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# Footballer Oleksandr Zinchenko Signs With Skechers

## *Arsenal and Ukrainian National Team Defender to Compete in Skechers Football Boots with Debut of Diamond Ice Pack*

LONDON--(BUSINESS WIRE)-- Skechers expands its reach in football by signing Premier League Arsenal and Ukrainian National Team defender Oleksandr Zinchenko to its all-star roster of elite pros that includes Europe's top scorer Harry Kane. Zinchenko will be competing in the Skechers Razor—an innovative lightweight speed boot designed for players who desire agility, comfort and touch. As part of a long-term deal with the global footwear brand, Zinchenko will appear in multiplatform marketing campaigns as brand ambassador supporting Skechers Football. He's also one of the first players on the pitch wearing the Razor boot from the Diamond Ice Pack—the new all-white colorway just launched this weekend.



Oleksandr Zinchenko laces up in Skechers Razor football boots (Photo: Skechers)

“Skechers may be relatively new to football, but they’re doing everything right, and I really appreciate how much their team focuses on working with athletes to create the perfect boot,” said Oleksandr Zinchenko. “The ‘Razor’ feels wonderful on the pitch and gives me the performance I need to excel—it really is the best boot I’ve ever worn. Proud to be working with Skechers and look forward to helping

grow this brand in our sport.”

“Since launching Skechers Football in August, the reception has been incredible as the world has watched Harry Kane have amazing success, scoring more goals this season than any top league player in Europe—in Skechers boots,” added Greg Smith, VP of Product Development and Merchandising for Skechers Performance. “As an elite defender in the Premier League, Zinchenko will be the perfect addition to our roster—a complement to the best striker in the game. Our team illustrates how Skechers Football offers a range of boots

that deliver innovation, performance and our signature comfort for every type of player, in every position, across the pitch.”

Skechers Football arrived at the start of the 2023/24 season when the brand signed Bayern Munich striker Harry Kane. The range of Skechers Footwear boots includes three styles available in multiple colorways for men and women with the new white Diamond Ice Pack recently hitting the pitch and stores. The **Skechers Razor** (worn by Oleksandr Zinchenko) is a lightweight speed boot with an explosive track-inspired design to maximize acceleration and energy return. It features a carbon-infused soleplate for responsive power and agility during play. The **SKX\_01** (worn by Harry Kane) is ideal for striking the ball with a custom last meticulously crafted to optimize comfort and deliver a perfect fit for enhancing touch on the field. Both boots are available in standard low-profile with the SKX\_01 also available in a high-top version.

Oleksandr Zinchenko began his professional career as an attacking midfielder with Russian football club Ufa before joining Premier League club Manchester City in 2016 where he transitioned to left-back and won four Premier League titles, four EFL Cups and an FA Cup with the team. In 2022, Zinchenko signed with Premier League club Arsenal where he's in his second season. He's also played for the Ukrainian National Team since 2015 with nearly 60 caps to date.

Beyond football, the Skechers team of elite athletes competing in the brand's performance footwear includes NBA stars Julius Randle and Terance Mann, golfers Matt Fitzpatrick and Brooke Henderson, and pickleball pros Tyson McGuffin and Catherine Parenteau.

The Skechers Football collection is available now at Skechers websites and select Skechers retail stores in the UK and Europe, as well as select specialty football retailers in the UK, Europe and the United States. Football fans can get behind-the-scenes access to Skechers Football product launches and more by following @skechersfootball on [Instagram](#) and [TikTok](#).

### **About SKECHERS U.S.A., Inc.**

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500<sup>®</sup> company based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. Collections from The Comfort Technology Company<sup>™</sup> are available in over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and approximately 5,000 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit [about.skechers.com](https://www.about.skechers.com) and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

*This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, 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,” “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; delays or disruptions in our supply chain; international economic, political and market conditions including the effects of inflation and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States, and the impact of wars, acts of war and other conflicts around the world; 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, 2022 and its quarterly reports on Form 10-Q in 2023. 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.*

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