

# **Bell Material Solutions × Nike**

## **ESG Briefing Deck**

Prepared September 12, 2025

# Nike x BMS Opportunity

- Nike's Move to Zero requires measurable CO<sub>2</sub>e and waste reductions.
- BMS offers turnkey hubs to repurpose footwear and apparel offcuts.
- Pilot in the Pacific Northwest provides traceable diversion reporting.

# Pilot Program Outline

- Phase 1: Waste audit and intake of streams.
- Phase 2: Processing, QA, and material certification.
- Phase 3: Resale and verified ESG data reporting.

# KPIs & Metrics

- Tons diverted per month.
- CO<sub>2</sub>e avoided (tCO<sub>2</sub>e/month).
- Yield % and defect rate.
- Revenue realized per ton.

# Interactive Projections

- 24-month ramp model available on the BMS Dashboard.
- Charts: revenue, tons, CO<sub>2</sub>e, unit economics.
- Editable assumptions for scenario planning.

# Impact for Nike

- Reduced Scope 3 emissions.
- Lower disposal costs and new revenue streams.
- Enhanced ESG reporting credibility.

## Next Steps

- Finalize pilot scope and kickoff timeline.
- Integrate Nike operations data into reporting model.
- Establish recurring reporting cadence with ESG team.