
STEVE MADDEN

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
- Diversified Business Model
- Leading Footwear / Accessories Capability
- Proven Track Record
- Strong Balance Sheet
- Multiple Growth Opportunities

STRONG BRAND PORTFOLIO

Steve Madden Brand Strength

Piper Jaffray Fall 2012 Survey of Upper-Income Teen Girls: *Favorite Footwear Brands*

Rank	Brand	% Total
1.	Nike	14%
2.	Steve Madden	12%
3.	UGG Australia	8%
4.	Sperry Top-Sider	7%
5.	Vans	7%
6.	DSW	7%
7.	Payless	5%
8.	TOMS	5%
9.	Converse	4%
10	Nordstrom	3%

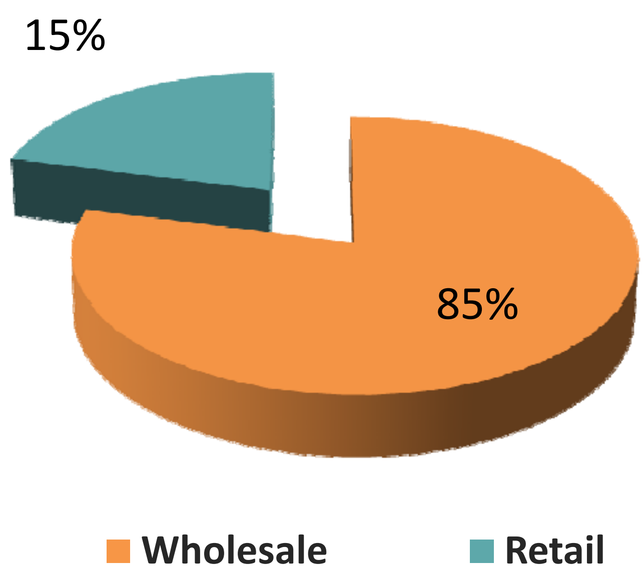
Brand Portfolio

Luxury Retailers	**Neiman Marcus** **Saks Fifth Ave**
Better Department Stores	**Bloomingdales** **Nordstrom** **Dillards** **Macy's**
Shoe Chains	**DSW** **Famous Footwear**
National Chains	**JCPenney** **Kohl's** **Sears**
Discount Stores	**Payless**
Mass Merchants	**Target** **Kmart** **Wal-Mart**

