

**NIKE, Inc. Acquires Data Analytics Leader Zodiac**  
**Thursday, March 22, 2018 10:06:00 PM (GMT)**

*Strengthening Digital Capabilities, Accelerates Consumer Direct Offense Strategy*

NIKE, Inc. (NYSE: NKE) today announced it has acquired Zodiac Inc., a leading consumer data analytics firm based in New York City and Philadelphia, as it accelerates its Consumer Direct Offense strategy to serve consumers faster and more personally at scale.

"The acquisition of Zodiac demonstrates our commitment to further accelerating Nike's digital transformation and enhancing our consumer data and analytics capabilities to help us serve consumers globally," said Adam Sussman, Vice President and Chief Digital Officer, NIKE, Inc. "We're adding world-class data-science talent and best-in-class tools to power 1:1 relationships with consumers through digital and physical consumer experiences."

Artem Mariychin, Zodiac CEO, commented, "Nike's incredible connection with consumers and its global scale make it a perfect home for Zodiac's team and capabilities. We are excited to become part of Nike to help power the Consumer Direct Offense across the world."

**About NIKE, Inc.**

NIKE, Inc., based near Beaverton, Ore., is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiaries include Converse Inc., which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley International LLC, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, Nike's earnings releases and other financial information are available at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com/> and follow @Nike.

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**Subjects:** Merger/Acquisition