

NIKE, Inc. (NKE)

Consumer Cyclical / Apparel - Footwear & Accessories · New York Stock Exchange

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE	MARKET CAP	52-WK HIGH	TRAILING PE	GROSS MARGIN	ROE	PIOTROSKI	1-YR RETURN
\$37.13	\$55.1B	\$80.17	17.8	43.1%	21%	5/9	-44.1%
2026-10-16	VOLUME	52-WK LOW	P/S	NET MARGIN	ROIC	ALTMAN Z	5-YR RETURN
	30.9M	\$31.97	1.20	6.7%	10%	3.4	-49.8%

NIKE, Inc., through its various subsidiaries, operates as a global enterprise focused on the design, development, marketing, and sale of athletic footwear, apparel, equipment, and accessories for all ages and genders. Beyond its primary offerings, the company provides a range of athletic and casual footwear, clothing, and accessories under the notable Jumpman trademark. It also distributes a variety of casual sneakers, apparel, and accessories, featuring well-known brands like Converse, Chuck Taylor, All Star, One Star, Star Chevron, and Jack Purcell. Under the NIKE brand itself, the company supplies a comprehensive line of performance sports gear and accessories, such as bags, socks, sports balls, eyewear, timepieces, digital devices, bats, gloves, and protective equipment. Additionally, NIKE sells various plastic products to other manufacturers. The company also markets sportswear adorned with licensed logos from college and professional sports teams and leagues. Furthermore, it engages in licensing arrangements, allowing unaffiliated parties to manufacture and sell apparel, digital devices, applications, and other sports equipment under NIKE-owned trademarks. Its extensive product catalog reaches consumers globally through diverse channels, including specialized footwear, sporting goods, athletic specialty, department, skate, tennis, and golf stores. Distribution occurs via NIKE's proprietary retail outlets, digital e-commerce platforms, independent distributors, authorized licensees, and sales representatives. Founded in 1964, the company was originally named Blue Ribbon Sports, Inc., before officially becoming NIKE, Inc. in 1971, and maintains its corporate headquarters in Beaverton, Oregon.

SECTOR Consumer Cyclical INDUSTRY Apparel - Footwear & Accessories EXCHANGE NYSE MARKET CAP \$55.1B EMPLOYEES 73,000 (SEC-filed) CEO Elliott J. Hill
IPO 1980-12-02 COUNTRY US
One Bowerman Drive, Beaverton, OR 97005-6453 · Tel 503 671 6453 · nike.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

50 / 100

Street mean **\$37.84** (35 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

NET BUYING

\$3.7M open-market purchases vs \$1.6M sales / 6 mo

2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **NKE -44.1%** · **S&P 500 +15.9%** · spread **-60.0pp**



7 Years vs S&P 500 · **NKE -49.8%** · **S&P 500 +189.9%** · spread **-239.6pp**



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

THIS SPACE INTENTIONALLY LEFT BLANK — THE NEXT SECTION BEGINS ON THE FOLLOWING PAGE

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

3 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE

50

OF 100

Score Breakdown

Profitability	48/100
Growth	44/100
Momentum	62/100
Quality	63/100
Earnings Quality	77/100
Balance Sheet	84/100
Value	63/100
Risk (safety)	80/100
Overall	50.3/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
DECK	73
CROX	70
EBAY	71
SE	66
AZO	51
F	12
NKE	50

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

50 / 100

IS Score 50.3 / 100 · -17.1 from peak of 67

Quarter	Business Quality
23 Q1	45
23 Q2	42
23 Q3	55
23 Q4	58
24 Q1	60
24 Q2	62
24 Q3	65
24 Q4	67
25 Q1	65
25 Q2	55
25 Q3	52
25 Q4	45
26 Q1	45
26 Q2	35
26 Q3	48
26 Q4	50

Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

LEAN BULLISH

Technical Score 62 / 100 · Power +23 · 16 of 22 indicator votes bullish

Date	Price Structure
07-23	-3%
08-13	17%
09-03	17%
09-25	17%
10-16	58%

Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 50 and price structure at 62 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 55 and holds two consecutive quarters	now 50.3	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 44 → 35 → 48 → 50	the direction matters more than the level
Technical vote share back above 50%	now 55%	price structure no longer broken
Institutional holder count rises two quarters running	peak 2,448 → now 1,742	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

