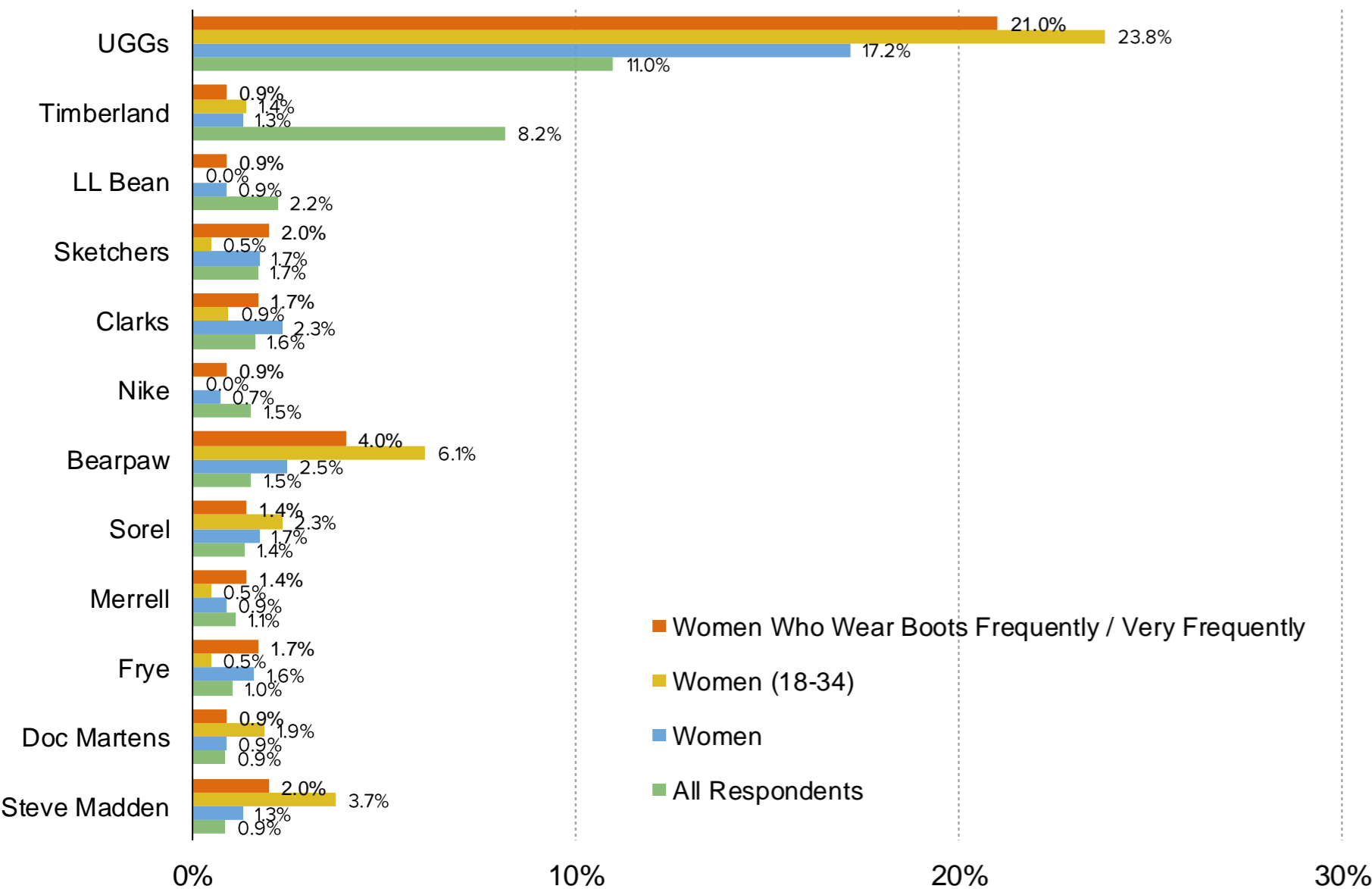


UGGS DATA

AUDIENCE: 1400+ US CONSUMERS BALANCED TO CENSUS

The Boot Wearing Crowd: We asked respondents who wear boots during the Fall/Winter to tell us which brand they seek out to wear most. UGGs was filled-in by a plurality of respondents without much competition nipping on its heels (Bearpaw is worth keeping an eye on among female millennials).

