



\$100MM Capital Raise // [February 2025]

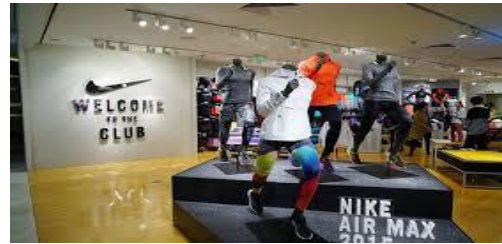
Nike, Inc. (NYSE: NKE) seeks to raise \$100MM to expand production capacity and marketing initiatives across key domestic and international markets. This capital will be allocated to scaling manufacturing operations, enhancing supply chain efficiency and strengthening brand engagement through digital and retail strategies.

Company Overview

- Global leader in athletic footwear, apparel and equipment with a market capitalization of \$108Bn
- Strong brand equity, innovation-driven product portfolio and a dominant presence in sportswear and lifestyle segments
- Expanding its direct-to-consumer (DTC) strategy, increasing margins and brand loyalty
- Positioned to capture growth in emerging markets and the evolving sports fashion industry

Top Products

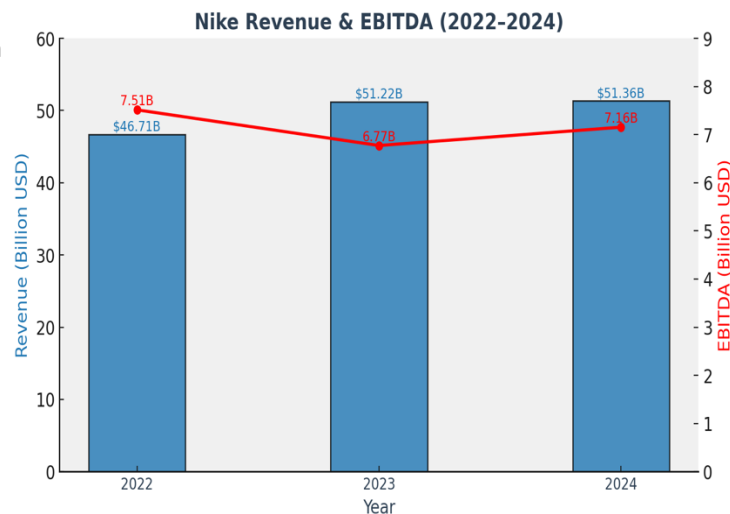
- **Footwear** – Flagship categories include Air Jordan, Air Max, Dunk and Pegasus
- **Apparel** – High performance and lifestyle wear, including Nike Pro and Tech Fleece
- **Equipment & Accessories** – Sports gear, digital fitness solutions and wearable technology



Market Overview

- The global sportswear market was valued at \$350Bn in 2024 and is projected to reach 560Bn by 2032, growing at a CAGR of 6.05% from 2024 to 2032
- Nike holds a 16.4% share of the global sportswear market, maintaining its position as the leading brand in the industry
- Rising demand for athleisure, sustainability-focused products and digital-first retail experiences
- Online sportswear sales are projected to grow rapidly, driven by increasing mobile shopping and digital marketing strategies

3 Year Historical Growth



Key Investment Highlights

- **Market Leader** – Nike leads the \$350Bn global sportswear industry, outpacing Adidas and Puma
- **Proven Growth Model** – Strong brand presence, innovative products and an expanding DTC ecosystem
- **Supply Chain Expansion** – Capital raise should enhance manufacturing and logistics capabilities, reducing lead times
- **Digital Acceleration** – Focus on e-commerce and data-driven consumer engagement to drive long-term sales
- **High Customer Loyalty** – Unmatched brand strength, with Nike+ membership exceeding 300MM users