



MARKET

Decades ago, when Nike co-founder Bill Bowerman said "If you have a body, you are an athlete" he stated the endless possibilities for human potential in sports. It set the tone and vision for Nike which has inspired generations of employees and still drives the winning streak in millions of customers.

Started by two visionary Oregonians – Bill Bowerman and Phil Knight - Nike has grown from a US-based footwear distributor to the world leader in sports categories for athletic footwear, apparel and equipment. Over the years Nike has established a strong brand portfolio with several wholly-owned subsidiaries including Cole Haan, Converse Inc., Hurlley International LLC, Nike Golf and Umbro Ltd. With its headquarters in Beaverton, Oregon, a suburb of Portland, the presence of Nike is spread across more than 160 countries around the globe. Through suppliers, shippers, retailers and other service providers Nike employs nearly one million people, directly or indirectly, and touches the lives of millions more with its innovative products that transform every sport into a winning battle. Nike has been distributed in the Middle East for the last 25 years through Sun and Sand Sports and other retail partners in the GCC Region.

ACHIEVEMENTS

Besides being one of the most recognisable and admired brands on earth – the legendary Nike swoosh is a lesson for every branding professional – what sets Nike apart among hugely successful commercial enterprises is its social relevance. Nike also considers corporate responsibility an integral part of how it can use the power of its brand, the energy and the passion of its people and the scale of its business to create meaningful change. This has resulted in the corporation being acclaimed by numerous organisations. Every year, since 2006, it has been featured in the Fortune Magazine's 'top 100 Companies to work for' list. The Ethisphere Institute named Nike to its

second-annual 'World's Most Ethical Companies' list. The integrated efforts towards ethical and environmentally viable business saw Nike being identified by Innovest as one among the 100 Most Sustainable Companies on the globe.

Innovation has driven the company and transformed it into a centre of excellence for sports rather than a manufacturer of sports goods. Three years in a row Fortune Magazine ranked Nike as the Most Admired Company in America in the Apparel industry and second in innovation. Nike was also added to the 'Fast 50' Most Innovative Companies List. An inseparable part of the everyday life of sports enthusiasts, Nike was chosen for its innovative consumer experiences such as Run Americas, the Nike Women's Marathon, Nike+ Supersonic, House of Hoops and NikeiD Studios. Three Nike products have been recognised by I.D. magazine in its 2007 Best of Consumer Product category. Setting examples in environmental consciousness Nike's Reuse-A-Shoe programme by Nike Australia made it a finalist for the Business Enterprise Award by United Nations. Nike 5K for Kids has been recognised as Youth Programme of the Year 2008 while USATF named Nike Women's Marathon, Charitable Race of the Year for 2006. Consistent in its policies worldwide, Nike also received the Hong Kong Caring Company Award in both 2003 and 2004.

On a more commercial note, Nike's success has today extended across the Middle East as well. In the last 25 years Sun and Sand Sports has opened



23 Nike stores in six markets across the Middle East. The mono store in Mall of the Emirates is one of the four most successful in Europe, Middle East and Africa.



HISTORY

What started with a handshake between two visionary Oregonians grew to become a legend in athletics, branding, marketing, healthy lifestyle and life itself. Bill Bowerman, a US Olympic track and field coach, and his University of Oregon runner Phil Knight pioneered a revolution in athletic footwear to become a global marketer of athletic footwear, apparel and equipment that is unrivaled in the world. The journey wasn't short - yet quick, it was.

1960s: There was a time when Nike wasn't Nike, in name that is, and the swoosh was yet to be born. The legend began in January 1964 as Blue Ribbon Sports, started by two entrepreneurs who contributed US\$500 each and placed their first order of 300 pairs of shoes. In 1965 they hired the first full-time employee.

1970s: In 1971 the first BRS retail store was opened. The company took the name of Nike and a graphic design student, Carolyn Davidson, created the 'Swoosh' brand. The electrifying track and field legend Steve Prefontaine soon endorsed Nike and, by the turn of the decade, the immensely successful Nike Air technology was launched.

1980s: Nike went public with an IPO and in 1985 the signature Michael Jordan shoes made their debut. 1987 saw the launch of the Air Max footwear to the original Beatles' soundtrack of Revolution. The 'Just do it' tagline – equally as famous as the swoosh itself – saw its advent launched and Bo Jackson, twice famous for his success in both football and baseball, endorsed the popular cross-training shoes.

First Nike store in the Middle East



1990s: The new Nike worldwide headquarters and Niketown was inaugurated in Portland. By mid-nineties Nike signed the World Cup winning Brazilian football team along with other leading teams. In an intuitional gesture Nike signed up with an unknown golfer called Tiger Woods in 1996 and also with the cyclist Lance Armstrong.

2000s: For a new millennium of athletic comfort Nike introduced the new footwear cushioning system – Nike Shox. Further, in 2002, Nike launched 'secret Tournament' a fully integrated, global marketing and communication campaign. Nike Free, Nike+ and Nike Sphere reached out to consumers using innovative branding and marketing techniques.

