

ABOUT US

NIKE, Inc. is a global designer, marketer, distributor and seller of athletic footwear, apparel, equipment and accessories. The company was founded by Bill Bowerman and Phil Knight and officially became Nike Inc. on the 30<sup>th</sup> May 1971.



MANAGEMENT

The NIKE, Inc. management team are dedicated to innovation, continued growth and quality. The current CEO and President Mark Parker joined the group in 1979 as a footwear designer. Mark has held many senior positions and has been responsible for growing NIKE, Inc.’s global business portfolio, which included Converse Inc. and Hurley International LLC.

LATEST RESULTS

- Revenue Grew 6%
- Operating Profit Margin of 13.83%
- DEPS of \$2.51 – growth of 16.20%
- Revenue growth in Greater China and Japan of 11.94% and 16.69% respectively
- DTC (Direct-to-consumer) revenue growth of 15.59%

KEY METRICS



**COMPETITIVE ADVANTAGE:** Strong Market Positioning, Management, Barriers to Entry, Scale



**DIVIDEND YIELD:** 1.20%



**RISKS:** Intense Competition, Global Economic Conditions, Technical Innovation



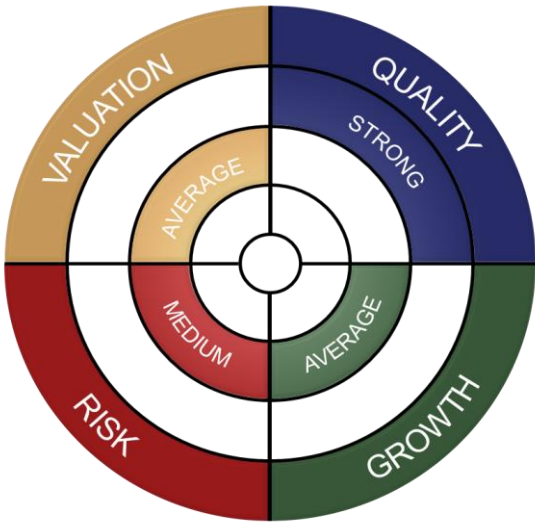
**GEOGRAPHIC REACH:** Global



**BETA:** 0.58



**MARKET CAPITALIZATION:** \$97.78bn



Key Financials (\$)	2016	2017	2018E*	2019E*
Net Sales (million)	32376	34350	36046	38833
Net Sales Growth	-	6,1%	4,9%	7,7%
Operating Income (million)**	4502	4749	5085	5544
Operating Income Growth	-	5,5%	7,1%	9,0%
Net Profit (million)**	3760	4240	4271	4521
Net Profit Growth	-	12,8%	0,7%	5,9%
EPS**	2,16	2,51	2,52	2,81
EPS Growth		16,2%	0,4%	11,5%
P/E	26	21	23	21
ROA	18%	19%	19%	20%
ROE	30%	34%	32%	34%

\* - 2018E and 2019E are estimated figures  
\*\* - Operating Income, Net Profit and EPS are normalized figures for the years 2018E\* and 2019E\*

Source: Thomson Reuters