

March 20, 2025



Footballer Niccolò Pisilli Joins Team Skechers

AS Roma and Italian National Team Midfielder Competing in Skechers Football boots

MILAN--(BUSINESS WIRE)-- Skechers brings more energy to the pitch by adding the first Italian footballer to its team with Niccolò Pisilli, the midfielder for AS Roma and the Italian National Team. Known for his excellent skills on the pitch, Pisilli is already competing in Skechers SKX_1.5 ELITE—a lightweight boot with responsive cushioning and a molded upper for precise ball control. He will also appear as the face of Skechers Football in multiplatform marketing campaigns in Italy.

AS Roma midfielder Niccolò Pisilli signs with Skechers and now competes in Skechers SKX_1.5 Elite boots.

“Skechers has the most comfortable football boots on the pitch, and they provide the performance and stability required for my style of play,” said

Niccolò Pisilli. “It’s an honor to be the face of Skechers Football here in Italy and to represent the brand during all my matches. I look forward to helping build awareness about the comfort and innovation of Skechers Football. There’s nothing like it.”

Sergio Esposito, Country Manager of Skechers Italy, adds, “Niccolò Pisilli is a rising talent who already boasts a significant resume at the national and European level. As he carves out an important role in Italian and international football, it is the ideal time to bring this rising star to Team Skechers as our country's first elite football player. We believe he is fully in line with the philosophy of the brand and particularly that of the Skechers Football division. As an Ambassador, he will help players across the country discover Skechers Football and the ‘Comfort That Performs’ slogan that distinguishes our innovative footwear.”

Niccolò Pisilli, born in 2004, is one of the emerging talents in Italian football and trained in the youth sector of AS Roma. He made his Serie A debut with AS Roma in May 2023 against Inter Milan and immediately showed personality and quality on the pitch. He plays as a midfielder, alternating technical qualities and intensity in duels. Pisilli went through all the Azzurri representative teams, contributing to the victory of the European Under-19 Championship in 2023, until making his debut for the senior national team in 2024. He is known for his versatility in midfield and his ability to contribute on both the defensive and offensive sides of the pitch.

The Skechers Football range spans three Elite styles for men and women including the new Electrum Pack. The Skechers Razor is a lightweight speed boot with an explosive track-inspired design to maximize acceleration and energy return. It features a carbon-infused soleplate for responsive power and agility during play. The SKX_1.5 is ideal for striking the ball with a custom last, meticulously crafted to optimize comfort and deliver a perfect fit for enhancing touch on the field. Both shoes are available as standard low-profile, while the SKX_1.5 is also available with a taller collar for added support.

In addition to the Elite styles, Skechers also offers a line of Academy boots perfect for all

levels of play with maximized performance and comfort, along with Youth and Kids football boots for the next generation of players who want to emulate their favourite stars, featuring an adaptable fit and improved comfort in every pair. Both ranges are available in firm ground and turf models.

Skechers Football launched at the start of the 2023/24 season when the brand signed Bayern Munich striker Harry Kane as the first pro to compete in the boot. Skechers has since expanded its roster with several elite athletes including winger Baris Alper Yilmaz from the Turkey National Team, West Ham United and Ghana National Team winger Mohammed Kudus, Real Betis midfielder Isco Alarcón, Nottingham Forest and Swedish National Team forward Anthony Elanga, Arsenal and Ukrainian National Team defender Oleksandr Zinchenko, as well as additional men's and women's professional athletes globally.

Beyond football, the Skechers team of elite athletes competing in the brand's performance footwear includes basketball stars Joel Embiid, Julius Randle, Terance Mann, Norman Powell, Jabari Walker and Rickea Jackson; golfers Matt Fitzpatrick and Brooke Henderson; pickleball pros Tyson McGuffin and Catherine Parenteau; and Major League Baseball players Clayton Kershaw and Aaron Nola, among others.

The Skechers Football collection is available on Skechers websites, in select Skechers retail shops and at specialist football retailers worldwide. Football fans can get behind the scenes of Skechers Football product launches and more by following @skechersfootball on [Instagram](#) and [TikTok](#).

About Skechers USA Italia S.r.l. and Skechers U.S.A., Inc.

Skechers USA Italia S.r.l. is a subsidiary of Skechers U.S.A., 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 180 countries and territories through department and specialty stores, and direct to consumers through [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](#), [Instagram](#) and [TikTok](#).

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, tariffs 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, 2024 and its quarterly reports on Form 10-Q in 2025. 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.

Media Contacts:

BPRESS | www.bpress.it

Via Gonzaga, 7 - 20123 Milano

Lucrezia Bassi

skechers@bpress.it | M. +39 3480445526

SKECHERS ITALIA

Micol Invernizzi, Marketing Manager

Tel. +39 039 9633700

micolinv@eu.skechers.com

Source: Skechers U.S.A., Inc.