Steve Madden
August 9, 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

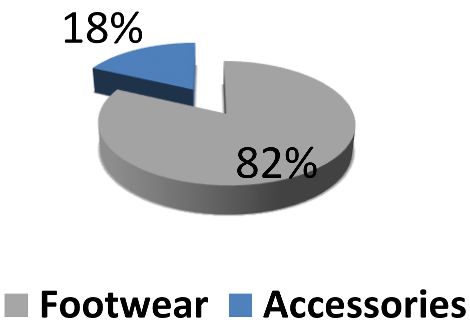
Investment Highlights

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

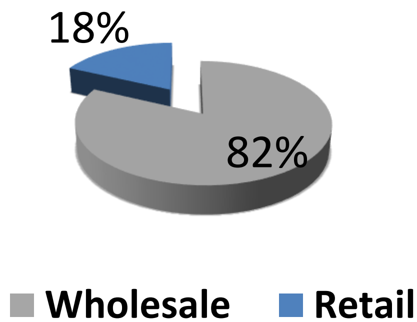
Company Overview

Company Snapshot

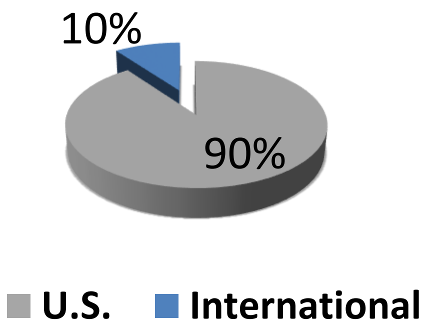
LTM Q2’17 Net Sales = $1.5 billion



- 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 distribution from luxury to mass
- Retail distribution through 193 company-operated retail stores
  - 134 Full-Price stores
  - 55 US Outlet stores
  - 4 E-commerce sites



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

Steve Madden Brand

LTM Q2'17 Net Sales = $838 million

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

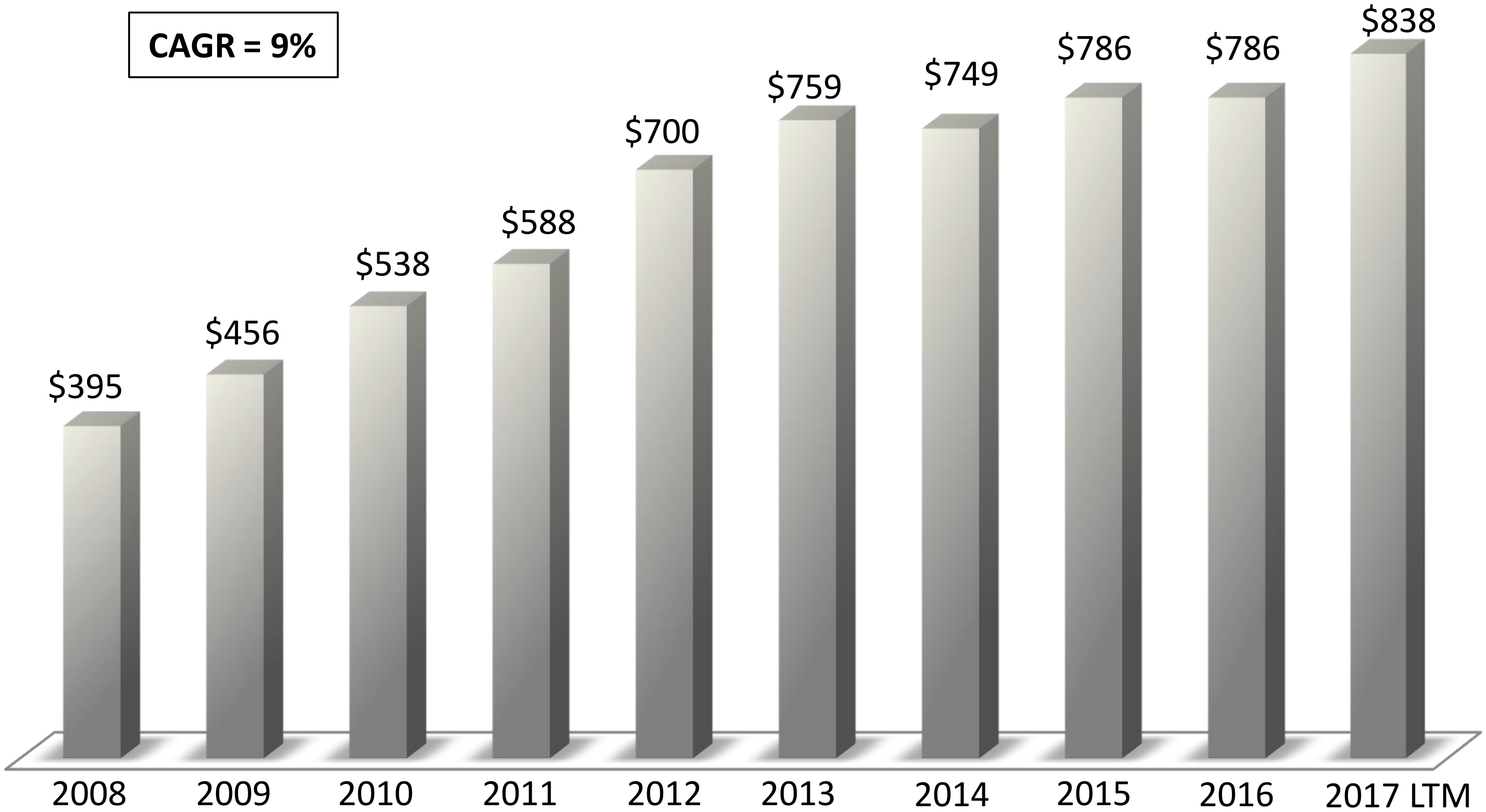
	Brand	Share
1.	Skechers	4.9%
2.	Nike	4.2%
3.	Steve Madden	3.2%
4.	UGG	2.8%
5.	Clarks	2.4%
6.	Adidas	2.1%
7.	Converse	1.6%
8.	Vans	1.4%
9.	Nine West	1.3%
10.	Sperry	1.1%

