

UGG®

KOOLABURRA

**DECKERS**

— BRANDS —

HOKA®

sanuk

Teva

**Steve Fasching – Chief Financial Officer**

**Erinn Kohler – VP Investor Relations & Corporate Planning**

*June 2023*

# Forward Looking Statements

This presentation contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, which statements are subject to considerable risks and uncertainties. Forward-looking statements include all statements other than statements of historical fact contained in this presentation, including statements regarding our projected financial results, including net sales, gross margin, SG&A expenses, operating margin, inventories, effective tax rate, and diluted earnings per share; consumer confidence and discretionary spending; the strength of our brands and demand for our products; our ability to drive future growth and profitability; and our potential repurchase of shares. We have attempted to identify forward-looking statements by using words such as "anticipate," "believe," "could," "estimate," "expected," "intend," "may," "plan," "predict," "project," "should," "will," or "would," and similar expressions or the negative of these expressions.

Forward-looking statements represent our management's current expectations and predictions about trends affecting our business and industry and are based on information available as of the time such statements are made. Although we do not make forward-looking statements unless we believe we have a reasonable basis for doing so, we cannot guarantee their accuracy or completeness. Forward-looking statements involve numerous known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements predicted, assumed or implied by the forward-looking statements. Some of the risks and uncertainties that may cause our actual results to materially differ from those expressed or implied by these forward-looking statements are described in the section entitled "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended March 31, 2023, as well as in our Quarterly Reports on Form 10-Q and other filings with the Securities and Exchange Commission.

Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. Except as required by applicable law or the listing rules of the New York Stock Exchange, we expressly disclaim any intent or obligation to update any forward-looking statements, or to update the reasons actual results could differ materially from those expressed or implied by these forward-looking statements, whether to conform such statements to actual results or changes in our expectations, or as a result of the availability of new information.

# Exceptional Brands Driving Strong Performance



iconic ~\$1.9B<sup>(1)</sup> global luxury lifestyle brand with diversified product assortment and increasing appeal with fashion focused and younger consumers



~\$1.4B<sup>(1)</sup> expanding global performance athletic brand with multibillion-dollar long-term opportunity across categories and geographies



value oriented sheepskin/wool boot brand complementing UGG

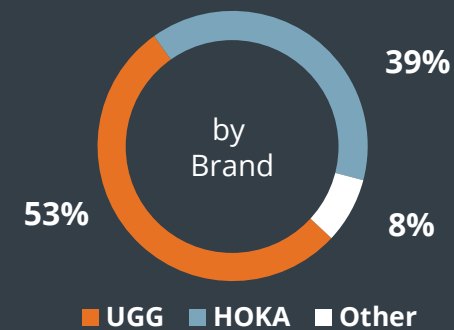
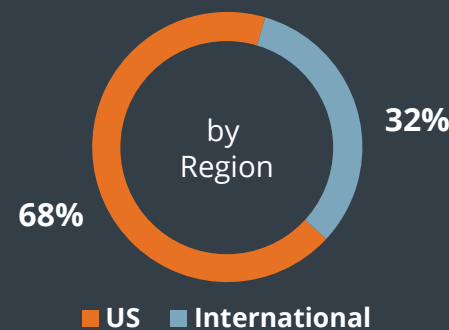
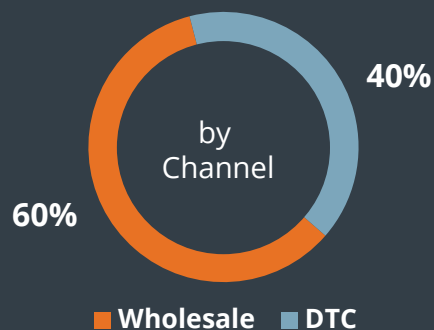