Which brand of boots would you say you seek out to wear most during the Fall / Winter?



Females Who Wear Boots Frequently / Very Frequently:



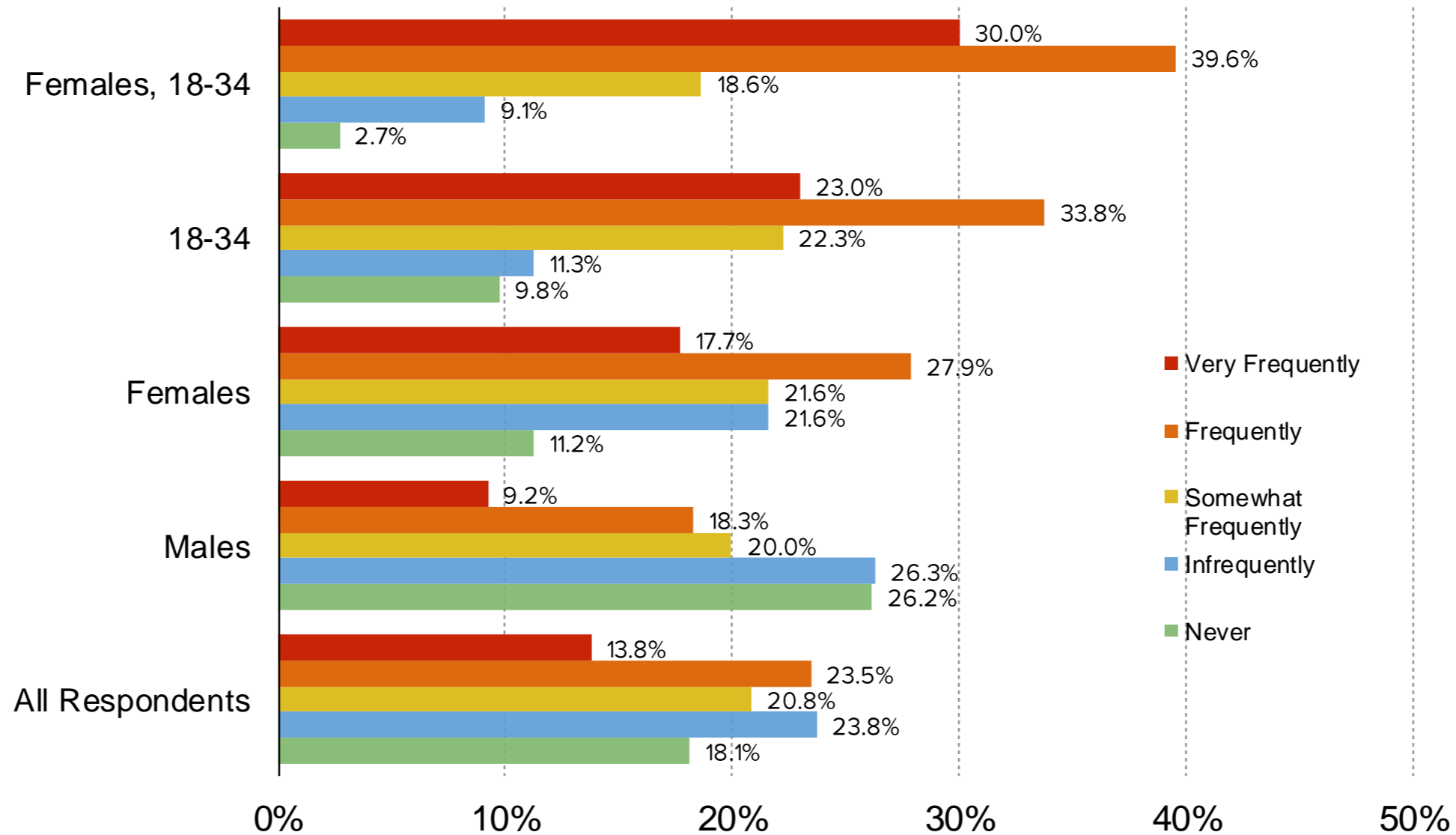
Millennial Females:



AUDIENCE: 1400+ US CONSUMERS BALANCED TO CENSUS

Who Wears Boots?: Females from the millennials generation wear boots most often out of cohorts tested.

