

A wide-angle, aerial photograph of the Parisian skyline. The Eiffel Tower stands prominently on the left, its intricate lattice structure reaching towards the top of the frame. In the background, the dome of the Panthéon is visible. The foreground is filled with the rooftops of numerous buildings, their white facades and grey roofs creating a dense, textured pattern. The sky above is a pale, hazy blue.

**THE HEAT
FROM THE CITY FOR THE CITY**



MY PARTNER

AT THE TABLE TOGETHER TO DRIVE
GROWTH

MICHELE POWER, CFO NIKE DIRECT, EMEA
RANDY LYONS, SNR DIRECTOR, NIKE DIGITAL



CONSUMER LED
TRANSFORMATION
IGNITES NEXT GROWTH PHASE

SERVING CONSUMERS TODAY

4 TERRITORIES:
North America
EMEA
Greater China
APLA



**APPROX. 80
THOUSAND
EMPLOYEES
WORLDWIDE**



**APPROX. 7500
EMPLOYEES
IN EMEA**

EMEA KEY CITIES
London
Paris
Berlin
Barcelona
Milan

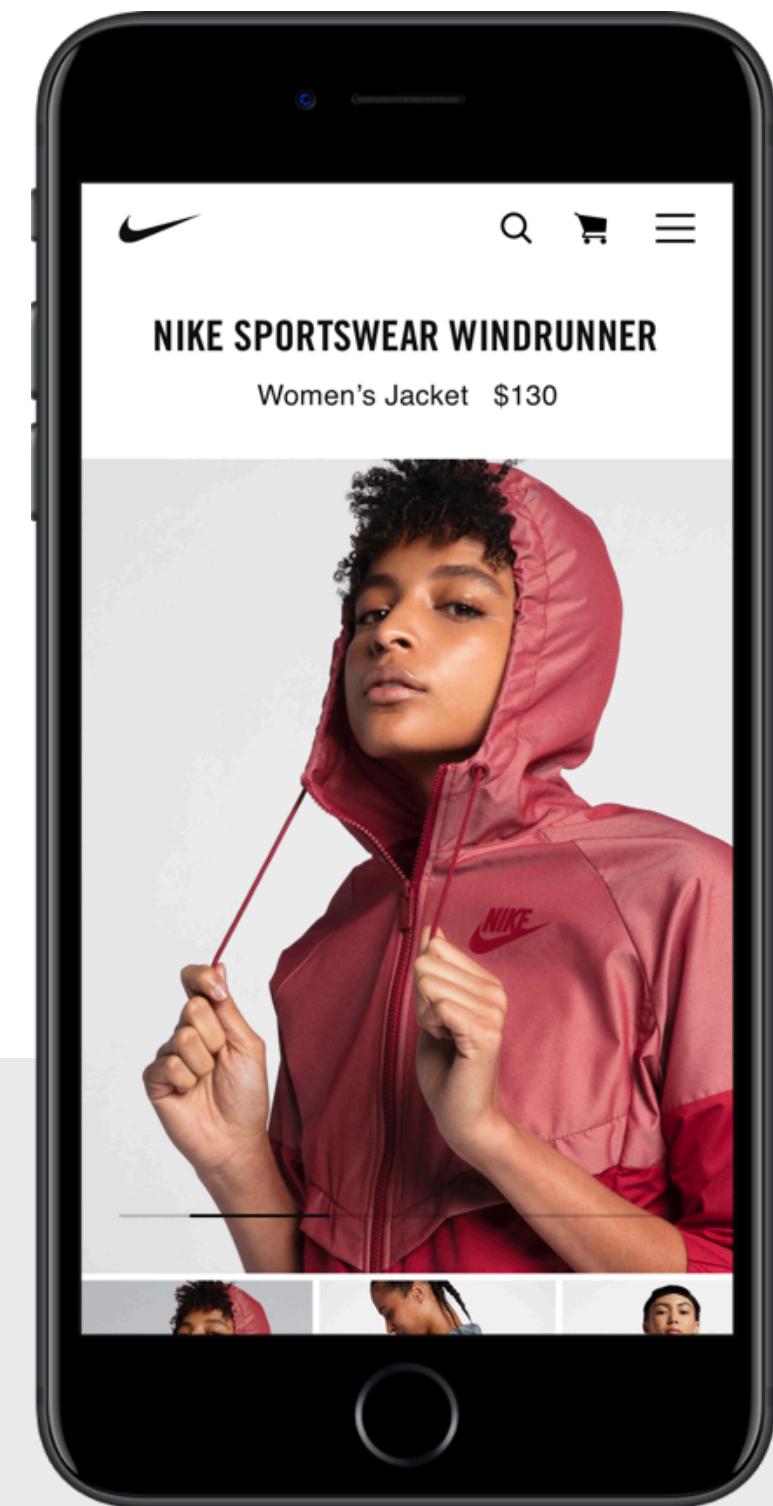


**>7000 NIKE
BRANDED
STORES
GLOBALLY**



**OVER >750
NIKE
BRANDED
STORES IN
EMEA**

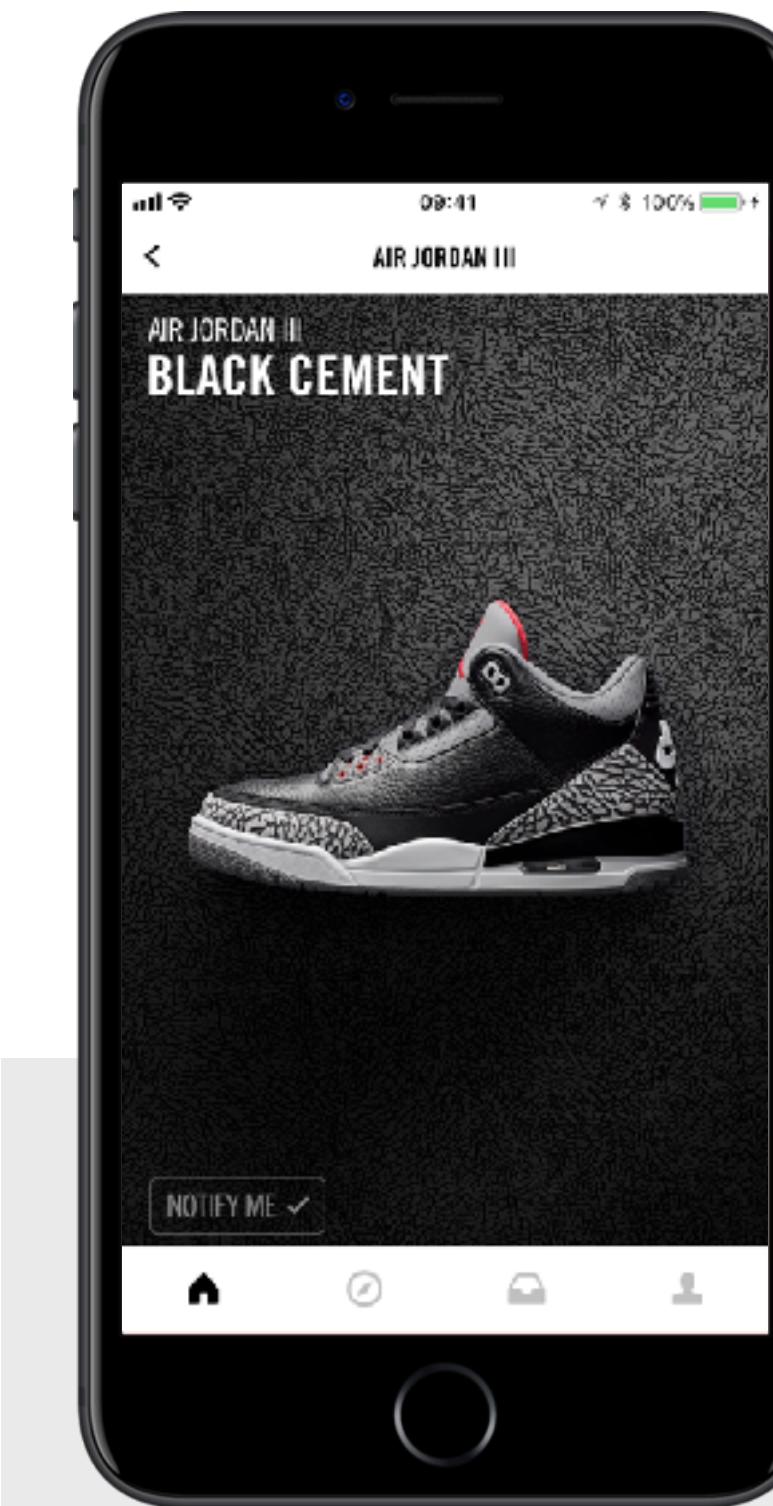
NIKE'S DIGITAL LANDSCAPE



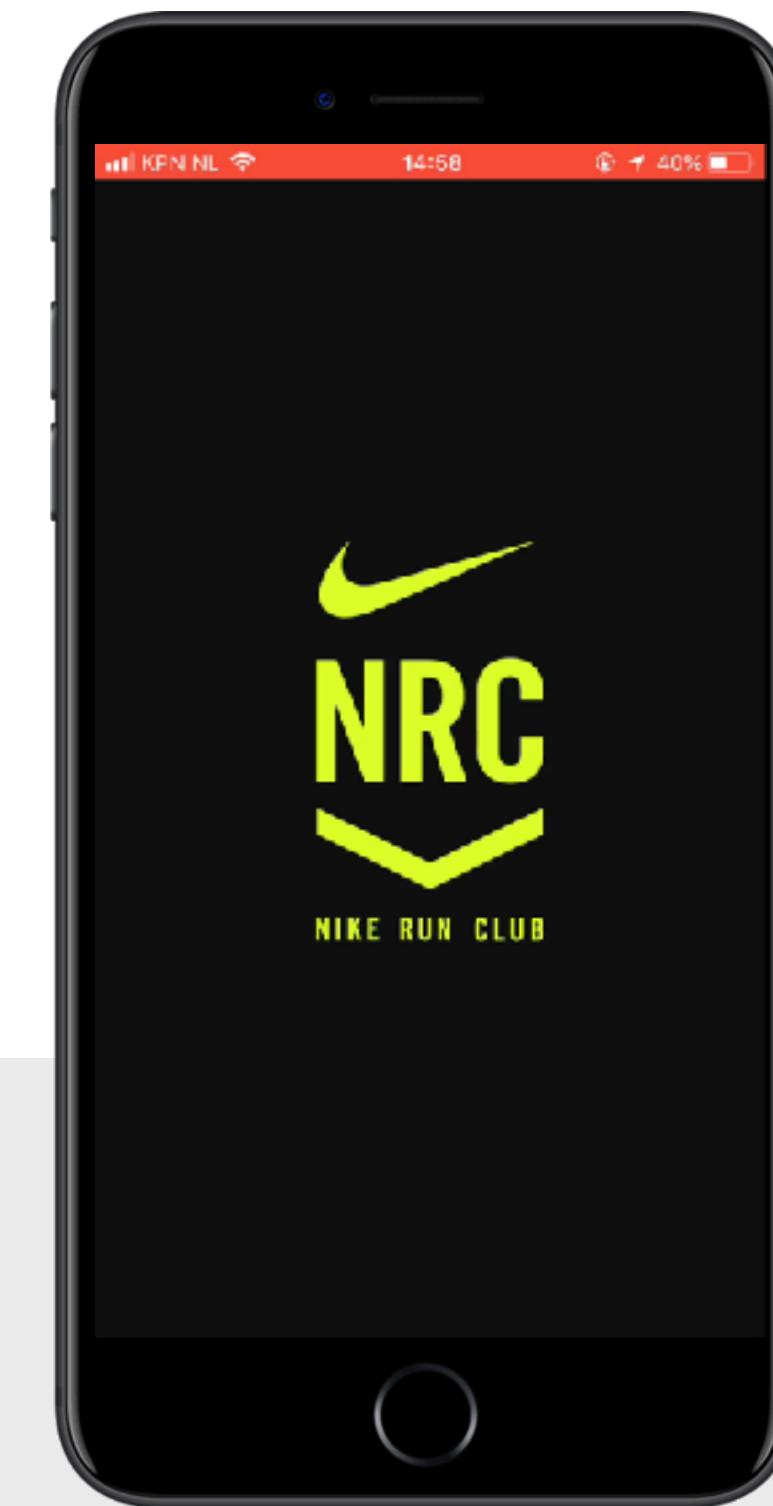
NIKE.COM
BIGGEST
DIGITAL “DOOR”