Last year Nike debuted Nike Considered Design, its latest products which combine sustainability principles with the newest innovations from sport. The goal of Nike Considered Design is to create performance innovation products that minimise environmental impact by reducing waste throughout the design and development process, use environmentally preferred materials and eliminate toxics.

PRODUCT

Nike has diverse product extensions across the three main categories - footwear, apparel and equipment. In turning into a world brand Nike uses almost 700 contract factories in 52 countries to manufacture all its products and employs close to 800,000 workers. It is the Nike mission to make responsible sourcing a business reality that enhances the lives of these workers. Through each of its products Nike aims to bring inspiration and innovation to every athlete in the world, true to its co-founder's commitment. Sun and Sand Sports ensures this aim reaches every athlete through the product layout and communication within its stores.



RECENT DEVELOPMENTS

While introducing new technology in performance and comfort, Nike has also been steadily consolidating its leadership in its key markets. Recently the brand found a formidable stronghold in its mono store in one of the world's biggest malls,

The Dubai Mall. Next door, in Bahrain, the first Nike Women's Store was also opened by Sun and Sand Sports in the Bahrain City Centre in Manama.

PROMOTION

Nike timed its campaign launching the T90 football boot perfectly allowing it to coincide with the Euro Football Championships in 2008. This comprehensive campaign including Print, Television and Outdoor created an atmosphere of celebration for lovers of the sport. Nike sponsors key 5-Star hotel Health Clubs around major cities with prominent branding in the captive and conducive environment. Instructors are also sponsored as they are believers in the brand.

Making steps of innovation dance to the tune of Nike, the brand celebrated its first ever Nike Rockstar Workout in October 2008. This is a workout to dance where the moves are produced by Nike and the music composed specifically for the brand. Even the dance is performed by Nike certified trainers. Over 200 women turned up for the event in Dubai, making it a success. A Nike pop-up store was arranged by Sun and Sand Sports for the day, selling women's styles only.

BRAND VALUES

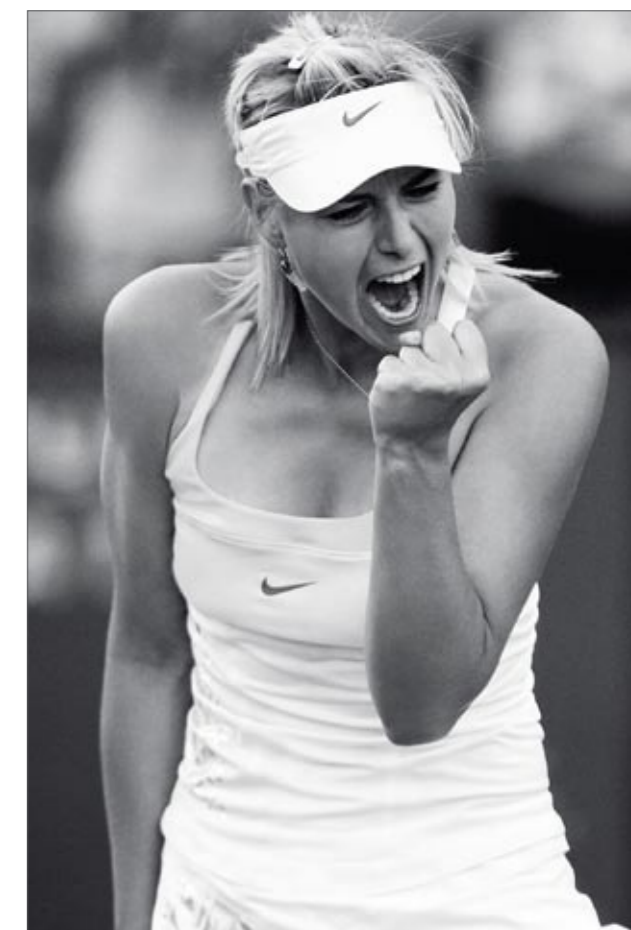
For a company founded with the aim "to bring inspiration and innovation to every athlete in the world", the greatest values are sportsmanship and unrelenting effort. The tagline "Just do it" sums up the attitude of the product as well as its loyal customer base. Nike's customer service mission is "To represent the highest service standard within and beyond our industry, building loyal consumer relationships around the world."

Nike can be called an innovation company - a company that therefore takes risks.

For a truly global brand, at Nike, Diversity and

Inclusion is what drives creativity and innovation. It takes each one of its 30,000 employees working at the top of their game for Nike to reach its highest potential.

The commitment to diversity is, in fact, an integral part of the company's corporate self, as well as how it contributes to the world around us.



www.nike.com

Things you didn't know about NIKE

Nike is the winged Greek goddess of victory.

Nike was once called Blue Ribbon Sports.

In 1964 the original company, BRS, had an annual sales turnover of around US\$ 8,000.

For the fiscal year ending 31 May, 2008, Nike reported record revenues of US\$18.6 billion.

Nike is one of the world's top five leading brands and operates across 160 countries.

Superbrands