

Steve Madden

November 14, 2017

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



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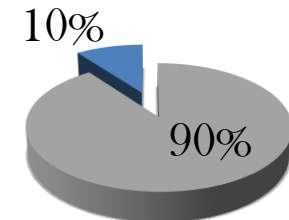
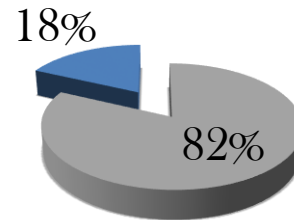
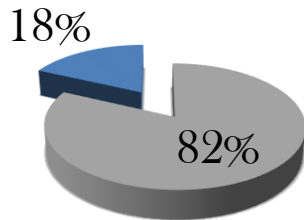
- Strong Brand Portfolio led by Steve Madden
- Leading Footwear Capability
- Diversified Business Model
- Proven Track Record
- Strong Balance Sheet
- Meaningful Growth Opportunities



Company Overview

Company Snapshot

LTM Q3'17 Net Sales = \$1.5 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 202 company-operated retail stores
 - 140 Full-Price stores
 - 58 US Outlet stores
 - 4 E-commerce sites

■ U.S. ■ International

- Distribution in 84 countries
- Company-owned operations in Canada & Mexico
- Joint ventures in China, Taiwan, Europe and South Africa including 10 retail stores and 32 concessions
- 145 stores and 52 concessions operated by distributors

Steve Madden Brand

LTM Q3'17 Net Sales = \$867 million

Market Share - U.S. Women's
Fashion Footwear

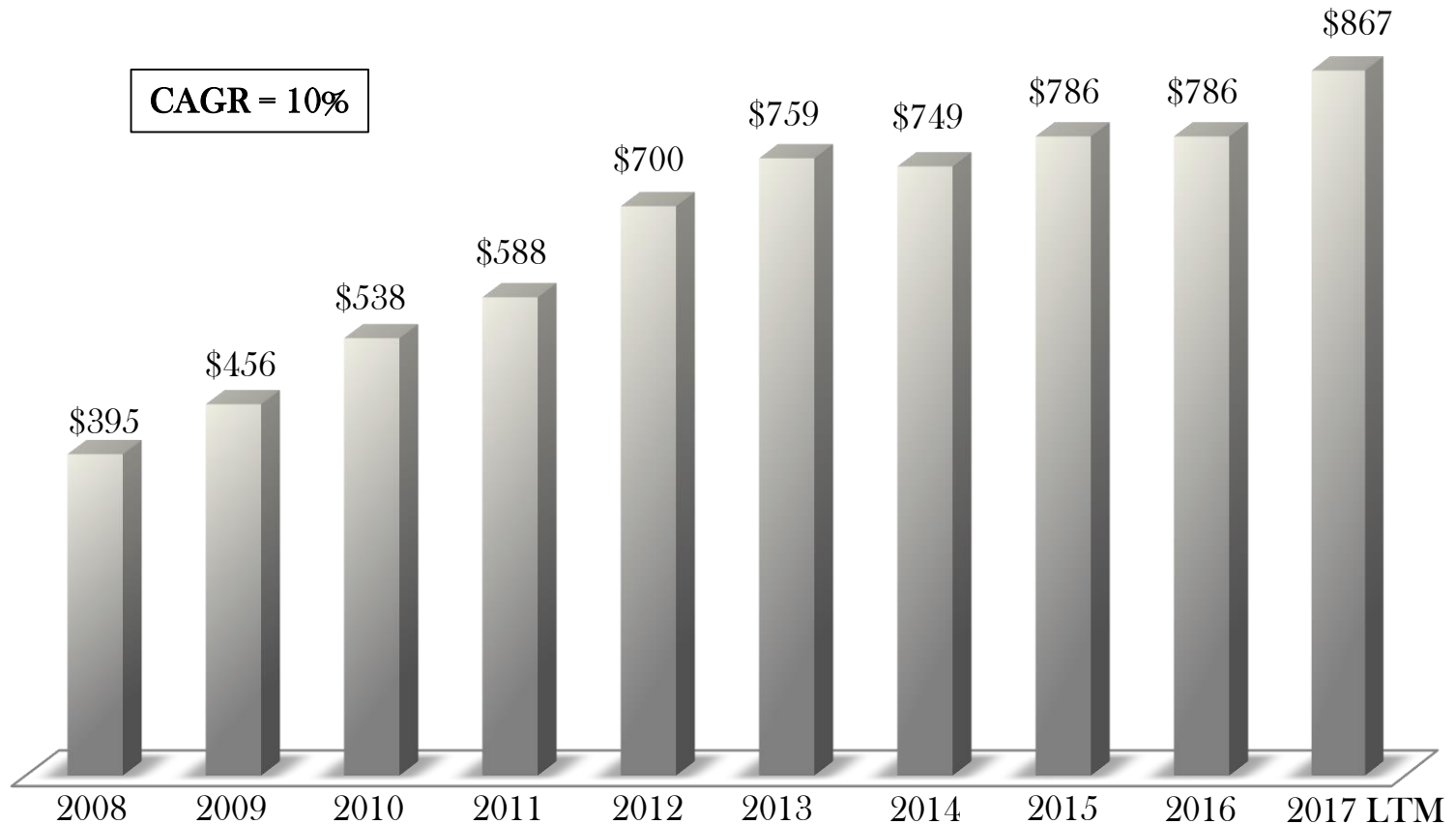
	Brand	Share
1.	Skechers	4.9%
2.	Nike	4.2%
3.	Steve Madden	3.2%
4.	UGG	2.8%
5.	Clarks	2.4%
6.	Adidas	2.1%
7.	Converse	1.6%
8.	Vans	1.4%
9.	Nine West	1.3%
10.	Sperry	1.1%

