

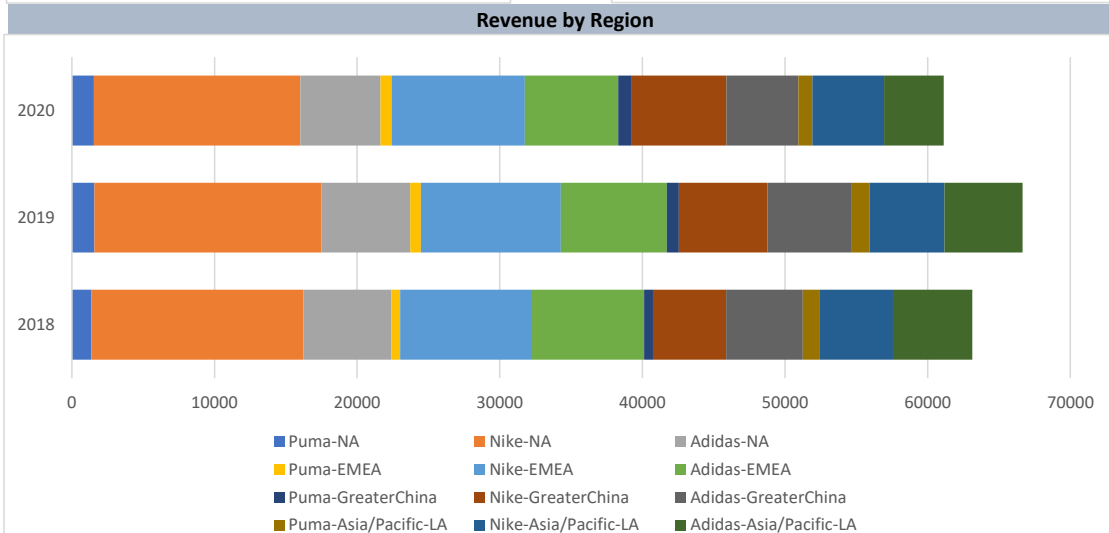
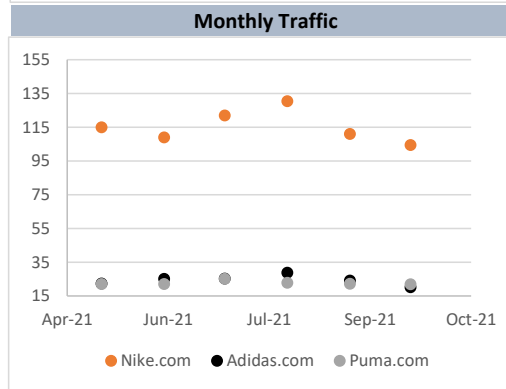
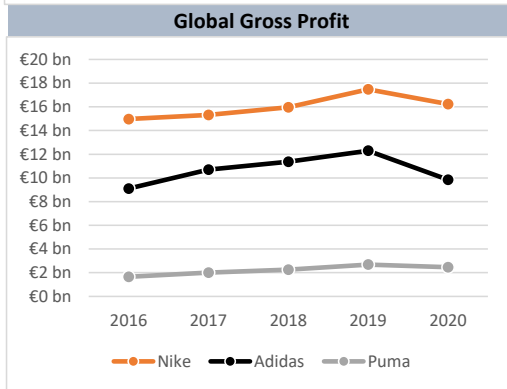
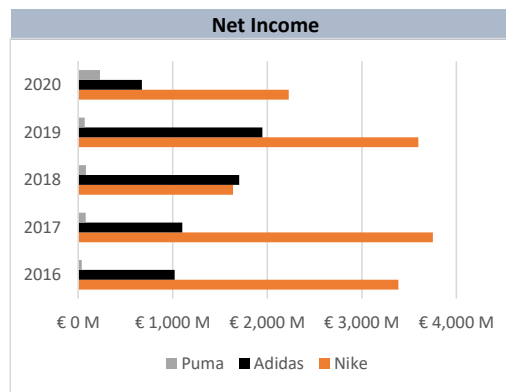
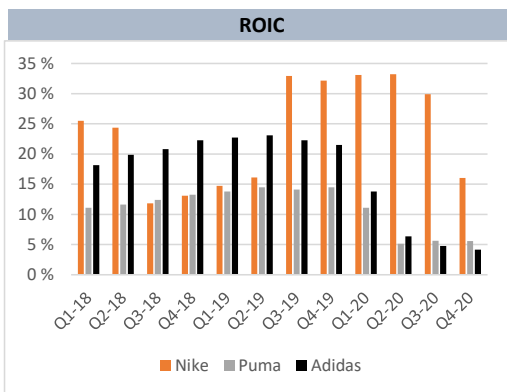
To our investors,

