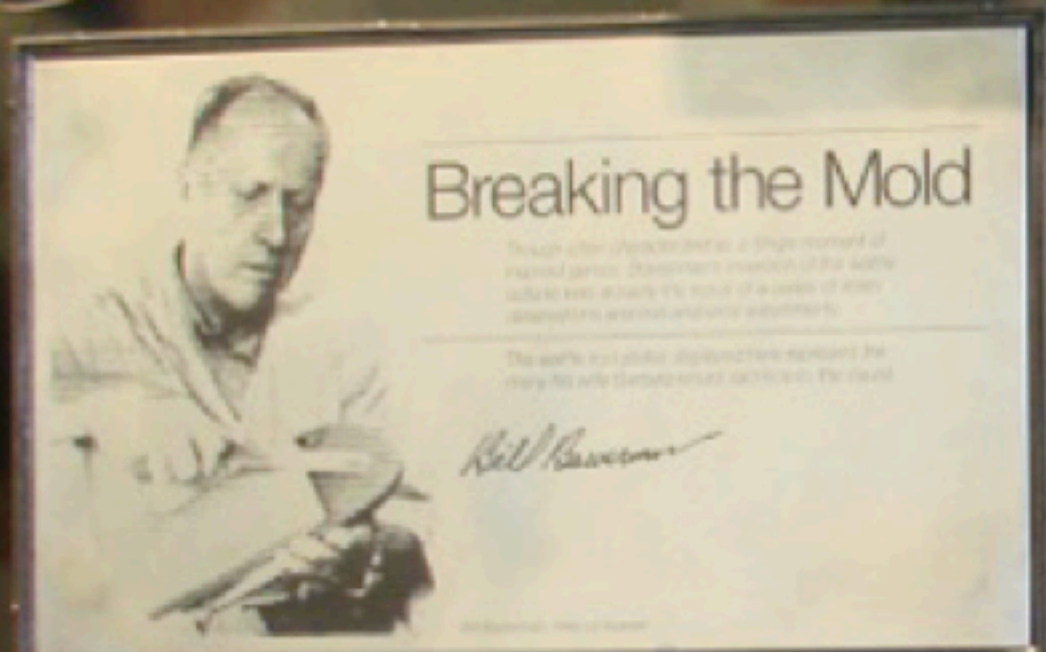




**TO BRING INSPIRATION AND
INNOVATION TO EVERY ATHLETE *
IN THE WORLD.**

* If you have a body, you are an athlete.

FIRST INNOVATION: WAFFLE OUTSOLE



1971



SECOND INNOVATION: NIKE AIR 1979

Nike Air Tailwind

- introduced 1979.
- First sneaker utilizing Nike's Air technology. Hidden in midsole



INNOVATION to PLATFORM

The Evolution of Visible Air



Air Max 1
(1987)

Air revolution begins.

Air Max 90
(1990)

More air, more cushioning.

Air Max 180
(1991)

Air-Sole to outsole with no interruptions.

Air Max 93
(1993)

Extra visible, visible air.

Air Max 95
(1995)

Visible air brought to the forefoot.

Air Max 97
(1997)

Air Max, maximized.

Air Max Plus
(1998)

Tuned Air.

Air Max 360
(2009)

No foam, no problem.

Air Max 2015
(2015)

Maximum air, maximum flexibility.

