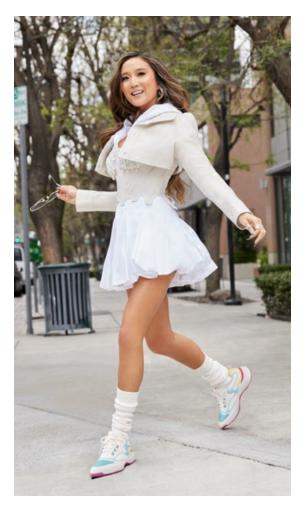


Skechers x Ashley Park Footwear Collab Launches

LOS ANGELES--(BUSINESS WIRE)-- Ashley Park is taking her obsession with Skechers to a new level with the launch of her first signature collection: Skechers x Ashley Park. Park's travels around the world helped inspire the collection of Street Glam sneakers that perfectly fuse comfort and fashion.



The Skechers x Ashley Park footwear collab features styles inspired by the performer's travels around the world. (Photo: Business Wire)

"I used to think of sneakers as shoes meant for the gym or getting fit. Now these comfortable fashion styles are a staple, and what I wear running around, especially while traveling," said Ashley Park. "I loved bringing my point of view to this collaboration—from the colors to the dance toe. I'll have a pair packed for every trip!"

"When Ashley sang about her Skechers obsession in her inaugural campaign earlier this year, that memorable tune stuck with consumers and brought so much positive energy to our Skechers Uno collection," added Michael Greenberg, president of Skechers. "She truly is our 'it girl'—meaning she brings 'it' to all she does—class, style, charm and energy. This collection embodies all of that plus Skechers' signature comfort."

Styles featured in the **Skechers x Ashley Park: Street Glam** collection are designed for versatility and offer a unique trendy silhouette thanks to the stylish design. It's innovative hybrid footwear that combines the comfort of a sneaker with the sleekness of a pointy toe shoe. As comfort is always key when traveling, each pair also features a Skechers Air-Cooled Memory Foam® cushioned insole.

While her career began in theater, Ashley Park is widely known for her role as Mindy Chen on the Netflix series, *Emily in Paris*—with the third

season released in December 2022 and fourth on the way. The actress was also recently seen in Adele Lim's feature film comedy *Joy Ride* and Netflix's *Beef*, a dramedy from Lee Sung Jin. Additional credits include the Peacock comedy series *Girls5eva* and the Netflix miniseries *Tales of the City*. On Broadway, Park originated and starred as Gretchen Wieners in *Mean Girls* in 2018, earning Tony Award, Drama League, Drama Desk, Outer Critics Circle, and Chita Rivera Award nominations. In the same season, she starred in the award-

winning *KPOP* and won the esteemed Lucille Lortel award for Lead Actress in a Musical, and second Drama League and Drama Desk nominations. Additional Broadway credits include *Mamma Mia!*, *The King and I, Sunday in the Park With George* and *Grand Horizons*.

The full range of Street Glam fashion sneakers from the Skechers x Ashley Park collab are available now at skechers.com and select Skechers retail stores worldwide.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® 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™ are available in over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and over 4,500 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 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 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 Russia's war of Ukraine; 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.

Jennifer Clay SKECHERS USA, Inc. jennc@skechers.com

Source: Skechers U.S.A., Inc.