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Skechers Opens Flagship Store in Ireland

The Brand's New Destination at Grafton Street will Showcase its Diverse Comfort Offering

DUBLIN--(BUSINESS WIRE)-- Skechers, The Comfort Technology Company™, is elevating its presence in Ireland with the opening of a flagship store on Dublin's Grafton Street. Joining the concept store on Henry Street and four retail destinations in greater Dublin, the new 929-square-meter location is designed to present Skechers' extensive offering and comfort technologies in one of the country's most highly trafficked districts.

Skechers opens its first flagship store on Grafton Street, expanding the Company's presence in Ireland. (Photo: Business Wire)

"Millions of Ireland's locals and tourists know and love Skechers' renowned technologies, and Skechers is making it easier than ever to enjoy more comfort through its footwear

and apparel," said Peter Youell, managing director for Skechers in the UK and Ireland.

"Through our ambassadors Jamie Redknapp and Myleene Klass and our beautiful product showcase, our head-to-toe offering is on full display at our new flagship store on Grafton Street—and its central location alongside esteemed international retailers will attract consumers of every age to the latest Skechers offers, from our Skechers Hands Free Slip-ins™ styles to our extensive performance, fashion, sport, casual and work and children's collections."

"Skechers has an established network of stores across Great Britain and Ireland, and we continue to invest in key markets like this on our path to reach \$10 billion in annual sales by 2026," said David Weinberg, chief operating officer of Skechers. "This flagship destination adds dimension to our brand—building excitement and driving our comfort message home in a district that makes big impressions on consumers. We believe this new store's an ideal centerpiece—ready to captivate and drive growth across Ireland and Northern Ireland as well as Europe."

Displaying Skechers' unique assortment of shoes, coordinating apparel and accessories as well as a dedicated performance shop, the new destination at 13-14 Grafton Street mirrors the brand's premier retail stores while catering to local styles—a reimagined mid-century modern design with state-of-the art technology including digital screens and colorful lightboxes presenting its latest marketing.

From fashion styles to lifestyle product and performance shoes for sport enthusiasts, Skechers' offering is enhanced with the Company's signature comfort innovations—including its patented Skechers Hands Free Slip-ins Technology™, Massage Fit® Technology, Skechers Arch 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 flagship store joins 111 Skechers retail stores across Ireland and the UK. Consumers can also find the brand's collections at over 525 Skechers stores in the United States, more than 3,800 international stores, online at Skechers.com, and at leading retailers worldwide.

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 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 4,458 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](#).

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 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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Source: Skechers USA Ltd.