INNOVATION to PLATFORM

NIKE LUNAR - 2008



LAUNCHING A PLATFORM WITH STRATEGIC COLOR – LUNAR



1st year

2nd year



3rd year



BREAKTHROUGH INNOVATION



FLYWIRE - technology

FLYWIRE + KNITTED BASE LAYER



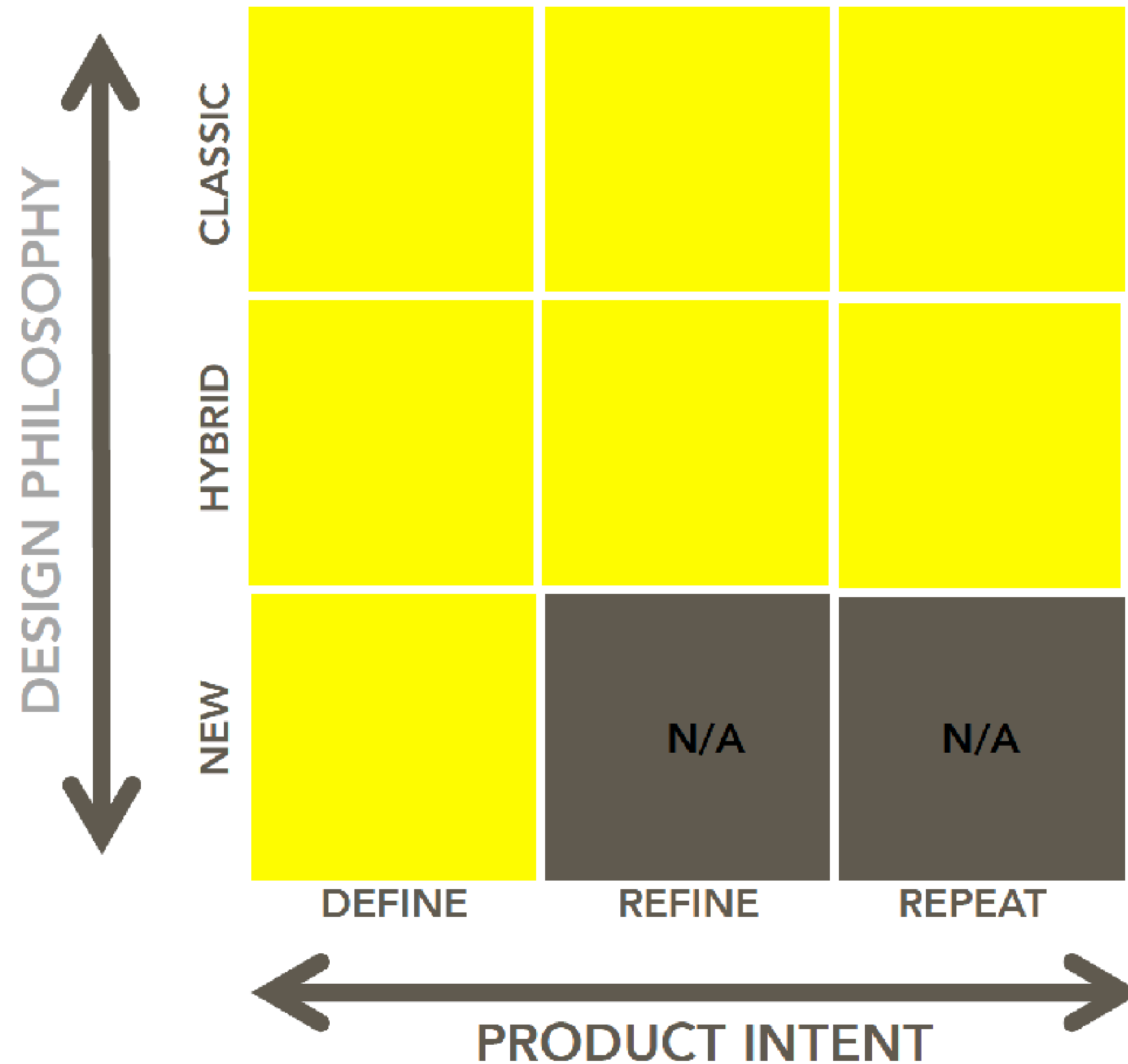
FLYKNIT - 2012



<https://www.youtube.com/watch?v=Ev2sHur84sl>

<https://www.youtube.com/watch?v=c2ruHR4INF0>

Nike Design Philosophy & Intent



CLASSIC:

True to the original. MANY TIMES recognized as definitive in its category. Original tooling / sole. Changes only in the upper.



Nike Dunk Sky High



Nike Dunk Hi Vac Tech



Nike Dunk Hi Vintage

HYBRID:

An expressive mix of influences with components clearly identifiable as classic of new. Changes in the tooling / sole and/or upper.



