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# Skechers Surpasses \$11 Million in Animal Welfare Donations

*The Company's philanthropic brand BOBS® celebrates the milestone with a month-long series of events to save and support animals in need*

LOS ANGELES--(BUSINESS WIRE)-- Thousands of tails are wagging this National Foster a Pet Month, thanks to Skechers. The Comfort Technology Company® has surpassed \$11 million in donations from sales of its BOBS® from Skechers® collection—funds that have helped save and support over 2 million animals in need since its start in 2015.

BOBS from Skechers shoes, as seen on Bijou from City Dogs Cleveland (courtesy of Petco Love). The philanthropic brand is celebrating its \$11 million donation milestone this month with a series of events supporting animals in need. Since 2015, the brand's contributions have saved and helped over 2 million shelter pets. (Photo: Business Wire)

To commemorate the milestone, the Company has launched a month-long celebration that includes pet adoptions nationwide; grant checks to shelters across the country through its partnership with national non-profit animal-lifesaving organization Petco Love; and the culmination of its Paws for a Cause Design Scholarship, debuting limited-edition styles that were designed by its winning college students.

"Our \$11 million milestone reflects how deeply consumers are engaging with our brand, and how much our impact has grown to help animals in need. The BOBS movement has become an organic, consumer-supported experience shared by pet lovers across North America," said Michael Greenberg, president of Skechers.

Mr. Greenberg continued: "We've seen so many stories—from the girl who adopted her bulldog and nursed him to health and happiness in Washington to an elementary class that came together to adopt a therapy dog for their school in Michigan—even pilots who have taken to the air to help animals escape natural disasters. Every story has been unique, moving and life-changing for the animal and adopter. Together with the wonderful Paws for a Cause prints that our scholarship winners made in honor of their beloved shelter pets, these experiences unite our pet-loving community in such a beautiful, positive way."

Printed on one of Skechers' most popular BOBS sneaker silhouettes, the new Paws for a Cause mosaics will debut in mid-June. The designs were created by Cal State Fullerton student Teeny Nadeau in honor of her rescue cat Firefly who recently passed away from cancer, and USC student Maki Shigetani in tribute to her family's dogs, whose unconditional love has helped support her mental health and brought her joy during the pandemic.

The Company's events, in conjunction with partner Petco Love, will include mega-adoptions in Delaware, Florida and Texas; its annual Petco Love register round-up campaign at Skechers stores; a block party and adoption event with Petco Love in New York's Union Square; and regional pet adoption events and grant presentations in North Carolina, California, and Tennessee, as well as in Canada. BOBS from Skechers will also enter the

world of professional sports at the premiere Stanley Pup, featuring NHL hockey teams, athletes and celebrities to generate attention for adoptable pups nationwide, as well as distribute Paws for a Cause scholarships to Nadeau and Shigetani and provide checks to Southern California shelters [spcaLA](#) and [MeowwzResQ](#).

“Skechers’ contribution will have an enormous impact—helping to employ our staff, provide medical services for our animals and continue our pet adoption efforts,” said Madeline Bernstein, president of spcaLA. “We’re deeply grateful for the generosity of Maki and Teeny, who are using their creative talents and love for shelter pets to help animals—as well as companies like Skechers that enable us to connect our adorable adoptables with more pet parents and change their lives forever.”

“Congratulations to Skechers on reaching this incredible milestone. Through sales of their BOBS styles, Skechers has donated more than \$7.5 million to Petco Love supporting their network of animal welfare organizations,” added Susanne Kogut, president of Petco Love. “They’ve been an active, engaged partner at events nationwide and are continually finding new ways to raise awareness and save animals’ lives. They’ve put their heart into this mission for over eight years now, and we’re so proud and appreciative of their support.”

Through Skechers’ partnerships with [Petco Love](#) and its 4,000+ animal welfare organization network in the United States and Canada, [Woodgreen Pets Charity](#) in the UK and ALMA in Japan, BOBS has grown into a cross-continental lifesaving movement—donating funds through purchases of specially marked BOBS from Skechers product, and producing adoption, vaccination and check presentation events for animal welfare organizations. The BOBS from Skechers philanthropic collection is available online, at Skechers stores, and at department and specialty locations.

### **About SKECHERS U.S.A., Inc.**

Skechers (NYSE:SKX), The Comfort Technology Company<sup>®</sup> 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 180 countries and territories through department and specialty stores, and direct to consumers through [skechers.com](#) and approximately 5,200 Skechers retail stores. A Fortune 500<sup>®</sup> company, Skechers 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 [TikTok](#).

### **About BOBS<sup>®</sup> from Skechers<sup>®</sup>**

BOBS from Skechers’ charitable collection of shoes, apparel and accessories have improved animals’ lives: over the past eight years, Skechers has contributed more than \$11 million to help over 2 million shelter pets, including saving more than 1.6 million rescued animals in the United States, Canada, United Kingdom and Japan. 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.com](#) and follow the brand on [Facebook](#) and [Instagram](#).

## **About Petco Love**

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing nearly \$400 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.8 million pets in partnership with Petco and organizations nationwide. Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Is love calling you? Join us. Visit [PetcoLove.org](https://PetcoLove.org) or follow us on [Facebook](#), [Instagram](#), [X](#), [Threads](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.

*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, 2023 and its quarterly reports on Form 10-Q in 2024. 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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