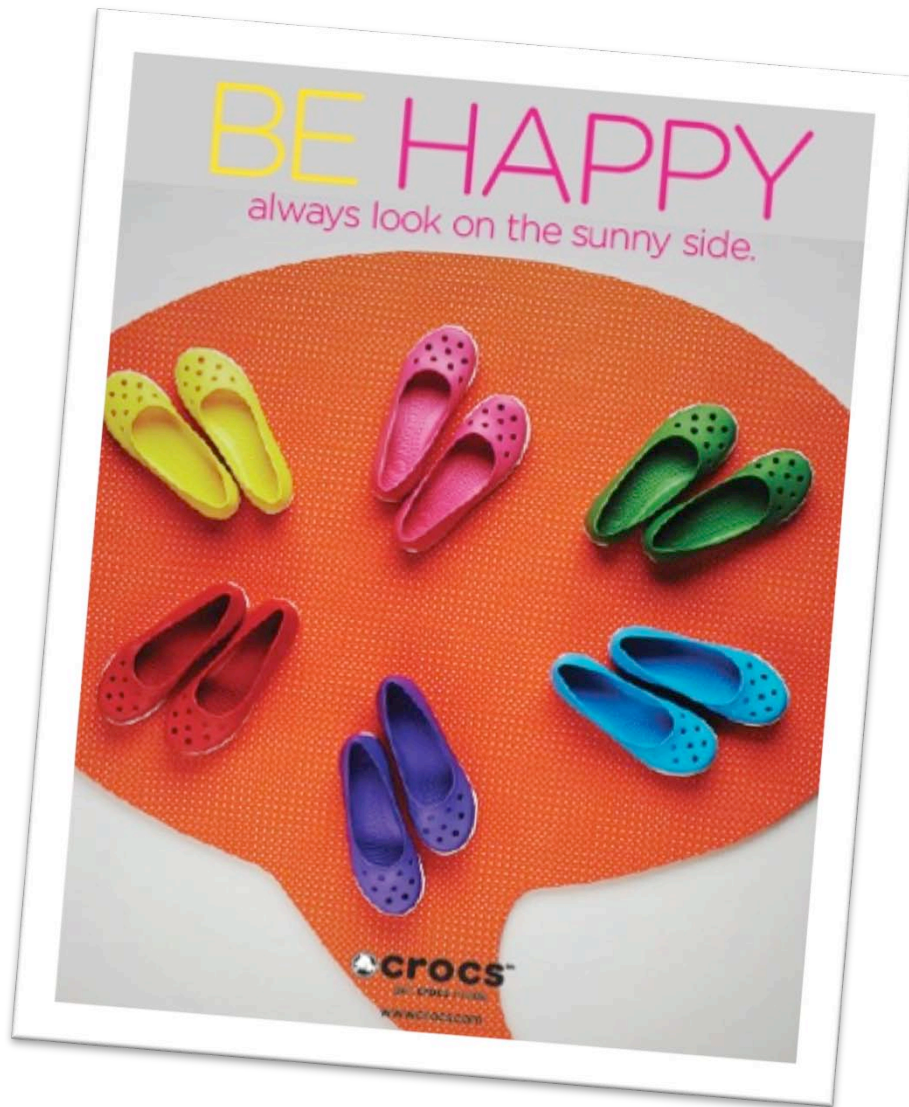


# SECOND QUARTER 2013

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INVESTOR PRESENTATION



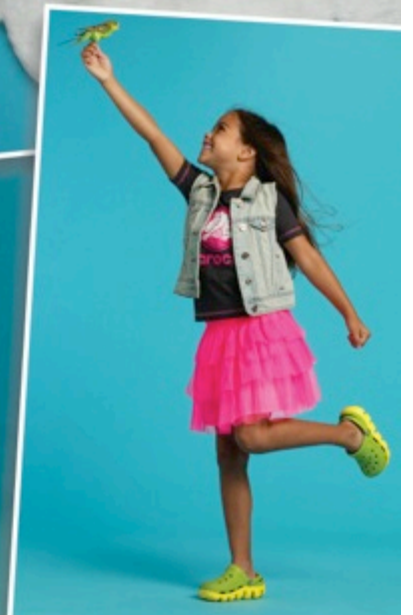
## Regarding Forward-Looking Statements

This presentation may contain forward-looking statements, estimates or projections that are based on our current expectations. Any such statements, estimates or projections are subject to risks and uncertainties that could cause the actual results and outcomes to vary materially from these statements, estimates and projections. These risks and uncertainties are discussed under the heading “Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2012 and subsequent filings with the SEC. Crocs, Inc. undertakes no obligation to update its forward-looking statements upon the receipt of new information, future events or otherwise.



