

SKECHERS[®]

World Famous

Leader, Innovator, Visionary



Kuala Lumpur, Malaysia

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SKECHERS

An Award -Winning,
Globally Recognized Brand



BY THE NUMBERS

- COLLECTION OF 3000+ STYLES
- IN 90+ MAGAZINES WITH ADS IN 45+ LANGUAGES
- TV COMMERCIALS FOR EACH PRODUCT LINE AIRING GLOBALLY
- 50+ CELEBRITIES IN SKECHERS HISTORY ACROSS THE WORLD
- 75 MILLION PAIRS SHIPPED EVERY YEAR
- GLOBAL DISTRIBUTION CENTERS EXCEED 2 MILLION SQUARE FEET
- 575+ STORES IN 50+ COUNTRIES ACROSS 6 CONTINENTS...AND COUNTING
- 11 SUBSIDIARIES, 4 JOINT VENTURES AND 40+ DISTRIBUTORS 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

GLOBAL RETAIL PRESENCE

Marquee Stores



■ HIGH-PROFILE

■ HIGH-TRAFFIC



■ HIGH-TOURIST LOCATIONS

■ HIGH STREETS

RETAIL FORMATS

One-stop shops
For every occasion



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

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



A LIVING CATALOG



A

Manhattan Beach, California



B



C



D



E



F

- 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

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



Guadalajara, Mexico

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

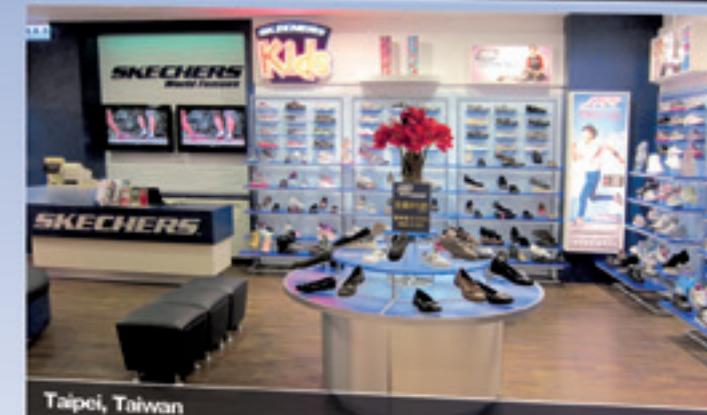
* AT FRANCHISEE'S EXPENSE



Limerick, Ireland



Lisbon, Portugal



Taipei, Taiwan



Mexico City, Mexico

PRODUCT MERCHANDISING

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



Dubai, UAE



Lisbon, Portugal



Sydney, Australia



Limerick, Ireland

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



Puebla, Mexico



Jakarta, Indonesia



Taipei, Taiwan



Melbourne, Australia

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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SKECHERS USA, Inc.

228 Manhattan Beach Blvd.

Manhattan Beach, CA 90266

1.310.318.3100

1.800.456.3627

www.SKECHERS.com/info/RetailLicensing

RetailLicensing@SKECHERS.com