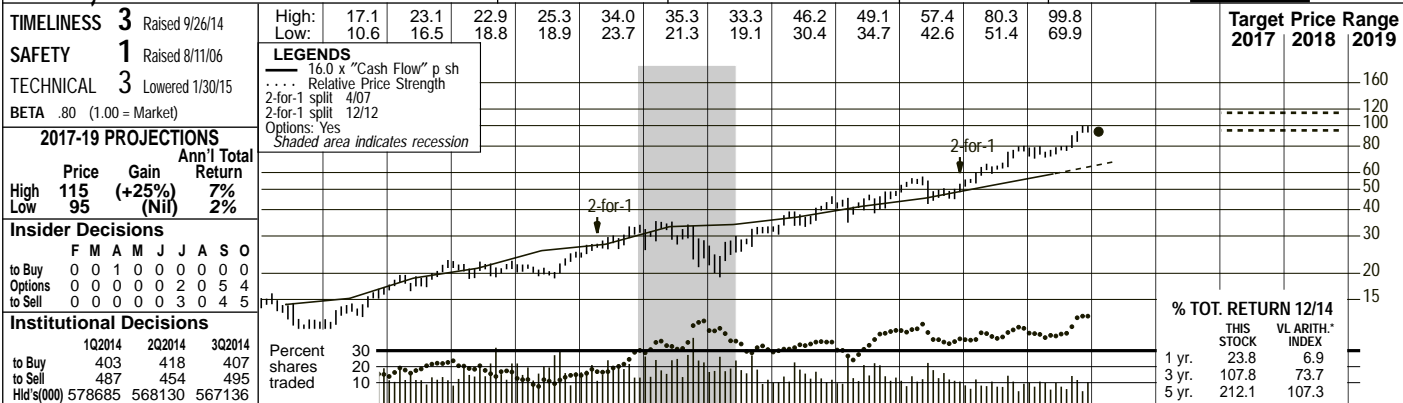


<b>NIKE, INC. 'B'</b> NYSE-NKE										RECENT PRICE	93.61	P/E RATIO	26.7 (Trailing: 27.9 Median: 18.0)	RELATIVE P/E RATIO	1.45	DIV'D YLD	1.2%	VALUE LINE
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1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	© VALUE LINE PUB. LLC	17-19
8.32	7.77	8.34	8.83	9.29	10.15	11.64	13.08	14.44	16.20	18.96	19.75	19.64	21.94	26.34	28.31	31.95	35.70	Sales per sh <sup>A</sup>	48.25
.58	.63	.74	.75	.89	.95	1.18	1.32	1.60	1.72	2.07	2.12	2.30	2.60	2.83	3.25	3.69	4.25	"Cash Flow" per sh	6.55
.41	.42	.53	.54	.62	.69	.88	1.12	1.32	1.43	1.72	1.76	1.93	2.20	2.37	2.69	2.97	3.50	Earnings per sh <sup>AB</sup>	5.60
.11	.12	.12	.12	.12	.14	.19	.24	.30	.36	.44	.49	.53	.60	.70	.81	.93	1.04	Div'ds Decl'd per sh <sup>CA</sup>	1.70
.44	.34	.39	.30	.27	.18	.20	.24	.32	.31	.46	.47	.35	.45	.65	.71	1.01	1.15	Cap'l Spending per sh	1.40
2.84	2.95	2.91	3.25	3.61	3.78	4.54	5.37	6.07	6.97	7.97	8.95	10.08	10.35	11.33	12.48	12.44	14.45	Book Value per sh	19.70
1148.0	1129.2	1078.4	1074.4	1064.4	1054.4	1052.4	1050.4	1036.0	1007.6	982.20	971.00	968.00	951.00	916.00	894.00	870.00	862.00	Common Shs Outst'g <sup>FG</sup>	810.00
30.7	28.1	22.7	20.2	21.2	17.1	18.4	17.9	16.0	16.4	17.8	15.3	16.4	18.2	20.4	19.4	24.2		Avg Ann'l P/E Ratio	19.0
1.60	1.60	1.48	1.04	1.16	.97	.97	.95	.86	.87	1.07	1.02	1.04	1.14	1.30	1.08	1.27		Relative P/E Ratio	1.20
.9%	1.0%	1.0%	1.1%	.9%	1.1%	1.1%	1.2%	1.4%	1.5%	1.4%	1.8%	1.7%	1.5%	1.4%	1.5%	1.3%		Avg Ann'l Div'd Yield	1.6%