- Global Multi Channel Casual Lifestyle Footwear Brand
- Focus on the Consumer
- Balanced, International Long-Term Sales Growth
- Global Retail Location Expansion
- Strong Balance Sheet
- Strong Free Cash Flow
- Rewarding Investors Through Reinvestment of Cash

# Market Update







- Record first quarter revenue of \$312mm – above guidance
- EPS of \$0.33 per diluted share – within guidance
- Strong sell-in of spring and summer 2013 line
- Good initial sell through at company operated retail locations
- Asia Pacific region key component of first quarter 2013 success
- Weather impacted consumers in North America and Europe
- Early signs of recovery in Japan

## Second Quarter 2013\*

- Revenue between \$360 and \$370 million
- Diluted earnings per share of \$0.60 - \$0.63
- Flat comp store growth in the Americas
- Global currency changes will adversely impact 2Q13 revenue
  - US dollar translation of global business
  - Unfavorable purchasing power of local currencies

## Full Year 2013\*

- FY Revenue growth of 10 -11% (USD)
  - 2H 13 revenue growth slightly above 9% (USD)
- 90 retail store openings
- 1 – 3% Comp store growth

# Long-Term Revenue Growth





## Long-Term Organic Growth Drivers

- Product-Driven
- New Consumers
- Multi-Channel, Global Business Model
- Wholesale Channel Expansion





## Global Sustained Revenue Growth

	2010	2011	2012	CAGR	
Asia					
Wholesale	\$ 200	\$ 259	\$ 298	14%	Asia: 17%
Retail	77	112	143	23	
Internet	<u>8</u>	<u>11</u>	<u>16</u>	<u>26</u>	
Total	285	382	457		
Europe					
Wholesale	\$ 96	\$ 125	\$ 111	5%	Europe: 10%
Retail	15	20	35	33	
Internet	<u>17</u>	<u>26</u>	<u>23</u>	<u>11</u>	
Total	128	171	169		
Americas					
Wholesale	\$ 183	\$ 214	\$ 236	9%	Americas: 10%
Retail	143	175	197	11	
Internet	<u>51</u>	<u>59</u>	<u>63</u>	<u>7</u>	
Total	377	448	496		

