

NIKE, INC. 'B' NYSE-NKE

RECENT PRICE **77.88** P/E RATIO **29.4** (Trailing: 30.4 Median: 21.0) RELATIVE P/E RATIO **1.84** DIV'D YLD **1.1%** **VALUE LINE**



2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	© VALUE LINE PUB. LLC	21-23
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	19.25	20.91	22.73	24.90	Sales per sh ^A	34.30
.44	.48	.59	.66	.80	.86	1.04	1.06	1.15	1.30	1.42	1.62	1.85	2.26	2.62	3.01	2.95	3.10	"Cash Flow" per sh	5.55
.31	.35	.44	.56	.66	.72	.86	.88	.97	1.10	1.18	1.35	1.49	1.85	2.16	2.51	2.40	2.65	Earnings per sh ^{AB}	5.00
.06	.07	.09	.12	.15	.18	.22	.25	.27	.30	.35	.41	.47	.54	.62	.70	.78	.86	Div'ds Decl'd per sh ^{CD}	1.20
.13	.09	.10	.12	.16	.16	.23	.23	.17	.23	.33	.36	.51	.56	.68	.67	.64	.80	Cap'l Spending per sh	1.00
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	7.29	7.55	6.13	6.35	Book Value per sh	8.50
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	1682.0	1643.0	1601.0	1575.0	Common Shs Outst'g ^{EF}	1530.0
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	27.5	21.6	25.3		Avg Ann'l P/E Ratio	20.0
1.16	.97	.97	.95	.86	.88	1.07	1.02	1.04	1.14	1.30	1.09	1.27	1.23	1.44	1.09	1.28		Relative P/E Ratio	1.10
.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%	1.0%	1.3%	1.3%		Avg Ann'l Div'd Yield	1.3%

CAPITAL STRUCTURE as of 11/30/18				BUSINESS: NIKE designs, develops, and markets footwear, apparel, equipment, and accessories. Sells products to retail accounts, through NIKE-owned stores and the Internet, and through a mix of independent distributors and licensees in numerous countries. Offerings are focused in six categories: running, basketball, the Jordan brand, football (soccer), training, and sportswear. There is another product line for kids. Has about 73,100 employees (including part-timers). Swoosh, LLC, owns 77.5% Cl. A shares, 16.7% Cl. B; officers/directors, 3.9% of Cl. B; The Vanguard Group, 7.8%; BlackRock, 6.1% (7/18 proxy). Chairman & CEO: Mark G. Parker. Inc.: Oregon. Address: One Bowerman Drive, Beaverton, OR 97005. Telephone: 503-671-6453. Internet: www.nikeinc.com.														© VALUE LINE PUB. LLC	
Total Debt \$3481 mill. Due in 5 Yrs \$750 mill.				18627	19176	19014	20862	24128	25313	27799	30601	32376	34350	36397	39220	Sales (\$mill) ^A	52500		
LT Debt \$3466 mill. LT Interest \$190 mill. (24% of Capital)				14.7%	14.5%	14.7%	15.1%	14.1%	14.6%	15.1%	15.6%	15.9%	15.9%	14.3%	16.0%	Operating Margin	19.2%		
Leases, Uncapitalized Annual rentals \$491 mill. No Defined Benefit Pension Plan				303.6	335.0	323.7	335.0	373.0	438.0	518.0	606.0	649.0	706.0	747.0	710	Depreciation (\$mill)	850		
Preferred Stock None				1734.1	1727.4	1906.7	2133.0	2223.0	2464.0	2693.0	3273.0	3760.0	4240.0	3974.0	4175	Net Profit (\$mill)	7650		
Common Stock 1,573,797,545 shares				30.7%	26.7%	24.2%	25.0%	25.5%	24.7%	24.0%	22.2%	18.7%	13.2%	8.1%	20.0%	Income Tax Rate	21.0%		
Class A shares: 315,024,752				9.3%	9.0%	10.0%	10.2%	9.2%	9.7%	9.7%	10.7%	11.6%	12.3%	10.9%	10.6%	Net Profit Margin	14.6%		
Class B shares: 1,258,772,793 as of 1/3/19				5517.8	6457.0	7595.0	7339.0	7666.0	9700.0	8669.0	9642.0	9667.0	10587	9094.0	9000	Working Cap'l (\$mill)	10800		
MARKET CAP: \$122.6 billion (Large Cap)				441.1	437.2	445.8	276.0	228.0	1210.0	1199.0	1079.0	2010.0	3471.0	3468.0	3400	Long-Term Debt (\$mill)	3000		
CURRENT POSITION				7825.3	8693.1	9753.7	9843.0	10381	11156	10824	12707	12258	12407	9812.0	10000	Shr. Equity (\$mill)	13000		
2017				21.2%	19.1%	18.7%	21.1%	21.0%	20.0%	22.6%	23.8%	26.5%	26.9%	30.3%	32.0%	Return on Total Cap'l	48.5%		
2018				22.2%	19.9%	19.5%	21.7%	21.4%	22.1%	24.9%	25.8%	30.7%	34.2%	40.5%	42.0%	Return on Shr. Equity	59.0%		
2019				16.9%	14.5%	14.4%	16.0%	15.5%	15.8%	17.5%	18.7%	22.3%	25.0%	27.8%	28.0%	Retained to Com Eq	44.5%		
11/30/18				24%	27%	27%	26%	28%	29%	30%	27%	27%	27%	31%	32%	All Div'ds to Net Prof	24%		

