



Press Release

for Immediate Release

LARGEST SKECHERS STORE OPENS IN INDONESIA

The Company reopens its Senayan City Mall location in Jakarta to offer an expanded destination for its footwear, apparel and accessories

JAKARTA, ID – June 21, 2024 – Skechers, The Comfort Technology Company[®], has as expanded and been remodeled its store in Jakarta’s Senayan City Mall as its largest in Indonesia, offering a wide range of the global brand’s well-loved styles and innovations. Designed with a fresh new look and spacious layout.

"Indonesian style is vibrant and consumers prefer fashionable and comfortable footwear like Skechers," said Martina Harianda Mutis, general manager of Brand Marketing PT. Map Aktif Adiperkasa. "Senayan City Mall is one of the premier shopping destinations in Indonesia, and the expanded Skechers concept store will offer a comprehensive selection of our many collections, showcasing our commitment to style, comfort, quality, and innovation at an affordable price for our consumers."

Spanning over 600 square feet, the store is designed with Skechers’ signature modern décor, featuring an inviting layout that includes interactive digital screens, illuminated displays, and striking lighting. The location also features dedicated Skechers Performance and Skechers Apparel shop-in-shops to house the Company’s extensive product range. Included in the Skechers Performance area is the brand innovative footwear for running and basketball.

Visitors to the Senayan City Mall store and the more than 134 Skechers stores across Indonesia can explore the brand’s hallmark comfort technologies, including patented Skechers Hands Free Slip-ins[®] Technology, Skechers Arch Fit[®] Technology, Skechers Max Cushioning[®] Technology, and Skechers Air-Cooled Memory Foam[®] Technology. Additionally, the store offers collaborations such as the Skechers x Snopp Dogg collection blending fashion-forward designs with ultimate comfort.

For more information on the expanded Skechers store at Senayan City Mall and the brand’s latest collections, visit the store at 3rd floor or online at [Skechers.id](https://www.skechers.id).

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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 5,200 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](https://www.about.skechers.com) and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

About MAP Active

PT Map Aktif Adiperkasa Tbk (MAPA) is an Asean 'brand commerce' entity that manages and markets international brands across Indonesia, the Philippines, Thailand and Vietnam. As a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operates more than 40 exclusive brands across 1,199 stores in more than 100 ASEAN cities and 10 online sites. Its three main business lines are Sports, Leisure, and Kids sold through wholly-owned mono and multi-brand store formats including Planet Sports, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness and leisure activities founded by Olympic Champions, Alan Budikusuma and Susi Susanti. For more information about MAPA, please visit www.mapactive.id.

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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