

Steve Madden May 25, 2016



Safe Harbor Agreement

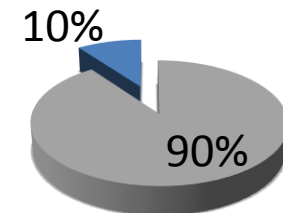
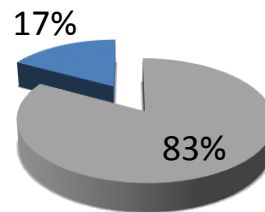
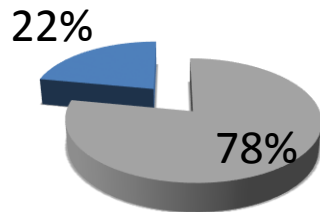
Except for the historical information contained herein, this presentation contains forward-looking statements that involve known and unknown risks, uncertainties and other unknown factors that could cause the actual results of the Company to be materially different from the historical results or from any future results expressed or implied by such forward-looking statements.

Investment Highlights

- Strong Brand Portfolio led by Steve Madden
- Leading Footwear Capability
- Diversified Business Model
- Proven Track Record
- Strong Balance Sheet
- Meaningful Growth Opportunities

Company Snapshot

2016 LTM Net Sales = \$1.4 billion



■ Footwear ■ Accessories

- Total Company has 8% share of U.S. women's fashion footwear market **#1 Share**
- Accessories includes handbags, belts, cold weather accessories and sunglasses

■ Wholesale ■ Retail

- Wholesale distribution from luxury to mass
- Retail distribution through 171 company-operated retail stores
 - 126 Full-Price stores
 - 41 US Outlet stores
 - 4 E-commerce sites

■ U.S. ■ International

- Distribution in approximately 80 countries
- 44 company-operated stores in Canada and Mexico
- 4 JV stores in South Africa
- 142 stores and 144 concessions operated by distribution partners

Steve Madden Brand

Q1 2016 LTM Net Sales = \$810 million

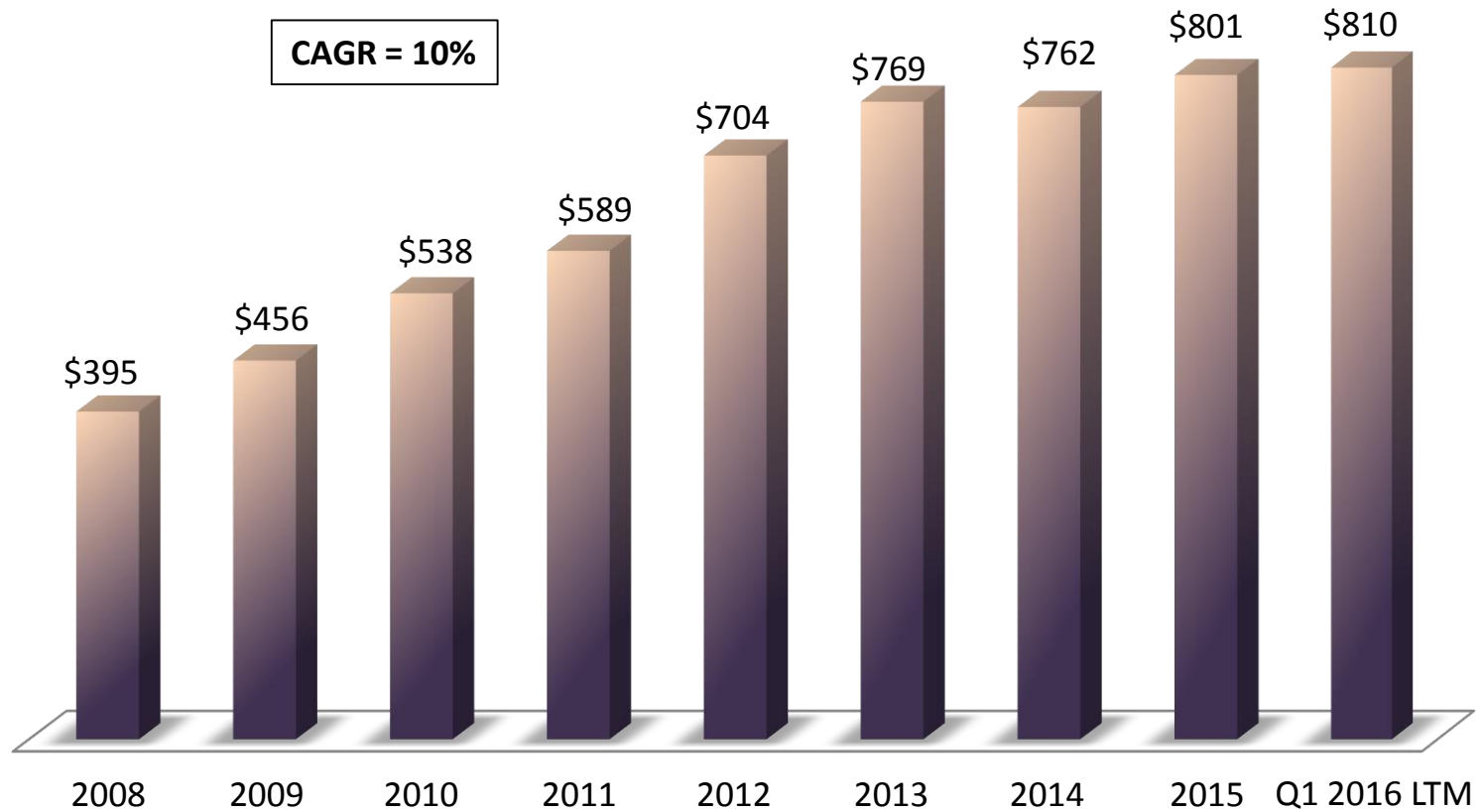
Market Share – U.S. Women’s Fashion Footwear