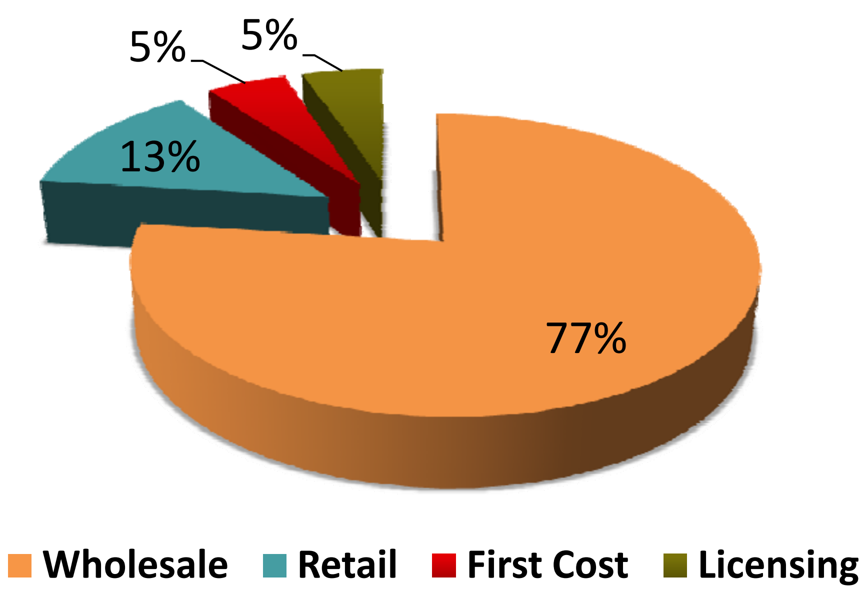
DIVERSIFIED BUSINESS MODEL

Sales and Operating Income by Division

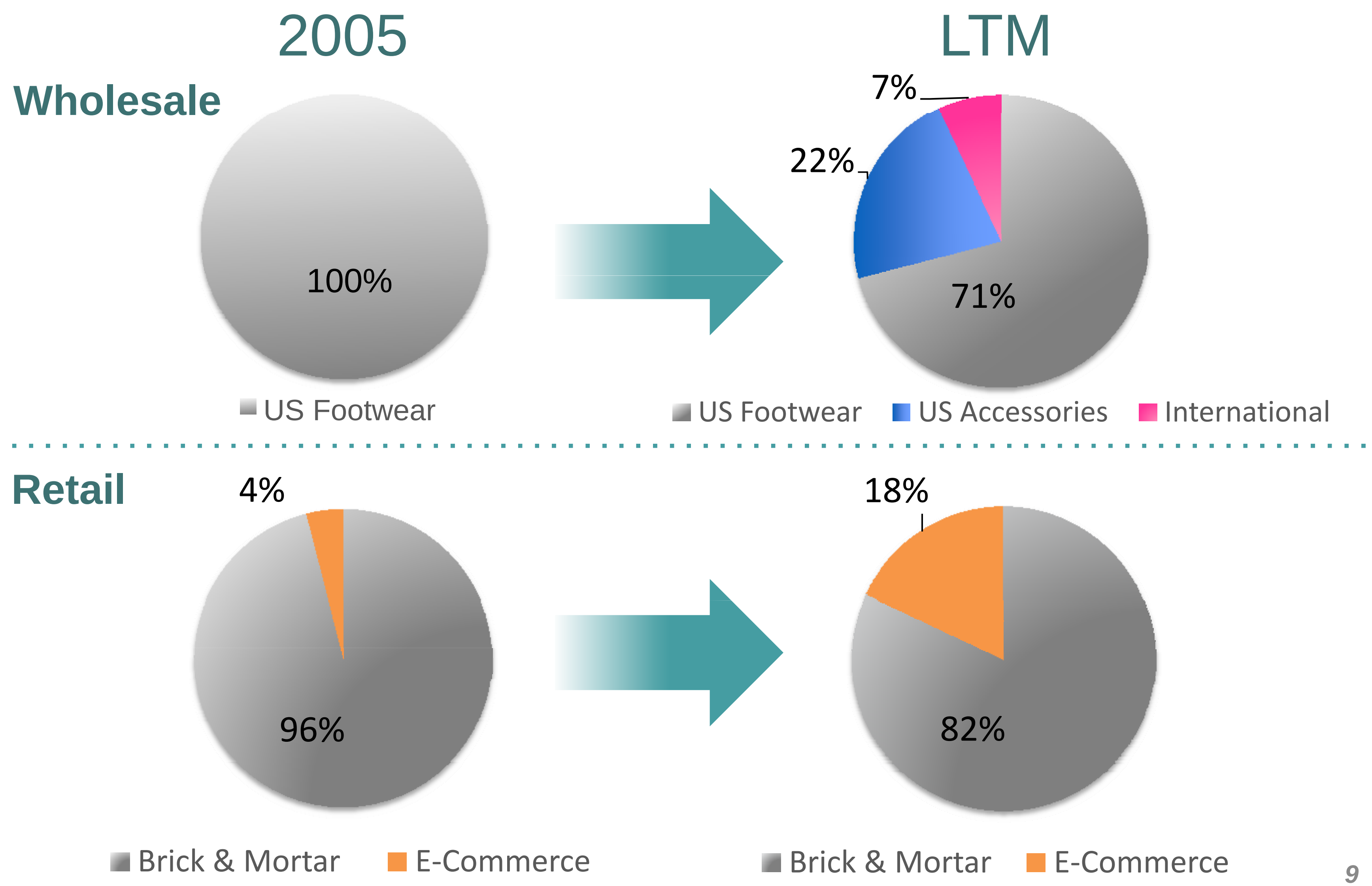
LTM Net Sales by Division



LTM Operating Income by Division



Increasingly Diversified Business



