Q1 CROCS inc.

FY24 Earnings
CCY Growth Rates vs. Q1 2023

Total Revenue	**$939M/+7%**
Adjusted Gross Margin[1]	**56.0%**
Adjusted Operating Margin[1]	**27.1%**
Adjusted Diluted EPS[1]	**$3.02/+16%**

"We delivered an exceptional first quarter, led by mid-teens growth of our Crocs Brand, driven by robust consumer demand both in North America and in international markets. Our record revenue, industry-leading gross margins and the power of our diversified business enabled us to raise our full-year adjusted diluted earnings per share outlook. As we continue to prioritize brand health in the North American market for HEYDUDE, and considering what we are seeing quarter-to-date, we are reducing our revenue expectations for the brand for the balance of the year. We are confident in the long-term opportunity for the HEYDUDE brand and are excited to welcome a new HEYDUDE President to fully unlock its future potential."

Andrew Rees, CEO, Crocs Inc.

Crocs Brand

Performance by Channel

DTC	+19%
Wholesale	+14%

Socially-led, digital first playbook continues to win with consumers around the world

Performance by Region

North American Revenue	+9%
International Revenue	+24%

Triple-digit revenue growth in China and Australia; Double-digit growth in direct European markets

HEYDUDE Brand

Performance by Channel

DTC	(11%)
Wholesale	(20%)

Opened six new HEYDUDE outlet stores in the quarter

Please refer to our first quarter earnings release which is available free of charge at www.investors.crocs.com and to our Report on Form 10-Q filed with the SEC on May 7, 2024 which is available free of charge at www.sec.gov.

[1]**Non-GAAP measure:** This metric is a non-GAAP financial measure and is not intended to be considered in isolation or as a substitute to the financial information prepared and presented in accordance with GAAP. For non-GAAP financial measure disclosure, including reconciliations, please refer to our first quarter earnings release and earnings slide deck, each of which is available free of charge at www.investors.crocs.com