## Global Long-Term Multi Channel Growth

# Expanding Product Line





## Focus on Comfort

- Stylish & Colorful
- Easy-on & Easy Off
- Lightweight Technology





January  
Duet



April - May  
Huarache



July - August  
Sneakers, Flats



November - December  
Fuzz, Boots

February - March  
Beach Line



September - October  
A-leigh, Style



Compelling Line up of All Season Products  
Launched Year-Round



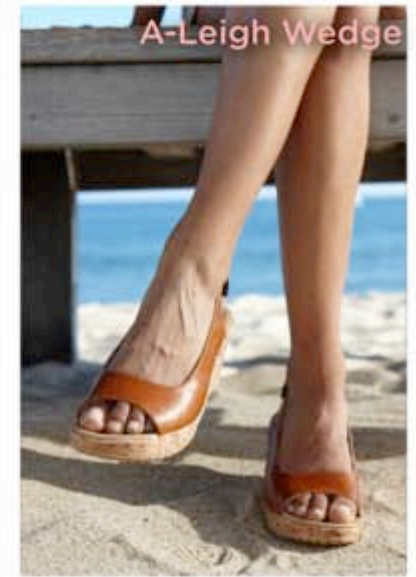
Colorful



Innovative



Uniquely crocs



Emotive



Lightweight



Easy on | off



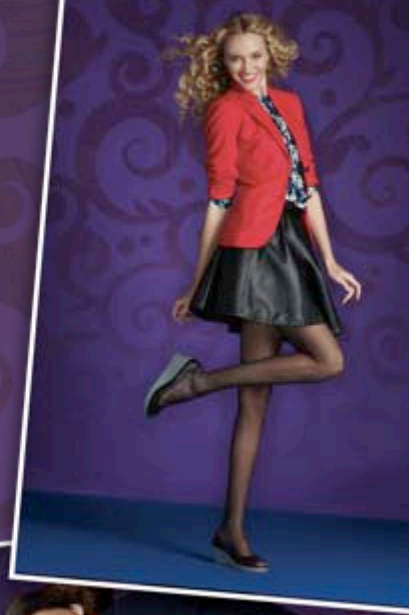
Purpose Built



Stylish



# Marketing



# Engaging New Consumers



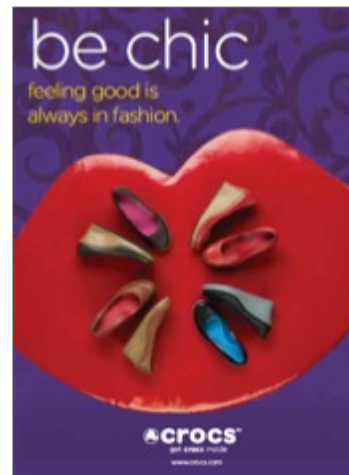
## Expanding Consumer Awareness is Key to Crocs Strategy

- Emerging Lifestyle Brand
  - Engage New Consumers
  - Innovative Products
  - Retain Crocs loyalists
- Multi-Channel Approach of print /outdoor /social media

Consumer Marketing Investment will Increase Going Forward



Multi-Channel  
Global Message  
Around  
Lifestyle  
Imaging



Fun, Cool,  
Colorful,  
Casual,  
Comfort





# Key Future Financial Events



- SAP Implementation through 2013
  - Anticipated \$0.04 per share FY 2013 impact due to accelerated depreciation
  - Anticipated \$0.04 - \$0.06 per share FY 2013 impact due to increased op ex