Nike Dunk Gladiator Sandal

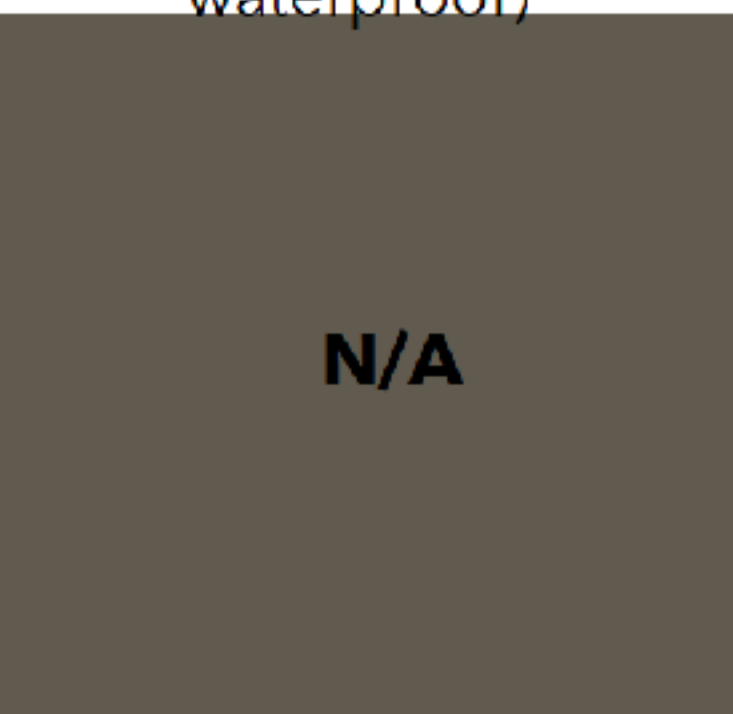


Nike Dunk Hi OMS
(free sole +
waterproof)

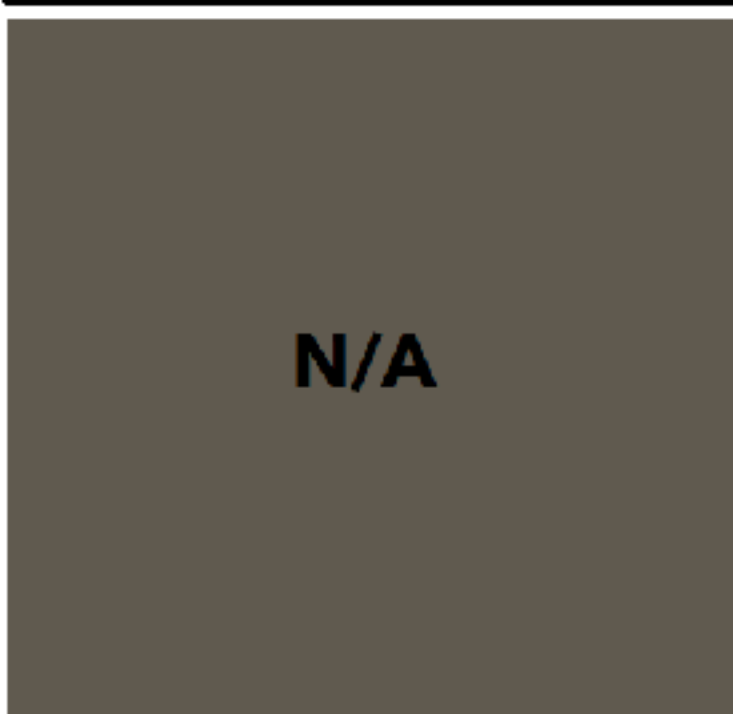


Nike Dunk Hi AC
(autoclave)

NEW: Never seen before. Takes a leap through new form & technology. Driven by innovation.



N/A



N/A

DEFINE: Completely new idea, concept, form or solution. Consumer white space. Wow part of the product line plan.

REFINE Make it better. Function and expression changes to reflect the market.

REPEAT: Its working. Repeat the formula.

NIKE PRODUCT CREATION

Explore
Space

Design
Engineering
Outside Collaborations:
Science, Athletes,
Artists, etc...

