

Q2'25 CROCS inc.

¹CCY Growth Rates vs. Q2 2024

Total Revenue ¹	\$1,149 / +3%
Adjusted Gross Margin ²	61.7%
Adjusted Operating Margin ²	26.9%
Adjusted Diluted EPS ²	\$4.23 / +5%



“We reported a solid second quarter with both our Crocs and HEYDUDE brands contributing to our performance, while delivering the highest ever gross profit quarter in company history. Our strong cash flow generation enabled us to return shareholder value through \$133 million in share repurchases, and \$105 million in debt paydown.

While we are pleased by this performance, the current operating environment is uncertain and challenging to predict. Against this, we have chosen to focus on managing expenses including the \$50 million in cost savings we have already implemented, reducing our inventory receipts, and pulling back on promotional activity to protect brand health in the marketplace. Although these actions will impact the topline of our business in the short term, they will position our business to win, drive margin dollars, and support continued cash flow generation longer term.”

Andrew Rees, CEO, Crocs Inc.

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 future 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 the factors described in our most recent Annual Report on Form 10-K under the heading “Risk

Crocs Brand: +4%

Revenue Growth by Channel¹

DTC	+3%
Wholesale	+6%



Revenue Growth by Region¹

North American Revenue	(6%)
International Revenue	+16%



HEYDUDE Brand: (4%)

Revenue Change by Channel¹

DTC	+7%
Wholesale	(13%)



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 August 7, 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 second quarter earnings release which is available free of charge at www.investors.crocs.com and to our Quarterly Report on Form 10-Q filed with the SEC on August 7, 2025, which is available free of charge at www.sec.gov.

²**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 earnings release and earnings slide deck, each of which is available free of charge at www.investors.crocs.com