



DECKERS
— BRANDS —

DECKERS
— BRANDS —

UGG®

HOKA.

Teva

**AH
NU**

COMPANY OVERVIEW



OUR BRAND PORTFOLIO

DECKERS BRANDS

UGG®



HOKA



TeVa



AHNU



WE BUILD BRANDS THAT CONNECT WITH CONSUMERS



OUR GUIDING PRINCIPLES



**CONSUMER
FIRST**



**BRAND
LED**



**INNOVATION
FORWARD**



**GLOBALLY
DRIVEN**



FY25 FINANCIAL HIGHLIGHTS

\$4.986B

Revenue ↑ 16%

57.9%

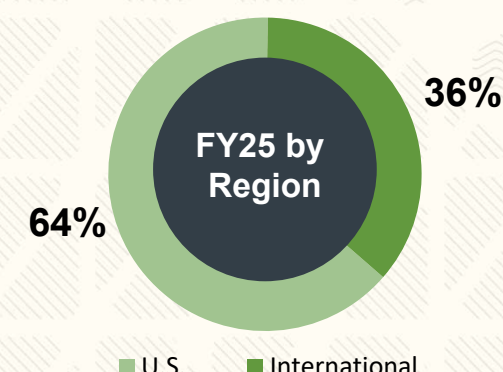
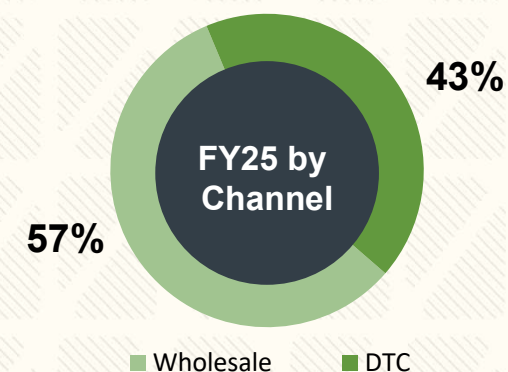
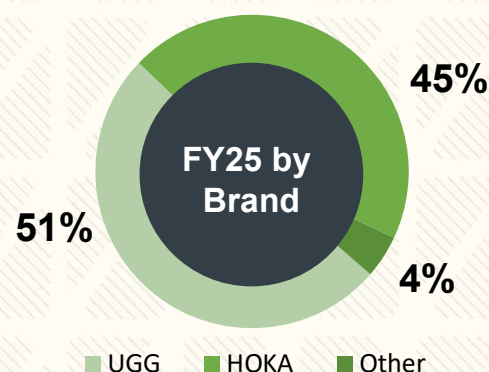
Gross Margin ↑ 230 Bps

