



RETAIL FRANCHISING/LICENSING OPPORTUNITIES

World Famous

Leader, Innovator, Visionary



CORPORATE OVERVIEW

- BY THE NUMBERS
- **PRODUCT**
- **MARKETING**
- **GLOBAL RETAIL PRESENCE**
- **RETAIL FORMATS**

GLOBAL FRANCHISING

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- **REAL ESTATE DEVELOPMENT + STORE DESIGN**
- 16 **OPERATIONS + POINT OF SALE**
- 18 PRODUCT MERCHANDISING
- 20 IN-STORE MARKETING + POP
- 22 ADVERTISING

- AND FRANCHISEES SERVING MORE THAN 125 COUNTRIES



PRODUCT

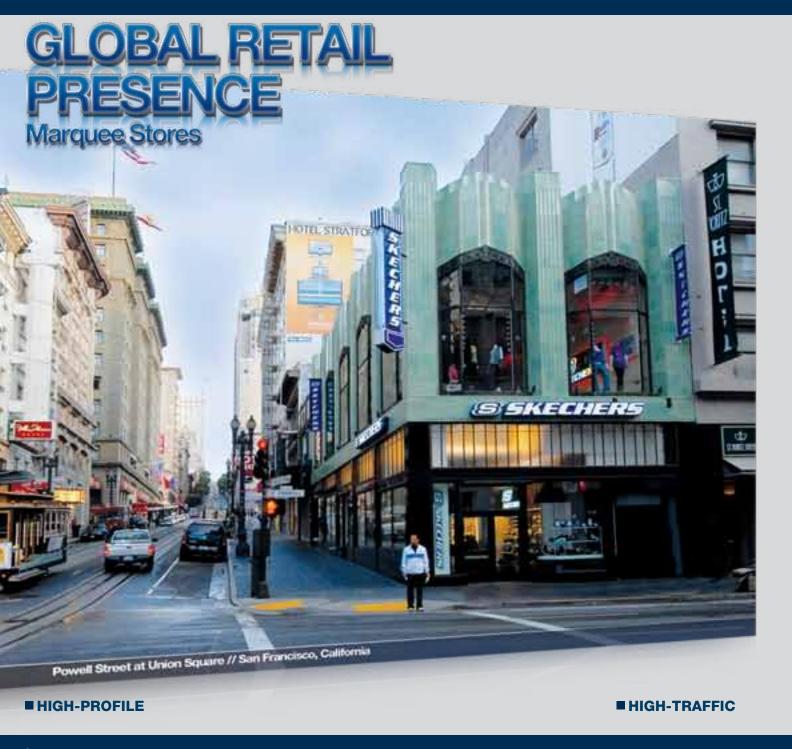


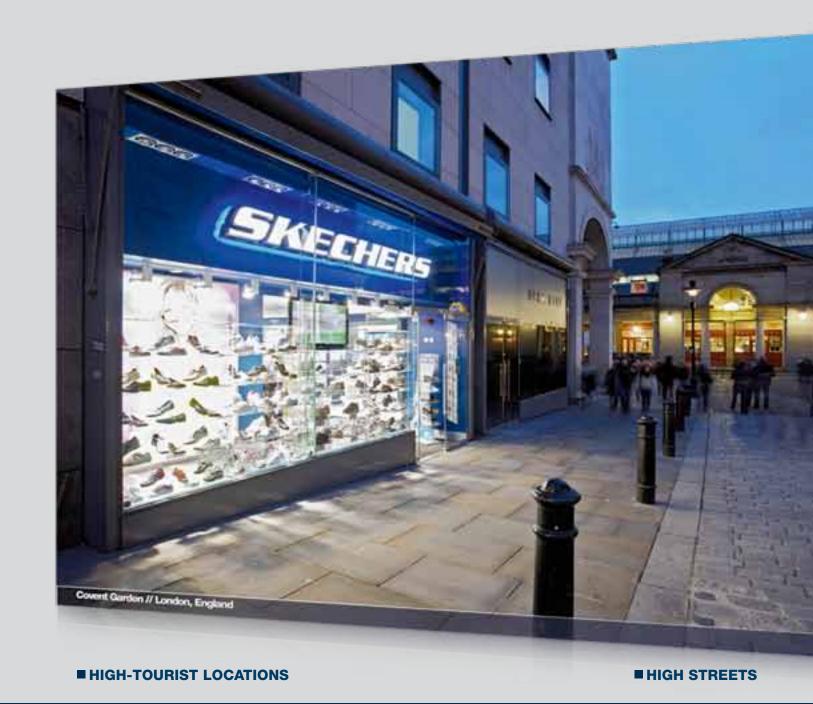
- LEADING LIFESTYLE, PERFORMANCE AND KIDS' FOOTWEAR BRAND
- TREND-RIGHT STYLES FOR MEN, WOMEN AND CHILDREN
- MASSIVE RANGE OF CLASSIC LOOKS AND BOLD NEW CONCEPTS
- DIVERSE STYLING EXPANDS CONSUMER DESIRES AND NEEDS

