

**SKECHERS U.S.A., INC.**  
**ANNUAL MEETING OF STOCKHOLDERS**  
**May 21, 2020**

**RULES OF CONDUCT AND PROCEDURES**

Welcome to the Annual Meeting of Stockholders (the “Annual Meeting”) of Skechers U.S.A., Inc. (the “Company”). It is our desire to conduct a fair and informative Annual Meeting. Kindly observe the following Rules of Conduct and Procedures.

1. Our Company’s bylaws describe requirements for meetings of our stockholders and the Chair of the Annual Meeting will conduct the meeting consistent with those requirements.
2. Because this is a meeting of our stockholders, only our stockholders are permitted to ask questions during the Annual Meeting. You need to have held stock as of the close of business on the record date of March 23, 2020 to vote or submit questions while participating in the virtual Annual Meeting. To vote or submit questions, please login as a Stockholder by entering the 16-digit control number you received with your proxy materials. If you have voted your shares prior to the start of the Annual Meeting, your vote has been received by the Company’s inspector of elections and there is no need to vote those shares during the Annual Meeting, unless you wish to revoke or change your vote.
3. We will strictly follow the Agenda as we conduct the meeting.
4. After the business portion of the Annual Meeting concludes, we will hold a question and answer session during which we intend to answer questions submitted online during the meeting that are pertinent to the Company, as time permits. To allow us to answer questions from as many stockholders as possible, we will limit each stockholder to three questions. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
5. Stockholder questions are welcome, but conducting the business set out in the Agenda for the benefit of all stockholders will be paramount. The Company does not intend to address any questions that are, among other things:
  - irrelevant to the business of the Company or to the business of the Annual Meeting;
  - related to material non-public information of the Company;
  - related to personal grievances;
  - derogatory references to individuals or that are otherwise in bad taste;
  - repetitious statements already made by another stockholder;
  - in furtherance of the stockholder’s personal or business interests; or
  - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chair in his reasonable judgment.
6. If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, such matters may be raised separately after the Annual Meeting by contacting our investor relations advisory firm, Addo Investor Relations, by telephone at 310-829-5400.
7. Recording of the Annual Meeting is prohibited. A webcast playback will be available at [www.virtualshareholdermeeting.com/SKX2020](http://www.virtualshareholdermeeting.com/SKX2020) 24 hours after the completion of the meeting on the Company’s website.

Thank you for your cooperation and for joining the Company at the Annual Meeting.