Market Share -
Key Customers

Retailer	Rank in Department
Nordstrom	#1
Macy's	#1
Lord & Taylor	#1
Dillards	#1
DSW	#1

Note: Net sales for Steve Madden brand includes Steve Madden and all related brands (e.g. Madden Girl, Steven by Steve Madden, etc.)

Steve Madden Brand Net Sales



The Steve Madden Model



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

Expanding Brand Portfolio

Luxury   Mass	Brian Atwood	Acquired	2014	
	Kate Spade	Licensed*	2017	
	Blondo	Acquired	2015	
	Avec Les Filles	Licensed*	2017	
	Dolce Vita	Acquired	2014	
	Superga	Licensed	2011	
	Betsey Johnson	Acquired	2010	
	Report	Acquired	2011	
	Mad Love	Created in-house	2011	
	Big Buddha	Acquired	2010	

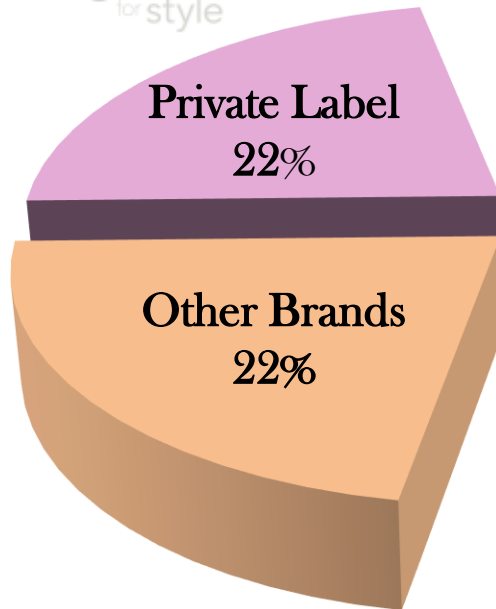
*License acquired in acquisition of Schwartz & Benjamin.

Sales by Brand

Walmart *

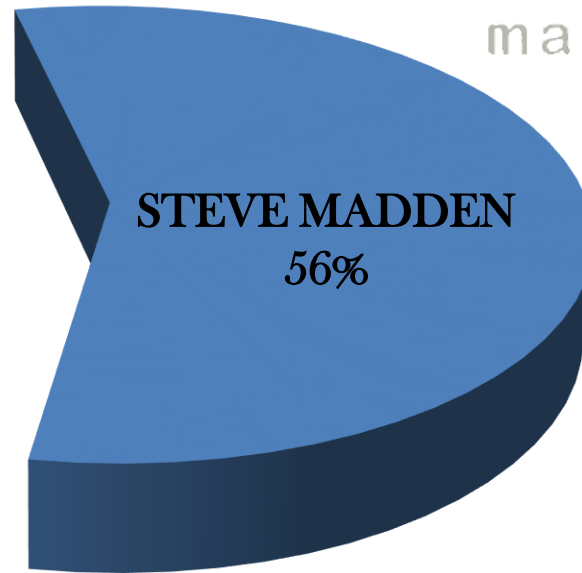


BETSEY JOHNSON.



