

FY25



Total Revenue¹ \$4,041 / (2%)

Adjusted Gross Margin² 58.3%

Adjusted Operating Margin² 22.3%

Adjusted Diluted EPS² \$12.51 / (5%)

Crocs Brand: +1%

Revenue Growth by Channel¹

DTC	+3%
Wholesale	(1%)



Revenue Growth by Region¹

North American Revenue	(7%)
International Revenue	+11%



"We ended 2025 on a strong note with a better-than-expected Holiday quarter. For the year, revenue exceeded \$4 billion, led by low-double digit international growth for the Crocs Brand. At the same time, we accelerated our strategic actions to strengthen the long-term health of both the Crocs and HEYDUDE brands. Our powerful value creation model drove operating cash flow of approximately \$700 million which enabled us to return shareholder value as we repurchased approximately 10% of our shares outstanding, and paid down \$128 million of debt.

We enter 2026 with greater confidence around our growth engines which are diversified across channels, geographies, brands, and product categories. We have identified and actioned \$100 million of cost savings in 2026 aimed at driving greater efficiency while providing the flexibility to continue to invest behind our brands and deepen our connection with consumers."

Andrew Rees, CEO, Crocs Inc.

HEYDUDE Brand: (14%)

Revenue Change by Channel¹

DTC	+3%
Wholesale	(27%)



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 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 12, 2026. 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 Annual Report on Form 10-K filed with the SEC on February 12, 2026, and full year and fourth quarter earnings release, each of which is available free of charge at www.investors.crocs.com and www.sec.gov.

¹ CCY Growth Rates vs. FY 2024

² Non-GAAP Financial 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