

# SKECHERS RETAIL FRANCHISING PROGRAM

## Skechers provides tools for your success.

- Localized design guidance adapts to unique property requirements for impactful store creation
- Expert franchise team conducts comprehensive on-site sales, product, and employee training programs designed to energize your store staff
- Retail standards based on our operational experience to maximize profitability, operating principles and KPI engagements
- EDI solution manages information transfers and order placements



## Franchisee responsibilities:

- Access to prime real estate and site selection based on expertise and local relationships
- Provide pro forma Profit and Loss statements based on proven retail experience
- Maintain a staff who is fully trained on our retail standards
- Provide a versatile POS system and report sales updates



GERMANY



CZECH REPUBLIC

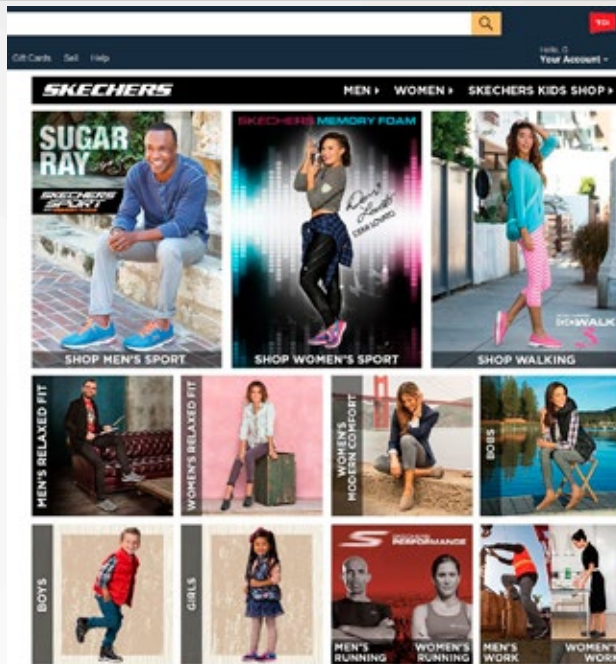
# DOMESTIC WHOLESALE

*Our expansive product offering allows us to distribute to a wide range of accounts across the United States. 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 a wide assortment of lifestyle footwear spanning many of our collections in department, independent or online stores.*