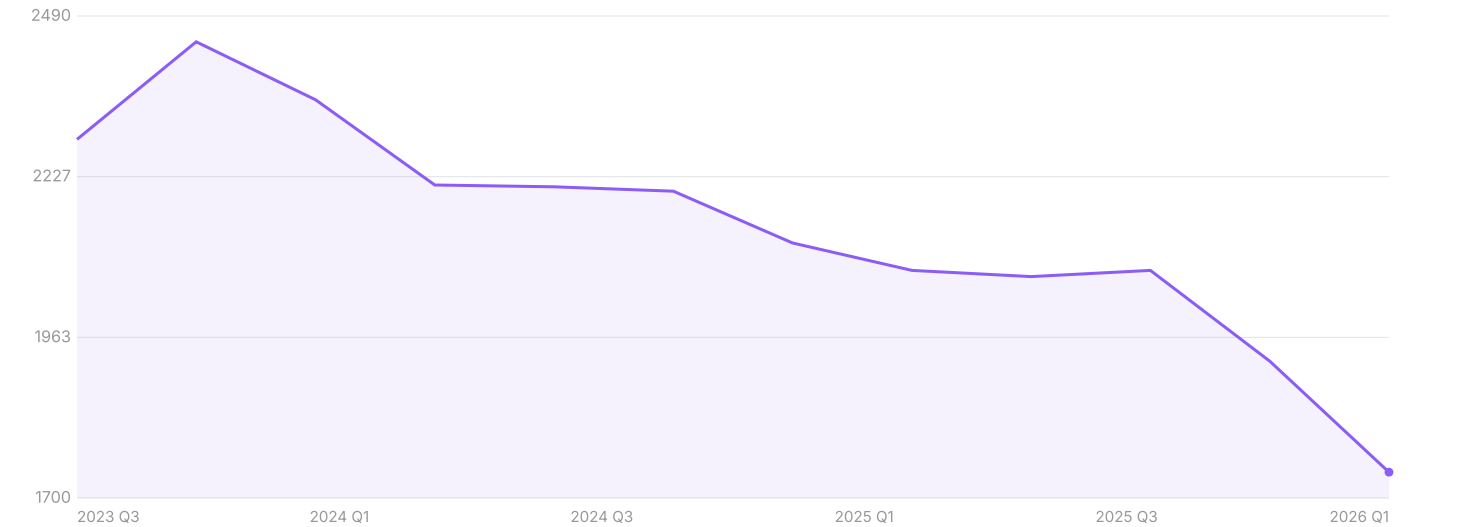
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 4 buys 2026-09-11	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1185 up / 841 down net +344 funds	INSTITUTIONS ADDED (13F) -182 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND 13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 2,448 · latest 1,742 (-706 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	1,742	974.2M	\$39.7B	65.7%
2026 Q1	1,924	946.4M	\$49.0B	63.8%
2025 Q4	2,073	1013.8M	\$60.6B	68.3%
2025 Q3	2,063	953.9M	\$65.4B	64.3%
2025 Q2	2,073	983.0M	\$68.9B	66.3%
2025 Q1	2,118	996.8M	\$61.7B	67.2%
2024 Q4	2,203	952.3M	\$70.1B	64.2%
2024 Q3	2,210	949.1M	\$81.5B	64.0%
2024 Q2	2,213	970.5M	\$71.8B	65.4%
2024 Q1	2,353	974.6M	\$89.2B	65.7%
2023 Q4	2,448	982.3M	\$103.6B	66.2%
2023 Q3	2,288	985.6M	\$92.9B	66.4%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