LEADING FOOTWEAR / ACCESSORIES CAPABILITY

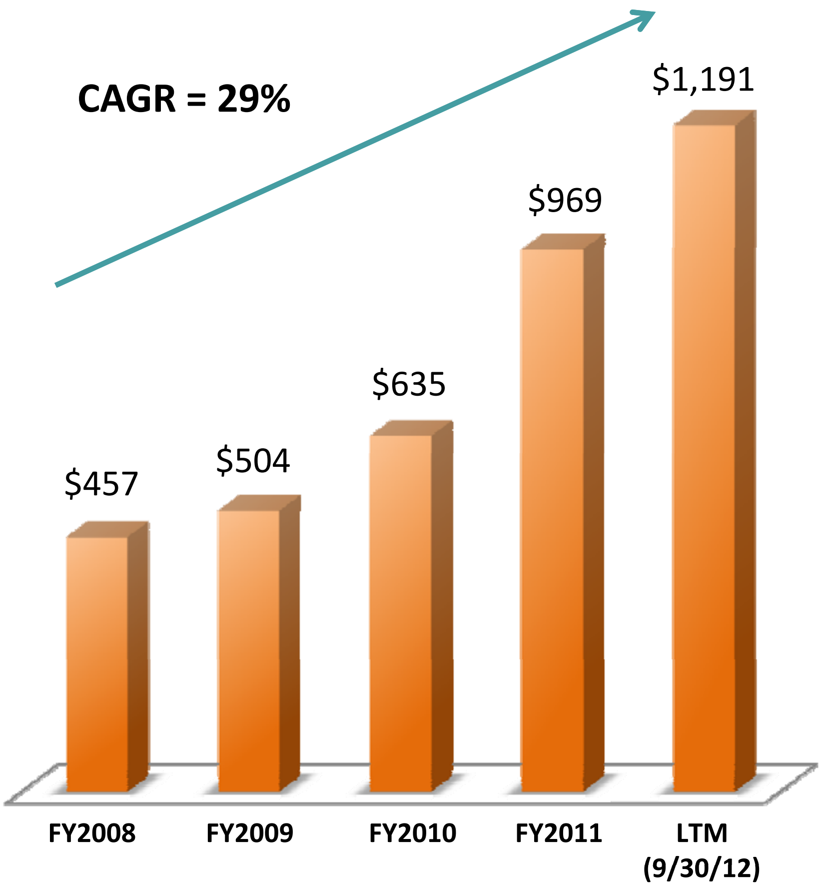
The Steve Madden Model

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

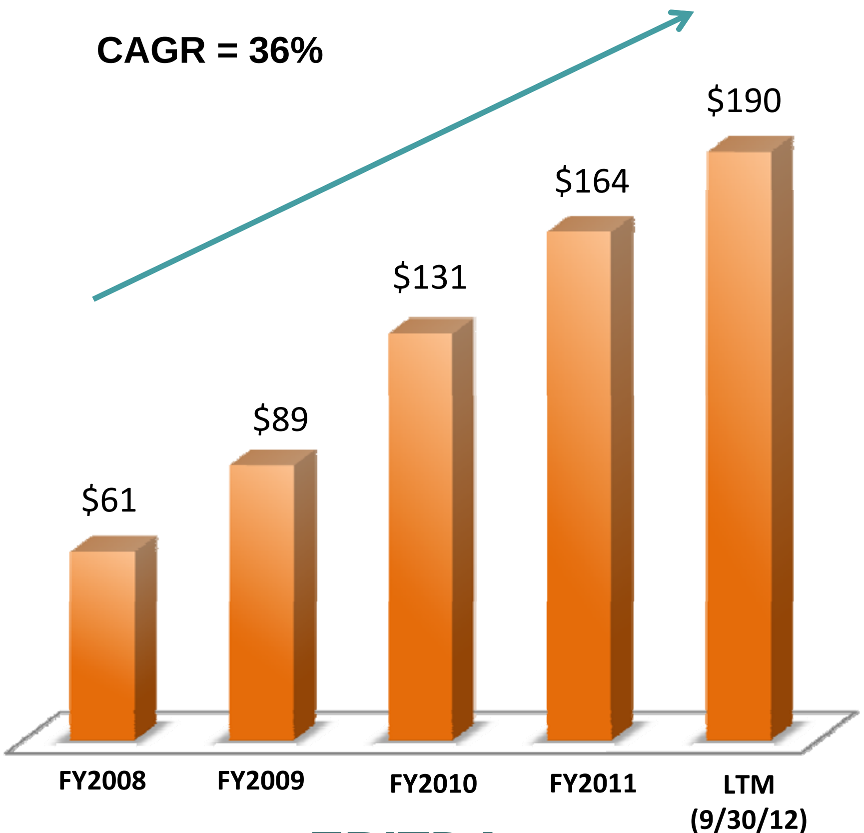
PROVEN TRACK RECORD

Income Statement Highlights

(Dollars in Millions)