	Brand	Share
1.	Skechers	4.8%
2.	UGG	3.0%
3.	Nike	2.9%
4.	Steve Madden	2.7%
5.	Clarks	2.4%
6.	Vans	1.4%
7.	Nine West	1.3%
8.	Converse	1.3%
9.	Crocs	1.1%
10.	Aldo	1.1%

Market Share – Key Customers

Retailer	Rank in Department
Nordstrom	#1
Macy’s	#1
Lord & Taylor	#2
Dillards	#2
DSW	#1
Zappos	#1

Steve Madden Brand Net Sales

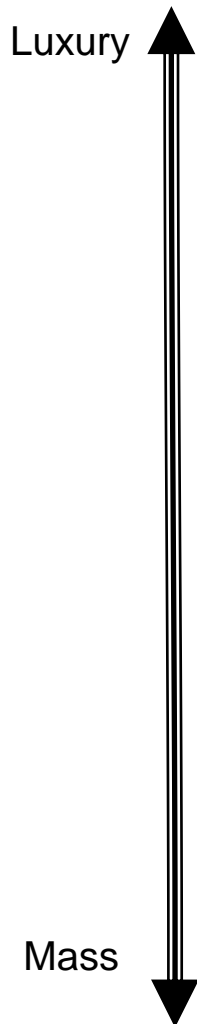


The Steve Madden Model

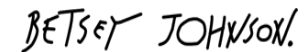


- Proven Design Team
- Test-and-React Strategy
- Speed to Market

Expanding Brand Portfolio

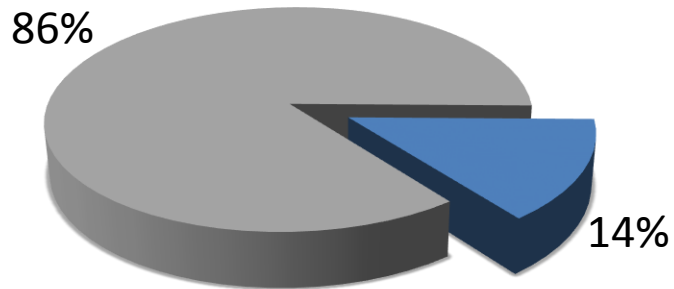


Brian Atwood	Acquired	2014
Freebird by Steven	Created in-house	2012
Dolce Vita	Acquired	2014
Blondo	Acquired	2015
Superga	Licensed	2011
Betsey Johnson	Acquired	2010
Big Buddha	Acquired	2010
Report	Acquired	2011
Mad Love	Created in-house	2011