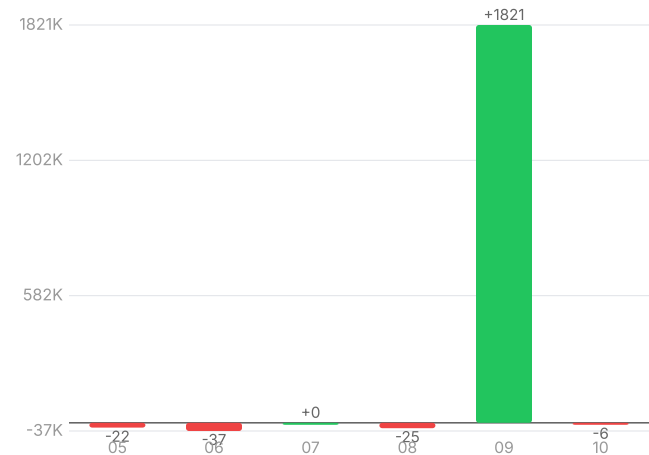
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Hill Elliott	director, PRESIDENT & CEO	2026-10-14	TAX W/H	5,635	\$0.20M	368,095
Arnault Alexandre	director	2026-09-15	A-Award	5,171	—	30,171
Mccartney Philip	EVP: CHIEF INN,PROD&DSG OFCR	2026-09-09	SELL	2,559	\$0.10M	78,121
Leinwand Robert	EVP: Chief Legal Officer	2026-09-09	SELL	3,646	\$0.14M	87,758
Alagirisamy Venkatesh	EVP: CHIEF OPERATING OFFICER	2026-09-09	SELL	3,671	\$0.14M	104,862
Swan Robert Holmes	director	2026-09-08	A-Award	5,047	—	59,025
Knight Travis A	director	2026-09-08	A-Award	5,047	—	2,889,704
Knudstorp Jorgen Vig	director	2026-09-08	A-Award	5,047	—	26,435

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	9	36,839	\$1.6M	Counted
P — Open-market purchases	5	88,102	\$3.7M	Counted
F — Tax withholding	15	53,977	\$2.2M	None — compensation
G — Gifts	1	2,850,717	—	None

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL Net Buying	OPEN-MARKET SELLS \$1.6M 9 txns / 6 mo	OPEN-MARKET BUYS \$3.7M 5 txns / 6 mo	CLUSTER None active 3+ insiders / 21 days
----------------------	---	--	---

10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-10-05	Friend Matthew	19,572	\$0.7M
2026-09-30	Friend Matthew	12,658	\$0.5M
2026-09-09	Mccartney Philip	2,559	\$0.1M
2026-09-09	Leinwand Robert	3,646	\$0.1M
Trailing 12 mo	18 filings	179,832	\$10M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-08-12	SCHEDULE 13G	Capital World Investors	6.00%	72.6M sh
2026-05-12	SCHEDULE 13G	STATE STREET CORPORATION	5.00%	59.6M sh
2026-03-27	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change
2025-11-10	SCHEDULE 13G	STATE STREET CORPORATION	4.90%	58.0M sh

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-09-25	2026-10-09
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-11	2026-10-09
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-04	2026-10-09
Shelley Moore Capito	Senate	SELL	\$1,001 - \$15,000	2025-04-10	2025-05-07
Shelley Moore Capito	Senate	SELL	\$1,001 - \$15,000	2025-04-10	2025-05-07
Shelley Moore Capito	Senate	SELL	\$1,001 - \$15,000	2025-04-10	2025-05-07
HOUSE 12-MO 16 trades 5 purchases		SENATE 12-MO 0 trades None purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 1,924	13F SHARES 946M 63.8% of shares out	NEW / CLOSED 149 / 256 positions, QoQ	INCREASED / REDUCED 710 / 826 positions, QoQ	
PUT/CALL (13F) 0.74 option positions	FREE FLOAT 79.3% 1.18B sh			

2.8 · Largest Reporting 13F Managers

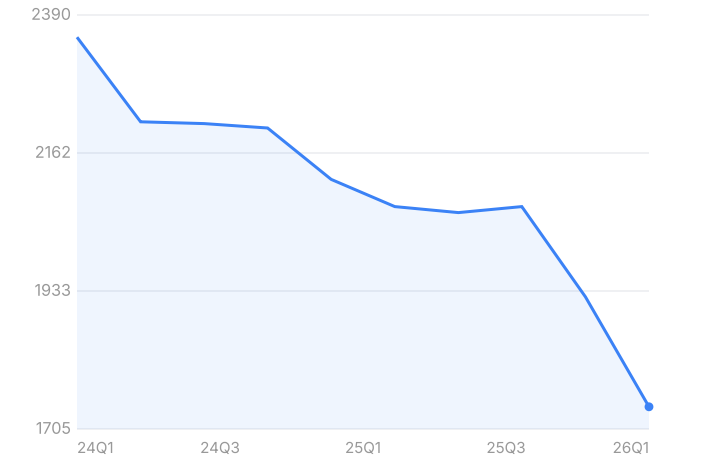
MANAGER	SHARES	VALUE
Assenagon Asset Management S.A.	4.8M	\$170M
Confluence Investment Management L	2.7M	\$96M
Douglas Lane & Associates, Llc	1.5M	\$54M
Fort Washington Investment Advisor	848,687	\$30M
Wealth Enhancement Advisory Servic	454,651	\$16M
Bright Rock Capital Management, LI	398,000	\$14M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