Market Share – Key Customers

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

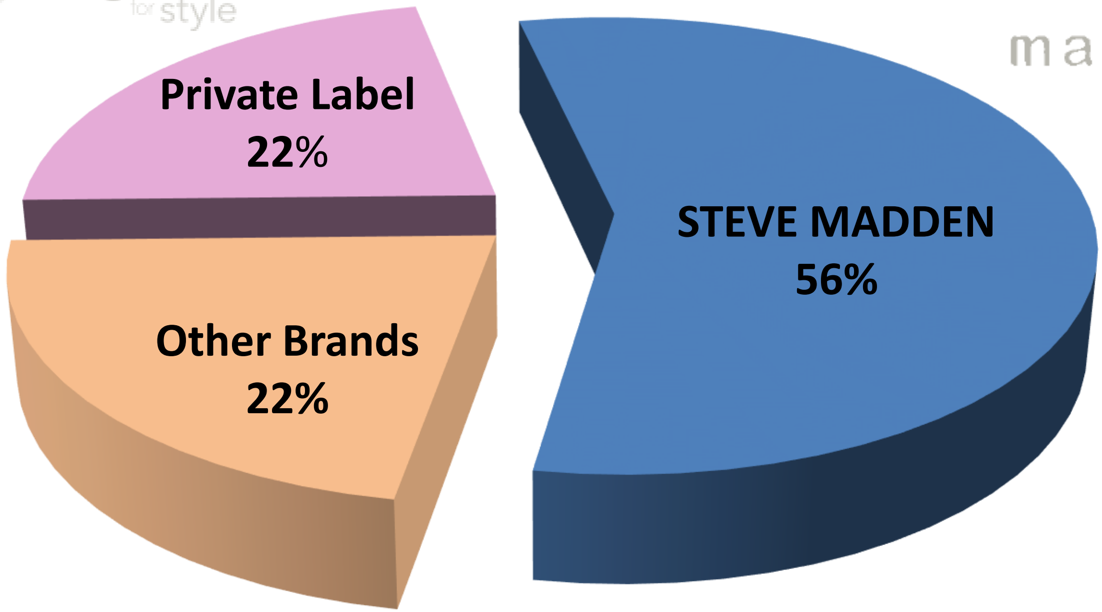
- Proven Design Team
- Test-and-React Strategy
- Speed to Market

Expanding Brand Portfolio

Luxury	Brian Atwood	Acquired	2014
	Kate Spade	Licensed*	2017
	Freebird by Steven	Created in-house	2012
	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
Mass	Big Buddha	Acquired	2010

*License acquired in acquisition of Schwartz & Benjamin.