MARKETING



- MULTIPLE MEDIUMS: TV, PRINT, OUTDOOR, IN-STORE, WEB, EVENTS AND TRADE SHOWS
- PRODUCT + LIFESTYLE ADVERTISING
- A GLOBAL PLAN TAILORED FOR LOCAL IMPACT
- CELEBRITY-DRIVEN CAMPAIGNS







RETAIL FORMATS

One-stop shops For every occasion SKECHERS World Famous Monterrey, Mexico

CONCEPT LOCATIONS

- **DESTINATION CENTERS FOR CONSUMERS**
- LIVING CATALOG OF THE LATEST TRENDS
- **EYE-CATCHING PRESENTATION**



OUTLET LOCATIONS

- IN MAJOR PREMIUM OUTLET CENTERS
- **KNOWN FOR STYLE AND VALUE**
- RENOWNED PRODUCT MOVERS
- **EFFICIENT, IMPACTFUL SELF-SERVE LAYOUT**

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FRANCHISE LICENSING An information-based model serving 250+ licensed stores

FRANCHISE MISSION

- **■** Expand SKECHERS' global retail presence
- Meet driven, passionate retailers with the resources to adapt SKECHERS to their markets
- Build unprecedented demand for SKECHERS product



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SKECHERS.

A LIVING CATALOG









- A MARQUEE SIGNAGE
- B PRODUCT LINES LONGEST WALL
- C KIDS' PRODUCT: 20% OF STORE, FEATURES A GUMBALL MACHINE + DEDICATED SEATING
- D MEN'S PRODUCT OCCUPIES 30% OF STORE, LAYOUT DESIGNED FOR NATURAL FLOW
- E CREATING DESTINATIONS BY FITNESS ACTIVITY, GRAPHIC-DRIVEN WALLS AND TABLES
- F BRANDED CASH WRAP AND FOCAL WALL MONITOR THAT HIGHLIGHTS PRODUCT

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Manhattan Beach, California

REAL ESTATE DEVELOPMENT STORE DESIGN

SKECHERS PROVIDES

- Comprehensive review processes designed for maximum sales and efficiency
- Information based on 325+ company-owned stores
- Unique design guidance: access to SKECHERS' proprietary DNA

FRANCHISEE PROVIDES

- Access to prime real estate
- Site selections based on expertise and local relationships
- Realistic pro forma P+L statements based on proven retail experience
- A complete design set, including RCP and elevations



OPERATIONS + POINT OF SALE

SKECHERS PROVIDES

- Retail standards based on the company's operational experience
- In-store sales and product training with an expert franchise support team
- Training and supplies* for product launches
- An EDI (electronic data interchange) solution that manages information transfers and facilitates order placements

FRANCHISEE PROVIDES

- Oversight/autonomy of retail functions to ensure accountability and compliance
- Reporting of KPI (key performance indicators)
- Sales-driven, store-based team
- A versatile POS (point of sale) system capable of export/import data fields
- Daily/weekly/monthly sales updates

* AT FRANCHISEE'S EXPENSE



SKECHERS PROVIDES

- Bi-annual buy/purchasing sessions
- **Seasonal and divisional assortments**
- Access to information from proven global drivers that maximize sales

FRANCHISEE PROVIDES

- Local knowledge and merchandise tutorials that pinpoint local preferences
- A buying/planning system to place initial, replenishment and seasonal orders







Lisbon, Portugal







IN-STORE MARKETING + POP

SKECHERS PROVIDES

- All translated art work and initiatives
- Monthly/seasonal visual merchandising guidance and directives
- Package rates on POP and in-store marketing collections

FRANCHISEE PROVIDES

- **Localized retail standards**
- Adherence to SKECHERS brand retail standards









ADVERTISING

SKECHERS PROVIDES

- 10% of turnover dedicated to direct marketing worldwide
- 75% of that for advertising and marketing
- Adults' and kids' TV commercials airing in 25+ countries
- Access to SKECHERS-approved and -localized artwork and media

FRANCHISEE PROVIDES

- Local contributions that drive traffic to stores
- A local/mall-based marketing and advertising budget dedicated to local promotions and country-specific holiday and drive periods











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