
Steve Madden 2016
ICR Presentation

Safe Harbor Agreement

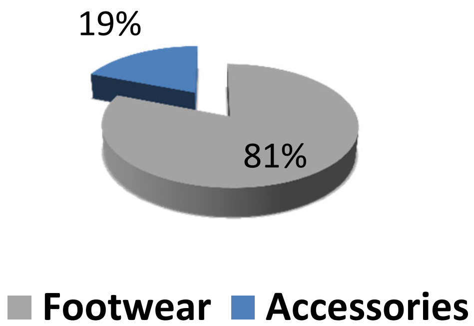
Except for the historical information contained herein, this presentation contains forward-looking statements that involve known and unknown risks, uncertainties and other unknown factors that could cause the actual results of the Company to be materially different from the historical results or from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

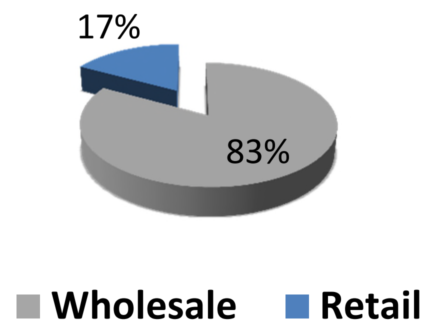
Investment Highlights

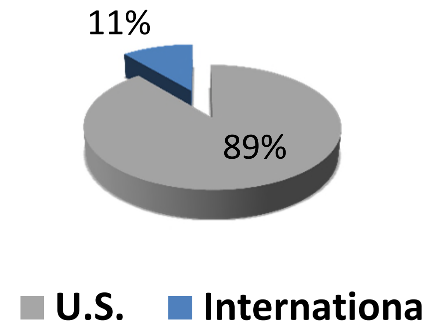
- Strong Brand Portfolio led by Steve Madden
- Leading Footwear Capability
- Diversified Business Model
- Proven Track Record
- Strong Balance Sheet
- Meaningful Growth Opportunities

Company Snapshot

2015 Net Sales = $1.4 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 169 company-operated retail stores
  - 125 Full-Price stores
  - 40 US Outlet stores
  - 4 E-commerce sites

- Distribution in approximately 80 countries
- 43 company-operated stores in Canada and Mexico
- 4 JV stores in South Africa
- 188 stores and 203 concessions operated by distribution partners