STEVE MADDEN

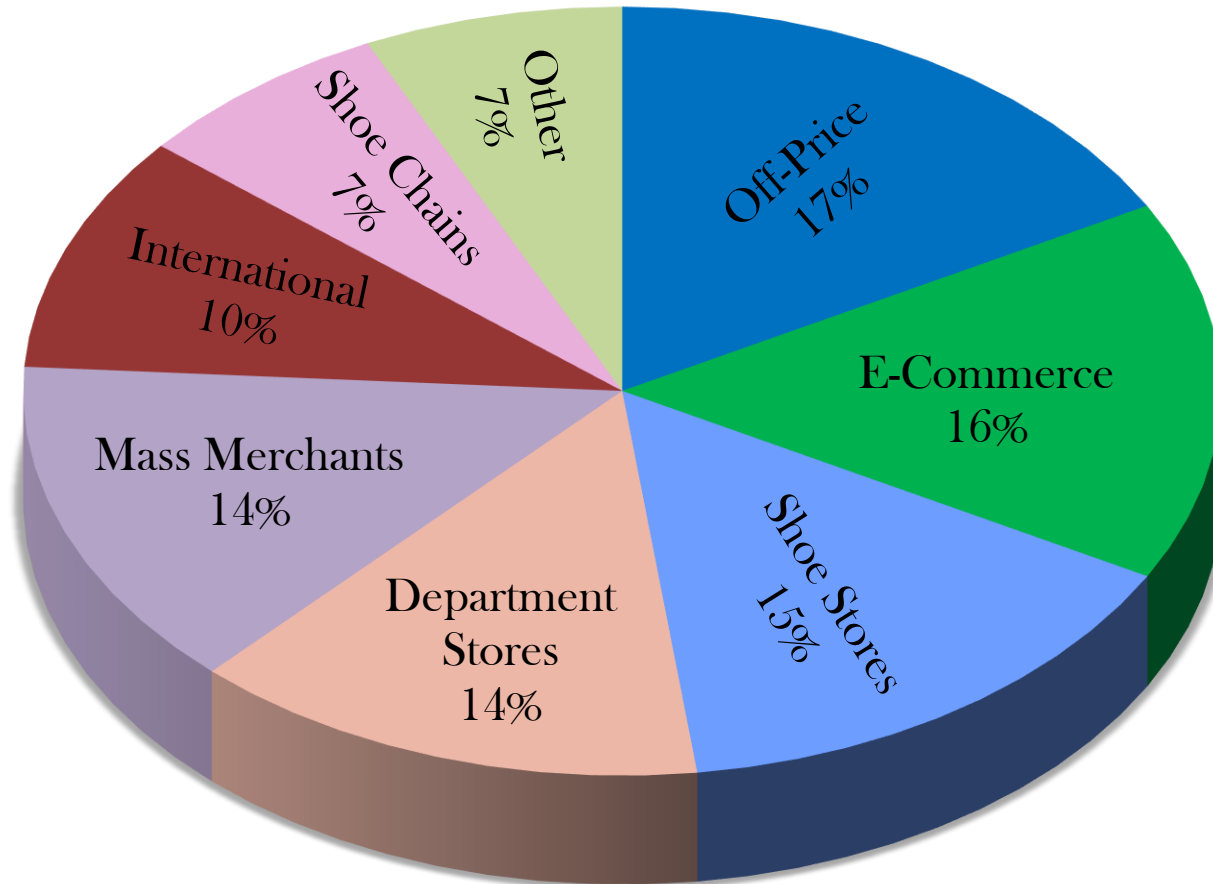
madden girl



steVies

STEVEN BY STEVE MADDEN

Sales by Channel

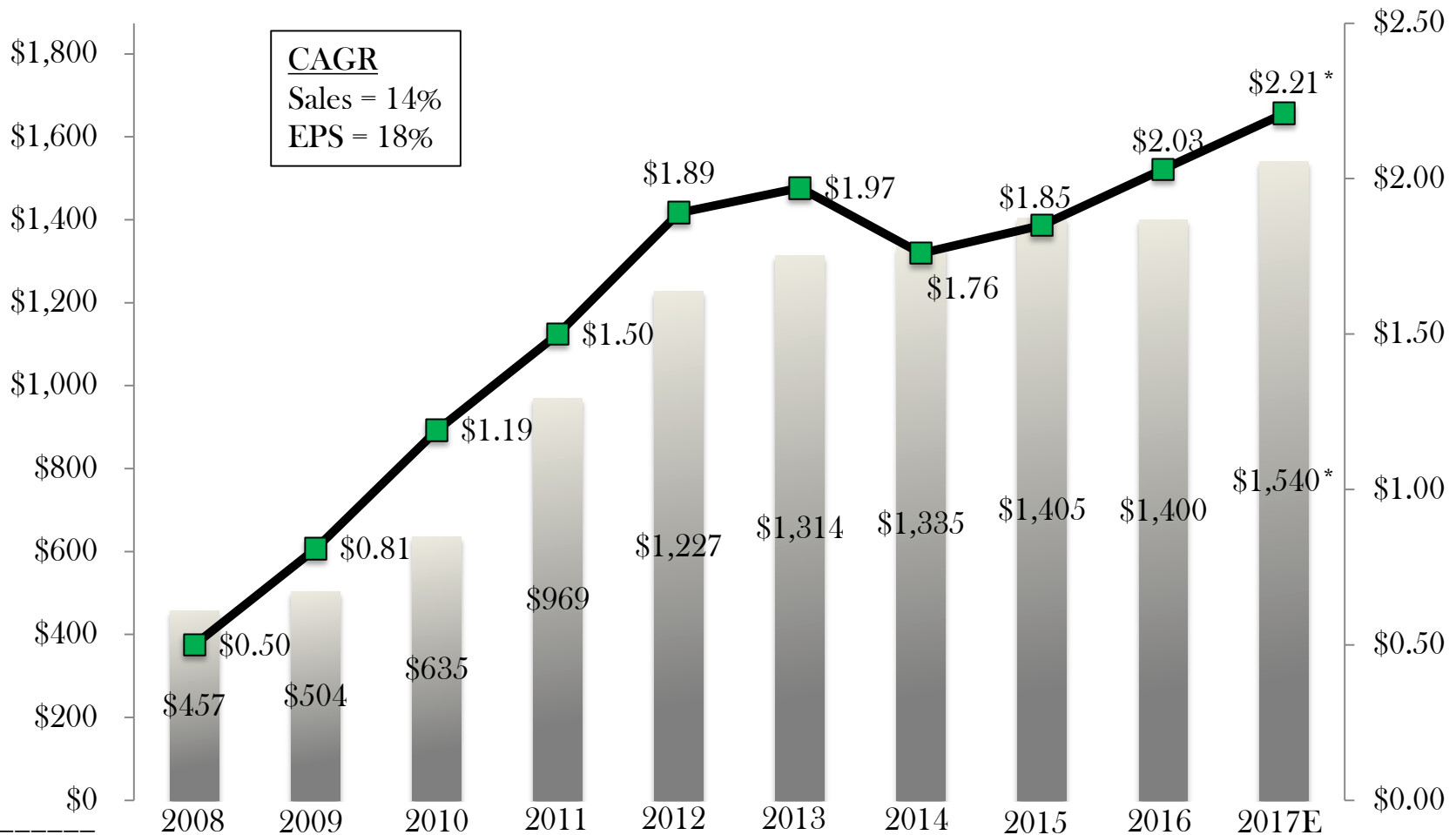


Financial Overview



History of Sales & Earnings Growth

(Dollars in Millions, Except Per Share Amounts)



*These amounts reflect the mid-point of our provided guidance of net sales growth of 9% to 11% and adjusted diluted EPS in the range of \$2.18 to \$2.24.

Balance Sheet/Cash Flow Highlights

Cash, Equivalents and Marketable Securities
\$177 mm

Total Debt \$0

Industry-Leading Inventory Turns ~ 8x

TTM Q3 2017 Share Repurchases
\$93 mm (2.5 mm shares)

(Balance Sheet Data as of September 30, 2017)

Growth
Strategies:
Key Initiatives
for 2017 &
Beyond



Maintain Fashion Leadership Position in Steve Madden Women's



#1 Priority

Trend-right product assortment in Steve
Madden

Strong Momentum

Steve Madden Women's Wholesale
Footwear net sales +21% LTM Q3'17

Grow Steve Madden Men's

- New leadership
- More balanced product assortment
- Increased marketing investment
- Net Sales +21% LTM Q3'17