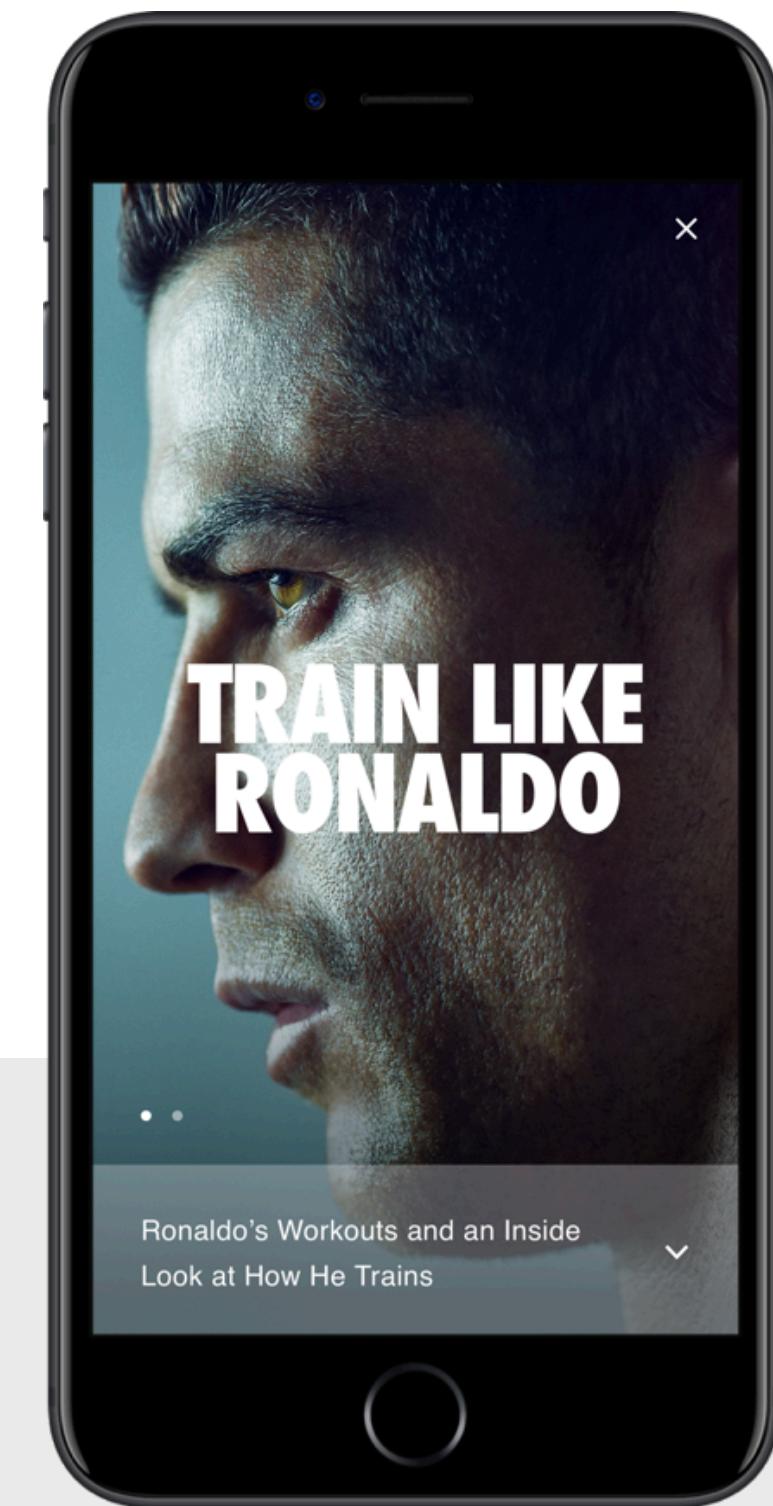
NIKE APP
MOST PERSONAL
EXPERIENCE



SNEAKRS
ULTIMATE SNEAKER
SOURCE

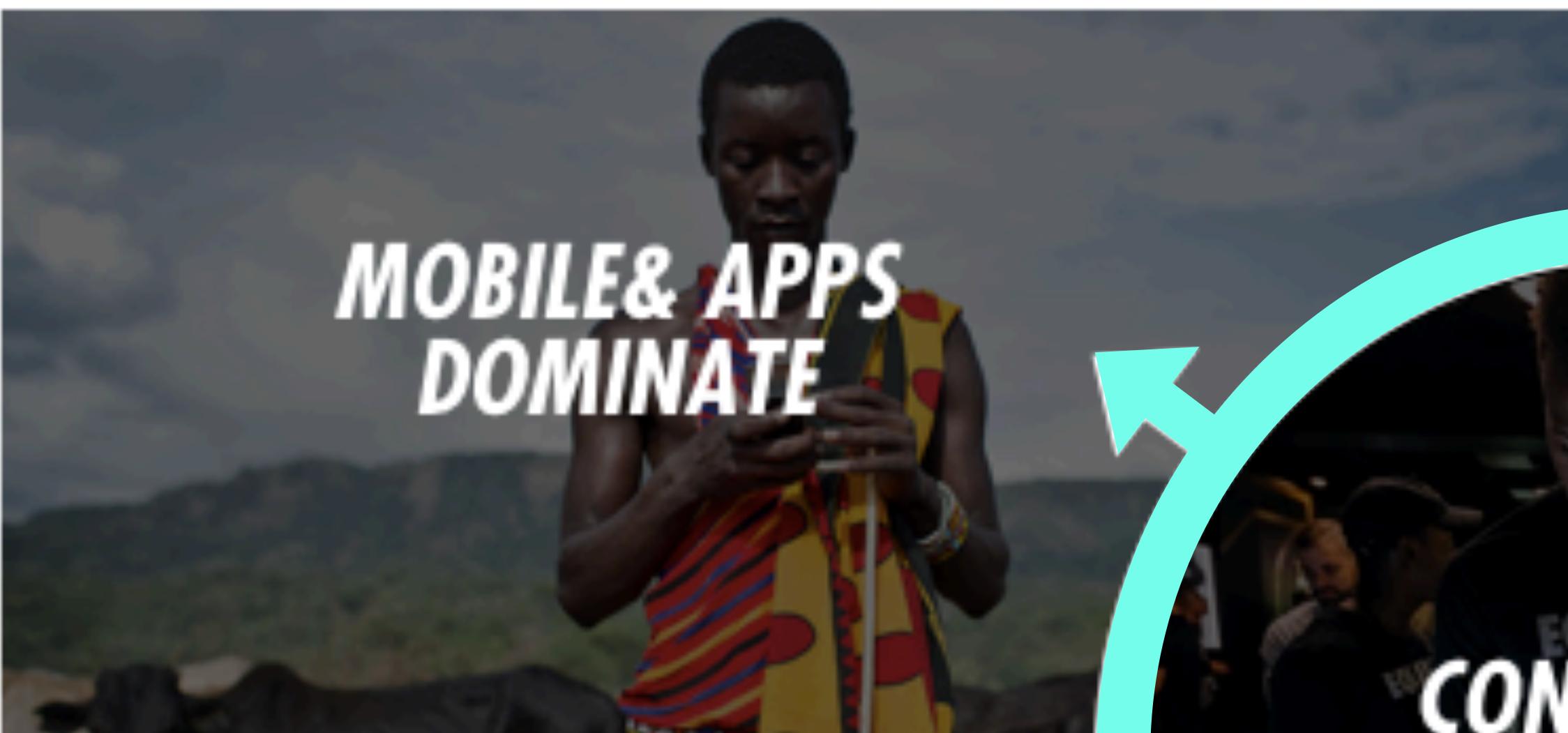


