

# SKECHERS KIDS

Cool. Fun. Original.

We lead in kids' footwear with colors, creativity, light-up features and fun styling.



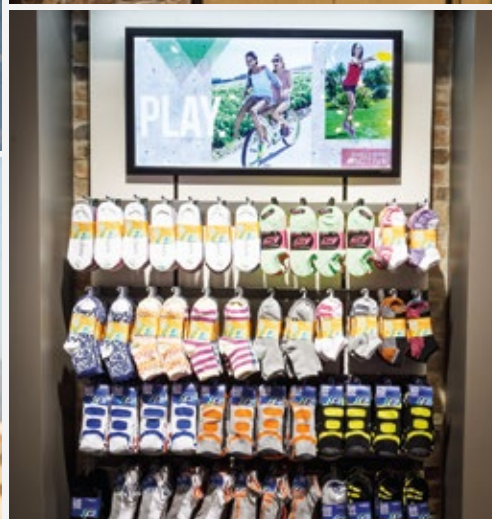
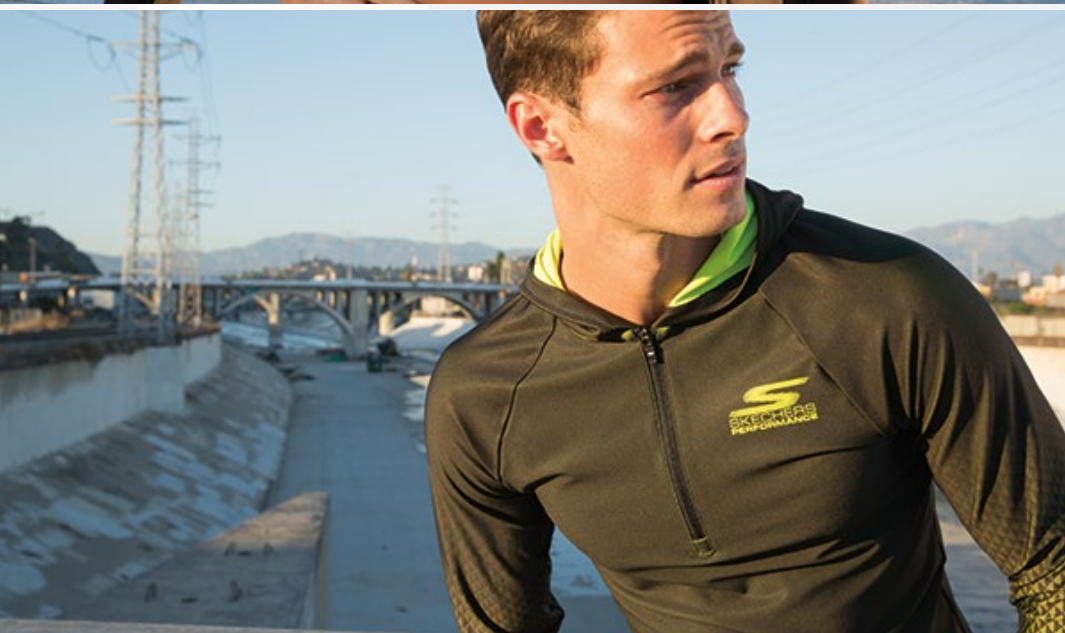
From the interactive Game Kicks to lightweight athletic shoes, we have boys and girls covered at any age.



A cast of globally recognizable characters like Twinkle Toes and Z-Strap headline popular namesake collections.

# GEAR

Beyond footwear.



*We've grown our apparel collection and partner with prominent companies to further extend the Skechers brand to products that reflect our image and resonate with fans of our footwear. From sunglasses to socks, this gear allows consumers to wear Skechers from head to toe and beyond.*

# MARKETING

Impactful. Informative. Everywhere.

*Our aggressive multi-platform and targeted marketing strategies cross all mediums to generate awareness and excitement for the Skechers brand. From store windows to stadiums to social media, every compelling campaign drives consumers to discover and experience our footwear in their favorite stores, catalogs and websites.*



SINGAPORE

*Traffic-stopping window displays invite consumers to explore the brand.*



FRANCE



CANADA

*Captivating point-of-purchase displays ensure the brand is front and center at the moment of decision.*