CAPITAL STRUCTURE as of 11/30/14					12253	13740	14955	16326	18627	19176	19014	20862	24128	25313	27799	30790	Sales (\$mill) <sup>A</sup>	39100
Total Debt \$1287 mill. Due in 5 Yrs \$273 mill.					15.1%	13.8%	16.0%	14.7%	14.7%	14.5%	14.7%	15.1%	14.1%	14.6%	15.1%	15.5%	Operating Margin	17.0%
LT Debt \$1084 mill. LT Interest \$36.0 (8% of Capital)					301.4	257.2	282.0	269.7	303.6	335.0	323.7	335.0	373.0	438.0	518	575	Depreciation (\$mill)	700
					945.6	1211.6	1392.0	1458.3	1734.1	1727.4	1906.7	2133.0	2223.0	2464.0	2693	3095	Net Profit (\$mill)	4590
Leases, Uncapitalized Annual rentals \$427 mill.					34.8%	34.9%	35.0%	33.7%	30.7%	26.7%	24.2%	25.0%	25.5%	24.7%	24.0%	24.5%	Income Tax Rate	24.0%
No Defined Benefit Pension Plan					7.7%	8.8%	9.3%	8.9%	9.3%	9.0%	10.0%	10.2%	9.2%	9.7%	9.7%	10.1%	Net Profit Margin	11.7%
Preferred Stock None					3503.0	4351.9	4735.7	5492.5	5517.8	6457.0	7595.0	7339.0	7666.0	9700.0	8669.0	8980	Working Cap'l (\$mill)	11150
					682.4	687.3	410.7	409.9	441.1	437.2	445.8	276.0	228.0	1210.0	1199.0	1090	Long-Term Debt (\$mill)	950
Common Stock 863,938,522 shares (178 mill. Class A shares; 686 mill. Class B shares.) as of 1/2/15					4781.7	5644.2	6285.2	7025.4	7825.3	8693.1	9753.7	9843.0	10381	11156	10824	12460	Shr. Equity (\$mill)	15970
MARKET CAP: \$80.9 billion (Large Cap)					17.5%	19.2%	20.8%	19.9%	21.2%	19.1%	18.7%	21.1%	21.0%	20.0%	22.6%	23.0%	Return on Total Cap'l	27.0%
					19.8%	21.5%	22.1%	20.8%	22.2%	19.9%	19.5%	21.7%	21.4%	22.1%	24.9%	25.0%	Return on Shr. Equity	28.5%
CURRENT POSITION 2013 2014 11/30/14					16.0%	15.8%	17.2%	15.9%	16.9%	14.5%	14.4%	16.0%	15.5%	15.8%	17.5%	17.5%	Retained to Com Eq	20.0%
					19%	26%	22%	24%	24%	27%	27%	26%	28%	29%	30%	30%	All Div'ds to Net Prof	30%

Fiscal Year Ends	Aug.31	Nov.30	Feb.28	May 31	Full Fiscal Year
2011	5175	4842	5079	5766	20862
2012	6081	5731	5846	6470	24128
2013	6474	5955	6187	6697	25313
2014	6971	6431	6972	7425	27799
2015	7982	7380	7620	7808	30790

Fiscal Year Ends	Aug.31	Nov.30	Feb.28	May 31	Full Fiscal Year
2011	.57	.47	.54	.62	2.20
2012	.68	.50	.60	.59	2.37
2013	.63	.57	.73	.76	2.69
2014	.86	.59	.75	.78	2.97
2015	1.09	.74	.83	.84	3.50

Cal-endar	Mar.31	Jun.30	Sep.30	Dec.31	Full Year
2011	-.0	.155	.155	.155	.47
2012	.18	.18	.19	.39E	.93
2013	-.1	.21	.21	.21	.63
2014	.24	.24	.24	.24	.96
2015	.28				

Fiscal Year Ends	Aug.31	Nov.30	Feb.28	May 31	Full Fiscal Year
2011	.57	.47	.54	.62	2.20
2012	.68	.50	.60	.59	2.37
2013	.63	.57	.73	.76	2.69
2014	.86	.59	.75	.78	2.97
2015	1.09	.74	.83	.84	3.50

Cal-endar	Mar.31	Jun.30	Sep.30	Dec.31	Full Year
2011	-.0	.155	.155	.155	.47
2012	.18	.18	.19	.39E	.93
2013	-.1	.21	.21	.21	.63
2014	.24	.24	.24	.24	.96
2015	.28				

(A) Fiscal years end May 31st. (B) Diluted earnings. Excludes nonrecurring: '98, (14%); '99, (5%); '03, (50%); '07, 4%; '08, 15%; '09, (25%); '13, 2%. Quarterly EPS may not sum due to change in share count. Next earnings report due late Mar. (C) Dividends historically paid in early January, April, July, and October. (D) Reinvestment plan available. (E) Paid 15.5¢ dividend in December of prior year. (F) Includes 21¢ dividend paid December 26th. (G) In millions, adjusted for splits. (H) Each share of Class A is convertible to one share of Class B.	Company's Financial Strength	A++
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	Earnings Predictability	100

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