

Form 144 Filer Information

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 144

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001290423

Filer CCC XXXXXXXX

Is this a LIVE or TEST Filing? ☒ LIVE ☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer Rocky Brands, Inc

SEC File Number 001-34382

Address of Issuer 39 East Canal Street
Nelsonville
OHIO
45764

Phone 7407539100

Name of Person for Whose Account the Securities are To Be Sold Michael L Finn

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

144: Securities Information

Title of the Class of Securities To Be Sold Common Stock

Name and Address of the Broker UBS Financial Services Inc
1000 Harbor Blvd
3rd Floor
Weehawken
NJ
07086

Number of Shares or Other Units To Be Sold 5000

Aggregate Market Value 149500

Number of Shares or Other Units Outstanding 7461167

Approximate Date of Sale 09/04/2025

Name the Securities Exchange NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common Stock	
Date you Acquired	01/04/2021	
Nature of Acquisition Transaction	Stock Option	
Name of Person from Whom Acquired	Rocky Brands	
Is this a Gift?	☐ Date Donor Acquired	
Amount of Securities Acquired	5000	
Date of Payment	09/04/2025	
Nature of Payment	Cashless Exercise	

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Nothing to Report ☒

144: Remarks and Signature

Remarks	
Date of Notice	09/04/2025

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature	/s/JOSEPH CASSIDY, for UBS Financial Services Inc, as attorney-in-fact for Michael L Finn
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ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)