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Harry Kane Signs Lifetime Global Deal With Skechers

World-Renowned Striker Set to Take Pitch in Munich in Skechers Football Boots

LOS ANGELES--(BUSINESS WIRE)-- Global superstar striker Harry Kane makes a trifecta of career changes with his marquee move to FC Bayern Munich. A new home, a new team, and notably new footwear as he unveils his new Skechers Football boots, SKX_01. He was seen wearing a masked version of the boots through the preseason and in his debut with Munich last Saturday. One of the most recognizable athletes in the world, Kane has entered a long-term partnership with Skechers that extends beyond the pitch. He will be at the forefront of the performance brand's first football boots launching in the UK and Europe in September, and will appear in a multiplatform marketing campaign as brand ambassador.



Harry Kane laces up with Skechers in his new SKX_01 football boots. (Photo: Business Wire)

"It's definitely a time of transition in my career and I'm thrilled to announce my signing with Skechers just as I'm making a big move," said Harry Kane who will be wearing the unmasked version of the SKX_01 boot for the first time in the match tomorrow. "Ever since meeting the design team and seeing the boots for the first time, I felt confident that Skechers was onto something special. I've been wearing the boots for weeks, scoring in them in preseason. They're unlike anything I've experienced before. Own it, own who you are. Own what you want to achieve. And that's what I feel like I've done throughout my whole career. They're the main messages I think my partnership with Skechers sends to people in general all around the world. I wouldn't back a brand or gear if I didn't 100% believe in it. This is the real deal."

"We've been developing Skechers Football boots for some time and as we perfected the design, we enlisted players to test them and offer

feedback—including one of the best on the pitch, the great Harry Kane," added Michael Greenberg, president of Skechers. "Harry had the entire football world following his every

move over the last few weeks and his determination, skill, and leadership align perfectly with our plans for the sport. He already feels like part of the Skechers family. This first boot is just the beginning with more innovative Skechers Football boots featuring our signature comfort and performance technologies on the way.”

Skechers Football enters the game with the launch of the SKX_01 as worn by Harry Kane. It is the epitome of modern football footwear designed with the insight of professional players who desire precise control on the ball. Featuring a custom-designed last meticulously crafted to optimize fit and comfort, this unique boot ensures that every player experiences the perfect fit for enhancing overall control and touch on the field.

Regarded as one of the best strikers in the world, Harry Kane is captain of the England national team where he holds the all-time goals record. In the English Premier League—most notably through his tenure on Tottenham Hotspur F.C.—he currently ranks second on the league’s all-time list for goals scored at 213. Kane was named England Player of the Year twice and has earned the Premiere League Golden Boot three times as well the FIFA World Cup Golden Boot in 2018. Last week he transferred to FC Bayern Munich, with his first game for the Bundesliga set for tomorrow, 18 August.

Skechers Football launches in early September at www.skechers.co.uk/football and www.skechers.de/football, as well as at select Skechers retail stores and select specialty football retailers in the UK and across Europe. Football fans can get behind-the-scenes access to Skechers Football product launches and more by following @skechersfootball on [Instagram](#) and [TikTok](#).

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 4,700 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](#) 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 with 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.

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