ENGLAND



CALIFORNIA

MARKETING



AUSTRALIA

*Major advertising campaigns deliver our consistent message to a mass audience.*



CALIFORNIA



UNITED ARAB EMIRATES



MEGHAN TRAINOR



DEMI LOVATO



BROOKE BURKE-CHARVET



SUGAR RAY LEONARD



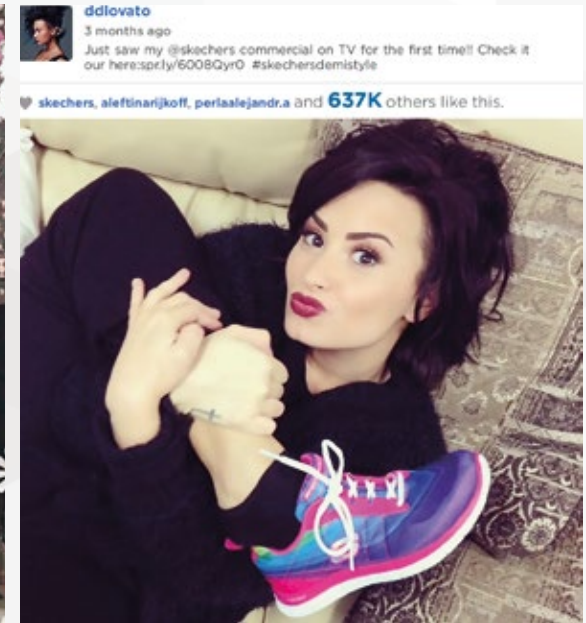
KELLY BROOK



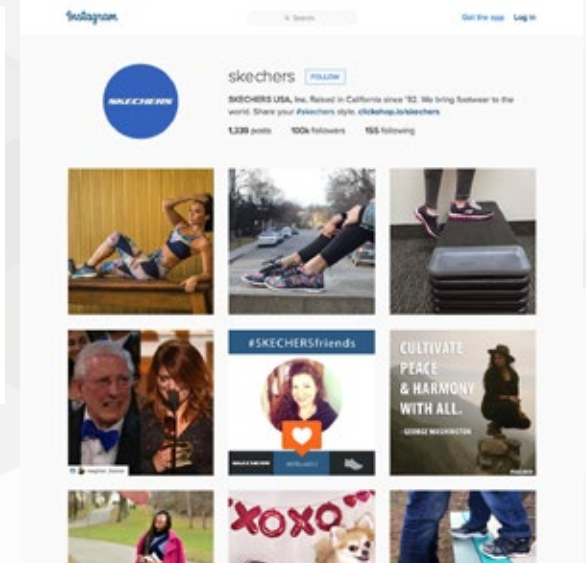
RINGO STARR

*We create buzz with the star power of celebrities around the globe.*

Key placements in top magazines and respected blogs keep people talking about the brand.



Fans interact directly with Skechers via our social media updates, contests and viral initiatives.



Follow us:





SKECHERS PERFORMANCE LOS ANGELES MARATHON



HOUSTON MARATHON

***We reach new demographics by sponsoring major races like the Skechers Performance Los Angeles Marathon and the Houston Marathon, while also appearing at others from New York to London.***



PUERTO RICO



TEXAS



NEVADA

***Through our BOBS collection, we partner with accounts and charities to donate new shoes to kids in need and save the lives of dogs and cats.***



# OPERATIONS

Giving accounts the support they need.

*We develop new product lines at our Manhattan Beach corporate headquarters, which will soon expand to more than 275,000 total square feet with a new Skechers Design Center.*



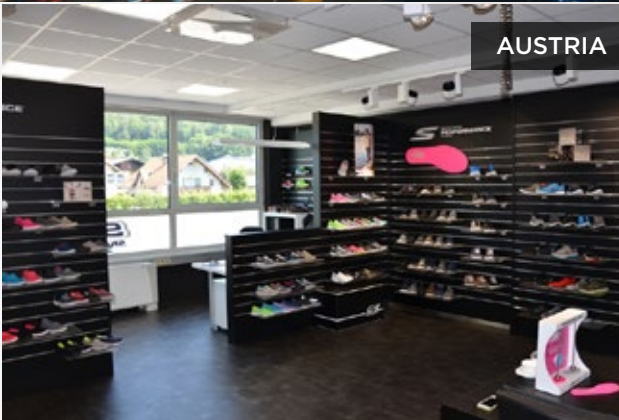
MANHATTAN BEACH



MANHATTAN BEACH



TURKEY



AUSTRIA



CANADA

***Our accounts always have a direct line of communication with us for support, no matter where they're based: a dedicated team of over 7,500 employees and a vast network of showrooms operated directly or through our partners around the world.***

#### SELECT INTERNATIONAL SHOWROOMS

Australia • Austria • Belgium • Brazil • Canada • Chile • China • France • Germany • Hong Kong • Hungary • Iberia • India  
Italy • Japan • Malaysia • Mexico • Netherlands • Singapore • Switzerland • UAE • United Kingdom • United States

# LOGISTICS

The capacity to deliver and grow.

*We ship our products from three primary locations: 1 A 1.82 million-square-foot LEED Gold-certified distribution center in California serves our North American business.*



CALIFORNIA



EUROPEAN DISTRIBUTION CENTER

- ② *An upgraded one-million-square-foot facility in Belgium with newly expanded capacity to meet growing demand across Europe.*
- ③ *Skechers distributors around the world receive shipments direct from our factories in Asia.*



NORTH AMERICAN DISTRIBUTION CENTER



EUROPEAN DISTRIBUTION CENTER

*We've prepared for the future with major technology and automation investments across our facilities that now offer a combined warehouse, process and ship capacity of over 130 million pairs annually.*

***SKECHERS***®