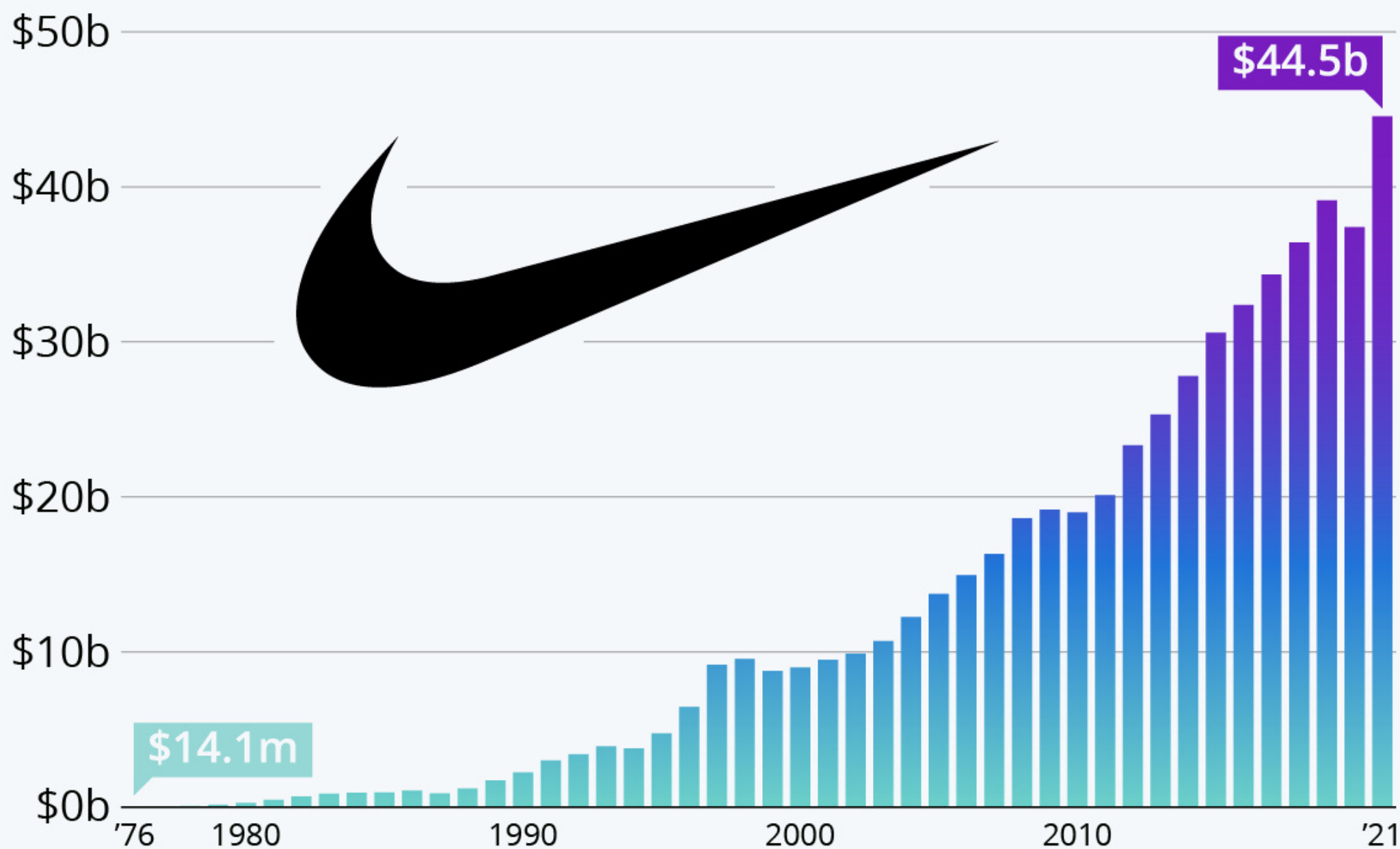


The Rise of the Swoosh

Nike's global revenue since 1976*

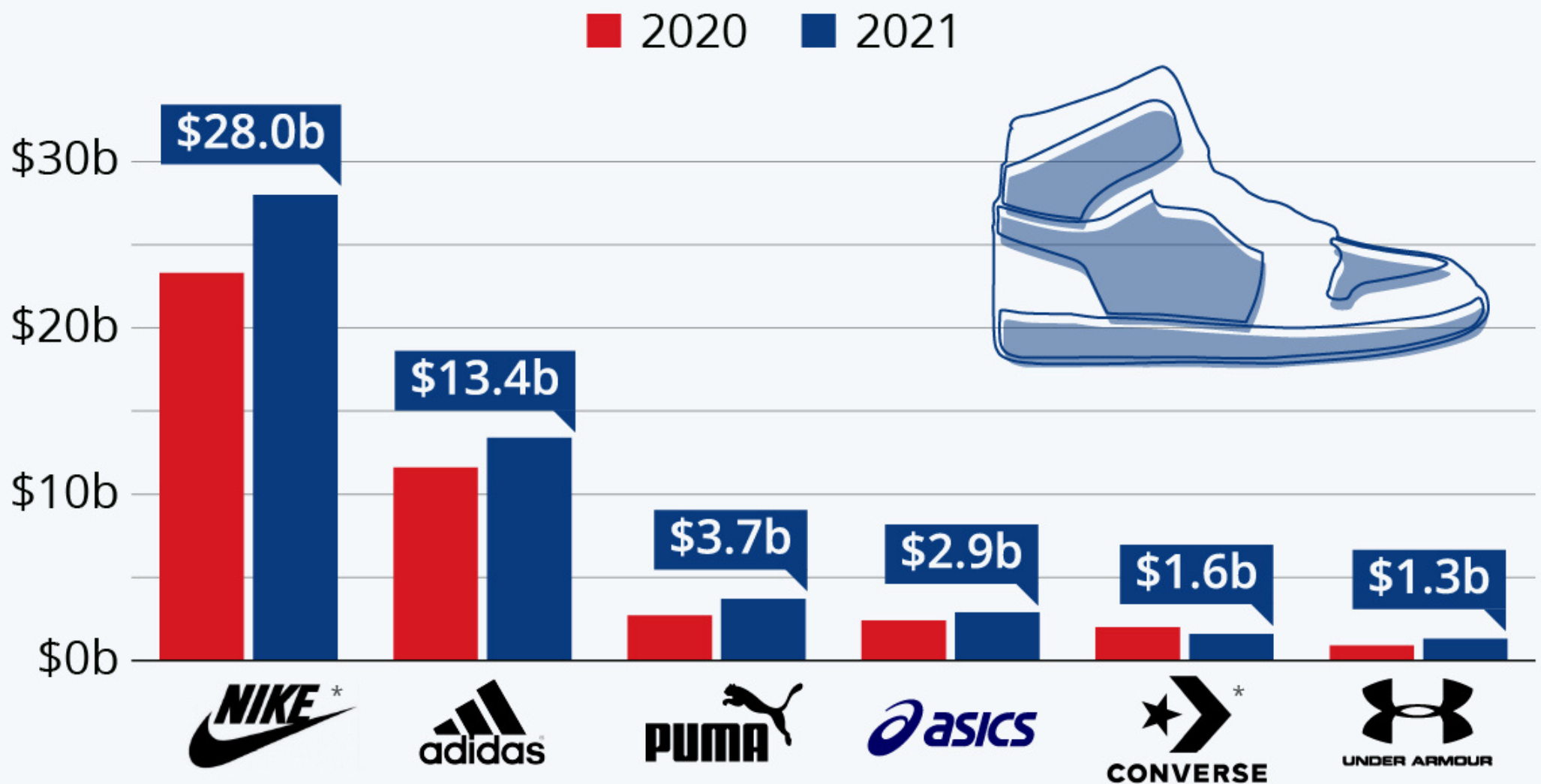


* Nike's fiscal year ends May 31 of the respective year

Source: Nike