modern outdoor lifestyle footwear brand primarily of sports sandals



relaxed surf / lifestyle footwear brand primarily of sidewalk surfers

**\$3.627<sub>B</sub>**  
FY23 REVENUE<sup>(1)</sup>





# Product Portfolio

## RUN / RACE



CLIFTON



BONDI



MACH



RINCON



ARAHI



GAVIOTA



CARBON X



ROCKET X



BONDI X

## TRAIL / HIKE



SPEEDGOAT



MAFATE



KAHA



ANACAPA



CHALLENGER



TRAIL CODE

## FITNESS / LIFESTYLE



KAWANA



SOLIMAR



TRANSPORT



ORA



CLIFTON L



ORA LUXE

## CORE CLASSICS & DERIVATIVES



CLASSIC MINI / SHORT / TALL



BAILEY BUTTON



BAILEY BOW



ULTRA MINI / PLATFORM



NEUMEL / CHELSEA



MAXI TOGGLE

CLEAR MINI

## SLIPPERS / HYBRIDS



TASMAN



TAZZ



COQUETTE



FUNKETTE



COZETTA



DUNE



SCUFF (ETTE)



ASCOT / ANSLEY

## CATEGORY EXTENSIONS



SPORT YEAH



TASMAN X



GOLDENSTAR



GOLDENCOAST



HIGHLAND HI



CA78 TASMAN



DRIZLITA



ADIRONDACK / BUTTE

# Strategic Drivers of Long-Term Shareholder Value Creation



## LONG TERM STRATEGIES



## EVOLVING DECKERS TO MEET THE CHANGING MARKETPLACE



## GENERATING HEALTHY PROFITABILITY & SHAREHOLDER RETURNS

- Build HOKA into a multibillion-dollar major player in the performance athletic space
- Grow UGG with a consumer-led segmented product offering and elevated experiences
- Expand our DTC business through consumer acquisition and retention
- Drive international markets through strategic investments
- All while maintaining top-tier levels of profitability for the company overall

### Marketplace Management

Omni-channel managed distribution, leading with DTC while allocating and segmenting products through strategic wholesale partners

### Supply Chain & Logistics

Increasing capacity and working to drive supply chain & inventory planning efficiencies

### People Effectiveness

Investing behind key talent to help scale the organization globally

### IT & Analytics

Investing in tools & infrastructure to enhance digital capabilities

### Financial Discipline

Controlling fixed costs, while increasing variable spend in strategic areas

### Strong Operating Model

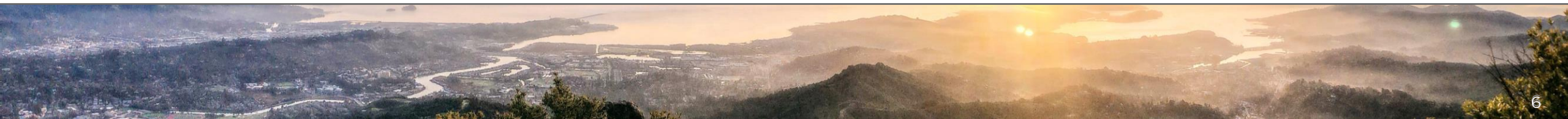
Achieving compelling revenue growth with high-caliber operating margins

### Share Repurchase

More than \$1.3 billion remaining on outstanding authorization as of 3/31/23

### Balance Sheet Optionality

No debt, healthy cash balance, and credit facility provides flexibility to return value to shareholders



# Highlights

- Driving exceptional results by building global consumer obsessed brands for long-term success
- Differentiated portfolio operator with strong brands
  - ❖ Fast growing performance brand (HOKA)
  - ❖ Iconic fashion lifestyle brand (UGG)
- Recognized omni-channel leader prioritizing consumer experiences within the DTC channel
- Balanced marketplace management strategies tailored to our brands
- Flexible operating model with industry leading margins
- Strong balance sheet with ability to drive stockholder returns
- Three consecutive years of double-digit revenue and diluted earnings per share growth<sup>(1)</sup>
  - ❖ FY20 – FY23 revenue CAGR of 19%<sup>(2)</sup>
  - ❖ FY20 – FY23 diluted earnings per share CAGR of 26%<sup>(2)</sup>