34.2%

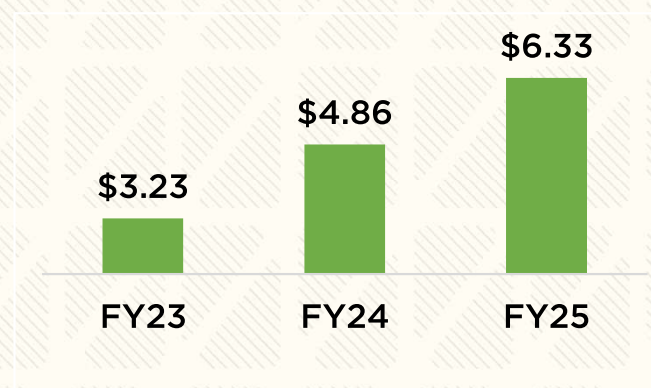
SG&A % of Rev ↑ 20 Bps

23.6%

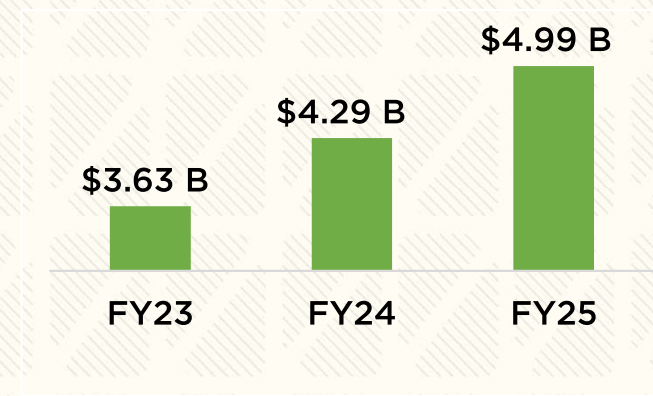
Operating Margin ↑ 200 Bps



EPS GROWTH



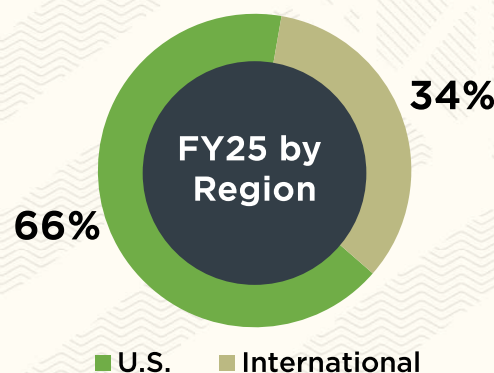
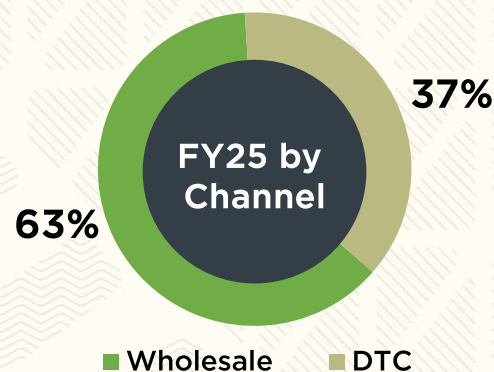
REVENUE GROWTH





HOKA

\$2.2B **↑ 24%**
FY25 REVENUE



5 PRODUCT FRANCHISES OVER \$100MM



BONDI



CLIFTON



ARAHI



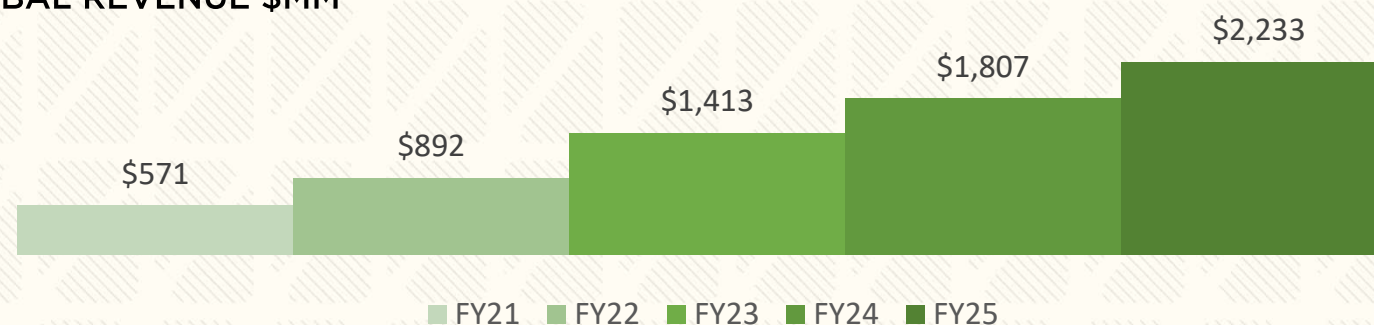
MACH



SPEEDGOAT

HOKA BRAND REVENUE GROWTH

GLOBAL REVENUE \$MM



BUILDING BLOCKS OF FUTURE GROWTH

AWARENESS



Increase brand awareness through expanded marketing and distribution



Market share gains in underpenetrated geographies and categories

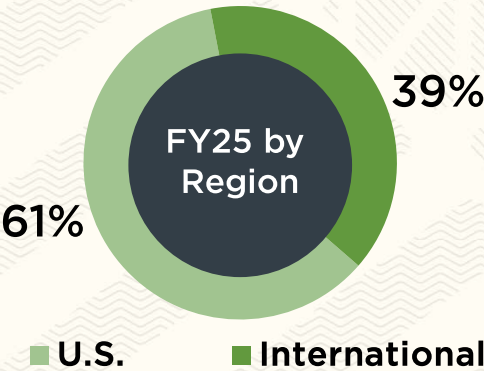
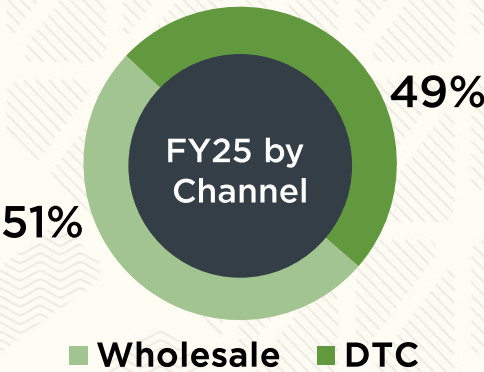