Nike Reigns Over the Sneaker World

Worldwide footwear sales of selected sports brands



* Nike's and Converse's fiscal year ends May 31 of the respective year

Source: Company reports

Outside the Box: The Booming Secondary Sneaker Market

Gross merchandise volume and best-selling brands on resale platform StockX

Gross merchandise volume

\$1.0b

2019

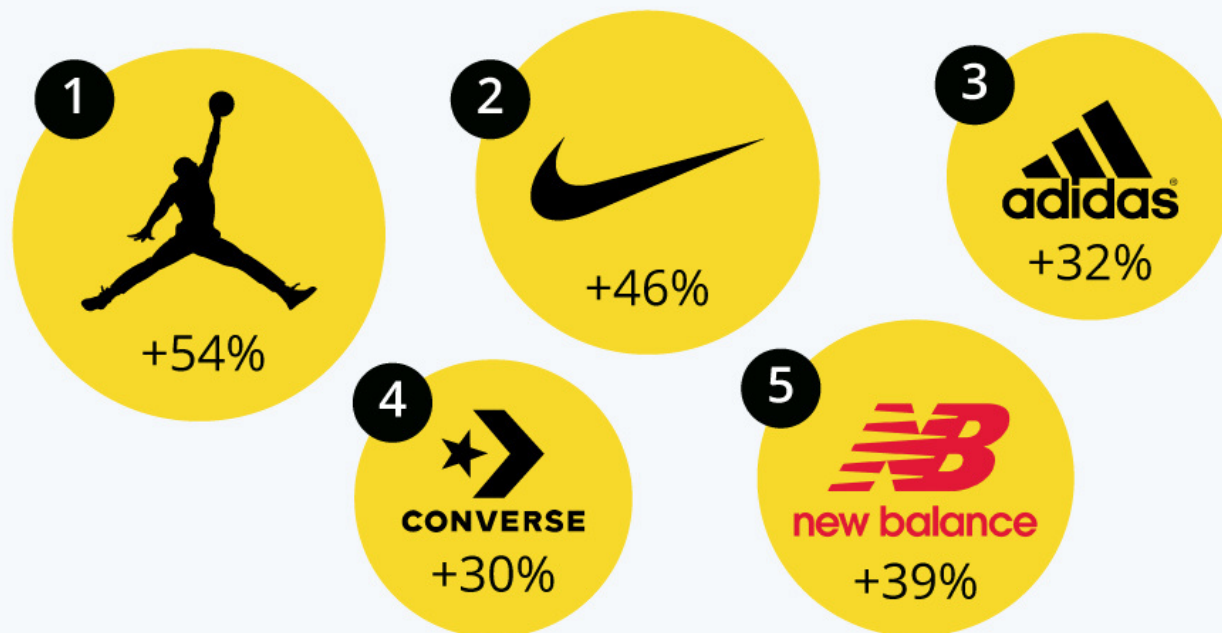
\$1.8b

2020



Best-selling brands*

Average price premium (above retail)