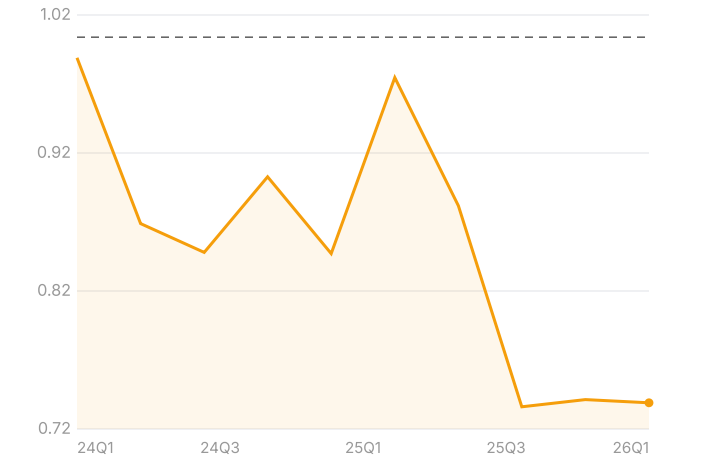
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.1%	\$1.4B
VSMPX	0.1%	\$1.4B
VTSAX	0.1%	\$1.4B
VTI	0.1%	\$1.4B
VFIAX	0.1%	\$1.1B
VOO	0.1%	\$1.1B

13F Filers Holding NKE — quarterly



Institutional Put/Call — quarterly

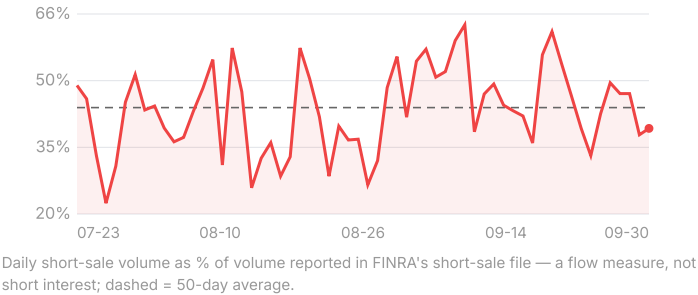


THIS SPACE INTENTIONALLY LEFT BLANK — THE NEXT SECTION BEGINS ON THE FOLLOWING PAGE

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

14 SHORT VOLUME — DAILY, 60 SESSIONS

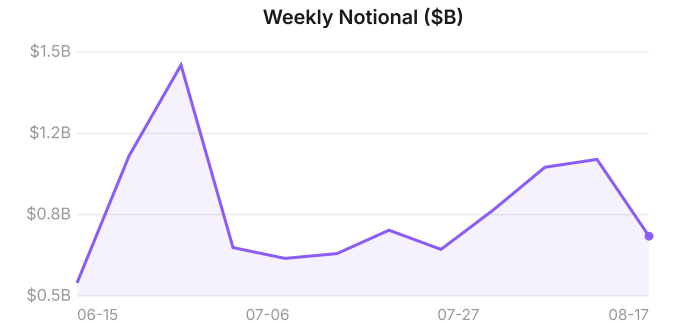
EDGE · live FINRA feed



LATEST SESSION 39.4% 2026-10-15	20-DAY AVG 46.2% 50-day 44.2%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 41% · N: 23% · B: 34% latest session
--	--	--------------------------------------	---