Net Sales

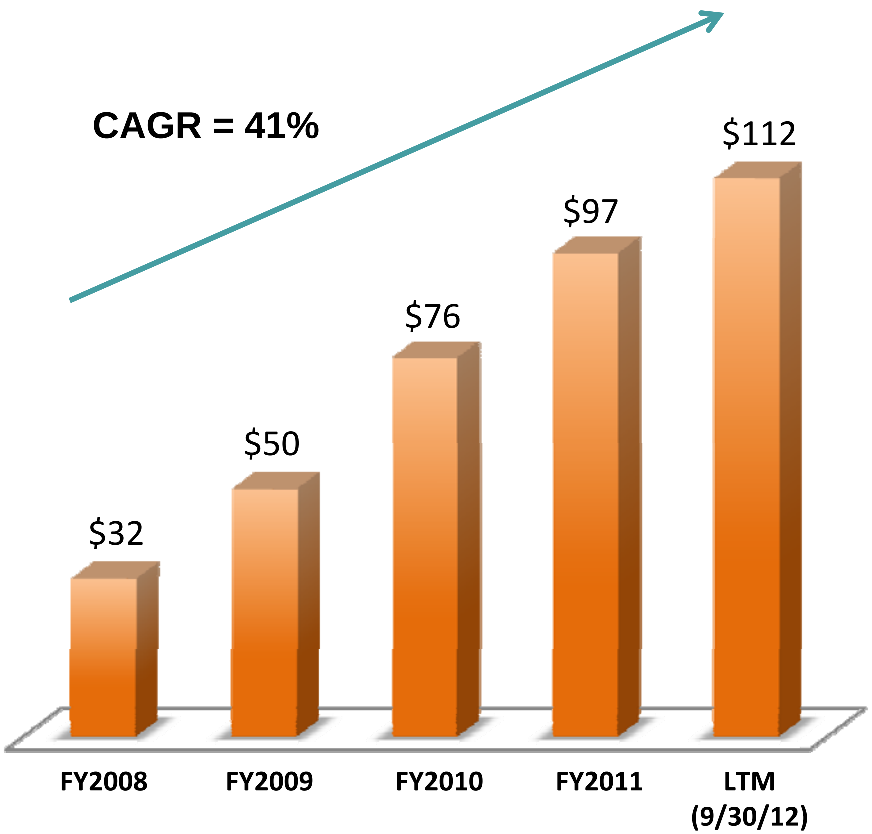


EBITDA

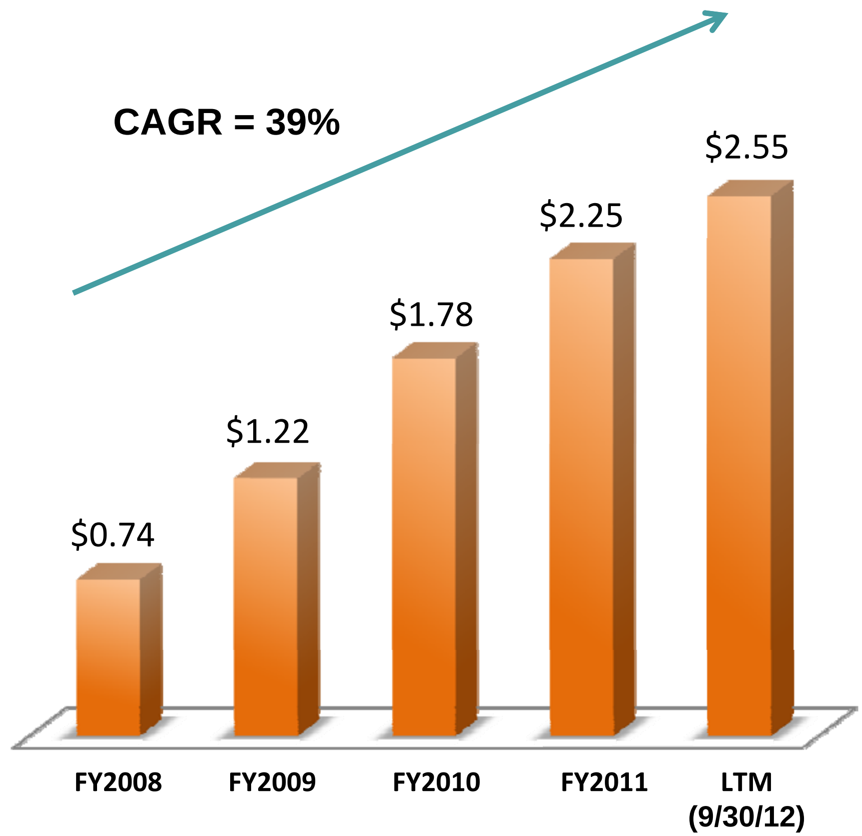
Note: All figures exclude non-recurring items.