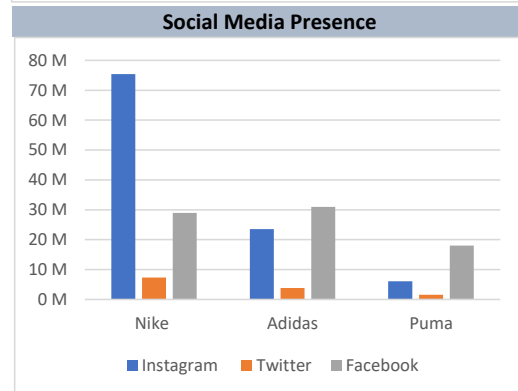
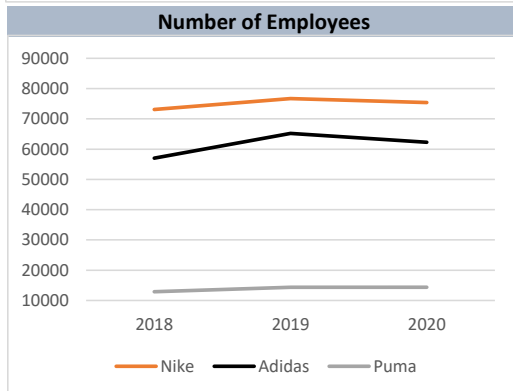
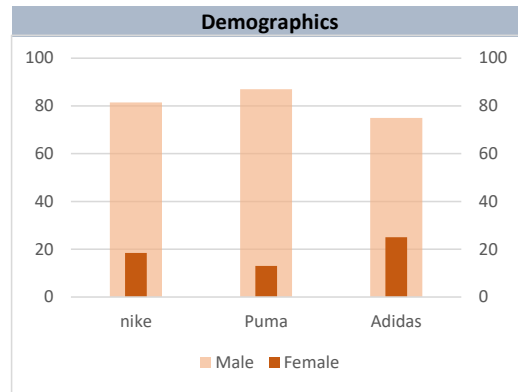
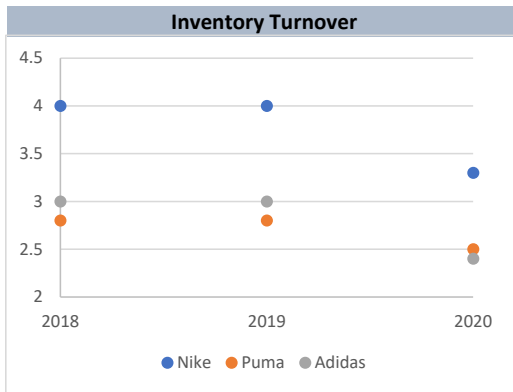
As Nike we have always placed innovation and customer satisfaction amongst our top priorities. Our NPS score of 53 is a solid example of how content our customers are from our products. We remain to be one the worlds' lead designer, marketer, and distributors of sports apparel industry. As we close FY 2021, our company remains still as the strongest pillar in the sports apparel industry. our yet still, we are on par with the speed of the digital era. Our social media presence on Instagram has grown over 75M visitors in 2017 and has been growing since, we currently have 185M followers. Our website traffic was ranked #1 amongst our competitors. These awesome figures do provide a good boost towards our already strong marketing. We are planning to draw even more customers through social media in this COVID era by publishing more ads on Facebook Business Suite.

Past two years have been a real struggle due to the COVID-19 pandemic. As we close FY 2021 our inventory turnover has took a fall from 4x in 2019 to 3.3x in 2020. We have experienced a loss in our employee count of 76700 in 2019 to 75400 in 2020. Despite these dropping numbers our company remains still as the strongest pillar in the sports apparel industry and one of the best companies to invest in. Our ROIC is still at a 16% strong, we have generated a Net Income if over 2bil Euros our Global Gross Profit is still over 16 billion Euros. We are doing everything we can to make sure our company is prevailing through these though times. Even our declining figures we are the strongest amongst our competitors. We are ranking the best in inventory turnover, Global Gross Profit, ROIC and Net Income. Our regional sales are still extremely strong as we are dominating NA and EMEA markets. Our company remains one of the best companies to invest in.

We thank you for investing/considering investing to our company. We will keep our strong values and income in the future years.

Sincerely,





Net Promoter Score

