



**November 28th, 2021**

**To our Stakeholders,**

Our mission at Nike Inc. is to bring inspiration and innovation to every athlete\* in the world. We believe in using our ability and connection to sports to empower the communities surrounding us. Our investments into demand creation, innovation, diversity, and sustainability continue to generate sales. In 2021 our gross profit grew by 23%, totaling \$19.9 billion. A substantial amount of the 2021 revenue is produced from the footwear segment.

As we continue to increase our presence globally with 1048 stores, our online sales have grown tremendously over the past year with NIKE direct. In 2021, NIKE direct accounted for \$16.3 billion in sales. With an increase in online sales, it is reflective of high online traffic. In comparison to competitors like Adidas and Puma, we average a high total visit of 104.3 million. Our in-store foot traffic is also consistent with a weekly average of 806,775.

Most of the purchase trends online or in-store were from the Jordan and Sportswear collections. As these trends continue, our customer demographics highlight that 55% of the consumers shop in the men's category. Additionally, 47% of consumers purchase items within the North America region.

Although there is an increase in revenue there are some improvements to be made for the upcoming quarter. Moving forward our goals are to:

- Improve our inventory turnover ratio to 4 or above.
- Improve our bounce rate on all digital platforms

Sincerely,

Alliyah Thompson



