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Skechers Promotes Richard Parker to Managing Director for UK & Ireland

Peter Youell Transitions to Special Projects Advisory Position

LONDON--(BUSINESS WIRE)-- After more than two decades with The Comfort Technology Company™, Skechers has promoted Richard Parker to Managing Director of the United Kingdom & Ireland.

"We celebrated the 30th anniversary of Skechers in 2022 with the Company's international business just shy of 60 percent of our total sales, a new annual record at \$7.4 billion. Our UK business was a key contributor to that growth," said David Weinberg, Chief Operating Officer of Skechers. "As we look to drive growth across the UK in the coming years, we have promoted Skechers veteran Richard Parker to Managing Director of Skechers United Kingdom and Ireland. We believe that with his varied experience, business acumen and success within the organization and market relationships, he will excel in his new role—one aptly served by Peter Youell for nearly 20 years. The energy and support Peter gave his team, creating a collaborative organization and developing each member's strengths to all work, elevated the brand and helped establish a foundation for future successes."

Through his 22-year tenure with Skechers, footwear industry veteran Richard Parker has held nearly every position within the UK & Ireland sales division—starting as an Area Sales Manager before handling Key Accounts and National Accounts including QVC and Amazon. For the last four years, Parker was the National Sales Manager for Skechers UK & Ireland where his dedication helped grow the business to its leading position in the market today.

Peter Youell has transitioned into an advisor role on special and key international projects with the Company. Youell joined Skechers in November 2004 as Sales Director and brought with him a wealth of experience at competitor brands. Within months, he was promoted to Managing Director of the United Kingdom & Ireland, and through his 18 years with the Company, helped guide Skechers from a £10M to a £200M business in the region.

About Skechers USA Ltd. and Skechers U.S.A., Inc.

Skechers USA Ltd. is a subsidiary of Skechers U.S.A., Inc. (NYSE:SKX), 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 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. 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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