

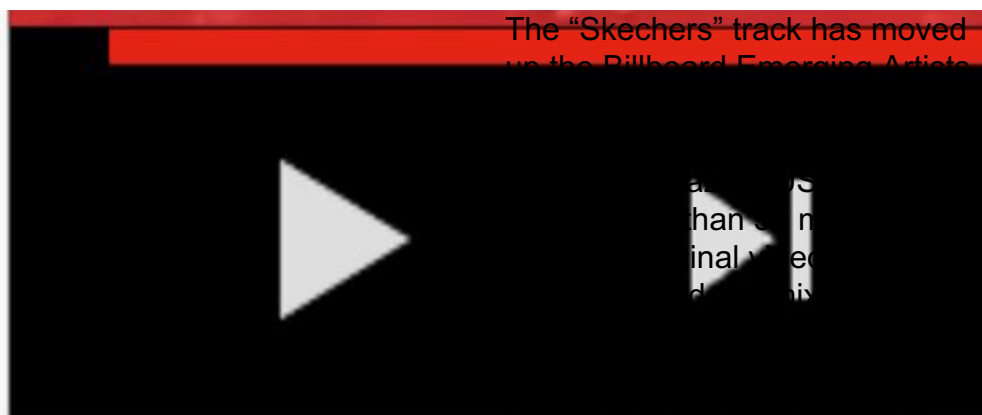
April 29, 2020

SKECHERS

DripReport Song “Skechers” Becomes Global Phenomenon With Over 1 Billion Streams on TikTok

Viral Sleeper Hit Takes World by Storm with More Than 57 Million Views on YouTube

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- It's all about those Skechers shoes in the hit track performed by DripReport and produced by Ouhboy that has become a viral sensation on TikTok. Since the track was first posted on [YouTube](#) in January 2020, millions have taken the Skechers challenge with countless impressions for the brand as many create and share content dancing to the hit song with lyrics that repeatedly feature Skechers.

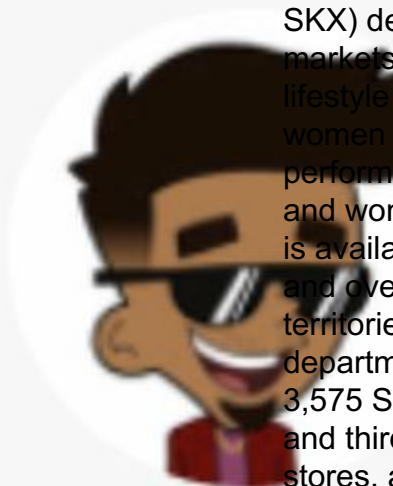


creators on the platform—sisters—[@dixiedamelio](#) and [@charlidamelio](#) have earned more than a combined 59 million views, 10.1 million likes and tens of thousands of shares, while creator [@lilhuddy](#)'s take on the song earned 14.8 million views. GRAMMY®-nominated rapper, singer and songwriter [@tyga](#) also recorded an intro remix of the track on April 19, receiving over 6.1 million views. All of this helped launch the trend into the stratosphere with over 1.3 million TikTok videos created using the “Skechers” song to date.

DripReport started sharing remixes on social media late last year and in only five months has gained hundreds of millions of

views on YouTube and social media for his content. He was recently signed to Arista Records for an official release of "Skechers"—his first original track.

About SKECHERS USA, Inc.



Based in Manhattan Beach, California, Skechers (NYSE: SKX) designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. Skechers footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, 3,575 Skechers Company-owned and third-party-owned retail stores, and the Company's 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, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#), and [TikTok](#).

Reference in this press release to "Sales" refers to Skechers' net sales reported under generally accepted accounting principles in the United States. This announcement also 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 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 coronavirus; 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, 2019. 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 COVID-19 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.

Jennifer Clay
SKECHERS USA, Inc.
310.937.1326

Source: SKECHERS USA, Inc.