Steve Madden Brand

2015 Net Sales = $801 million

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

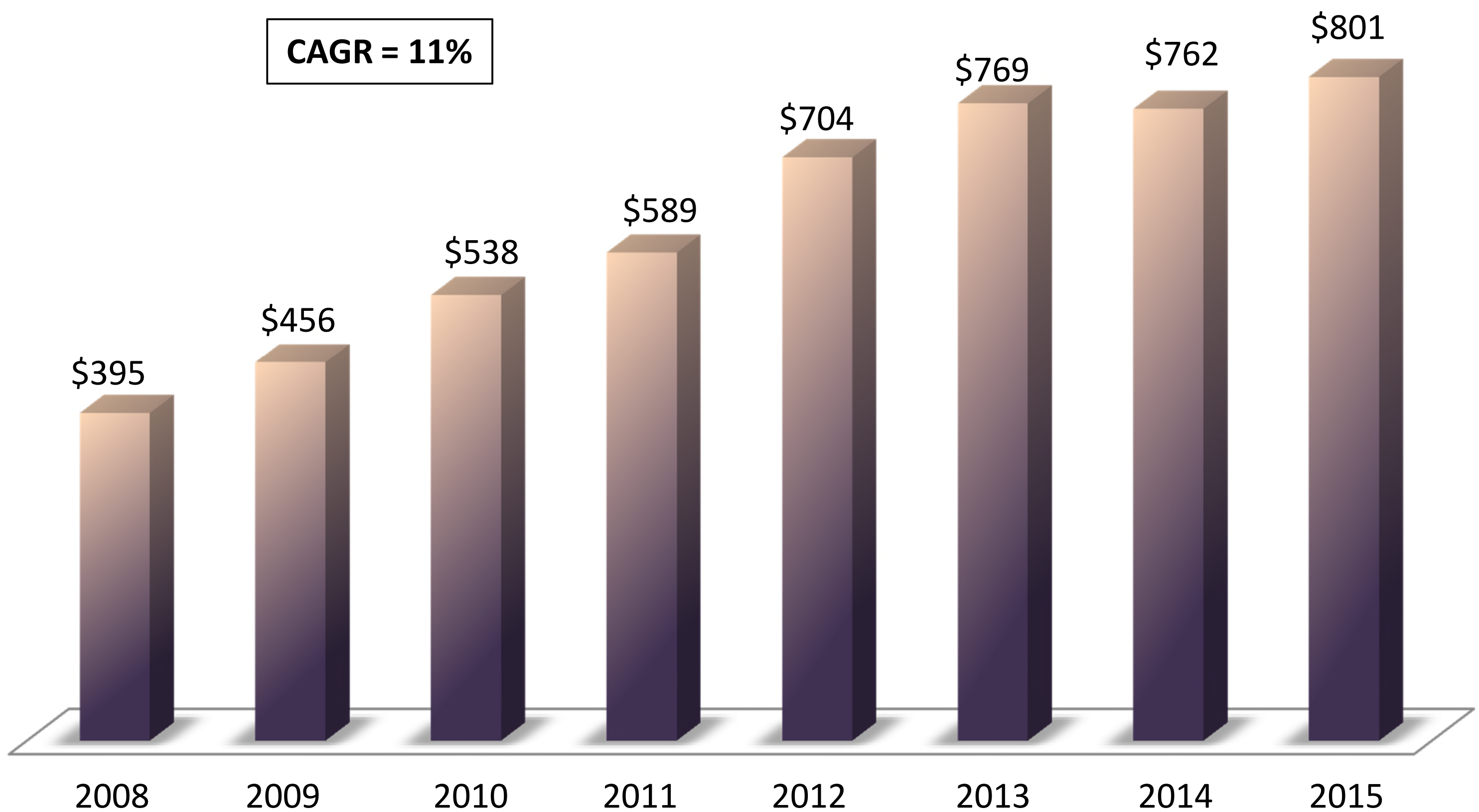
	Brand	Share
1.	Skechers	4.7%
2.	UGG	2.9%
3.	Steve Madden	2.8%
4.	Clarks	2.7%
5.	Nike	2.5%
6.	Vans	1.7%
7.	Nine West	1.4%
8.	Converse	1.2%
9.	Sperry	1.1%
10.	Easy Spirit	1.1%