ANNUAL RATES				Earnings growth at NIKE should eclipse the 10% mark on a year-over-year basis in fiscal 2019 (years end May 31st). The November-report was overwhelmingly positive. Sales and earnings topped expectations, and management sounded an upbeat tone for the second half of the campaign. Footwear and apparel receipts led the way, while the digital platform continued to blossom. Comp-sales figures were also impressive. The Street keeps a watchful eye on North American figures, and the top-line growth there of 9% did not disappoint. Moreover, registers in China were ringing at an increasing rate versus 2018's level. Year-over-year gains in that country came in at a robust 26%. On the heels of such momentum, we think earnings should come in at \$2.65 a share for the current fiscal year.														© VALUE LINE PUB. LLC				
Past 10 Yrs. of change (per sh)				10.0%	10.5%	11.0%																
Sales				12.5%	14.5%	14.0%																
"Cash Flow"				12.0%	14.5%	16.0%																
Earnings				14.5%	15.0%	12.0%																
Dividends				7.0%	4.0%	4.0%																
Book Value																						

Fiscal Year Ends		QUARTERLY SALES (\$mill.) ^A				Full Fiscal Year
		Aug.31	Nov.30	Feb.28	May 31	
2015		7982	7380	7460	7779	30601
2016		8414	7686	8032	8244	32376
2017		9061	8180	8432	8677	34350
2018		9070	8554	8984	9789	36397
2019		9948	9374	9570	10328	39220

Fiscal Year Ends		EARNINGS PER SHARE ^{AB}				Full Fiscal Year
		Aug.31	Nov.30	Feb.28	May 31	
2015		.54	.37	.45	.49	1.85
2016		.67	.45	.55	.49	2.16
2017		.73	.50	.68	.60	2.51
2018		.57	.46	.68	.69	2.40
2019		.67	.52	.67	.79	2.65

Cal-endar		QUARTERLY DIVIDENDS PAID ^{CM}				Full Year
		Mar.31	Jun.30	Sep.30	Dec.31	
2015		.14	.14	.14	.14	.56
2016		.16	.16	.16	.16	.64
2017		.18	.18	.18	.18	.72
2018		.20	.20	.20	.20	.80
2019		.22				

(A) Fiscal years end May 31st. (B) Diluted earnings. Excludes nonrecurring: '03, (25c); '07, 2c; '08, 8c; '09, (13c); '13, 1c; '18, (\$1.23) due to tax law change. Next egs. report due late March. (C) Dividends historically paid in early January, April, July, and October. ■ Reinvestment plan available. (D) Includes 21¢ dividend paid December 2012. (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 **80**
 Price Growth Persistence **95**
 Earnings Predictability **90**

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