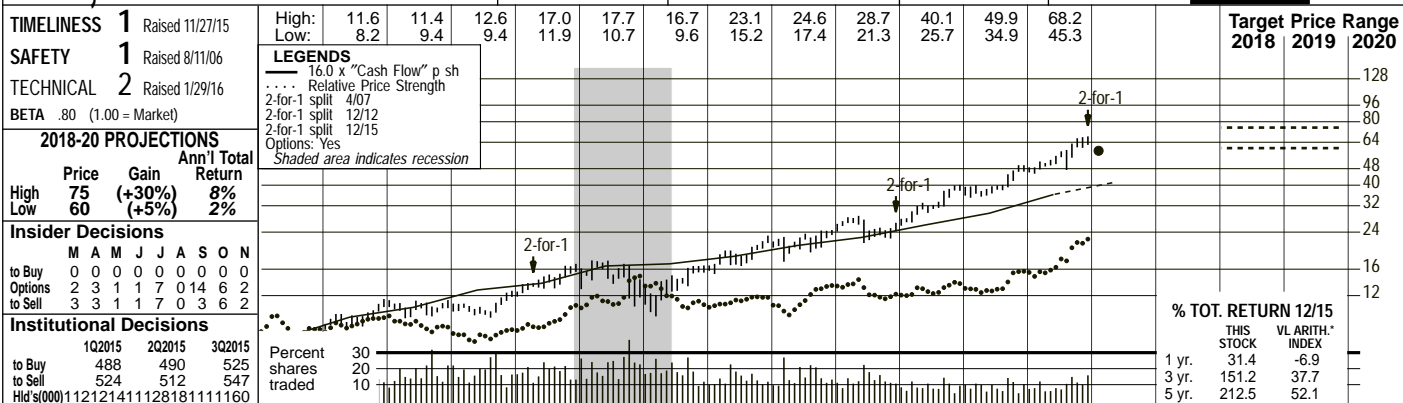


NIKE, INC. 'B' NYSE-NKE										RECENT PRICE	58.32	P/E RATIO	27.1 (Trailing: 28.3; Median: 18.0)	RELATIVE P/E RATIO	1.65	DIV'D YLD	1.1%	VALUE LINE
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1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	© VALUE LINE PUB. LLC	18-20
3.89	4.17	4.42	4.65	5.07	5.82	6.54	7.22	8.10	9.48	9.87	9.82	10.97	13.17	14.16	15.98	17.85	19.35	Sales per sh ^A	26.65
.31	.37	.37	.44	.48	.59	.66	.80	.86	1.04	1.06	1.15	1.30	1.42	1.62	1.85	2.26	2.60	"Cash Flow" per sh	3.90
.21	.26	.27	.31	.35	.44	.56	.66	.72	.86	.88	.97	1.10	1.18	1.35	1.49	1.85	2.15	Earnings per sh ^{AB}	3.30
.06	.06	.06	.06	.07	.09	.12	.15	.18	.22	.25	.27	.30	.35	.41	.47	.52	.60	Div'ds Decl'd per sh ^{CA}	.94
.17	.19	.15	.13	.09	.10	.12	.16	.16	.23	.23	.17	.23	.33	.36	.51	.56	.70	Cap'l Spending per sh	1.05
1.48	1.45	1.63	1.80	1.89	2.27	2.69	3.03	3.49	3.98	4.48	5.04	5.18	5.67	6.24	6.22	7.41	8.50	Book Value per sh	10.45
2258.4	2156.8	2148.8	2128.8	2108.8	2104.8	2100.8	2072.0	2015.2	1964.4	1942.0	1936.0	1902.0	1832.0	1788.0	1740.0	1714.0	1700.0	Common Shs Outst'g ^{EF}	1575.0
28.1	22.7	20.2	21.2	17.1	18.4	17.9	16.0	16.5	17.8	15.3	16.4	18.2	20.4	19.4	24.2	24.4		Avg Ann'l P/E Ratio	20.0
1.60	1.48	1.04	1.16	.97	.97	.95	.86	.88	1.07	1.02	1.04	1.14	1.30	1.09	1.27	1.23		Relative P/E Ratio	1.25
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%	1.2%		Avg Ann'l Div'd Yield	1.4%