Diversifying by Brand

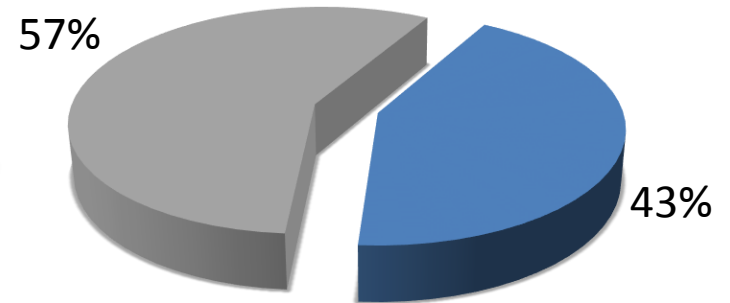
2005



■ Steve Madden

■ Other

Q1 2016 LTM



■ Steve Madden

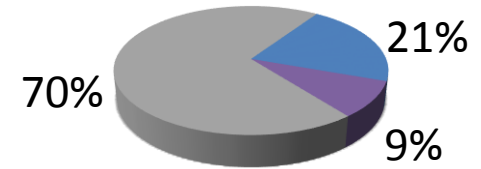
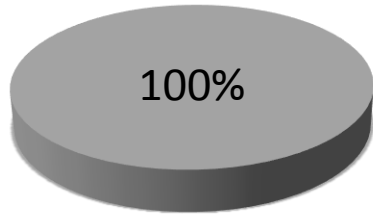
■ Other

Diversifying by Category, Channel and Geography

2005

Q1 2016 LTM

Wholesale



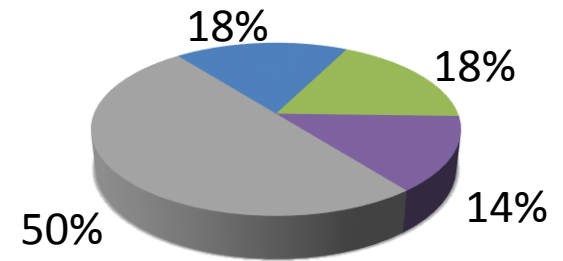
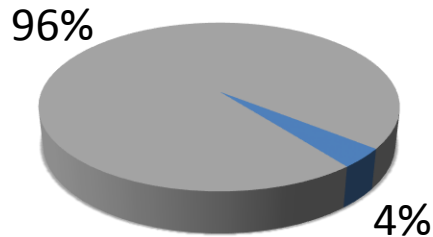
■ US Footwear