Market Share – Key Customers

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

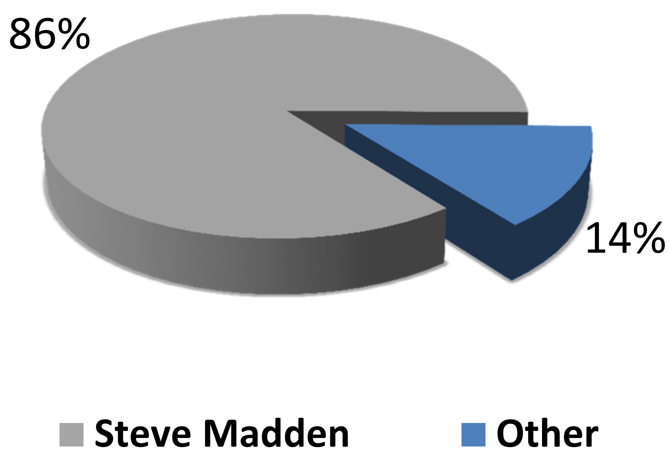
Luxury

Brian Atwood	Acquired	2014
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

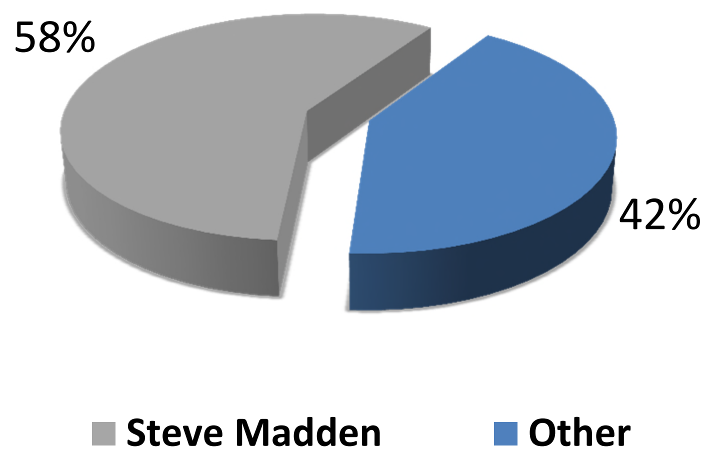
Mass

Diversifying by Brand

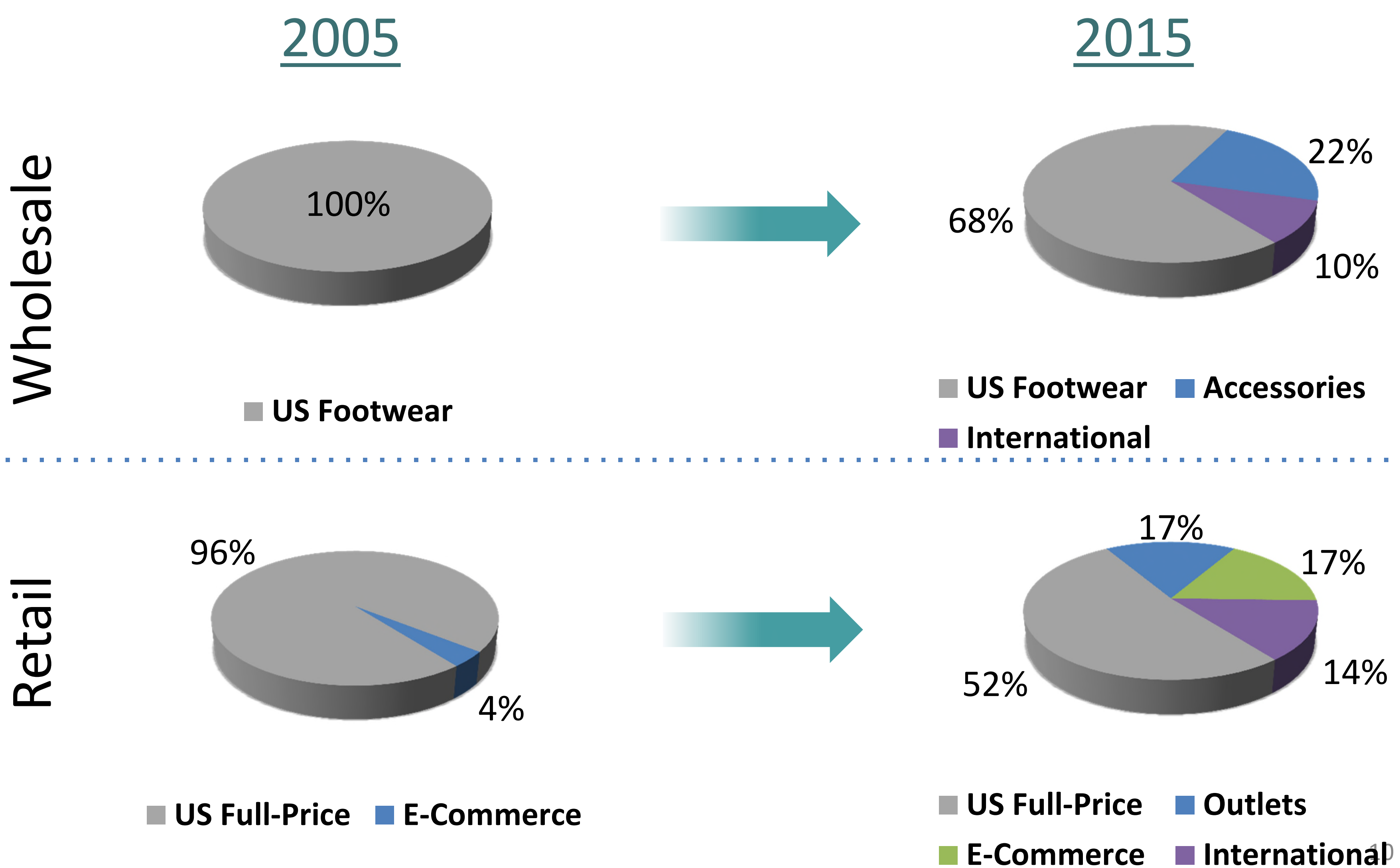
2005



2015



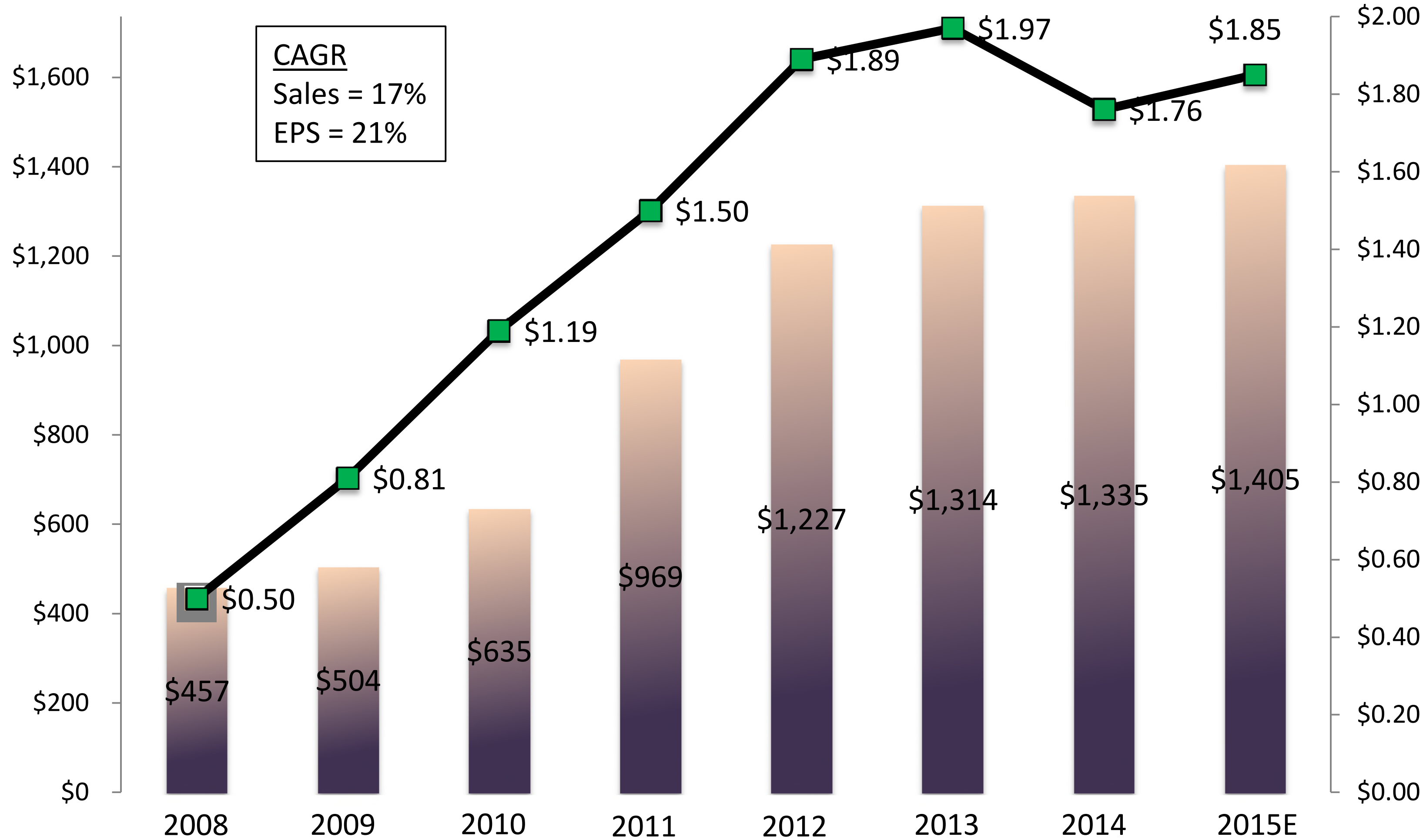
Diversifying by Category, Channel and Geography



