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NFL Champion Head Coach Andy Reid Joins Skechers Slip-ins Team

Reid Now Starring in Skechers Hands Free Slip-ins Campaign with More to Come as He Brings the Brand's Comfort and Convenience into the Postseason

LOS ANGELES--(BUSINESS WIRE)-- Coach Andy Reid takes his championship-winning focus and drive to another champion in its field: Skechers Hands Free Slip-ins®. As the latest Skechers ambassador, the Kansas City Chiefs leader is now appearing in a Skechers Hands Free Slip-ins print campaign that illustrates the comfort and convenience of the brand's innovative and effortless signature footwear collection. As the Chiefs continue their dominance on the field this season, Reid will be leading both his team, as well as the next phase of his Skechers campaign to be announced in 2025.

Coach Andy Reid stars in campaign for Skechers Hands Free Slip-ins®. (Photo: Business Wire)

"I tell our players to never get too comfortable mentally, but after standing on NFL sidelines for more than 30 years I can very much appreciate being able to kick off—or slip in—to my shoes

comfortably," said Andy Reid. "Skechers knows comfort better than anyone and these Skechers Hands Free Slip-ins are the best thing to ever happen in footwear! Who has time to worry about tying laces when we have games to win!"

"Coaching championship-caliber teams takes everything you've got, so anyone will understand exactly why Coach Reid appreciates the comfort and ease of Skechers Hands Free Slip-ins," said Michael Greenberg, president of Skechers. "Only Skechers has the signature hands-free technology to help one of the most recognizable and successful active coaches in the league stay comfortable during downtime—so he's always ready to go hands free. Plus, our innovative Skechers Slip-ins collection is perfect for fans—just step in and head to the tailgate."

Now in the midst of his 12th season as head coach of the Kansas City Chiefs, Andy Reid previously spent 14 seasons as head coach of the Philadelphia Eagles. With a career head coaching record of 294-161-1, Reid is the only NFL coach to achieve key milestones with two different franchises: more than 100 wins as well as appearing in four consecutive conference championship games. He's a three-time Super Bowl champion (LIV, LVII, LVIII), 2002 AP NFL Coach of the Year and three-time *Sporting News* Coach of the Year (2000, 2002, 2018).

Andy Reid joins a team of global Skechers ambassadors—from music icon Snoop Dogg, lifestyle legend Martha Stewart, comedian Howie Mandel, and TV and fitness personalities Amanda Kloots and Brooke Burke to former professional athletes such as Tony Romo, Howie Long, and Sugar Ray Leonard. The roster of elite pros around the world currently competing in Skechers footwear includes basketball stars Joel Embiid, Julius Randle, Terance Mann, Jabari Walker, and Rickea Jackson; golfers Matt Fitzpatrick and Brooke Henderson; soccer players Harry Kane, Mohammed Kudus and Oleksandr Zinchenko;

baseball players Clayton Kershaw, Aaron Nola, Chris Taylor, Brendan Donovan, Aaron Nola, and Wade Miley; and pickleball pros Tyson McGuffin and Catherine Parenteau.

Skechers offers its complete range of footwear at Skechers retail stores and [skechers.com](https://www.skechers.com), as well as at department stores and footwear retailers around the globe.

About Skechers U.S.A., Inc.

Skechers (NYSE:SKX), 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 180 countries and territories through department and specialty stores, and direct to consumers through [skechers.com](https://www.skechers.com) and approximately 5,300 Skechers retail stores. A Fortune 500[®] 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](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, 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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