Income Statement Highlights

(Dollars in Millions, Except Per Share Amounts)



Net Income



Diluted EPS

Note: All figures exclude non-recurring items.

STRONG BALANCE SHEET

Balance Sheet Highlights

(Dollars in Millions)

❖ Cash, Equivalents and Marketable Securities	$154.4
❖ Total Debt	$0
❖ Inventory Turn (LTM)	10.6 x

(Balance Sheet as of September 30, 2012)

MULTIPLE GROWTH OPPORTUNITIES

Steve Madden Wholesale

- Core Steve Madden Women's domestic wholesale business net sales increased 15% in LTM period

Direct-to-Consumer Business

- Full-price stores
  - 15 new full-price stores in 2012
- Outlet stores
  - 5 new outlets in 2012
- E-commerce
  - stevemadden.com
  - betseyjohnson.com (new in 2012)
  - superga-usa.com (new in 2012)

Business Outside Footwear

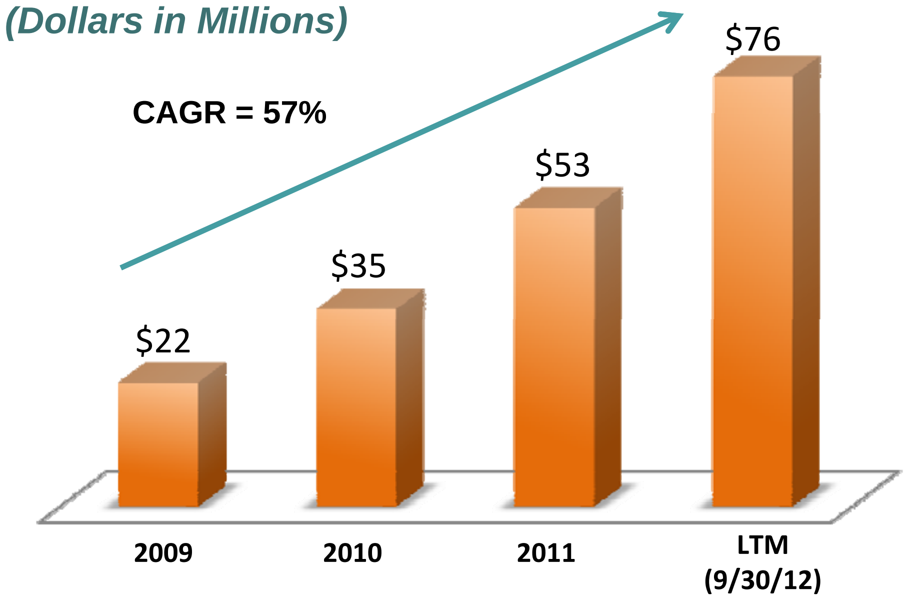
- In-house accessories business
  - Handbags, belts, cold weather/ other fashion accessories
  - Net sales up 59% in LTM period; organic net sales up 28% in LTM period
- Licensing
  - Steve Madden and Betsey Johnson = 2 powerful brands with underdeveloped licensing businesses
  - New category introductions





International

- Company currently has 163 free-standing retail stores and 214 concessions internationally
- Strong growth with existing partners in Middle East and Latin America
- Launched in UK, France, Germany and Scandinavia in 2012
- Acquired Canadian licensee in February 2012



International Net Sales

New Brands

- 7 new brands since 2010
- Exploring opportunities for additional brands in both footwear and accessories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