



SKECHERS WINS NINTH *FOOTWEAR PLUS* COMPANY OF THE YEAR AWARD

Skechers Kids Also Wins *Footwear Plus*' Excellence in Children's Design Award for its New Collections and Innovations

MANHATTAN BEACH, CA. – March 1, 2021 – For the ninth time in the past 15 years, Skechers has been honored as Company of the Year by *Footwear Plus*. Along with the top honor for 2020, Skechers Kids received the Excellence in Children's Design Award, the fourth such accolade from *Footwear Plus* that the Company has won for its popular kids' styles.

“After such an unprecedented 2020, it's a great honor for Skechers to be recognized as Company of the Year,” said Michael Greenberg, president of Skechers. “We began the year at full throttle building on the growth of record sales in 2019. When faced with the pandemic, we were able to pivot quickly to navigate this difficult year. Key to this was developing fresh product that focused on the comfort consumers desired, doubling down on e-commerce when stores closed, and investing in our infrastructure to prepare for the future. This was only possible thanks to the hard work, dedication, and resilience of everyone in the Skechers organization.”

Added Greenberg: “Skechers is a family brand that designs footwear to meet the needs and wants of people of all ages. We believe that developing shoes for the littlest of feet is just as important as for adults. Parents look to our boys' and girls' collections for durability, comfort, and quality in every pair, plus that signature fun factor that Skechers delivers best. In this year of remote learning, families turned to the brand they trust most, and we appreciate the acknowledgement of Skechers Kids with the Children's Design Award for all our efforts.”

“Congratulations to Skechers on its Company of the Year and Children's Design Plus Awards for 2020,” said Greg Dutter, editorial director of *Footwear Plus*, creators of the 22nd annual industry accolades recognizing excellence in design and retail. “Skechers was recognized because they were able to pivot, adapt and navigate a year that involved extensive business disruption due to the ongoing global pandemic. Their casual and comfortable collections were exactly what consumers wanted at just the right time. Plus, despite the challenges, Skechers continued to innovate on trend and in style with collaborations and exciting designs for kids.”

Skechers' previous *Footwear Plus* awards include the Company of the Year Award in 2005, 2006, 2008, 2009, 2010, 2014, 2015, and 2019 and Plus Awards for Design Excellence in 2000 for Young Women's Fashion; 2001 for Women's Streetwear; 2002 for Kids' Fashion; 2005 and 2006 for Men's Streetwear; 2013 for the Running and Children's categories; 2014 for Running Design; 2015 for Athleisure; and 2016 and 2019 for its Skechers Kids product.

Skechers is the world's third largest athletic lifestyle footwear brand and offers a growing collection of footwear, apparel and accessories for every age and activity. In addition to the

Company's award-winning Skechers Kids collection, Skechers' DNA spans core collections like Skechers Sport, Skechers USA and Modern Comfort; the philanthropic offering BOBS from Skechers; performance lines such as Skechers GOrun, Skechers GOwalk and Skechers GO GOLF; and Skechers Work for safety and comfort on the job. Comfort is a focus across the entire Skechers range including Max Cushioning plus patented and podiatrist-certified Arch Fit. Styles across multiple categories feature innovative Goodyear outsoles for enhanced traction, stability and durability. Within Skechers lifestyle collections are buzz-worthy collaborations with known brands and properties including renowned children's author Dr. Seuss and muralist James Goldcrown.

Celebrity product endorsees for Skechers' collections include TV personality Brooke Burke; Dodgers' ace pitcher Clayton Kershaw; football legends Tony Romo and Howie Long; Raiders head coach Jon Gruden; and boxing icon Sugar Ray Leonard. The Company's performance ambassadors include elite marathon champion and Boston Marathon winner Meb Keflezighi; elite runner Ed Cheserek; and pro golfers Matt Kuchar, Brooke Henderson, Billy Andrade and Colin Montgomerie.

About SKECHERS USA, Inc.

Based in Manhattan Beach, California, Skechers designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. The Company's collections are available in the United States and over 170 countries and territories via department and specialty stores, and direct to consumers through 3,891 Company and third-party-owned retail stores and e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [TikTok](#).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may include, without limitation, Skechers' future domestic and international growth, financial results and operations including expected net sales and earnings, its development of new products, future demand for its products, its planned domestic and international expansion, opening of new stores and additional expenditures, and advertising and marketing initiatives. Forward-looking statements can be identified by the use of forward-looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will be," "will continue," "will result," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected in forward-looking statements. Factors that might cause or contribute to such differences include the disruption of business and operations due to the COVID-19 pandemic; international economic, political and market conditions including the challenging consumer retail markets in the United States; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers; decreased demand by industry retailers and

cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers, especially in the highly competitive performance footwear market; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in Skechers' annual report on Form 10-K for the year ended December 31, 2020. More specifically, the COVID-19 pandemic has had and is currently having a significant impact on Skechers' business, financial conditions, cash flow and results of operations. Forward-looking statements with respect to the COVID-19 pandemic include, without limitation, Skechers' plans in response to this pandemic. At this time, there is significant uncertainty about the COVID-19 pandemic, including without limitation, (i) the duration and extent of the impact of the pandemic, (ii) governmental responses to the pandemic, including how such responses could impact Skechers' business and operations, as well as the operations of its factories and other business partners, (iii) the effectiveness of Skechers' actions taken in response to these risks, and (iv) Skechers' ability to effectively and timely adjust its plans in response to the rapidly changing retail and economic environment. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. The risks included here are not exhaustive. Skechers operates in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.