



HOKA SIGNS TO BE OFFICIAL TRAIL RUNNING SHOE OF THE 2020 ASIA TRAIL MASTER SERIES

- High-performance footwear brand continues its support of trail running races across Asia by joining forces with Asia Trail Master -

HONG KONG, April 17, 2020 – HOKA ONE ONE®, a division of Deckers Brands (NYSE: DECK), has today announced the signing of a one-year deal to become the official shoe of the 2020 Asia Trail Master Series.

Asia Trail Master is an internationally acknowledged series of trail running races featuring 32 races across 12 Asian countries. It features an annual championship based on a points system of runners results across the series.

As the Official Trail Running Shoe of Asia Trail Master the presence of HOKA on the Asian trail scene has rocketed in recent years, claiming the No.1 spot for shoe counts at several races across Asia, the latest sponsorship will help to boost its pedigree within the sport.

“We are thrilled to sponsor the 2020 Asia Trail Master Series,” said Mike McManus, Director of Global Sports Marketing at HOKA ONE ONE. “With this, HOKA is able to extend its support of the development of trail running in Asia at the grassroots level, as well as its support of athletes across the globe.”

For more on HOKA, visit www.hokaoneone.com/ or follow @hokaoneone on Facebook and Instagram.

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About HOKA ONE ONE®

HOKA ONE ONE® produces premium performance footwear for athletes of all types. HOKA ONE ONE shoes were initially distinguished by their oversized midsoles; today they are designed with the same enhanced cushioning, inherent stability and problem-solving inspiration to meet the running, walking, fitness and outdoor needs of a wide variety of users. With a bold and often unexpected approach, HOKA ONE ONE empowers athletes of all levels to feel like they can fly. For more information, visit hokaoneone.eu or follow @hokaoneone_eu #timetofly.

About Deckers Brands

Deckers Brands is a global leader in designing, marketing and distributing innovative footwear, apparel and accessories developed for both everyday casual lifestyle use and high performance activities. The Company's portfolio of brands includes UGG®, KOOLABURRA®, HOKA ONE ONE®, Teva®, and Sanuk®. Deckers Brands products are sold in more than 50 countries and territories through select department and specialty stores, Company-owned and operated retail stores, and select online stores, including Company-owned websites. Deckers Brands has a 40-year history of building niche footwear brands into lifestyle market leaders attracting millions of loyal consumers globally. For more information, please visit www.deckers.com.