FY24

2024 Earnings

CCY Growth Rates vs. FY 2023[1]

Total Revenue	**$4,102 / +4%**
Adjusted Gross Margin[1]	**58.8%**
Adjusted Operating Margin[1]	**25.6%**
Adjusted EPS[1]	**$13.17 / +9%**

"We delivered another record year for Crocs, Inc. highlighted by revenue growth of 4% to $4.1 billion and adjusted earnings-per-share growth of 9%. We generated exceptional operating cash flow of approximately $990 million, which enabled us to return value to shareholders through more than $550 million in share repurchases, while fortifying our balance sheet through the pay down of approximately $320 million of debt.

In 2024, we stepped up our investment in our brands while driving industry leading margins. We expect operating margin to be approximately 24.0% for 2025, and beyond this year, we are committed to maintaining an annual operating margin at or above this level. We believe that our continued investments in our brands and exceptional cash flow generation will support Crocs, Inc. for sustained growth and value creation over the long-term."

Andrew Rees, CEO, Crocs Inc.

Susan Healy, CFO, Crocs Inc.

Crocs Brand: +10%

Revenue Growth by Channel[1]

DTC	+11%
Wholesale	+9%

Revenue Growth by Region[1]

North American Revenue	+3%
International Revenue	+19%

HEYDUDE Brand: (13%)

Revenue Change by Channel[1]

DTC	(4%)
Wholesale	(19%)

Forward-looking statements

This document includes estimates, projections, and statements relating to our business plans, commitments, objectives, and expected operating results that are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended.

These statements include, but are not limited to, statements regarding our financial condition, brand and liquidity outlook, and expectations regarding our future financial results, share repurchases, our strategy, plans, objectives, expectations (financial or otherwise) and intentions, future financial results and growth potential, statements regarding first quarter and full year 2025 financial outlook and future profitability, cash flows, and brand strength, anticipated product portfolio and our ability to deliver sustained, highly profitable growth and create significant shareholder value. These statements involve known and unknown risks, uncertainties, and other factors, which may cause our actual results, performance, or achievements to be materially different from any future results, performances, or achievements expressed or implied by the forward-looking statements. These risks and uncertainties include factors described in our most recent Annual Report on Form 10-K under the heading "Risk Factors" and our subsequent filings with the Securities and Exchange Commission. Readers are encouraged to review that section and all other disclosures appearing in our filings with the Securities and Exchange Commission. All information in this document speaks only as of February 13, 2025. We do not undertake any obligation to update publicly any forward-looking statements, whether as a result of the receipt of new information, future events, or otherwise, except as required by applicable law.

Please refer to our fourth quarter earnings release which is available free of charge at www.investors.crocs.com and to our Annual Report on Form 10-K filed with the SEC on February 13, 2025, each of 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 definitions and reconciliations, please refer to our fourth quarter and full year earnings release and earnings slide deck, each of which is available free of charge at www.investors.crocs.com