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Skechers Signs Nuria Roca

Popular TV Host Will Appear in Skechers Women's Campaigns as the Brand's First Local Ambassador in Spain

MADRID--(BUSINESS WIRE)-- Skechers announces Nuria Roca as the new face for the global lifestyle brand in the Spanish market. As the first local Skechers ambassador in Spain, the television and radio presenter, actress, writer, and social media influencer will be seen in multi-platform campaigns for Skechers women's athletic and casual footwear collections.



Nuria Roca, the first Skechers brand ambassador for Spain, in Skechers Hands Free Slip-ins® footwear. (Photo: Business Wire)

"I've always been a fan of Skechers, so it's an honor to be the brand's first ambassador in Spain," said Nuria Roca. "As someone often on the move, I can appreciate the versatility, style and comfort that Skechers offers across all of its collections. It's a perfect brand for any woman with a busy and active lifestyle and I love that there are fashionable options for every part of my day. I look forward to sharing this new campaign with my fans and followers throughout Spain!"

"It was a very easy and natural choice for us: Nuria Roca perfectly embodies the values of Skechers and the soul of our brand, which over the last 30 years has developed comfortable and fashionable footwear for everyone's everyday life, and for every moment or situation," says Txerra Díaz, country manager of Skechers USA Iberia, S.L.

"Skechers continues to focus on Spain as a key market where we recently opened a flagship store in Madrid's Grand Via, so we felt it

was the perfect time to launch our first campaign featuring an ambassador who will appeal directly to consumers in this country. We're confident that Nuria will generate excitement throughout Spain for the entire Skechers brand including our signature comfort innovations."

The initial campaigns starring Nuria Roca will focus on a range of Skechers collections for

women including Skechers Hands Free Slip-ins®, supportive Skechers Arch Fit® footwear, and the stylish Skechers UNO range of fashion sneakers.

Nuria Roca was born in Moncada, Valencia. She graduated from the Polytechnic University of Valencia with a degree in Technical Architecture, but her professional career took her in a different direction entirely, and in 1992 she began working with television channels such as Divinity, Telecinco and Antena 3. As well as being a television presenter, radio presenter, media star, and actress, Nuria has written several novels with her husband, Juan del Val. She also has more than a million social network followers.

Roca joins a team of global Skechers ambassadors that includes boxing legend Sugar Ray Leonard and Spanish singer Chesca, as well as European ambassadors Myleene Klass (U.K. and Ireland), Joanna Krupa (Poland), Vanessa Mai (Germany), Benedetta Parodi (Italy), and former footballers Jamie Redknapp (U.K.), Frank Leboeuf (France) and Michael Ballack (Germany).

Skechers, an industry leader in comfort that's famous for its development of innovative technologies and materials, offers a wide range of distinctive features including Skechers Hands Free Slip-ins® Technology, Skechers Arch Fit® Technology, Skechers Massage Fit® Technology, Skechers Max Cushioning® Technology, Skechers Hyper Burst® Technology, Skechers Air-Cooled Memory Foam®, Skechers Relaxed Fit® Technology, and Skechers Stretch Fit® Technology. The brand's clothing and footwear collections are available at Skechers stores as well as at [skechers.es](https://www.skechers.es), and in department stores and shoe stores around the world.

About Skechers USA Iberia, S.L. and Skechers U.S.A., Inc.

Skechers USA Iberia, S.L. is a subsidiary of Skechers U.S.A., Inc. (NYSE:SKX), The Comfort Technology Company™, which is based in Southern California. Skechers designs, develops, and markets a broad range of lifestyle and performance footwear, clothing, and accessories for men, women, and children. The Company's collections are available in more than 180 countries and territories at department stores and specialist vendors, and are available directly to consumers through online stores and 4,537 physical retail locations owned by the Company and by third parties. The Company manages its international business through a network of wholly owned subsidiaries, joint venture partnerships, and distributors. For more information, visit about.skechers.com and follow us on [Facebook](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), [YouTube](https://www.youtube.com/skechers) and [Twitter](https://twitter.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 Russia's recent invasion 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, 2021 and its quarterly reports on Form 10-Q in 2022. 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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