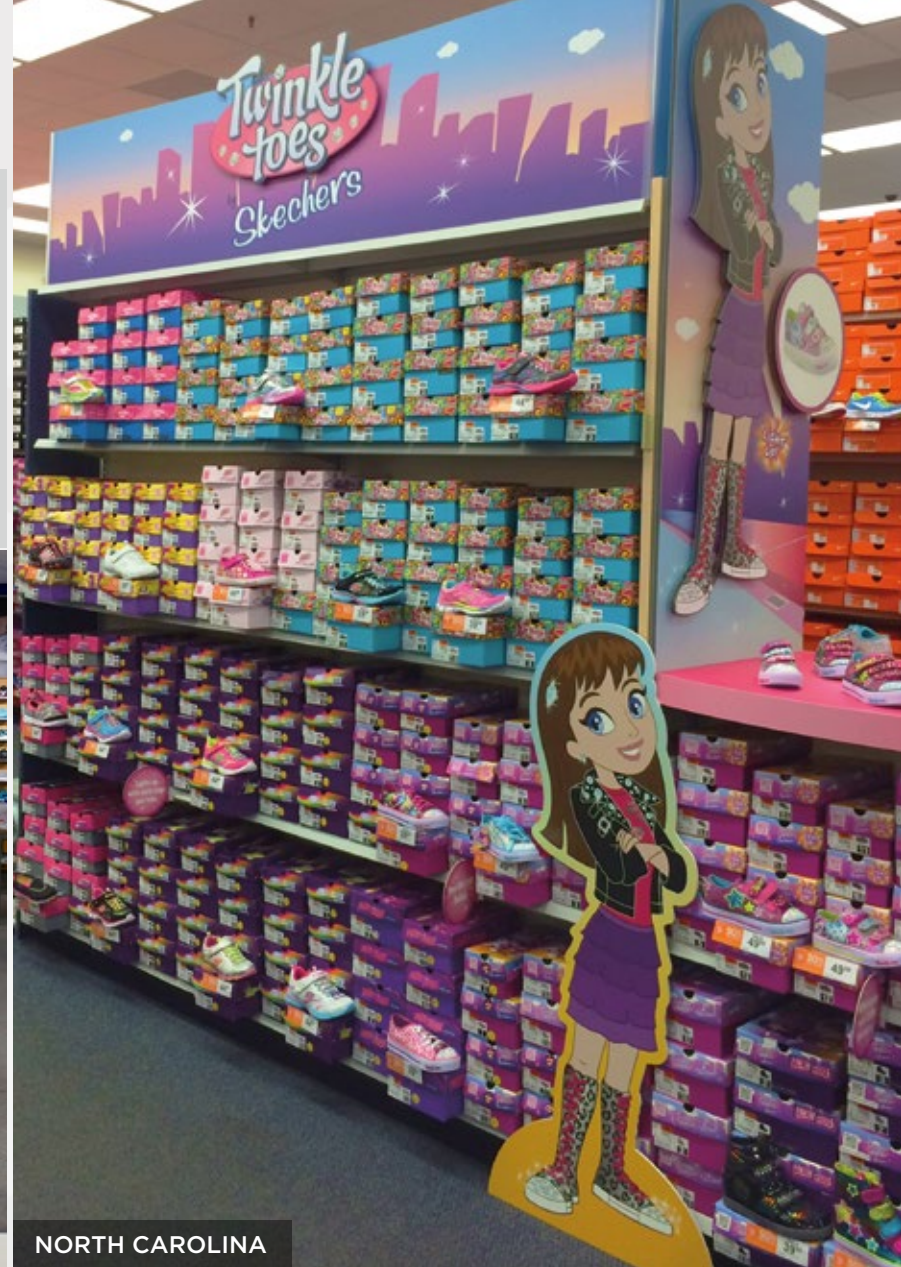




**DOMESTIC WHOLESAL  
BY CHANNEL**  
Year-End 2015



CALIFORNIA



NORTH CAROLINA

**Consumers find our product in their preferred shopping destinations.**



DOMESTIC WHOLESAL



MICHIGAN

*More opportunities to reach more consumers with more product.*

**SHOE DEPT.**

PALAIS ROYAL



**BIG 5**  
SPORTS & FITNESS

STAGE

NORDSTROM

**Fred Meyer**



CALIFORNIA



NEW YORK

***Diverse Skechers product in a wide range of retailers throughout all 50 states and Puerto Rico.***

**KOHL'S**

*Boscov's*  
**BEALLS**

JCPenney

*Boston Store*  
**BON•TON**

*Carson Pirie Scott*

**OFF BROADWAY  
SHOES**

**DOMESTIC WHOLESALE**

# INTERNATIONAL WHOLESALE

*Our global wholesale business spans major retailers recognized around the world, key independents with an impact, and both new and established chains. Each account offers unique opportunities to introduce the Skechers brand to new consumers beyond our established footprint and fan base. The potential is massive.*



***We help accounts maximize our brand presence by building shop-in-shops or dedicated spaces.***





*Our account partners feature Skechers prominently in their stores.*



Harrods

INTERSPORT

**BRANTANO**  
Find about shoes. SANE ABOUT SHOPPING.

sarenza

NELSON.nl

**Bata**

**OCHSNER**  
SPORT

INTERNATIONAL WHOLESAL



*We constantly seek out opportunities in untapped and emerging markets.*



INDONESIA



FRANCE



SERBIA





CROATIA



JAPAN

*We work tirelessly to expand doors, floors and wall space throughout our existing markets.*



wehkamp.nl

INTERNATIONAL WHOLESAL

# PRODUCTS OF DESIRE

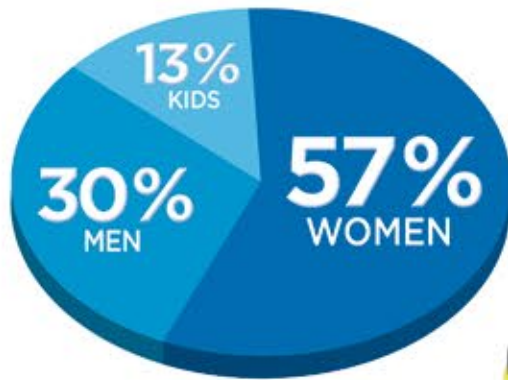
A brand in demand.

*We design lifestyle and performance footwear for men, women and kids of all ages. Our range is unlike any other footwear company. With the extensive depth and variety of our product offering, Skechers has a style for everyone.*



## GLOBAL PRODUCT BREAKDOWN

Year-End 2015



***We create incredibly comfortable, distinctly stylish and long-lasting footwear designed to carry people through more parts of their lives every day, everywhere they go.***

***We take pride in every product we sell. Innovation is at the forefront of all we do—from our casual sandals across the board to our serious running shoes and the 3,000 styles in between. Exciting color options and proprietary materials give consumers compelling reasons to love our shoes.***

# SKECHERS

Lifestyle. Casual. Fashion.



Comfort comes first with Relaxed Fit® footwear and Skechers Memory Foam™ technology.



Skechers Work, the top work footwear brand in the U.S., offers built-in safety protections for on-the-job hazards.



The BOBS® charity line helps save the lives of dogs and cats and has donated over 13 million pairs of new shoes to kids in need.



Our vast collections for men and women include stylish boots, casuals, sneakers and sandals.

# SKECHERS PERFORMANCE

GO Like Never Before.®

America's top walking brand Skechers GOwalk® continues to dominate the performance walking category it established.



Elite runners Meb and Kara Goucher offer expert insight on the designs of our Skechers GOrun collections.



**Running, walking,  
and even golf:  
an ever-evolving  
performance footwear  
collection expands  
on the award-winning  
Skechers GO platform.**



Improve your game with the Skechers GO GOLF Pro Team—Matt Kuchar, Colin Montgomerie, Belén Mozo, and Billy Andrade.