July 19, 2022

Skechers to Partner With Woodgreen Pets Charity to Raise Money for Rescue Animals

BOBS from Skechers Charitable Movement Launches in the United Kingdom to Support Animals Nationwide

LONDON--(BUSINESS WIRE)-- Rescue pets are jumping for joy in response to a special new partnership: Skechers USA Ltd., a subsidiary of Skechers USA Inc., is bringing its successful BOBS from Skechers animal lifesaving movement to the UK, teaming up with the pets charity, Woodgreen, to help animals across the country. Through sales of the brand's playfully fun footwear and apparel, Skechers will give funds that will save and support thousands of Woodgreen pets and their people throughout the UK.

Woodgreen pet Samosa with product from the BOBS from Skechers range. (Photo: Business Wire)

"The BOBS from Skechers program has been a great success in North America, helping more than 1.5 million animals – and now, with the charitable component in the UK through our partnership with Woodgreen, we think we can make a substantial impact in the lives of animals in need," said Peter Youell, managing director of Skechers UK & Ireland. "BOBS from Skechers has grown into a well-recognised brand, with hugely popular styles that resonate with consumers and animal lovers across our market. For consumers, it's an easy-to-understand message: for every purchase of specially marked BOBS from Skechers footwear, apparel and accessories, you can make a difference. Look good, feel good—you can't beat that."

For every sale of specially marked BOBS from Skechers in the UK, Skechers will donate 25p to Woodgreen. This is expected to raise vital funds enabling Woodgreen to provide safe shelter, specialist care and a brighter future for thousands of dogs, cats and small pets—as well as help owners in need with services such as free advice from the charity's pet experts, events, workshops, and outreach support in local communities. The new partnership also includes promoting pet adoptions and raising funds in Skechers stores.

Clive Byles, chief executive of Woodgreen, added, "All of us here at Woodgreen are very excited to share our new partnership, and by working together we'll make a bigger difference for pets and their owners in need. We all love the designs and patterns in the BOBS range, but what we love even more is what the range stands for. Pets play an important part in all of our lives, and this is a fabulous opportunity to help give them the lives they deserve."

Since 2015, Skechers has donated over US $8 million to save and support over 1.5 million animals through sales of BOBS from Skechers footwear, apparel, and accessories. In the United Kingdom, the collection is available at www.Skechers.co.uk, Skechers stores and key retailers. To learn more, follow Skechers on Facebook, Twitter and Instagram. For more on Woodgreen, visit Woodgreen Pets Charity or follow the organisation at Facebook, Instagram and Twitter.

About Skechers USA Ltd. and Skechers USA, Inc.

Skechers USA Ltd. Is an English subsidiary of Skechers USA, Inc. (NYSE:SKX), The Comfort Technology Company™ 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 over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and 4,308 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 Twitter.

About BOBS from Skechers

BOBS from Skechers' charitable collection of shoes, apparel and accessories have improved animals' lives: over the past seven years, Skechers has contributed more than $8 million to help over 1.5 million shelter pets, including saving 1.1 million rescued pets in the United States and Canada. It all started in 2011, when Skechers launched a movement to support children impacted by natural disasters and poverty – a cause that has helped the Company donate more than 16 million new pairs of shoes to kids in more than 60 countries worldwide. To learn more about BOBS from Skechers' commitment to making a difference, visit BOBSfromSkechers.co.uk and follow the brand on Facebook, Instagram and Twitter.

About Woodgreen

Every year, Woodgreen's dedicated teams work tirelessly to provide safe shelter, specialist care, and a brighter future for thousands of dogs, cats and small pets. Ever since we first opened our doors in north London in 1924, we've been transforming pets' lives – and through them, the lives of their owners. Many of the pets who arrive at Woodgreen's gates have been abandoned and neglected, leaving them with serious medical conditions and complex behavioural issues. Others simply need a new home because their owners can't keep them any longer. Whatever the reason for a pet coming to us, we don't turn them away. And we never judge anyone for giving up their pet or turning to us for support. Our priority is to help every animal and provide the care and rehabilitation they need – and a second chance at happiness.

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 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 report on Form 10-Q for the three months ended March 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.

Petra Kereem
Skechers USA Ltd.
petra.kereem@skechers.com
+44 (0) 1707 655 955

Source: Skechers USA Ltd.