* based on the number of trades in 2020

Source: StockX

Nike Cuts Out the Middleman

Direct-to-consumer sales as a percentage of Nike's total Nike brand revenue*

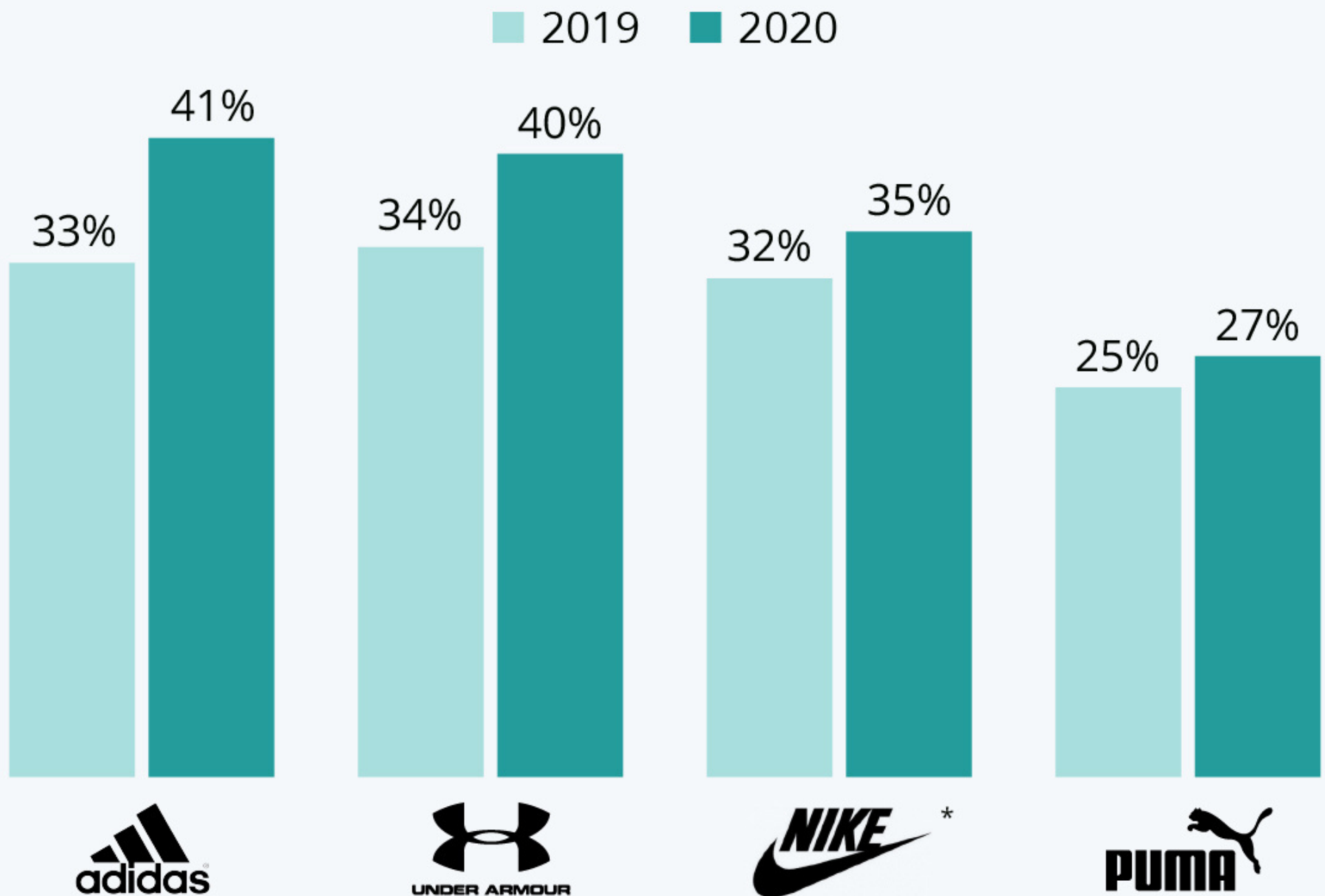


* Nike's fiscal year ends May 31

Source: Nike

Sportswear Giants Shift to DTC

Direct-to-consumer sales as a percentage of total sales



* Nike's fiscal year ends May 31

Source: Company Reports

"His Airness" Still King of Signature Sneakers

NBA players with the highest annual earnings from signature shoe deals (as of Aug. 2019)

Michael Jordan	Jordan		\$130m
Lebron James	Nike		\$32m
Kevin Durant	Nike		\$26m
Stephen Curry	Under Armour		\$20m
Kobe Bryant*	Nike		\$16m
James Harden	Adidas		\$14m
Zion Williamson	Jordan		\$13m
Dwyane Wade	Li-Ning		\$12m