Sales by Brand



Walmart

Payless for style

TARGET

Blondo

dolce vita

BETSEY JOHNSON

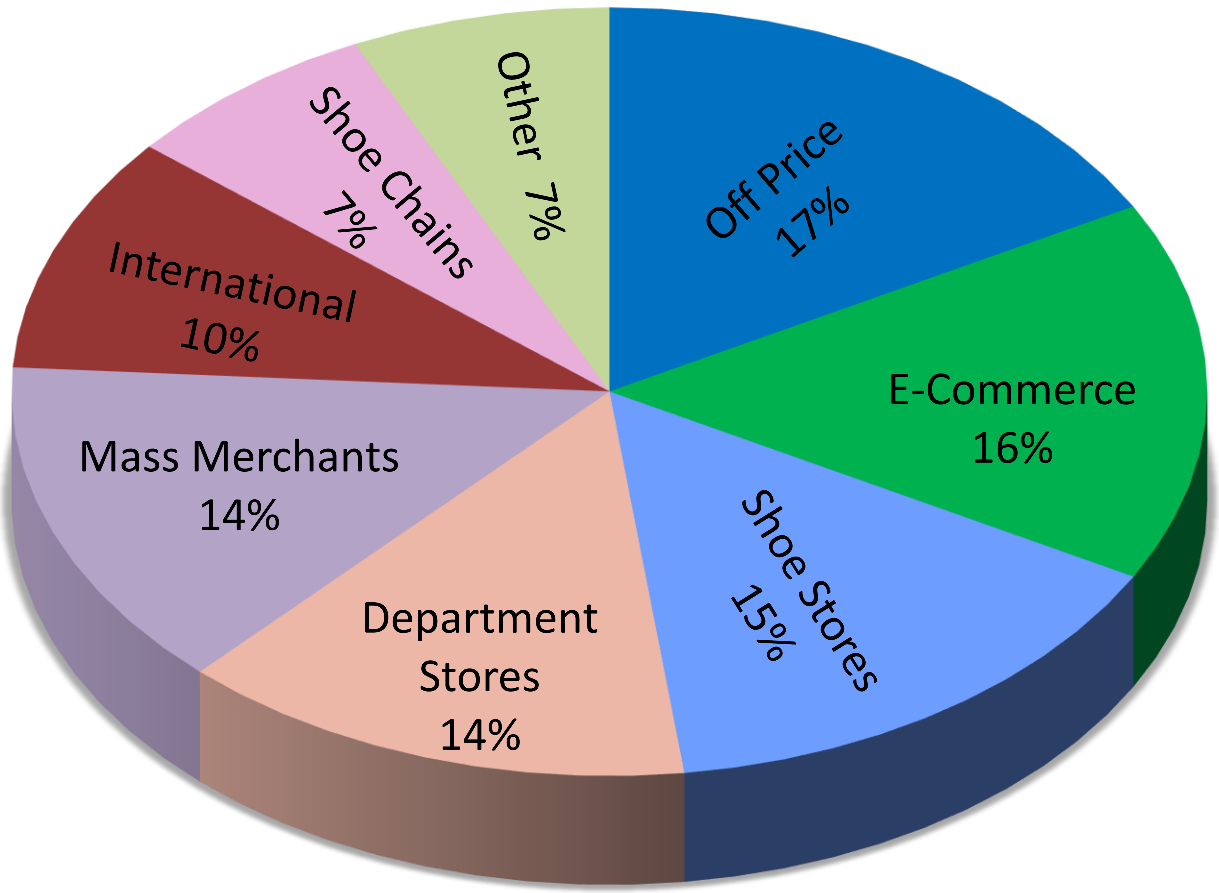
STEVE MADDEN

madden girl

STEVIES

STEVEN BY STEVE MADDEN

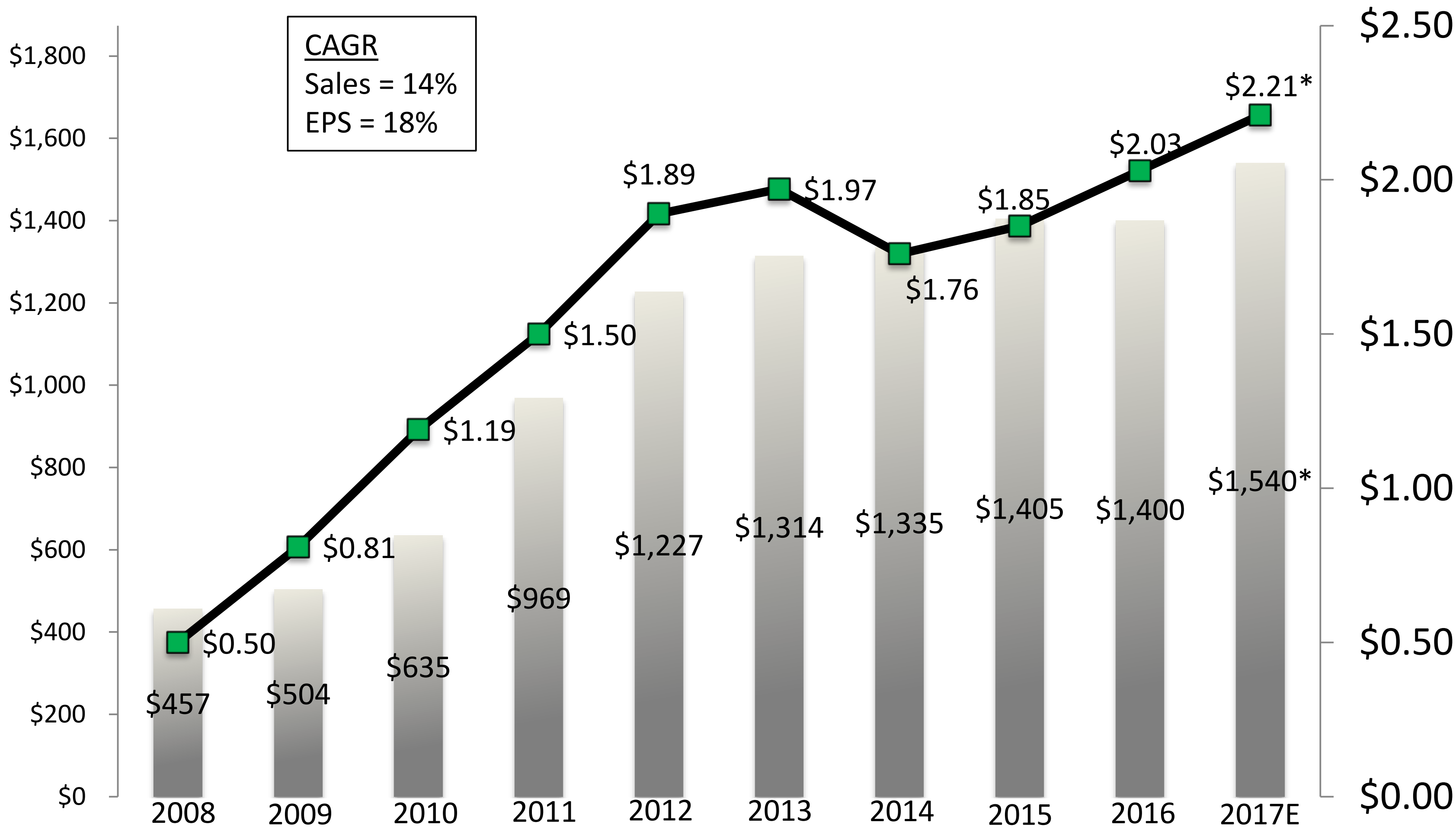
Sales by Channel



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 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
$199 mm

Total Debt $0

Industry-Leading Inventory Turns ~8x

TTM Q2 2017 Share Repurchases
$109 mm (3 mm shares)

(Balance Sheet Data as of June 30, 2017)