Broaden consumer base through extended footwear and apparel offerings



UGG®

\$2.5B ↑13%
FY25 REVENUE



FASTEST GROWING FRANCHISES



TASMAN



ULTRA MINI



LOWMEL



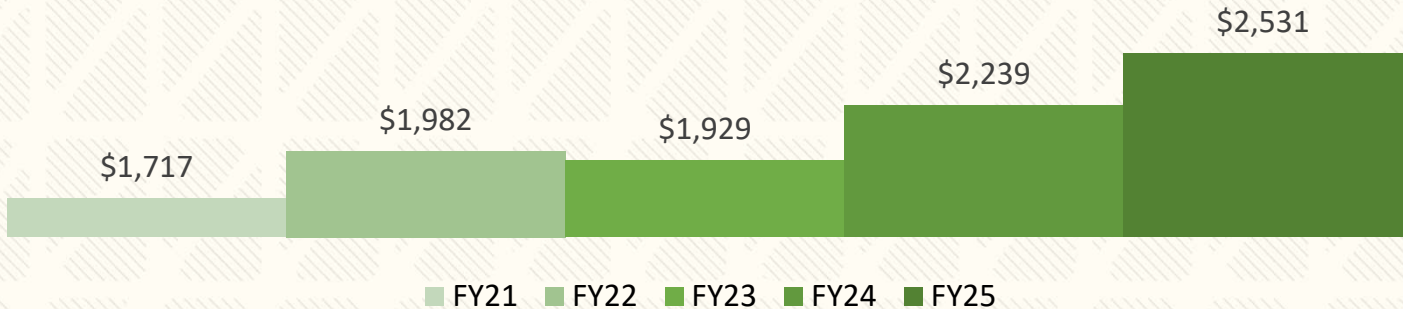
GOLDENSTAR CLOG



DISQUETTE

UGG BRAND REVENUE GROWTH

GLOBAL REVENUE \$MM



BUILDING BLOCKS OF FUTURE GROWTH



Expand product versatility: infusing UGG brand codes in hybrid styles with year-round wearability



Market share gains in underpenetrated geographies and categories



Increase brand adoption from male consumers to represent a greater proportion of revenue

Source: Company filings. FY25 represents the 12-month period ended 3/31/2025. Comparisons presented versus prior year (Fiscal Year 2024, 12-month period ended 3/31/2024).



STRATEGIC DRIVERS OF LONG-TERM SHAREHOLDER VALUE CREATION

Long Term Strategic Focus

- Build HOKA into a leading performance brand through disruptive innovation
- Grow UGG through the evolution of iconic franchises with elevated experiences
- Expand our DTC business through consumer acquisition and retention
- Increase international markets through the implementation of our successful domestic playbook, supported by strategic investments
- All while maintaining top-tier levels of profitability for the company overall

Evolving Deckers To Meet The Changing Marketplace

MARKETPLACE MANAGEMENT

Omni-channel managed distribution, leading with DTC while allocating and segmenting products through strategic wholesale partners

SUPPLY CHAIN & LOGISTICS

Remain agile and maintain supply chain & inventory planning discipline

PEOPLE EFFECTIVENESS

Investing behind key talent to help scale the organization globally

IT & ANALYTICS

Investing in tools & infrastructure to enhance digital capabilities

Generating Healthy Profitability & Shareholder Returns

FINANCIAL DISCIPLINE

Controlling fixed costs, while increasing variable spend in strategic areas of focus

STRONG OPERATING MODEL

Achieving compelling revenue growth with high-caliber operating margins

SHARE RE-PURCHASE

Outstanding authorization increased to \$2.5 billion, >10% of market cap

BALANCE SHEET OPTIONALITY

No debt, healthy cash balance, and credit facility provides flexibility to return value to shareholders



FORWARD LOOKING STATEMENTS

This presentation contains “forward-looking statements” within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, which statements are subject to considerable risks and uncertainties. Forward-looking statements include all statements other than statements of historical fact contained in this presentation, including statements regarding our projected financial results, including net sales, gross margin, SG&A expenses, operating margin, inventories, effective tax rate, and diluted earnings per share; consumer confidence and discretionary spending, including uncertainties associated with the global trade environment; the strength of our brands and demand for our products; our ability to drive future growth and profitability; our ability to execute on our long-term strategies, objectives, and opportunities; capital allocation and our ability to return value to our stockholders, including potential repurchase of shares. We have attempted to identify forward-looking statements by using words such as “anticipate,” “believe,” “estimate,” “intend,” “may,” “plan,” “predict,” “project,” “should,” “will,” or “would,” and similar expressions or the negative of these expressions.

Forward-looking statements represent our management’s current expectations and predictions about trends affecting our business and industry and are based on information available as of the time such statements are made. Although we do not make forward-looking statements unless we believe we have a reasonable basis for doing so, we cannot guarantee their accuracy or completeness. Forward-looking statements involve numerous known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements predicted, assumed or implied by the forward-looking statements. Some of the risks and uncertainties that may cause our actual results to materially differ from those expressed or implied by these forward-looking statements are described in the section entitled “Risk Factors” in our Annual Report on Form 10-K for the fiscal year ended March 31, 2025, as well as in our Quarterly Reports on Form 10-Q and other filings with the Securities and Exchange Commission.

Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. Except as required by applicable law or the listing rules of the New York Stock Exchange, we expressly disclaim any intent or obligation to update any forward-looking statements, or to update the reasons actual results could differ materially from those expressed or implied by these forward-looking statements, whether to conform such statements to actual results or changes in our expectations, or as a result of the availability of new information.