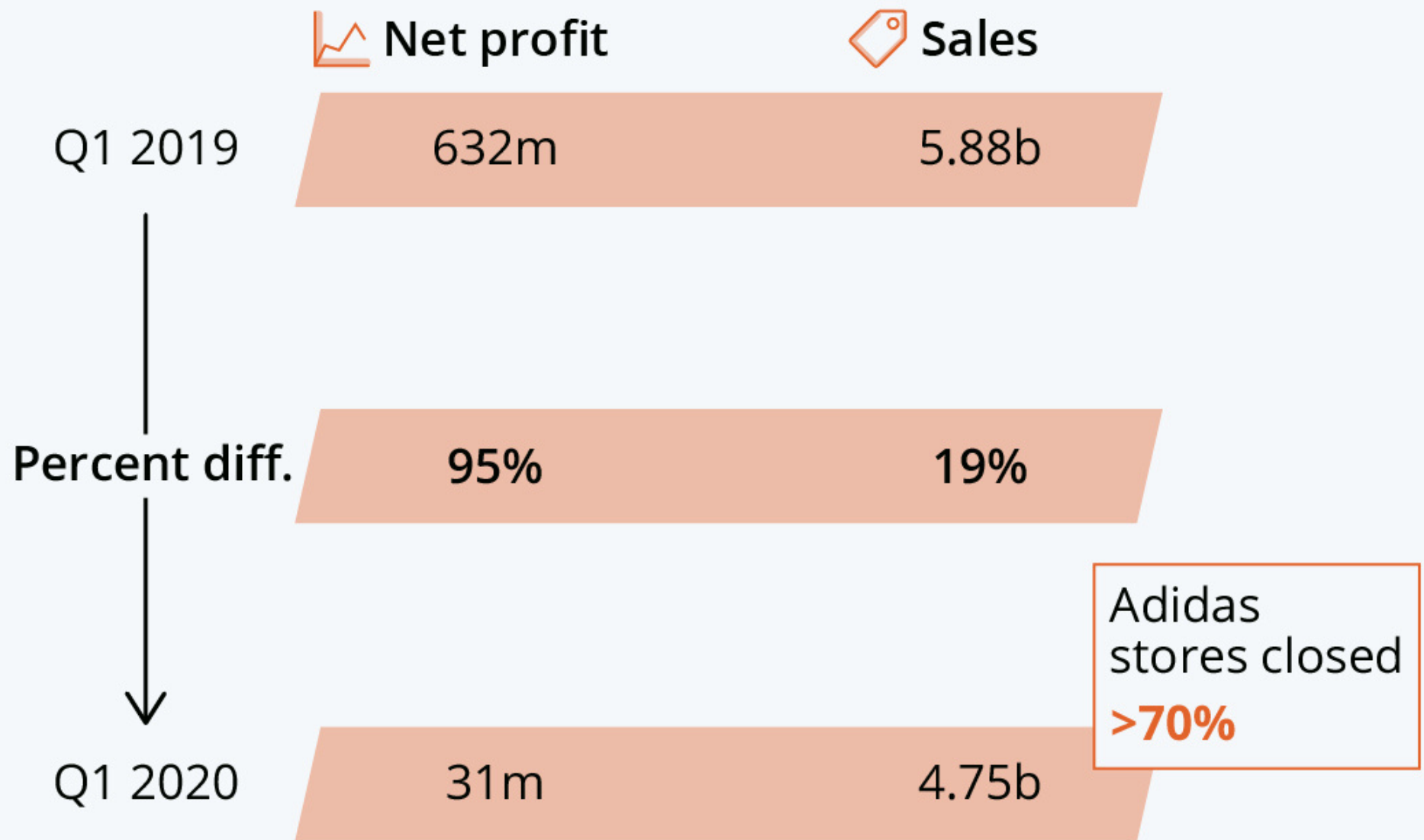


* Kobe Bryant passed away in January 2020. Nike continues to release signature sneakers to honor his legacy.