Growth Strategies: Key Initiatives for 2017 and Beyond

Maintain Fashion Leadership Position in Steve Madden

#1 Priority

Trend-right product assortment in Steve Madden

Strong Momentum

Steve Madden Women's Wholesale Footwear net sales +25% TTM Q2 2017

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**

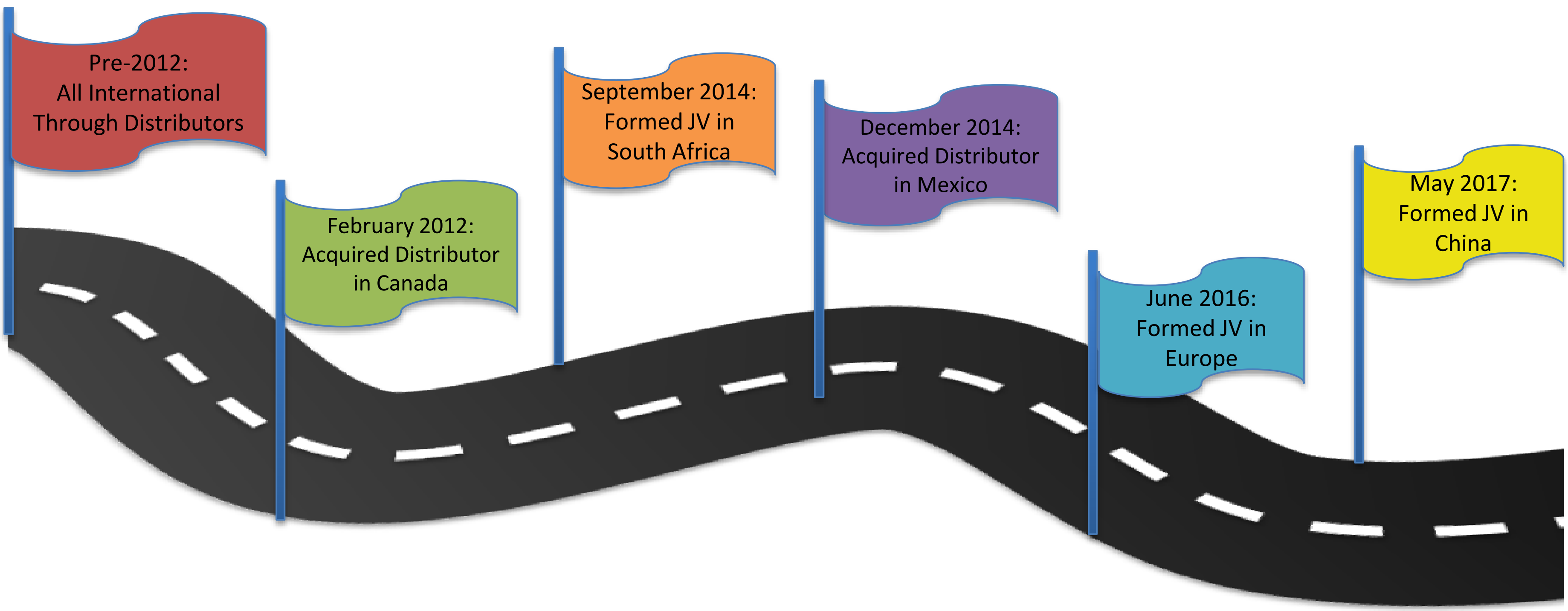
Develop Newer Brands/Businesses

- **Waterproof boot brand acquired in January 2015**
- **Strong growth in sales and earnings**
  - **Net sales +15% TTM Q2 2017**
  - **EBIT +122% TTM Q2 2017**
- **Product category expansion in 2017**

Blondo

Expand International Business

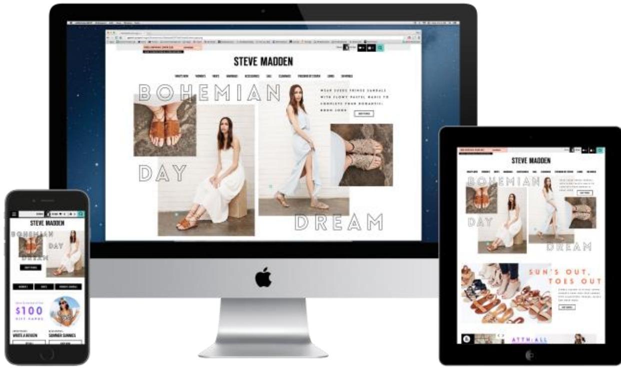
- **10% of net sales**
- **Transitioning key markets from distributor model to subsidiary / JV model**



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**
  - **$199 mm in cash / marketable securities and $0 in debt**
  - **~$130 mm in annual free cash flow generation**

- **Since 2010:**
  - **$535 mm in share repurchases (15 mm shares or ~21% of Company)**
  - **$350 mm in acquisitions (10 transactions)**

Questions