How often do you wear boots during the Fall/Winter?

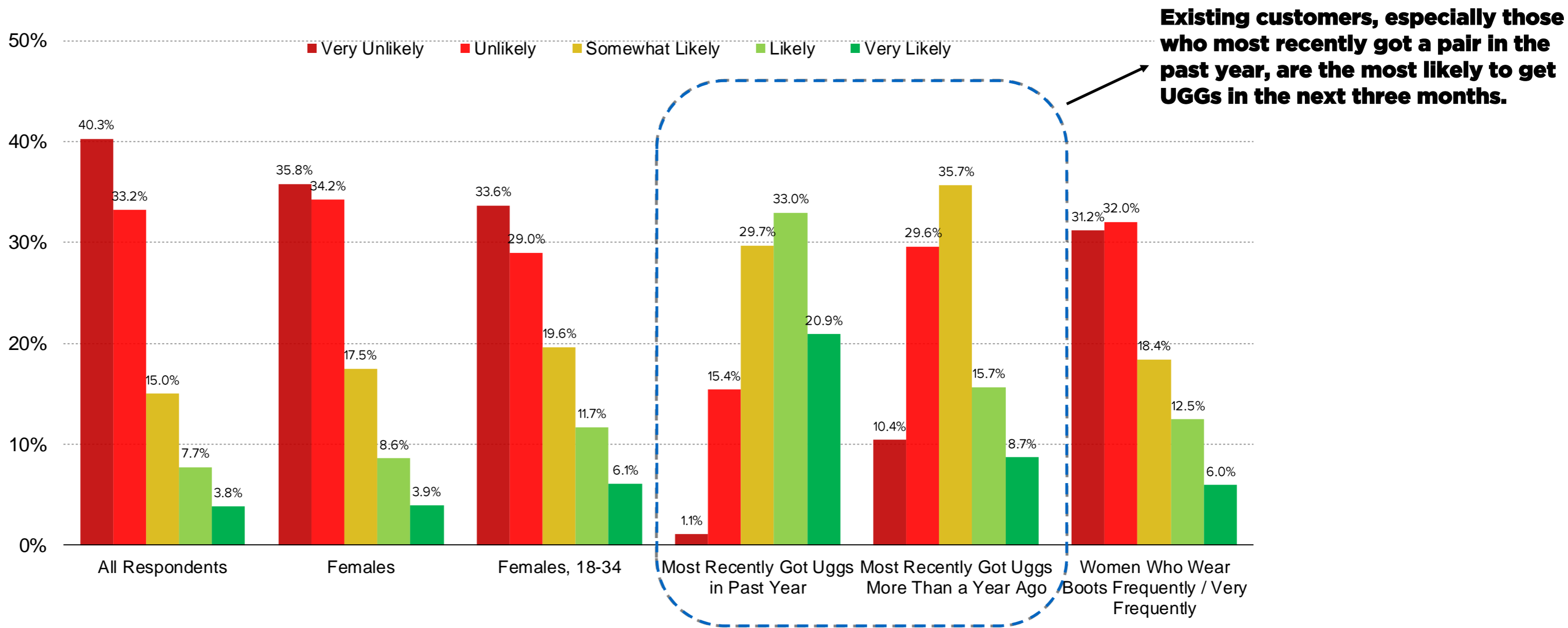


UGGS DATA

AUDIENCE: 1400+ US CONSUMERS BALANCED TO CENSUS

Likelihood of Getting A New Pair: Existing customers, particularly those who most recently got a pair in the past year, are the most likely to get a pair of UGGs in the next three months.

How likely are you to get a pair of UGG boots (either buying or receiving as a gift) in the next three months?