15 DARK POOL ACTIVITY

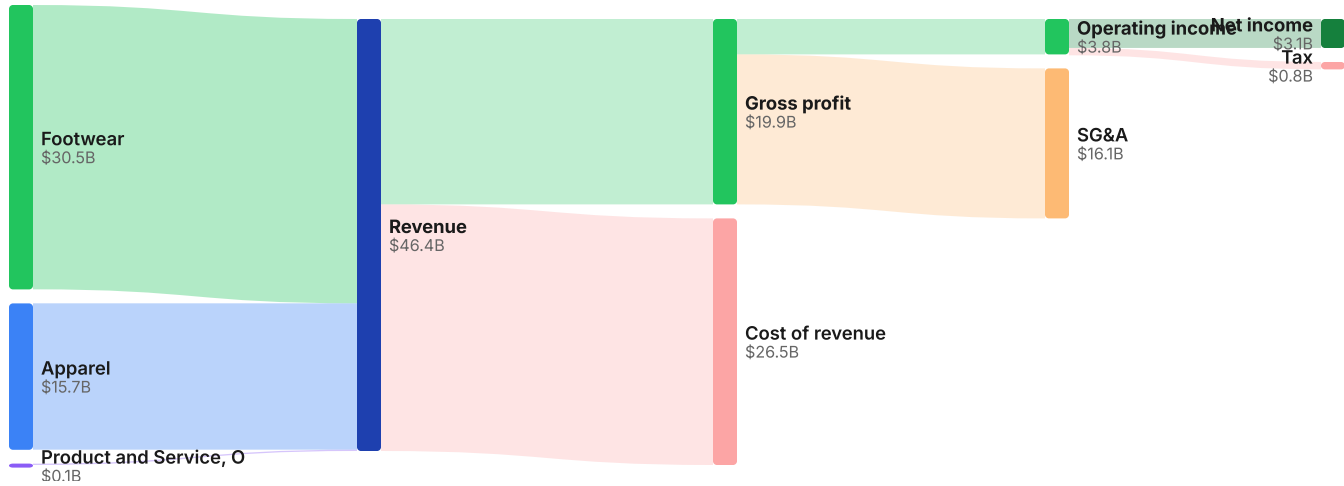
EDGE · live ATS data



Where NKE Trades in the Dark		
ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	10.6M	78 sh
Ubsa Ubs Ats	8.3M	79 sh
Ebxl Level Ats	5.7M	41 sh
Mstx Ms Trajectory Cross (Ats-1)	5.4M	89 sh
Sgmt Sigma X2	4.2M	78 sh
Bids Bids Ats	4.2M	521 sh

16 REVENUE FLOW — FY2026

live segmentation + income data



17 GEOGRAPHIC REVENUE

live segmentation

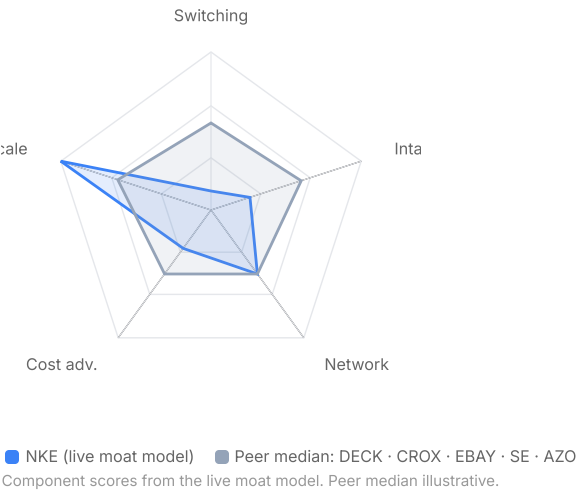
REGION	REVENUE	SHARE
North America	\$20.5B	45%
Europe, Middle East And Africa	\$12.6B	28%
Asia Pacific And Latin America	\$6.2B	14%
Greater China	\$5.8B	13%

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

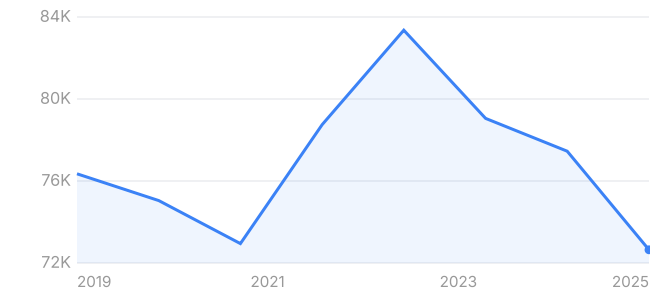
18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 38/100 NONE

Moat score 38/100 — None; primary source Efficient Scale.



