA for men and women and Skechers Sport for men launch.

Establishes e-commerce business by launching skechers.com.



1999

Skechers Sport for women launches, led by the Energy jogger which has become one of the most popular styles in Skechers' history.



Skechers becomes a public company on the NYSE under the symbol SKX.

2000



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

2001



Skechers distributors enter the retail domain with the first distributor-owned store in Tokyo.

Skechers goes direct in the United Kingdom, and opens its first company-owned international retail stores in London and in Paris – for a total of 75 stores worldwide.



Triple threat of star power with Rob Lowe, Matt Dillon and Rick Fox promoting men's footwear.

2002

Skechers launches in Spain, Portugal, Belgium, Austria and Switzerland, distributing directly to Europe with six new subsidiaries.



Robert Downey, Jr. promotes Skechers worldwide.

Skechers launches Skechers Work for men and women to meet the needs of the utility and service industries, and introduces Skechers Active casual sneakers for women.

2004

International distributor-owned store count hits 25 with new locations in Australia and Russia plus a showroom in Panama.

2005

Skechers reaches a record \$1.006 billion in annual revenues.

Wins first of seven *Footwear Plus* Company of the Year awards.



American Idol winner Carrie Underwood is the latest celebrity to join Skechers' list of endorsees.

2007

Skechers' first Latin American subsidiary is established in Brazil.

2008



The retail store count passes 200, and includes flagship stores in the prime shopping areas of New York and San Francisco.



Establishes two joint ventures: in China, the world's most populated country, and in Hong Kong. Skechers' international store count passes 125.

2009



CHILE

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



MEXICO

Skechers launches its first Pier to Pier Friendship Walk, an annual event that has raised more than \$4 million for schools and children with special needs.



2010

First Skechers Super Bowl ad features star quarterback Joe Montana. Skechers' sports legends have since included Wayne Gretzky, Karl Malone, Tommy Lasorda, Joe Namath, and Mariano Rivera.



Skechers partners with television personality Brooke Burke-Charvet.

Establishes the Skechers Foundation to help families worldwide through donations, education and disaster relief.



LAS VEGAS

World's largest Skechers store opens.

Global expansion leads to first \$2 billion sales year.

2011



Skechers Performance launches with Meb at NYC Marathon.

Skechers starts BOBS charity line so it can donate shoes to children around the world - over 10 million pairs to date.



Fully automated 1.82-million-square-foot North American distribution center opens.

2012

Mr. Quiggly moonwalks across the finish line at the Super Bowl.



JAPAN

With four stores already operating, Japan transitions from Skechers' largest distributor to a subsidiary.

2013

Skechers GO named Brand of the Year by *Footwear News*.

India becomes the latest joint venture.



North American Distribution Center earns LEED-Gold Certification.

Demi Lovato takes Skechers social media to the next level.



Becomes 2nd largest footwear brand in the U.S.



Skechers tees off with Matt Kuchar, Colin Montgomerie, Belén Mozo and Billy Andrade for Skechers GO GOLF.

2014

Skechers Performance becomes footwear and apparel sponsor of Houston Marathon.

Named Company of the Year by both *Footwear News* and *Footwear Plus*.



Meb wins Boston Marathon wearing Skechers GOmeb Speed 3.

1,000+ Skechers retail stores now open.



2015

Two subsidiaries launch in Central Eastern Europe (13 countries) and Latin America (34 countries and territories).



Ringo Starr and Sugar Ray Leonard get comfortable in Skechers.

2016



European Distribution Center goes automated and expands to over one million square feet.

Gains title sponsorship of Skechers Performance Los Angeles Marathon.

Meghan Trainor goes retro with Skechers Originals.



A MASSIVE FOOTPRINT

Shoppers find our brand in small towns and major metropolitan areas across the United States and around the world. We target distribution by delivering each of our many distinct lines to the right stores in the right markets at the right time. From Skechers retail stores and e-commerce sites to our network of wholesale accounts, it's easy for shoppers to discover and fall in love with Skechers on every continent except Antarctica.

As of Year-End 2015:

- Skechers Reaches More Than 160 Countries
- \$3.15 Billion Annual Sales
- 100 Million Pairs Shipped Annually
- 3,000+ Styles
- 13 Subsidiaries
- 4 Joint Ventures
- 6 Continents
- 1300+ Skechers Retail Stores*

*Company-owned and third-party



**GLOBAL REVENUE
BY CHANNEL**
Year-End 2015





ICELAND

FINLAND

SWEDEN

ESTONIA

LATVIA

SCOTLAND

DENMARK

NORTHERN IRELAND

IRELAND

ENGLAND

WALES

NETHERLANDS

GERMANY

HUNGARY

FRANCE

AUSTRIA

ROMANIA

SERBIA

CROATIA

ITALY

MACEDONIA

GREECE

TURKEY

GEORGIA

ARMENIA

PORTUGAL

SPAIN

MOROCCO

ALGERIA

LIBYA

EGYPT

JORDAN

SAUDI ARABIA

KUWAIT

BHRAIN

QATAR

UAE

OMAN

NEPAL

CHINA

SOUTH KOREA

JAPAN

MONGOLIA

TAIWAN

HONG KONG

MACAU

MYANMAR

LAOS

THAILAND

VIETNAM

CAMBODIA

PHILIPPINES

GUAM

BRUNEI

MALAYSIA

SINGAPORE

INDONESIA

NIGERIA

KENYA

ANGOLA

ZIMBABWE

MAURITIUS

SOUTH AFRICA

AUSTRALIA

NEW ZEALAND

SKECHERS RETAIL

Over 1,300 locations.*

Step into any Skechers retail store and you'll instantly understand the breadth of our brand. We design each retail location to showcase a complete range of Skechers footwear and reflect our image. Every store draws a diverse consumer base—from kids and college students to parents, boomers and working professionals.

Developers

AEON Mall
Alberta Development Partners
Cadillac Fairview
CenterCal Properties
CIM Group
Craig Realty Group
DDR Corp.
EB Development
ECE
Forest City Enterprises
General Growth Properties
Hammerson
Harlem Irving Companies
Horizon Group Properties
Ivanhoe Cambridge
Kimco Realty Corp.

Lend Lease
Macerich
McArthur Glen UK Ltd.
Million Shoji
Mitsubishi Estate
Mitsui Fudosan
NEINVER Group
NewMark Merrill Companies
Oxford Properties Group
Paragon Outlets
Prudential
Primestor Development
Pyramid Management Group
Quintain Estates and Development
PLC
Ramco Gershenson

Realm Ltd.
Riocan
Simon Property Group
SL Green
SmartCentres
Tanger Outlets
Taubman
The Irvine Company
Thor Equities
Turnberry Associates
Unibail-Rodamco
Weingarten Realty Investors
Westfield Group
Wharton Properties
Whitestone REIT
WP Glimcher

*Company-owned and third-party



A living, breathing Skechers catalog.

STORE 1 - MANHATTAN BEACH, CA

RETAIL

RETAIL STRATEGY

We diversify our company-owned store portfolio with three key formats.

CONCEPT: *Targeting the highest-traffic destinations.*

SKECHERS



TIMES SQUARE



OUTLET: Reaching more consumers in premium centers.



WAREHOUSE: Larger-format stores designed to move product efficiently.