CAPITAL STRUCTURE as of 11/30/15										13740	14955	16326	18627	19176	19014	20862	24128	25313	27799	30601	32900	Sales (\$mill) ^	42000
Total Debt \$2171 mill. Due in 5 Yrs \$172 mill.										13.8%	16.0%	14.7%	14.7%	14.5%	14.7%	15.1%	14.1%	14.6%	15.1%	15.6%	16.0%	Operating Margin	18.0%
LT Debt \$2067 mill. LT Interest \$72.0										257.2	282.0	269.7	303.6	335.0	323.7	335.0	373.0	438.0	518.0	606.0	635	Depreciation (\$mill)	770
(13% of Capital)										1211.6	1392.0	1458.3	1734.1	1727.4	1906.7	2133.0	2223.0	2464.0	2693.0	3273.0	3760	Net Profit (\$mill)	5350
Leases, Uncapitalized Annual rentals \$447 mill.										34.9%	35.0%	33.7%	30.7%	26.7%	24.2%	25.0%	25.5%	24.7%	24.0%	22.2%	20.0%	Income Tax Rate	22.0%
No Defined Benefit Pension Plan										8.8%	9.3%	8.9%	9.3%	9.0%	10.0%	10.2%	9.2%	9.7%	9.7%	10.7%	11.4%	Net Profit Margin	12.7%
Preferred Stock None										4351.9	4735.7	5492.5	5517.8	6457.0	7595.0	7339.0	7666.0	9700.0	8669.0	9642.0	11400	Working Cap'l (\$mill)	13260
										687.3	410.7	409.9	441.1	437.2	445.8	276.0	228.0	1210.0	1199.0	1079.0	2050	Long-Term Debt (\$mill)	1350
Common Stock 1,703,148,430 shares										5644.2	6285.2	7025.4	7825.3	8693.1	9753.7	9843.0	10381	11156	10824	12707	14425	Shr. Equity (\$mill)	16465
(353 mill. Class A shares; 1350 mill. Class B shares.) as of 1/4/16										19.2%	20.8%	19.9%	21.2%	19.1%	18.7%	21.1%	21.0%	20.0%	22.6%	23.8%	23.0%	Return on Total Cap'l	30.0%
MARKET CAP: \$99.3 billion (Large Cap)										21.5%	22.1%	20.8%	22.2%	19.9%	19.5%	21.7%	21.4%	22.1%	24.9%	25.8%	26.0%	Return on Shr. Equity	32.5%
CURRENT POSITION 2014 2015 11/30/15										15.8%	17.2%	15.9%	16.9%	14.5%	14.4%	16.0%	15.5%	15.8%	17.5%	18.7%	19.0%	Retained to Com Eq	23.0%
										26%	22%	24%	24%	27%	27%	26%	28%	29%	30%	27%	28%	All Div'ds to Net Prof	28%

Fiscal Year Ends	Aug.31	Nov.30	Feb.28	May 31	Full Fiscal Year
2012	6081	5731	5846	6470	24128
2013	6474	5955	6187	6697	25313
2014	6971	6431	6972	7425	27799
2015	7982	7380	7460	7779	30601
2016	8414	7686	8155	8645	32900

Fiscal Year Ends	Aug.31	Nov.30	Feb.28	May 31	Full Fiscal Year
2012	.34	.25	.30	.29	1.18
2013	.32	.29	.37	.37	1.35
2014	.43	.30	.38	.38	1.49
2015	.54	.37	.45	.49	1.85
2016	.67	.45	.48	.55	2.15

Cal-endar	Mar.31	Jun.30	Sep.30	Dec.31	Full Year
2012	.09	.09	.095	.195	.47
2013	--	.105	.105	.105	.32
2014	.12	.12	.12	.12	.48
2015	.14	.14	.14	.14	.56
2016	.16				

Fiscal Year Ends	Aug.31	Nov.30	Feb.28	May 31	Full Fiscal Year
2012	.34	.25	.30	.29	1.18
2013	.32	.29	.37	.37	1.35
2014	.43	.30	.38	.38	1.49
2015	.54	.37	.45	.49	1.85
2016	.67	.45	.48	.55	2.15

Cal-endar	Mar.31	Jun.30	Sep.30	Dec.31	Full Year
2012	.09	.09	.095	.195	.47
2013	--	.105	.105	.105	.32
2014	.12	.12	.12	.12	.48
2015	.14	.14	.14	.14	.56
2016	.16				

(A) Fiscal years end May 31st. (B) Diluted earnings. Excludes nonrecurring: '99, (3¢); '03, (25¢); '07, 2¢; '08, 8¢; '09, (13¢); '13, 1¢. Quarterly EPS may not sum due to change in share count. Next earnings report due late March. (C) Dividends historically paid in early January, April, July, and October. ■ Reinvestment plan available. (D) Includes 21¢ dividend paid December 26th. (E) In millions, adjusted for splits. (F) Each share of Class A is convertible to one share of Class B.	Company's Financial Strength	A++
	Stock's Price Stability	85
	Price Growth Persistence	100
	Earnings Predictability	95