NRC
PERFECT RUNNING
PARTNER



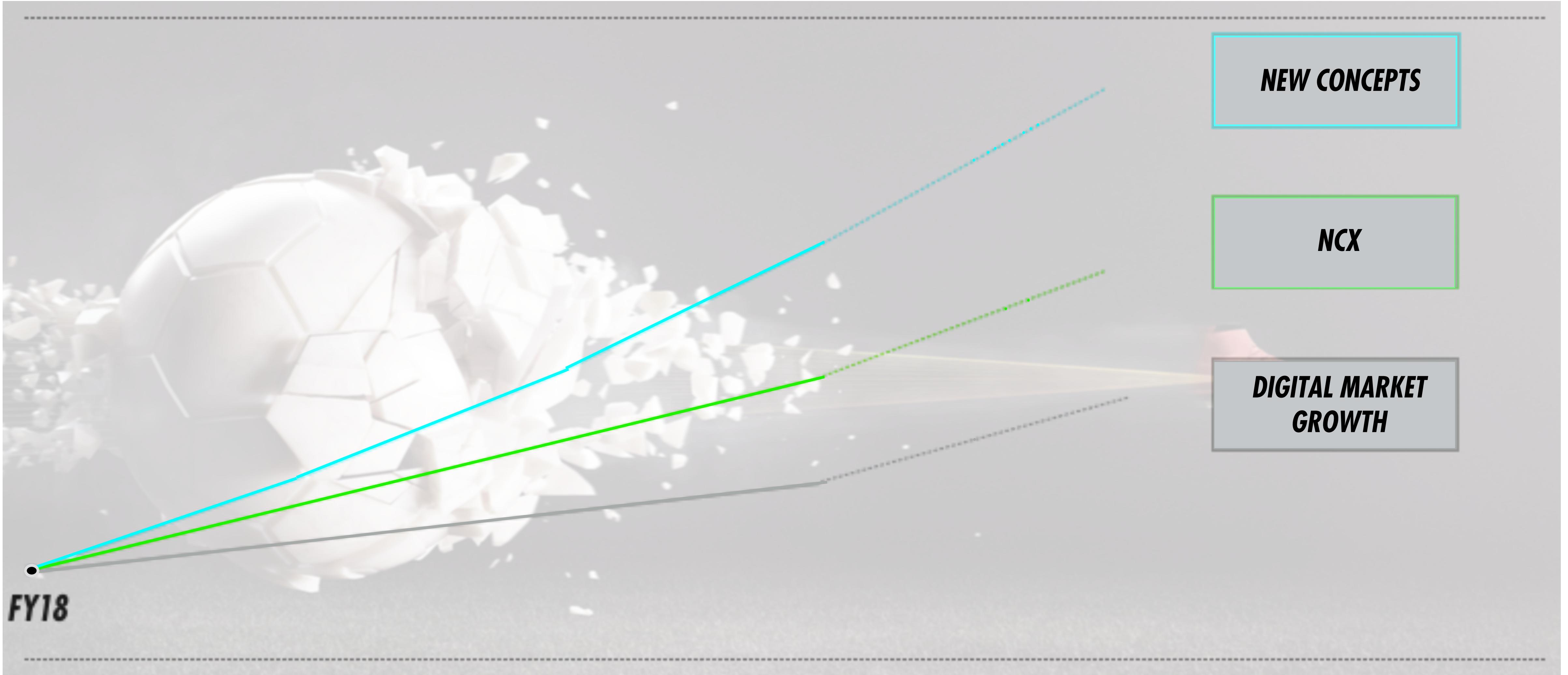
NTC
PERFECT PERSONAL
TRAINER

KEY SHIFTS



LOCAL DYNAMICS