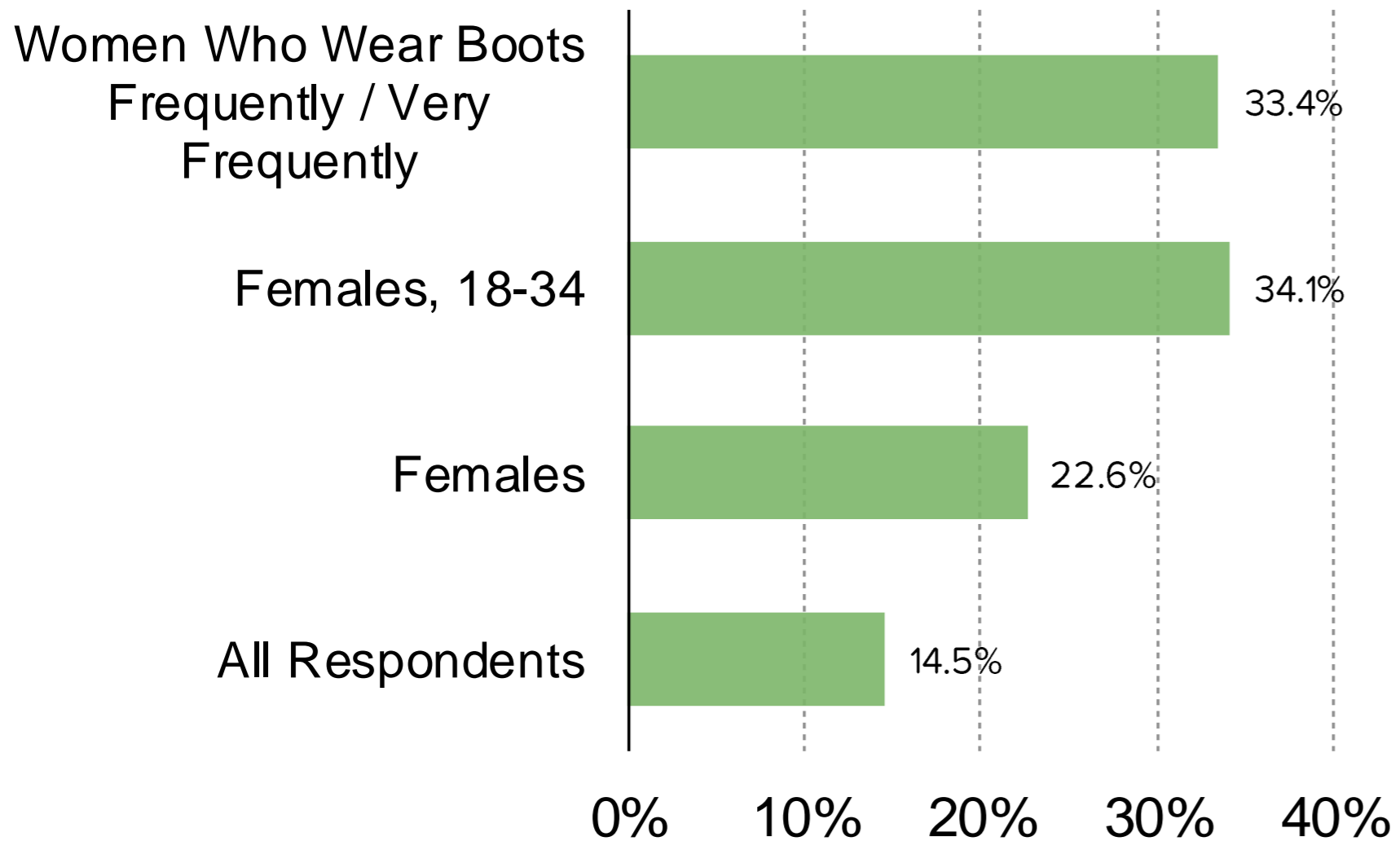
BESPOKE MARKET INTELLIGENCE

UGGS DATA

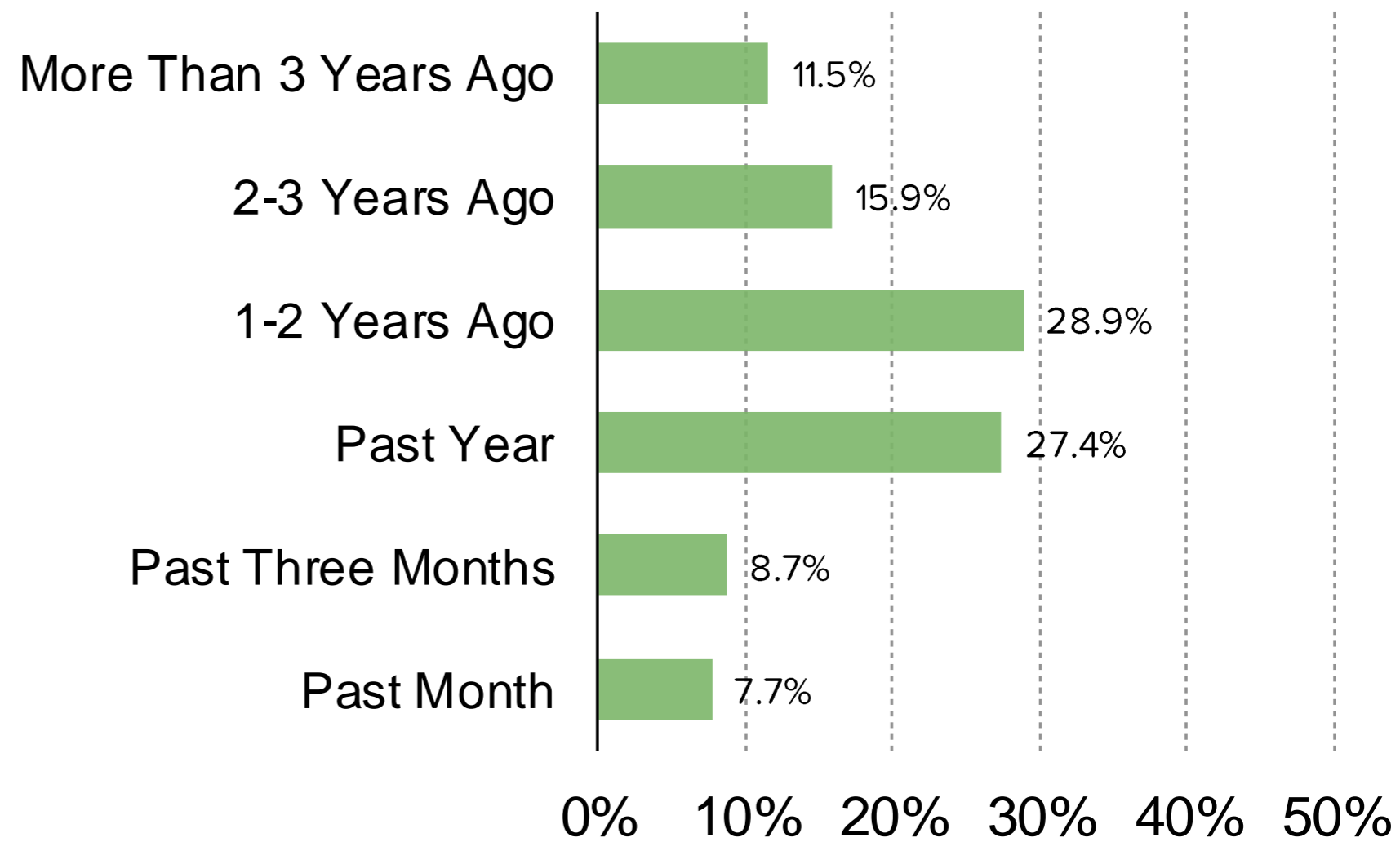
AUDIENCE: 1400+ US CONSUMERS BALANCED TO CENSUS

Customer Profile: Women ages 18-34 and women who say they wear boots during the Fall/Winter frequently/very frequently are the most likely cohorts to own one or more pair of UGGs. 43.8% of UGGs customers got a pair within the past year (helpful to size up the age of customer purchase recency).

Do you own one or more pairs of UGGs?



If yes, when did you most recently get a pair?



BESPOKE MARKET INTELLIGENCE

UGGS DATA

AUDIENCE: 1400+ US CONSUMERS BALANCED TO CENSUS

Customer Opinion: Plain and simple, UGGs customers think the product is comfortable. The overwhelming majority of words used by customers to describe UGGs were positive (with a very small amount being negative).

Please use one word to describe UGGs.