5 - 10 years out

Innovation
Kitchen

Design
Engineering
Athletes

5 - 2 years out

Design
Studio

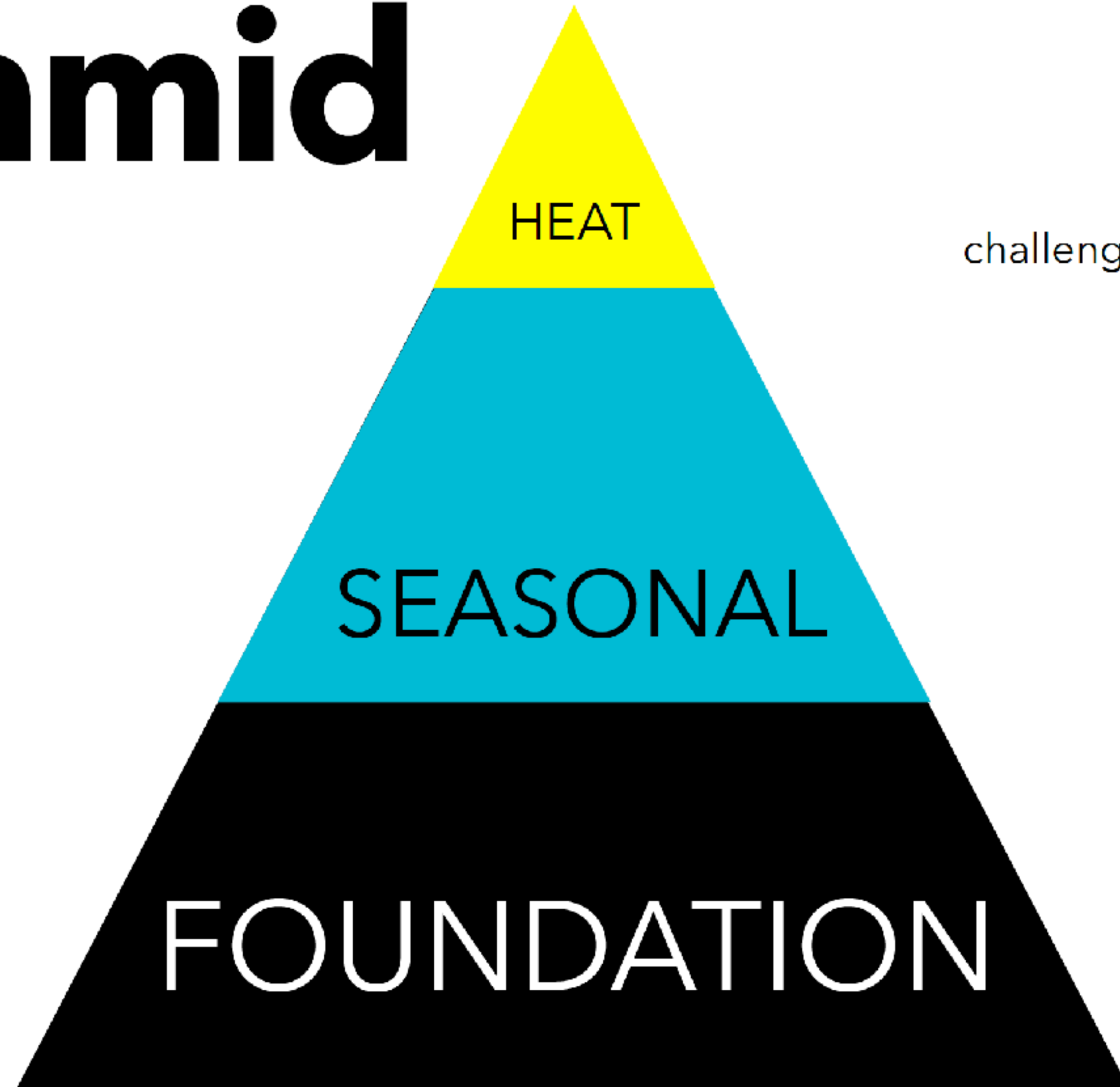
Design
Product Developers
Athletes
Business

2 years out - consumers

“With over 650 in-house designers, Nike has a thriving creative culture that is constantly connecting with others. That said, we believe that opening up to outside influences can be extremely powerful and help everyone reach the future, faster.”

Mark Parker, President and CEO, Nike Inc.

Nike Portfolio Pyramid



Take a leap &
challenge what's possible.

Make it better.

Build on
what works.