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Skechers President Michael Greenberg Named Person of the Year by Footwear News

LOS ANGELES--(BUSINESS WIRE)-- Michael Greenberg, president of Skechers, The Comfort Technology Company™, has been named 2023 Person of the Year by leading trade publication *Footwear News* in its annual FN Achievement Awards (FNAA)—23 years after he first earned the honor in 2000. This award follows *Footwear News* previously naming Skechers as Company of the Year last year, as well as in 1998 and 2014.

Skechers president Michael Greenberg named Person of the Year at the 2023 FN Achievement Awards. (Photo: Business Wire)

"This award should be called Persons of the Year as it recognizes the hard

work of the entire Skechers family around the world who guide and inspire me every single day," began Michael Greenberg, president of Skechers. "Much has changed at Skechers since 2000 when I was previously awarded this honor, so I have to reflect on what we've accomplished over the last 23 years: at that point we had only been a public company for about a year and now Skechers is on the Fortune 500 list and the third largest footwear company in the world; we had just introduced the Skechers Energy as the pinnacle of our sport collection and now we have innovative technical performance footwear—including recently announced global football and basketball—outfitting top athletes around the world; we had less than 100 Skechers retail stores and now have approximately 5,000 locations worldwide; plus China and India were emerging distributor regions and are now our largest markets outside the United States. What has remained the same through the years is the enthusiasm, dedication and drive of our organization. This success and growth is a story of so many faces as nothing great is achieved alone on an island. I thank the entire Skechers organization, our loyal partners, and of course *Footwear News*."

"Michael Greenberg has led Skechers to phenomenal new heights this year while maintaining a personal touch and important relationships across the industry," said Michael Atmore, chief brand officer of Fairchild Media and editorial director for *Footwear News*. "His intuitive business sense is only matched by his philanthropic nature in what has turned out to be an incredible 2023 for the company."

The award will be presented at the 2023 FNAA ceremony on November 29 in New York. Skechers has also been recognized by *Footwear News* with 2009 Launch of the Year and 2013 Brand of the Year awards for its products, and Skechers CEO Robert Greenberg received a Lifetime Achievement Award from the publication in 2015.

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, Skechers Arch Fit® Technology, Skechers Resagrip® Technology, Skechers Max Cushioning® Technology, Skechers Hyper

Burst Pro™ Technology, Skechers Air-Cooled Memory Foam®, Skechers Relaxed Fit® Technology, and Skechers Performance FitKnit® Technology.

Skechers features a roster of global ambassadors in its campaigns including music icon Snoop Dogg; television personalities Martha Stewart, Amanda Kloots, Ashley Park and Brooke Burke; and a slate of retired sports stars such as football players and broadcasters Tony Romo and Howie Long, and iconic boxer Sugar Ray Leonard, as well as other regional endorsees. Among the professional athletes currently competing in Skechers are Bayern Munich striker Harry Kane; New York Knicks power forward Julius Randle and Los Angeles Clippers shooting guard Terance Mann; golfers Brooke Henderson and Matt Fitzpatrick; pickleball pros Catherine Parenteau and Tyson McGuffin; and Dodgers pitcher Clayton Kershaw.

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. (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 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and over 4,900 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) 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 wars, acts of war and other conflicts around the world; 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.

Jennifer Clay
SKECHERS U.S.A., Inc.
jennnc@skechers.com
(310) 937-1326

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