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
MASSIVE RANGE OF CLASSIC LOOKS AND BOLD NEW CONCEPTS

DIVERSE STYLING EXPANDS CONSUMER DESIRES AND NEEDS

A GLOBAL PLAN TAILORED FOR LOCAL IMPACT

CELEBRITY-DRIVEN CAMPAIGNS

MULTIPLE MEDIUMS: TV, PRINT, OUTDOOR, IN-STORE, WEB, EVENTS AND TRADE SHOWS

PRODUCT + LIFESTYLE ADVERTISING

LEADING LIFESTYLE, PERFORMANCE AND KIDS’ FOOTWEAR BRAND

TREND-RIGHT STYLES FOR MEN, WOMEN AND CHILDREN

DIVERSE STYLING EXPANDS CONSUMER DESIRES AND NEEDS

PRODUCT

MARKETING
RETAIL FORMATS
One-stop shops
For every occasion

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

CONCEPT LOCATIONS

OUTLET LOCATIONS

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