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Skechers Named Company of the Year by Footwear Plus

The 2022 Plus Award Marks the Tenth Time Skechers Has Earned Top Honor

LOS ANGELES--(BUSINESS WIRE)-- Skechers U.S.A., Inc. (NYSE:SKX), The Comfort Technology Company™, has been honored as Company of the Year by *Footwear Plus* for the tenth time. Skechers was also recently recognized by *Footwear News* with their Company of the Year award—marking the second time the brand has earned top honors from both industry publications for the same year. In addition, Skechers Kids received the Excellence in Children's Design Award, the sixth such accolade from *Footwear Plus* that the Company has won for its popular kids' styles.

"We always knew 2022 would be an extraordinary year for Skechers as we celebrated our 30th anniversary, so to be recognized with multiple Company of the Year awards is truly special. Receiving the award for our Skechers Kids collection further validates the innovation and relevancy of our children's collections," began Michael Greenberg, president of Skechers. "Our teams around the globe have worked tirelessly to navigate one of the most difficult economic environments in our history and found a way to execute and continue growing the brand. Innovative comfort technology products like Skechers Hands Free Slip-ins for men, women and kids, stylish designs like our Skechers Uno fashion sneakers, and buzzworthy collaborations resonate with consumers to build the brand across each demographic. I'm proud of all we achieved in our 30th year in business, and our pipeline is filled with new products, partnerships and initiatives that will keep us on this positive trajectory."

"After 30 years in business, Skechers is as strong a player in the market as ever with an innovative product range that offers something for every consumer," said Greg Dutter, editorial director for *Footwear Plus*. "While their Kids collection deservedly received separate recognition from voters, Skechers is a top-to-bottom industry leader, and that's why they earned the 2022 Plus Award for Company of the Year."

"It's a great honor for Skechers to be selected by *Footwear Plus* voters as Company of the Year for an incredible tenth time," said Skechers CEO Robert Greenberg. "We're where we are today because of the dedication, creativity and insight of Skechers global team members who have each played a part in uniquely positioning us as a trusted brand with the global infrastructure and product range to deliver what consumers want—comfort, style, innovation, and quality at a reasonable price. And as great as 2022 has been for Skechers, we're kicking it into overdrive with so much to come in the year ahead."

Skechers' previous *Footwear Plus* awards include the Company of the Year Award in 2005, 2006, 2008, 2009, 2010, 2014, 2015, 2019, and 2020 and Plus Awards for Design Excellence in 2000 for Young Women's Fashion; 2001 for Women's Streetwear; 2002 for Children's; 2005 and 2006 for Men's Streetwear; 2013 for the Running and Children's categories; 2014 for Running; 2015 for Athleisure; and 2016, 2019 and 2020 for its Skechers

Kids product.

Plus Award nominees are determined by market research, *Footwear Plus* staff, and select industry experts. Winners are determined by online voting open to industry members and consumers.

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 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.

Skechers features a roster of global ambassadors in its campaigns including music icons Snoop Dogg and Chessa; television personalities Martha Stewart, Amanda Kloots and Brooke Burke; and a slate of retired sports stars such as football players and broadcasters Tony Romo and Howie Long, plus iconic boxer Sugar Ray Leonard, among other regional endorsees. Among the professional athletes currently competing in Skechers are golfers Brooke Henderson and Matt Fitzpatrick, who both won major championships in 2022; Dodgers pitcher Clayton Kershaw; and pickleball pros Catherine Parenteau and Tyson McGuffin.

The Company's footwear and apparel collections are available in Skechers retail stores as well as at [skechers.com](https://www.skechers.com), plus department stores and footwear retailers around the globe.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc., The Comfort Technology 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. 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 4,537 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](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), [Twitter](https://twitter.com/skechers), and [TikTok](https://www.tiktok.com/@skechers).

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 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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