Source: Forbes

Adidas Profits Crumble Under COVID-19

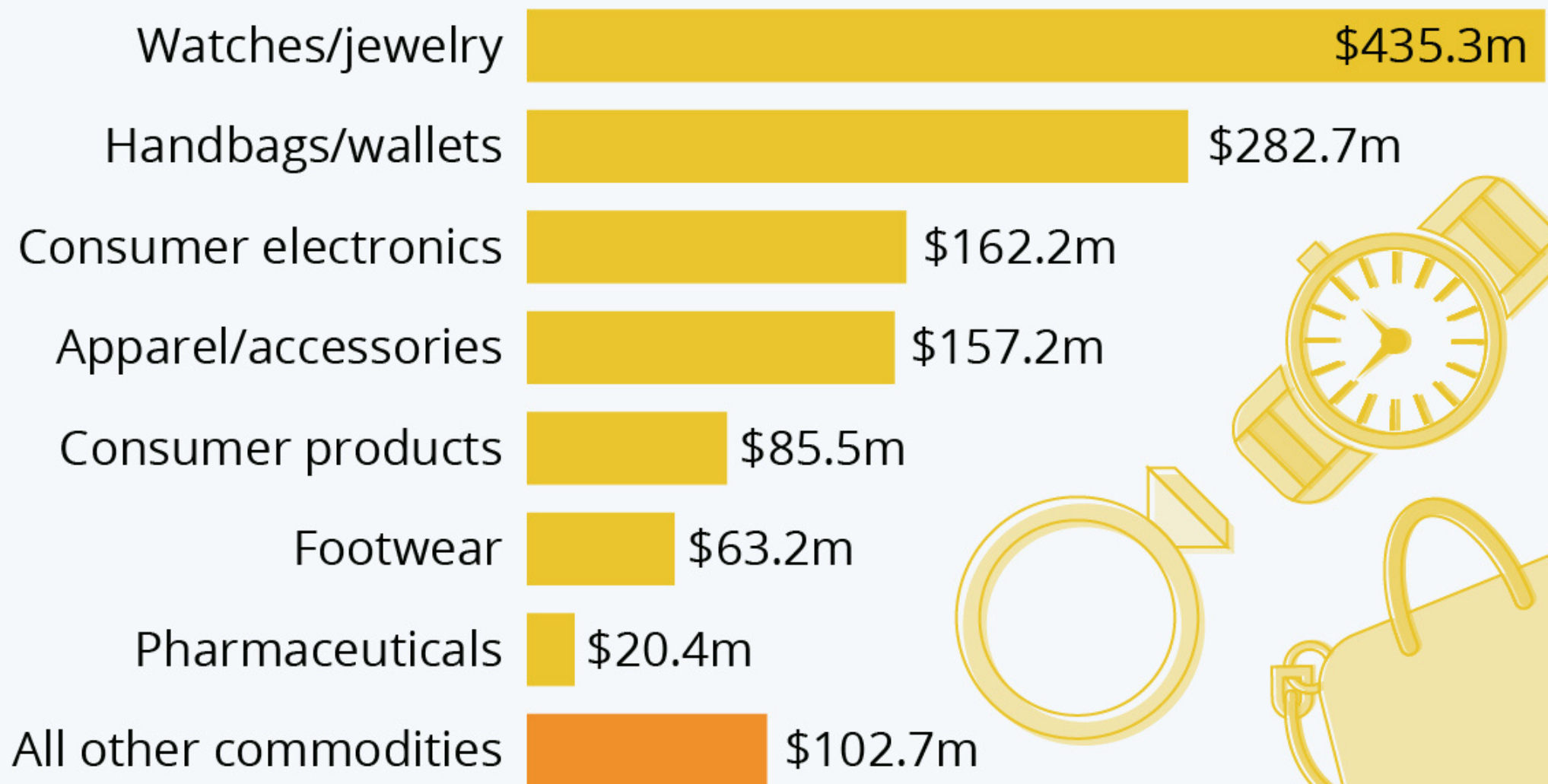
Year-over-year first-quarter net profits and sales of Adidas (in euros)



Sources: Reuters, MarketWatch, Adidas

Luxury Items Account for Bulk of Fake Goods Seized in the U.S.