OPPORTUNITIES FOR NEW GROWTH



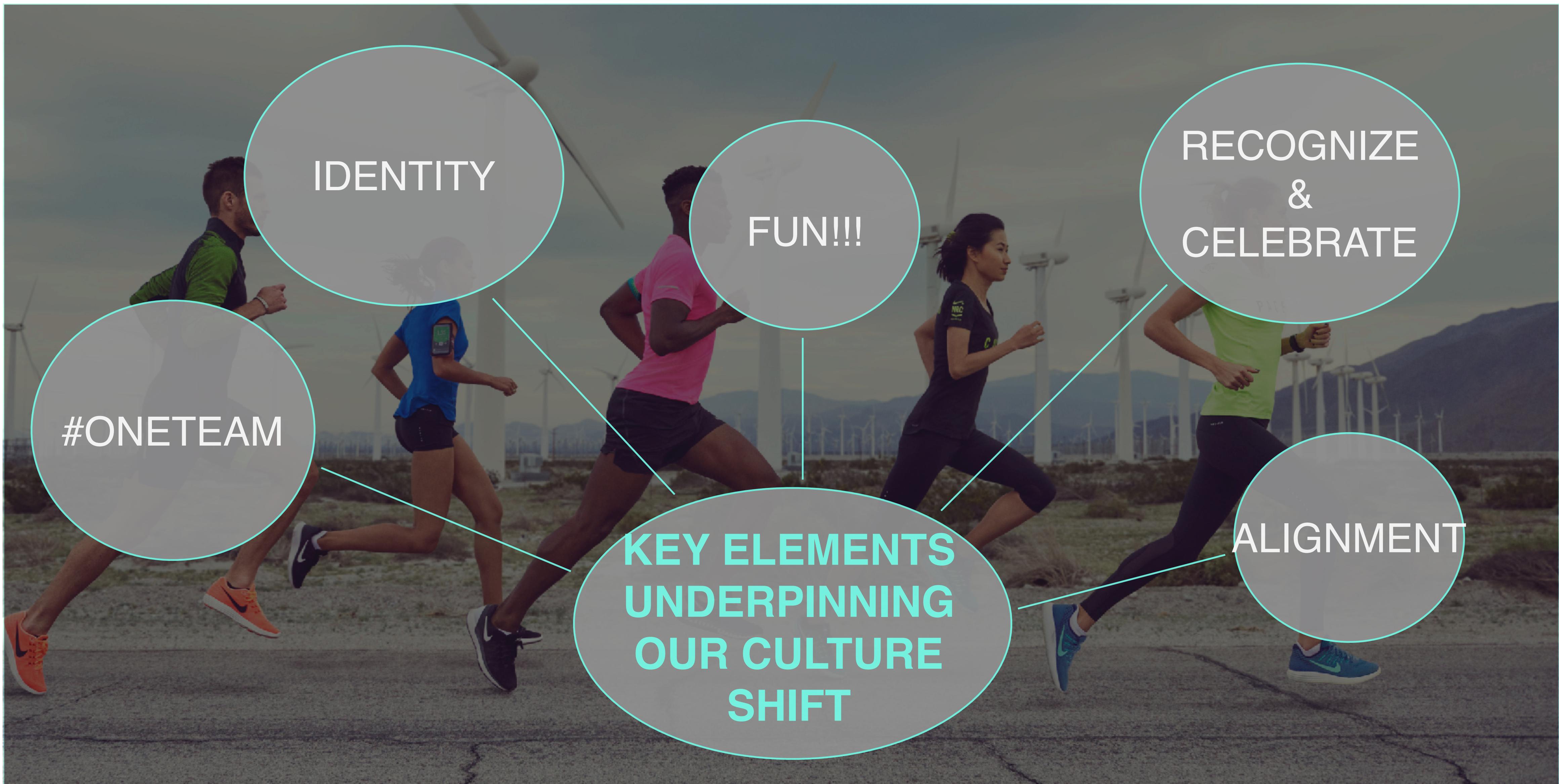
FY18

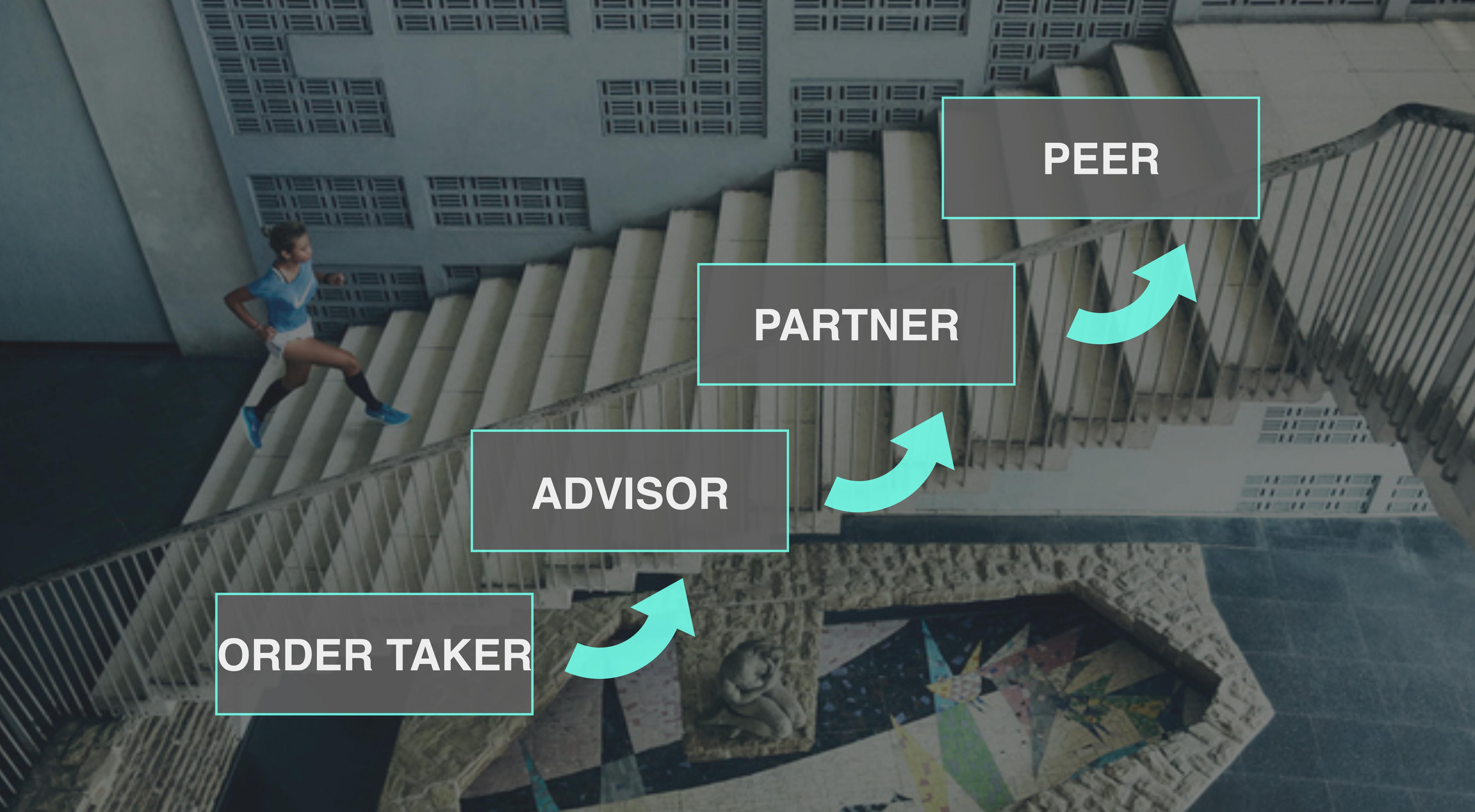
NEW CONCEPTS