■ US Footwear

■ US Accessories

■ International

Retail



■ US Full-Price ■ E-Commerce

■ US Full-Price ■ Outlets

■ E-Commerce ■ International

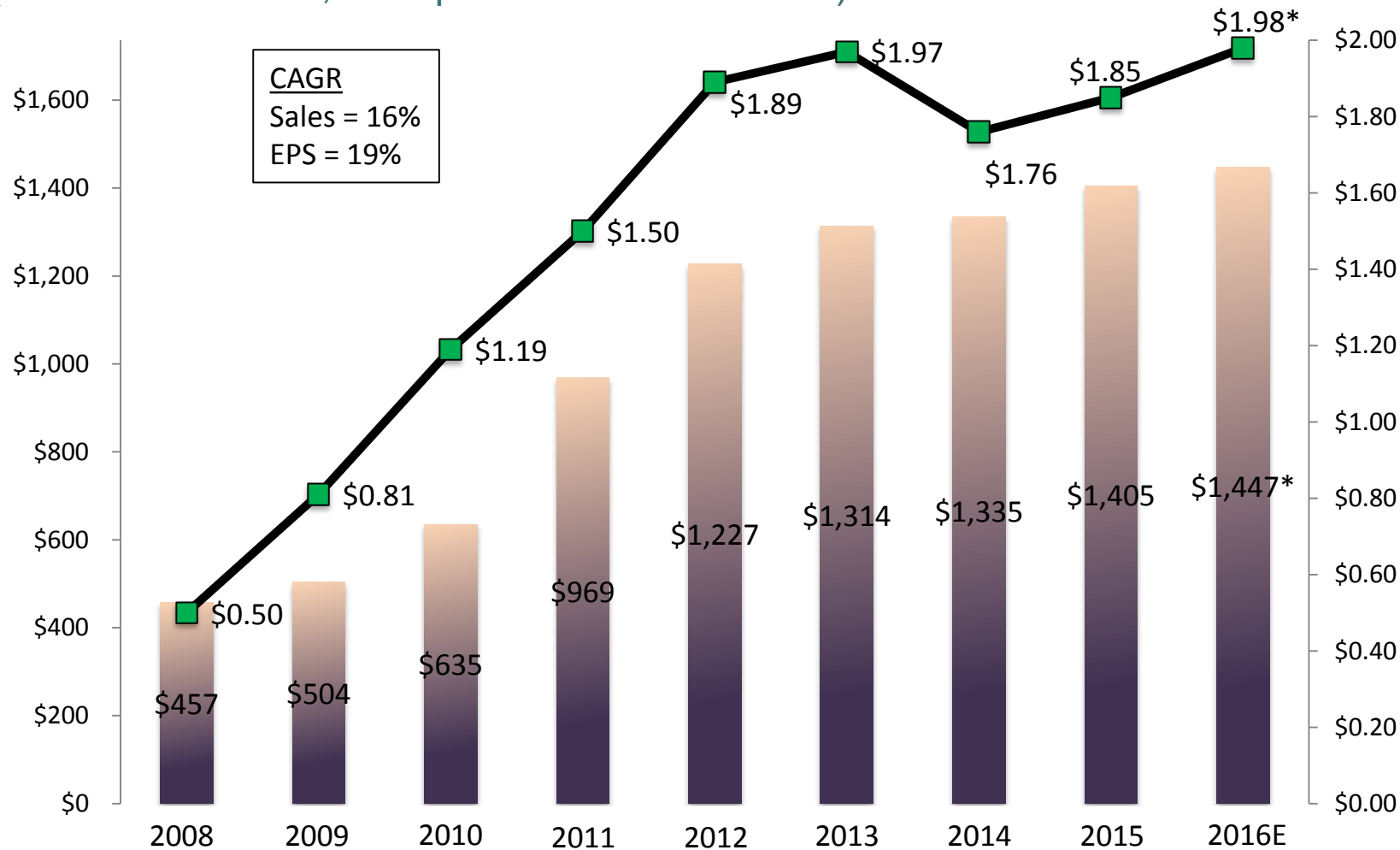


Financial Overview



History of Sales and Earnings Growth

(Dollars in Millions, Except Per Share Amounts)



* These amounts reflect the mid-point of our provided guidance of net sales growth of 2% to 4% and diluted EPS in the range of \$1.93 to \$2.03.

Balance Sheet Highlights

(Dollars in Millions)

- Cash, Equivalents and Marketable Securities \$193
- Total Debt \$0
- Inventory Turn 9 x
- Repurchases of Common Stock in LTM Q1 2016 \$96.9
(2.7 mm shares)

(Balance Sheet Data as of March 31, 2016)





Areas of Focus and Opportunity: 2016 and Beyond



Steve Madden Women's Wholesale

#1 Priority = Trend-right product assortment in Steve Madden

Translate strong momentum in Steve Madden retail stores and improved wholesale sell-through into growth in wholesale channel

Expand with online customers



New Brands



- Strong momentum in flagship brand Dolce Vita
- Re-launch of diffusion brand DV for Spring 2016
- Operating margin expansion



- US business up >50% in 2015
- Significant increase in brand presence at Nordstrom
- Expansion with new customers including Dillard's and Zappos

Retail

- Strong performance in 2015 and in Q1 2016
 - Comps +10.7% for Q1 2016
 - Comps +11.2% for full year 2015
- New loyalty program in 2016
- Unit expansion opportunity in outlets
- Momentum in e-commerce
 - + 30% in Q1 2016
 - + 16% in 2015



International

- **3 operating models**
 - **Distributor**
 - **Company-owned**
 - **JV**
- **Strong growth**
 - **26% net sales CAGR since 2011**
- **Lots of runway**
 - **Only 11% of net sales**