**Total FY 2013 SAP Anticipated Impact of  
\$0.08 - \$0.10 per share\***



\* SAP expenses are excluded from normalized operating income results



### Share Repurchase

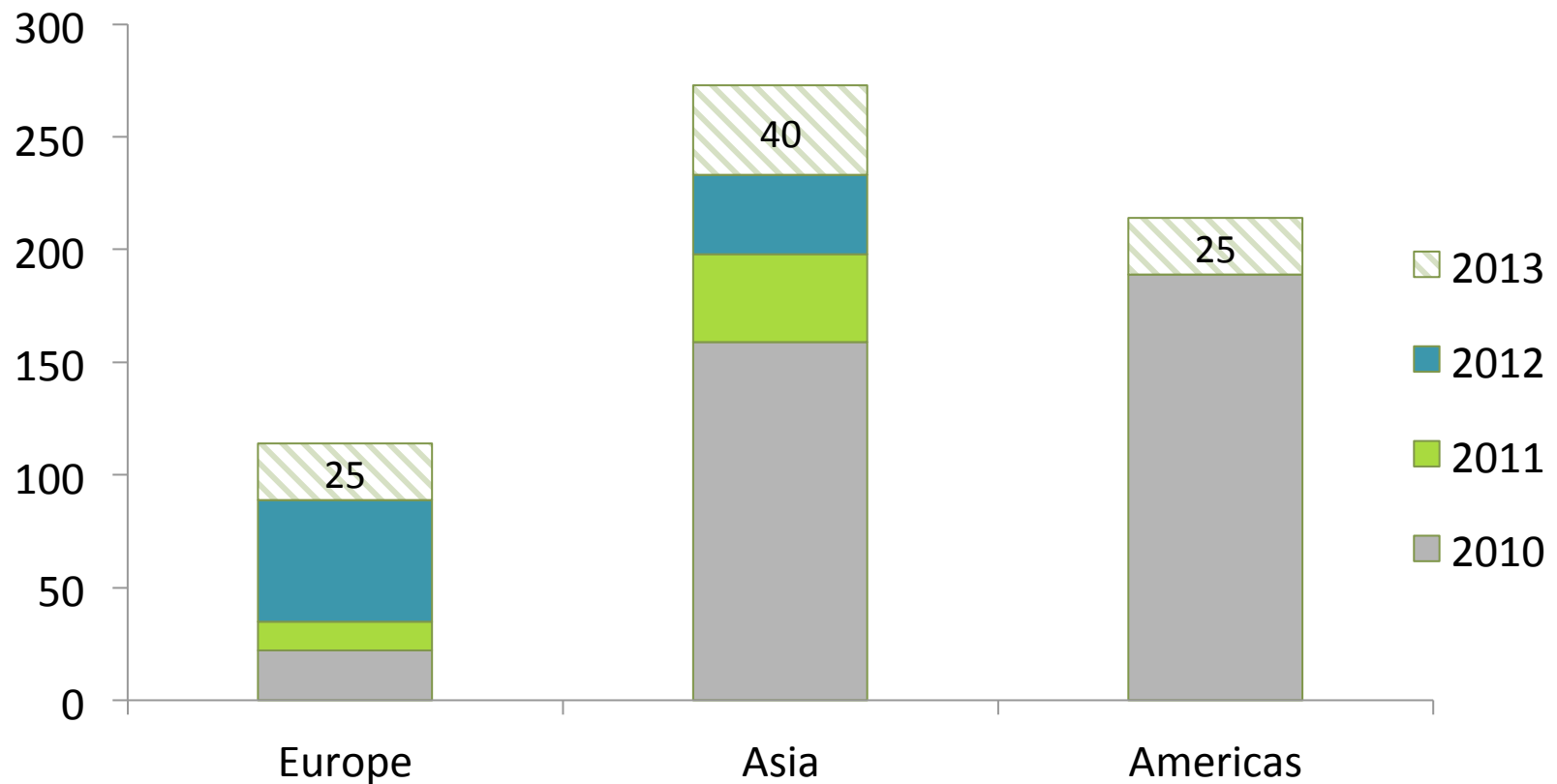
- Since November 2012, approximately 2.7 million shares have been repurchased at an average price of \$13.80 - ~\$37.5mm\*
- Shares are being repurchased under the 2007 Share Repurchase authorization which has 2.6 million shares remaining

\*Share repurchase totals are as of market close March 31, 2013



## 2013 Planned Retail Store Growth

Estimated 627 Retail Locations Globally by YE 2013



2013 Global Retail Store Growth of Approximately 90 Net Stores

- Location, Location, Location
- Focus on High Traffic, Outlet Locations

Avg Store Size – US	1500 – 1800 sqft
Avg Store Size – Europe	800 – 1100 sqft
Avg Store Size – Asia	650 – 1500 sqft
Avg. Store Cost – US	\$240K
Avg. Store Cost – Europe	\$170K
Avg. Store Cost – Asia	\$140K
Avg. Store Sales	\$750K-\$800K
Operating Income (OI)	>20%
ROI	>35%
Payback Period	1-3 years (3 year maximum)

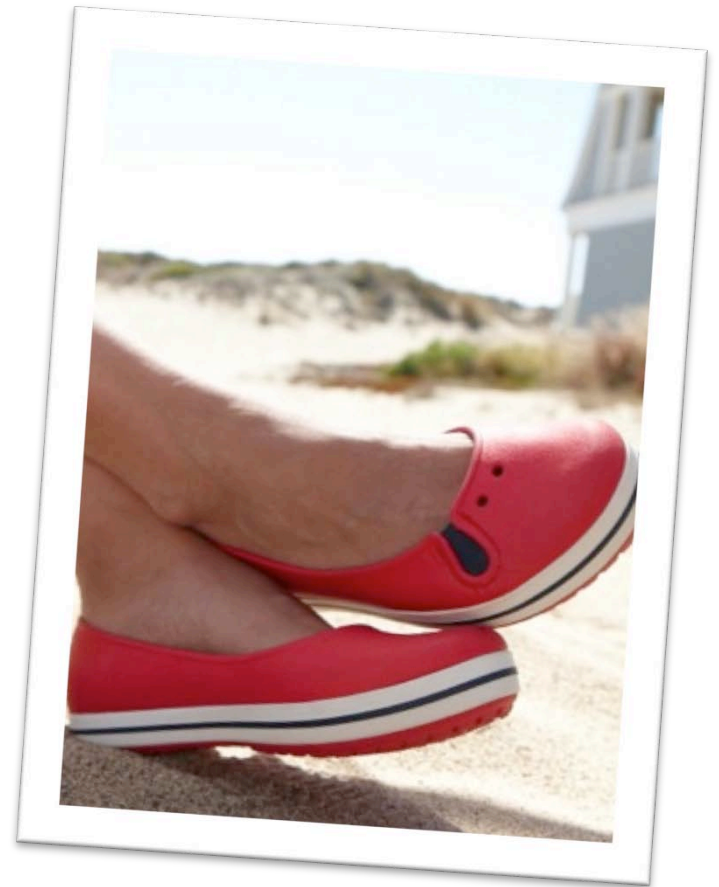
## First Half Drivers – Building on A Solid Base