Financial Overview

History of Sales and Earnings Growth

(Dollars in Millions, Except Per Share Amounts)



Balance Sheet Highlights

(Dollars in Millions)

• Cash, Equivalents and Marketable Securities	$193
• Total Debt	$0
• Inventory Turn	9 x
• Repurchases of Common Stock in 2015	$135 (3.7 mm shares)

(Estimated Balance Sheet Data as of December 31, 2015)


2015 Progress on
Key Initiatives

2015 Progress on Key Initiatives

Initiative	Target	2015 Result
International	$200 mm in sales by 2017 (vs. $113 mm in 2014)	Sales +33% to $150 mm
Dolce Vita	10% operating margin by 2017 (vs. (3%) in 2014)	Operating margin +~1,000 bp to 7%
Retail	Operating margin of 10% by 2017 (vs. 4% in 2014)	Operating margin +~300 bp to 7%
Men's/Kids	Combined sales of $200 mm by 2017 (vs. $150 mm in 2014)	Sales +12% to $167 mm

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

dolce vita

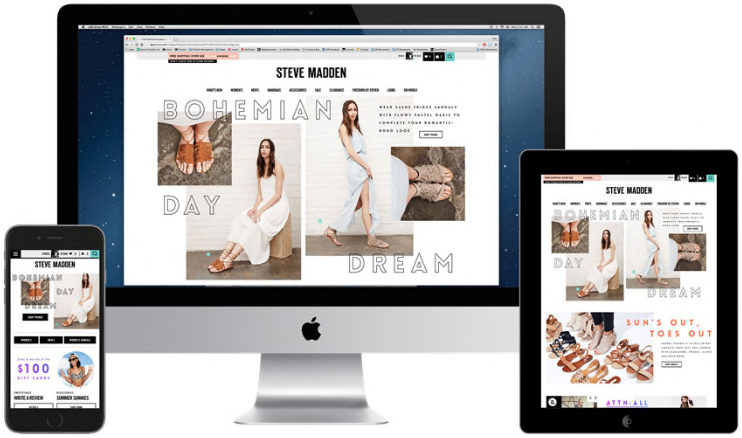
- Strong momentum in flagship brand Dolce Vita
- Re-launch of diffusion brand DV for Spring 2016
- Continued operating margin expansion opportunity

Blondo

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

Retail

- **Strong recovery in 2015 after tough 2014**
  - **Comps +11.2%**
  - **Operating Margin ~+300 bp**
- **New loyalty program in 2016**
- **Unit expansion opportunity in outlets**
- **Momentum in e-commerce**
  - **+17% in 2015**



International

- **Net sales to distributors +25% in 2015**
  - Robust gains in China, Dubai, Italy, UK

- **Strong performance in company-operated markets**
  - SM Mexico (acquired Dec. 2014) net sales +>40% constant currency in 2015 (including +23% retail comps)
  - SM Canada net sales +12% constant currency in 2015


Thank you