Total value of goods seized for intellectual property rights violations in the U.S. in 2020, by category*



* total value estimated based on manufacturer's suggested retail prices of seized goods

Source: U.S. Customs and Border Protection

U.S. Shoppers Largely Dismissive of Fake Products

Share of U.S. luxury shoppers who agree with the following statements on counterfeit products

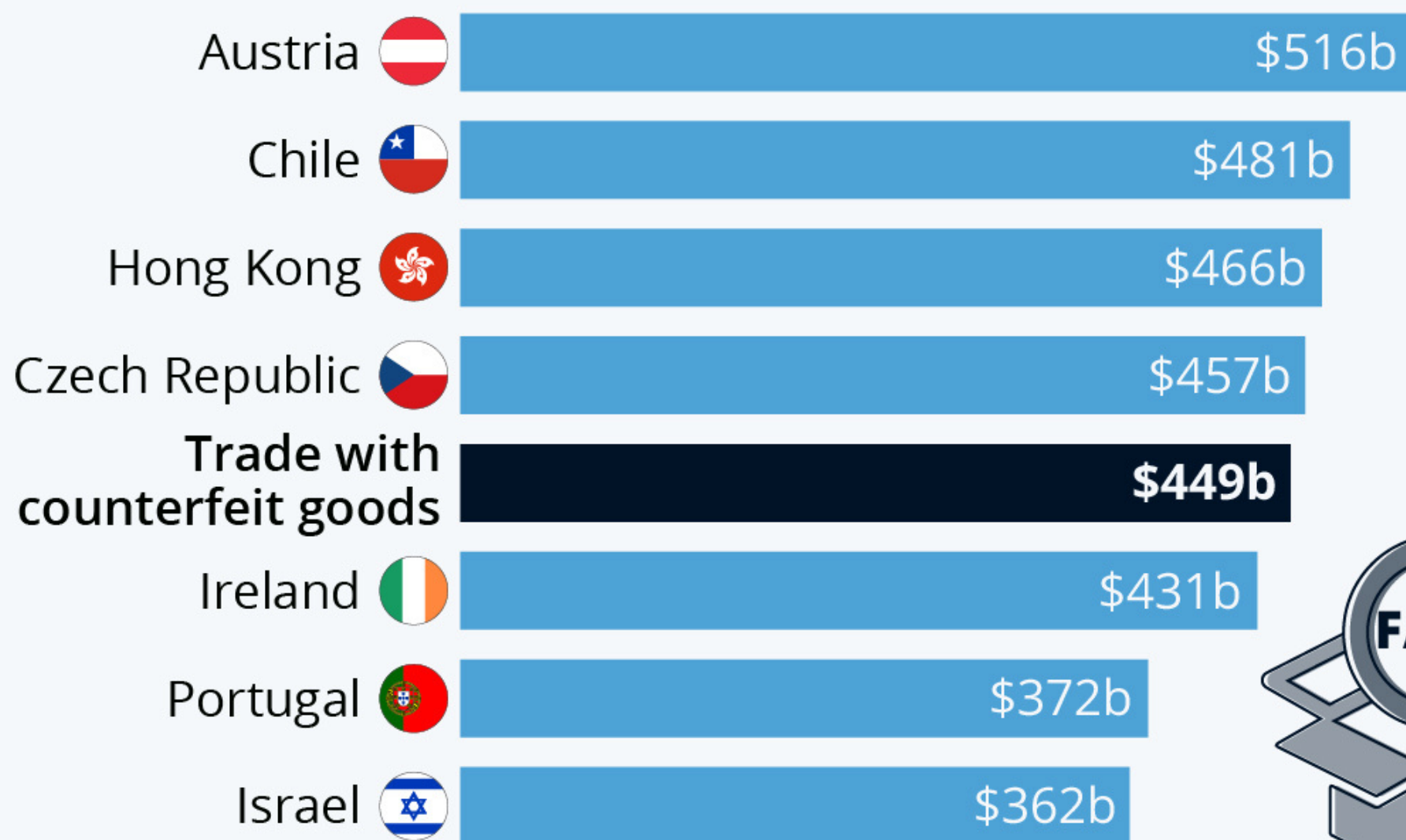


Based on a May 2021 survey of 1,084 U.S. adults who purchased luxury items in the past 2 years

Source: Statista Global Consumer Survey

Fake Goods Market Worth More Than Ireland's Economy

Global trade volume with counterfeit goods in 2019 compared to GDP of selected countries/regions*



* OECD members with available GDP data from 2019

Sources: EUIPO, OECD