- Engaging with the Consumer through Core and New Innovative Products
- Growing Wholesale with Key Partners
- Retail and Internet Expansion to Connect with Core and New Consumers
- Focus on Retail Excellence
- Increased Investment in Marketing
- Creating Leverage



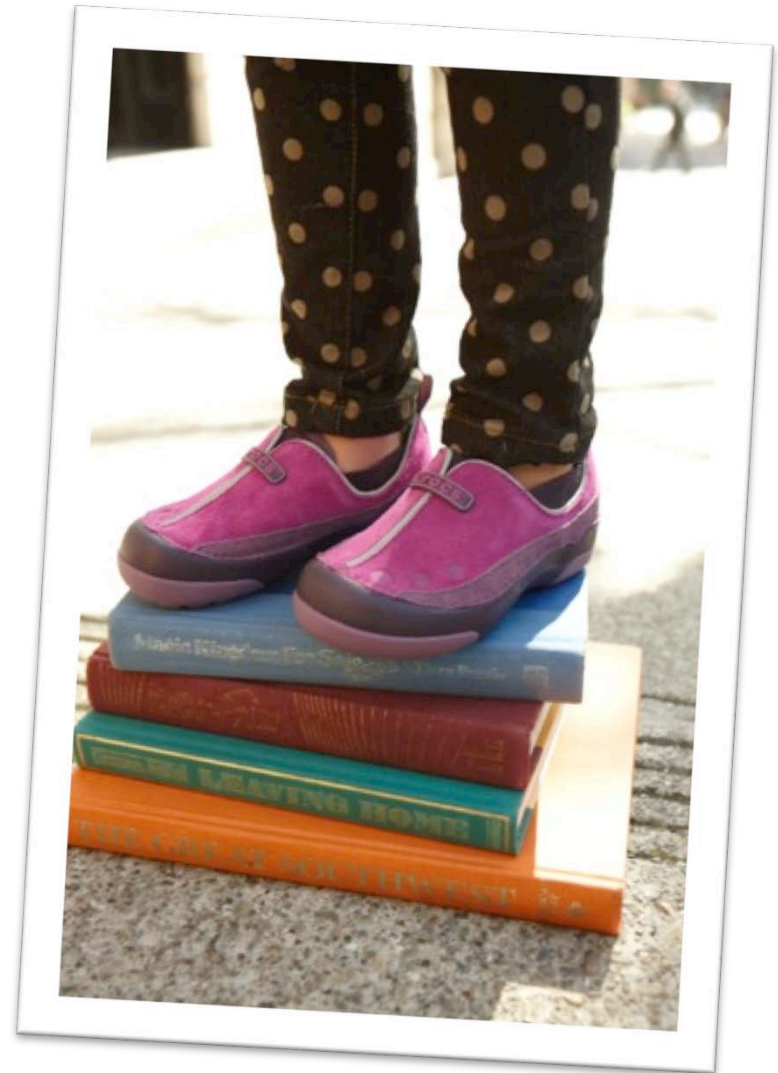
- Benefit from our Global Footprint
- Growing our Back to School Business in US Market, Licensing Products, Fall and Winter Products
- Increased Marketing of New, Comfortable Products
- Expansion into Contraseasonal Markets – Latin / South America, Middle East, Asia Pacific
- Managing Fixed Costs



# Investment Summary



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Thank You

