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World's First Skechers Performance Flagship Location Opens

The new retail destination at Canada's West Edmonton Mall offers an immersive experience featuring half-courts and the Company's extensive performance range including Skechers' innovative basketball, running, golf, soccer and pickleball technologies

EDMONTON, Alberta--(BUSINESS WIRE)-- Skechers is revolutionizing its retail experience with its first Skechers Performance store, an immersive destination with half-courts where consumers can try out the latest innovative products from The Comfort Technology Company®. The experiential destination at West Edmonton Mall in Canada is fittingly dedicated to showcasing the brand's extensive offering of award-winning technologies worn by leading athletes around the globe.



Skechers has launched the Company's first Skechers Performance store at West Edmonton Mall in Canada—an experiential retail space complete with half-courts and the brand's extensive offering including its renowned basketball, running, golf, soccer and pickleball technologies. (Photo: Business Wire)

“With the world’s elite pros wearing our shoes from the court to the pitch, mound and green, our retail stores’ innovative performance products have become a magnet for athletes who want game-changing product with essential comfort—and the time has come to launch a new play,” said Michael Greenberg, president of Skechers. “Our new performance store offers competitors at every level the complete experience: from our largest-ever offering

of performance footwear, apparel and accessories, to Skechers specialists and educators for our diverse sport technologies, and courts where consumers can discover how our product performs without ever leaving the store.”

Showcasing Skechers' commitment to game-changing product, the Company's new location offers a gallery of the brand's innovations for players at every skill level. In addition to dedicated areas for Skechers Pickleball and Skechers Basketball, consumers can experience the brand's extensive offering for golf, soccer, running, training, walking, trail and

hiking—all with signature performance and comfort features like Skechers Hyper Burst Pro™ Technology, Skechers Performance FitKnit® Technology, Skechers Hands Free Slip-ins® Technology, Skechers Arch Fit® Technology and Skechers Max Cushioning® Technology.

At 7,500+ square feet, the Company's reimagined location at West Edmonton Mall now features an expansive sales floor, the largest among Skechers concept stores worldwide. Surrounded by state-of-the-art digital LED screens, the destination includes half-size pickleball and basketball courts in a modern, elevated architectural space that embraces the spirit of Edmonton.

"Edmonton's vibrant sports culture and passion for hosting year-round athletic events make it the perfect home for Skechers' first performance destination—and as the second largest mall in North America, West Edmonton Mall is a massive draw that will attract all walks of life to this exciting new concept," said David Beecroft, country manager of Skechers Canada, who teamed up with NHL legend and media personality Paul Bissonnette to open the new store. "Paul's an avid sports fan—and his presence at our opening event has attracted his fans and fellow enthusiasts, who are excited to see how much we're investing in the performance space and how much our product can elevate their game."

Skechers' roster of elite pros around the world competing in Skechers footwear includes basketball stars Julius Randle, Jabari Walker, Terance Mann, Joel Embiid, and Rickea Jackson; golfers Matt Fitzpatrick and Brooke Henderson; soccer players Harry Kane, Mohammed Kudus, Oleksandr Zinchenko and Barış Alper Yılmaz among many others; pickleball pros Tyson McGuffin and Catherine Parenteau; Indian Premier League cricket stars Ishan Kishan and Yastika Bhatia; and baseball players Clayton Kershaw, Chris Taylor, Brendan Donovan, Aaron Nola and Wade Miley.

Skechers' extensive product offering is also available at more than 5,300 Skechers retail stores, [skechers.com](https://www.skechers.com), and department stores and footwear retailers around the globe.

About Skechers Canada and Skechers U.S.A., Inc.

Skechers Canada is a subsidiary of Skechers U.S.A., The Comfort Technology Company® based in Southern 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 180 countries and territories through department and specialty stores, and direct to consumers through [skechers.com](https://www.skechers.com) and approximately 5,300 Skechers retail stores. A Fortune 500® company, Skechers 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](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers) and [TikTok](https://www.tiktok.com/@skechers).

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, 2023 and its quarterly reports on Form 10-Q in 2024. 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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