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Skechers to Donate to Canadian Shelter Pets in Lifesaving Campaign

BOBS from Skechers Charity-Raising Movement Launched in Canada Will Help Animals Nationwide

TORONTO--(BUSINESS WIRE)-- Canada's shelter dogs and cats have great news to yap about: global lifestyle brand Skechers has expanded its popular animal-saving movement, now caring for the nation's pets in need with its popular charity collection, BOBS from Skechers. Through BOBS sales, the Company that has helped save and support more than a million animals to date in the United States, now plans to protect animal shelters across Canada in the coming years, starting with a \$35,000 donation planned for Greater Toronto Area shelters in honor of National Dog Day.

Skechers helps save the lives of shelter dogs and cats in Canada through its popular BOBS from Skechers collection. Featured dog available for adoption is Michelle from Dog Tales in King City, Ontario. (Photo: Business Wire)

Established in the United States in 2015, the BOBS from Skechers charitable

program launched its Canada lifesaving campaign in January 2020 to protect its shelter dogs and cats. For every BOBS from Skechers product purchased in the country, Skechers makes a donation to the Petco Foundation to help save and support animals in its shelters.

"Introducing BOBS from Skechers' charitable component to Canadians is a wonderful chance for us to help dogs and cats in our region. Through our partnership with the Petco Foundation, the first grant of \$25,000 will be made to Dog Tales Rescue & Sanctuary in King City, Ontario—a refuge for dogs, cats and farm animals—and we look forward to supporting more shelters nationwide," said David Beecroft, country manager of Skechers Canada. "BOBS is a year-round lifestyle footwear offering that will allow for ongoing donations, season after season—a huge potential benefit for organizations that continually receive new animals in need of loving homes."

"Since its launch in 2015, BOBS has grown from a small collection to a well-recognized brand," added Skechers president Michael Greenberg. "From shirts to shoes and beyond, dog and cat lovers can wear and share their love—and with our new BOBS men's offering, we have another opportunity to help even more shelter pets. In the United States, BOBS has donated more than \$5.6 million to support animal welfare, and we believe that this campaign will resonate with Canadians who are passionate about saving dogs and cats in their communities."

The BOBS from Skechers collection of alpargatas, sport styles, sandals, boots, slippers, apparel and accessories is available at Skechers retail stores, [Skechers.com](https://www.skechers.com) and select department and specialty stores throughout Canada. The country's sales of BOBS from Skechers product will help find homes for dogs and cats with the support of local animal welfare agencies.

Through sales of its BOBS from Skechers collection in the United States alone, the

Company's contributions have helped save more than 709,000 dogs, cats and other animals with pet adoptions, and supported an additional 376,000 animals at animal nurseries, sanctuaries and medical care facilities. Since 2011, Skechers has also donated more than 15.8 million pairs of new shoes to children in need in Canada and more than 60 countries around the world through its BOBS program; more than 26,000 new pairs of shoes will be distributed to Canadian children this year.

** Skechers USA Canada Inc., 5055 Satellite Drive, Unit Number 6, Mississauga, ON L4W 5K7 Canada, 877-644-4414. Petco Foundation, 654 Richland Hills Drive, San Antonio, TX 78245, 858-453-7845. During the promotion, twenty-five cents CAD will be donated to the Petco Foundation per item of specially marked BOBS from Skechers footwear, apparel and accessories sold in Canada, to help save the lives of dogs, cats and other pets in Canada's shelters. The promotion runs January 1, 2020 through December 31, 2021.*

About Skechers USA Canada, Inc. and Skechers USA, Inc.

Skechers USA Canada, Inc. is a subsidiary of Skechers USA, Inc. (NYSE:SKX), which is based in Manhattan Beach, 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 the United States and over 170 countries and territories via department and specialty stores, and direct to consumers through 3,615 Company- and third-party-owned retail stores and e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

About the Petco Foundation

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$280 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer treatment, service and therapy animals and numerous other lifesaving initiatives. We partner with Petco stores and animal welfare organizations across the United States to increase pet adoptions, helping more than 6.5 million pets find their new loving families. Made possible by its partnership with Skechers, the Petco Foundation will expand its lifesaving work with support to organizations in Canada working to save cats and dogs. Visit petcofoundation.org to learn more about how you can get involved.

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of 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 be," "will continue," "will result," "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; international economic, political and market conditions including the challenging consumer retail markets in the United States; 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, 2019 and its quarterly report on Form 10-Q for the three months ended June 30, 2020. More specifically, the COVID-19 pandemic has had and is currently having a significant impact on Skechers' business, financial conditions, cash flow and results of operations. Forward-looking statements with respect to the COVID-19 pandemic include, without limitation, Skechers' plans in response to this pandemic. At this time, there is significant uncertainty about the COVID-19 pandemic, including without limitation, (i) the duration and extent of the impact of the pandemic, (ii) governmental responses to the pandemic, including how such responses could impact Skechers' business and operations, as well as the operations of its factories and other business partners, (iii) the effectiveness of Skechers' actions taken in response to these risks, and (iv) Skechers' ability to effectively and timely adjust its plans in response to the rapidly changing retail and economic environment. 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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