Develop Newer Brands/Businesses



SCHWARTZ &
BENJAMIN

- Acquired in January 2017
- Platform for accessible luxury footwear
- Current licensing partners
 - Kate Spade (since 2001)
 - Avec Les Filles (since 2016)
- Launching owned brand Brian Atwood for 2018
- Private label business primarily done at Banana Republic (exclusive footwear supplier)
- 2016 Net Sales = \$88 mm

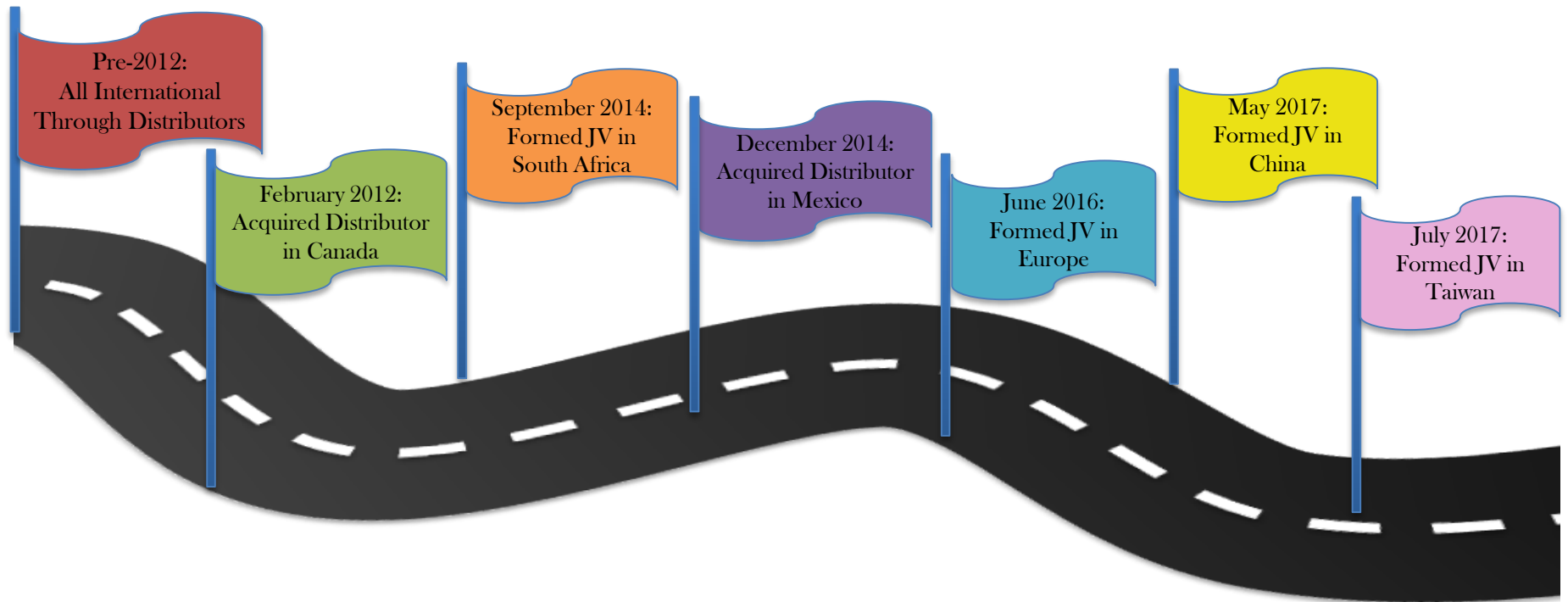
Develop Newer Brands/Businesses

- Waterproof boot brand acquired in January 2015
- Strong growth in sales and earnings
 - Net sales +16% LTM Q3'17
 - EBIT +31% LTM Q3'17
- Product category expansion in 2017



Expand International Business

- 10% of net sales
- Transitioning key markets from distributor model to subsidiary / JV model



Digital Commerce

- Expand in-house e-commerce properties
 - stevemadden.com
 - dolcevita.com
 - betseyjohnson.com
 - superga-usa.com
- Drive online penetration with wholesale customers
 - Pure play (amazon.com, zappos.com, zalando.com, etc.)
 - Omni-channel (nordstrom.com, macys.com, etc.)



Utilize Free Cash Flow to Drive Shareholder Returns

- Strong balance sheet and free cash flow generation
 - \$177 mm in cash / marketable securities and \$0 in debt
 - ~\$130 mm in annual free cash flow generation
- Since 2010:
 - \$544 mm in share repurchases (15.2 mm shares or ~21% of Company)
 - \$350 mm in acquisitions (10 transactions)

Questions