NCX

**DIGITAL MARKET
GROWTH**

LEADING THROUGH TRANSFORMATION



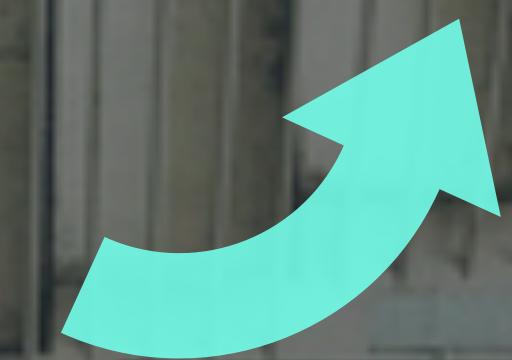


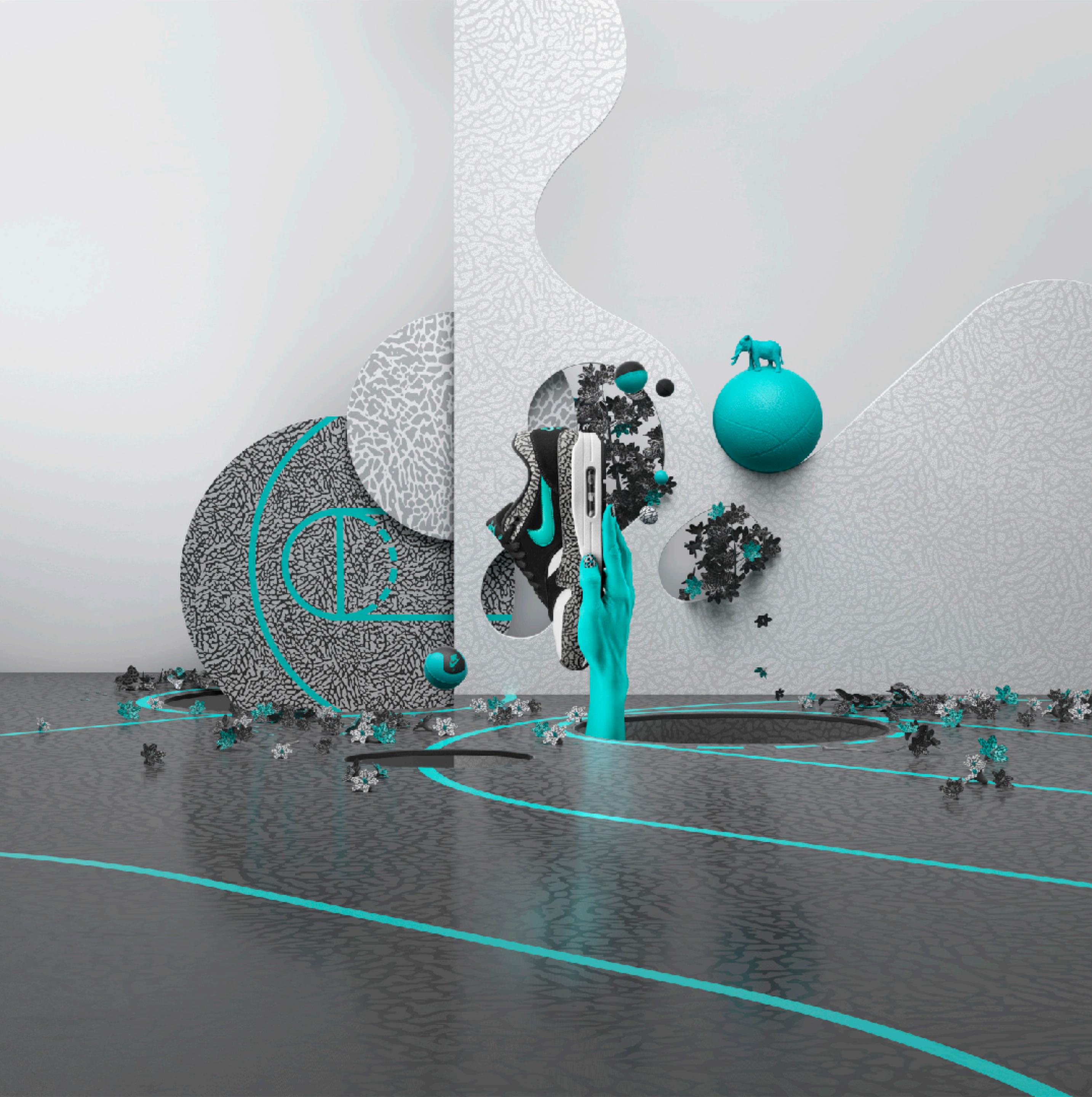
ORDER TAKER

ADVISOR

PARTNER

PEER





MY PEER
THE CFO



MY PEER

THE TECHNOLOGY
LEADER



BE ON THE PITCH WITH YOUR TEAM