3.8 · Employees (SEC filings)



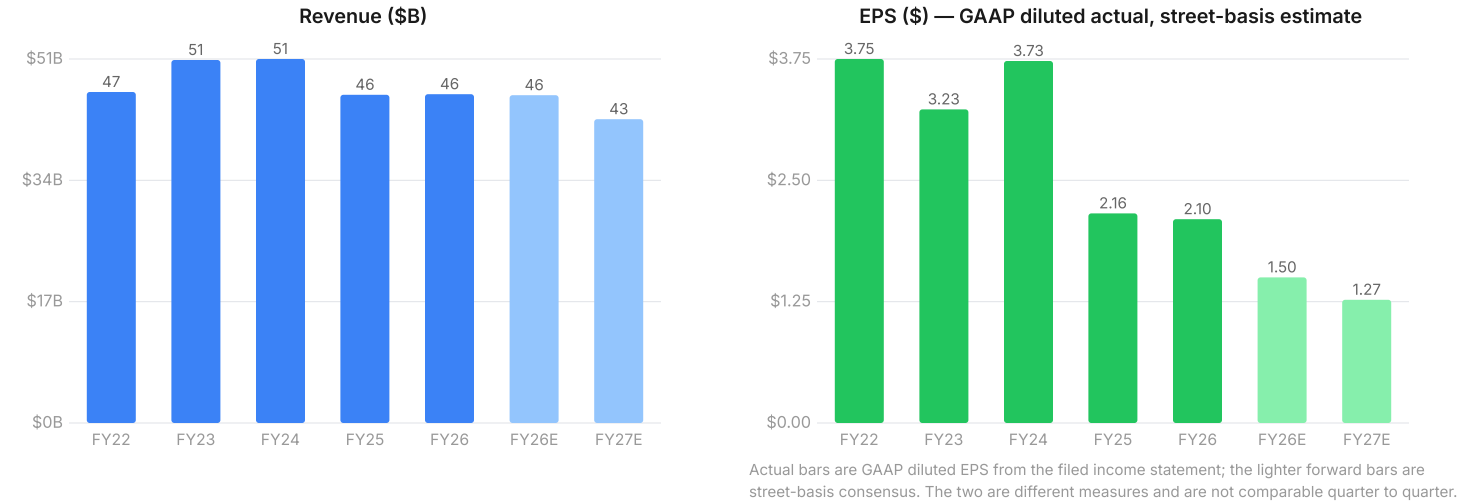
19 CORPORATE INFORMATION — KEY OFFICERS

73,000 employees

OFFICER	TITLE
Elliott J. Hill	Chief Executive Officer, President & Director
Philip H. Knight	Co-Founder & Chairman Emeritus
Matthew Friend	Advisor
Rob Leinwand	Executive Vice President & Chief Legal Officer

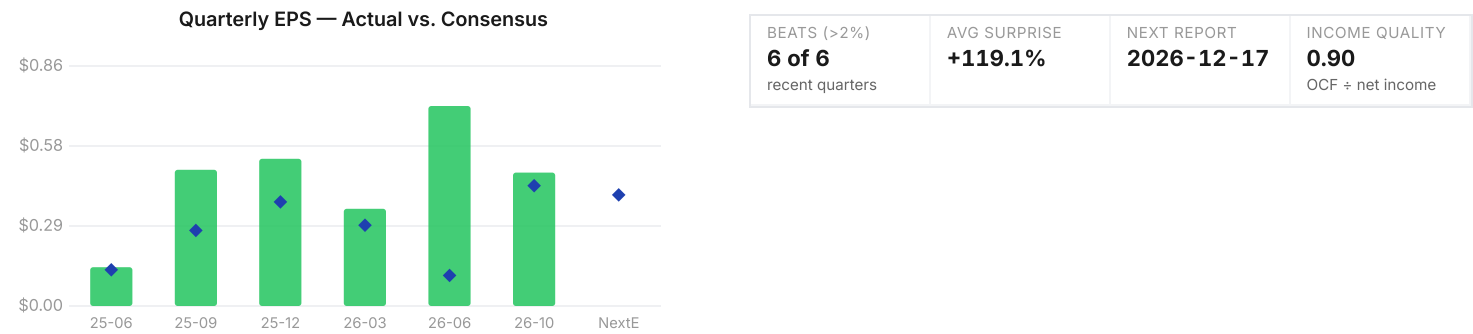
20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus



NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

21 ESTIMATE VS. ACTUAL & SURPRISES live data



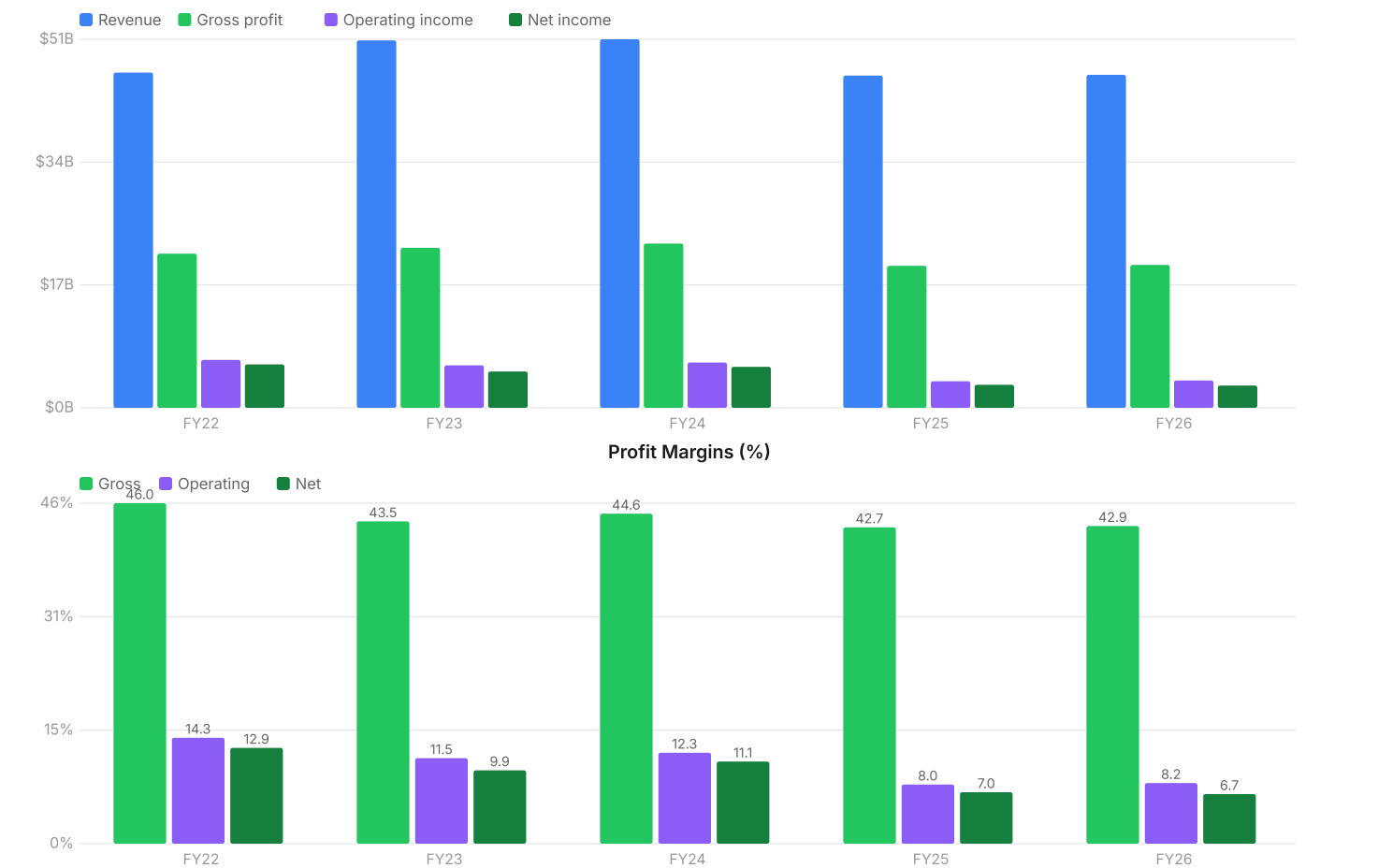
22 REPORTED VS. CONSENSUS — FULL HISTORY 0 quarters · live data

BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
------------------------------------	---	-------------------------------------	--

PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
--------	----------	------------	--------------	----------------	------------------	--------------

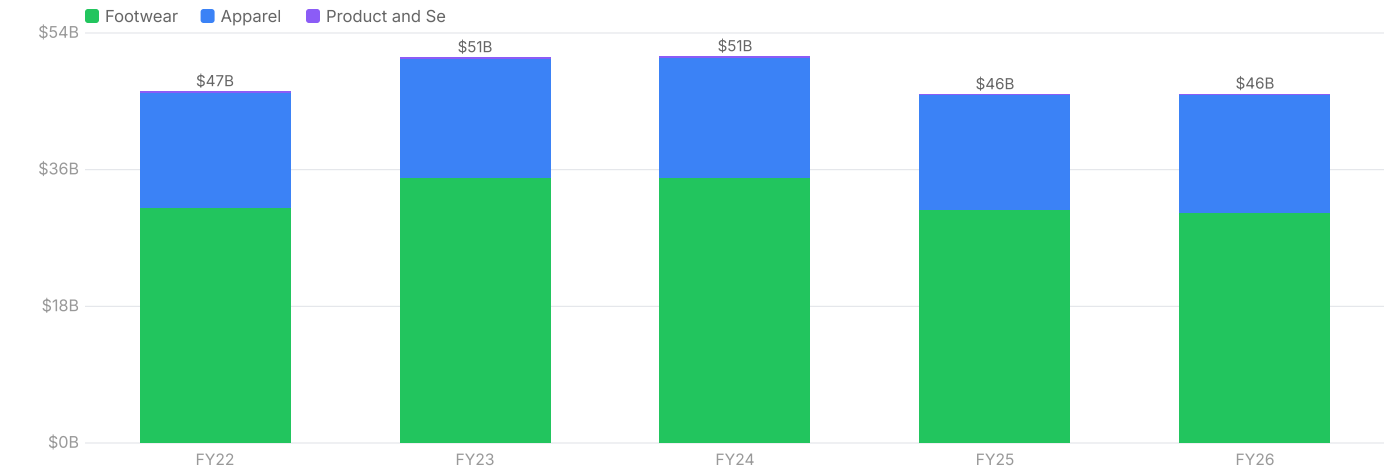
Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

INCOME TRENDS — 5 YEAR live financials



NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY22	FY23	FY24	FY25	FY26
Revenue	+4.9%	+9.6%	+0.3%	-9.8%	+0.2%
Gross profit	+7.6%	+3.8%	+2.7%	-13.5%	+0.6%
Operating income	-3.8%	-11.4%	+6.7%	-41.3%	+2.6%
Net income	+5.6%	-16.1%	+12.4%	-43.5%	-3.4%

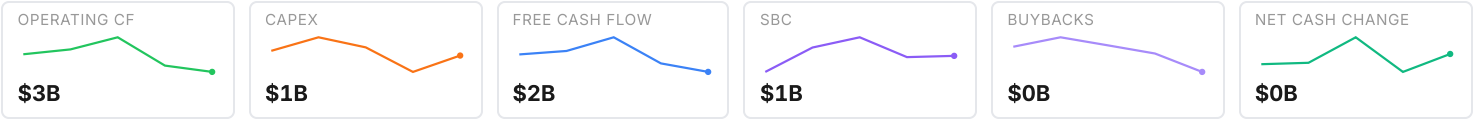
23 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY22	FY23	FY24	FY25	FY26	TREND
Revenue	46.7	51.2	51.4	46.3	46.4	
Cost of revenue	25.2	28.9	28.5	26.5	26.5	
Gross profit	21.5	22.3	22.9	19.8	19.9	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	14.8	16.4	16.6	16.1	16.1	
Operating income	6.7	5.9	6.3	3.7	3.8	
EBITDA	7.5	6.8	7.2	4.5	4.5	
D&A	0.8	0.9	0.8	0.8	0.7	
Pretax income	6.7	6.2	6.7	3.9	3.9	
Income tax	0.6	1.1	1.0	0.7	0.8	
Net income	6.0	5.1	5.7	3.2	3.1	
Diluted EPS (\$)	3.75	3.23	3.73	2.16	2.10	
Diluted shares (M)	1,611	1,570	1,530	1,488	1,483	

CASH FLOW TRENDS

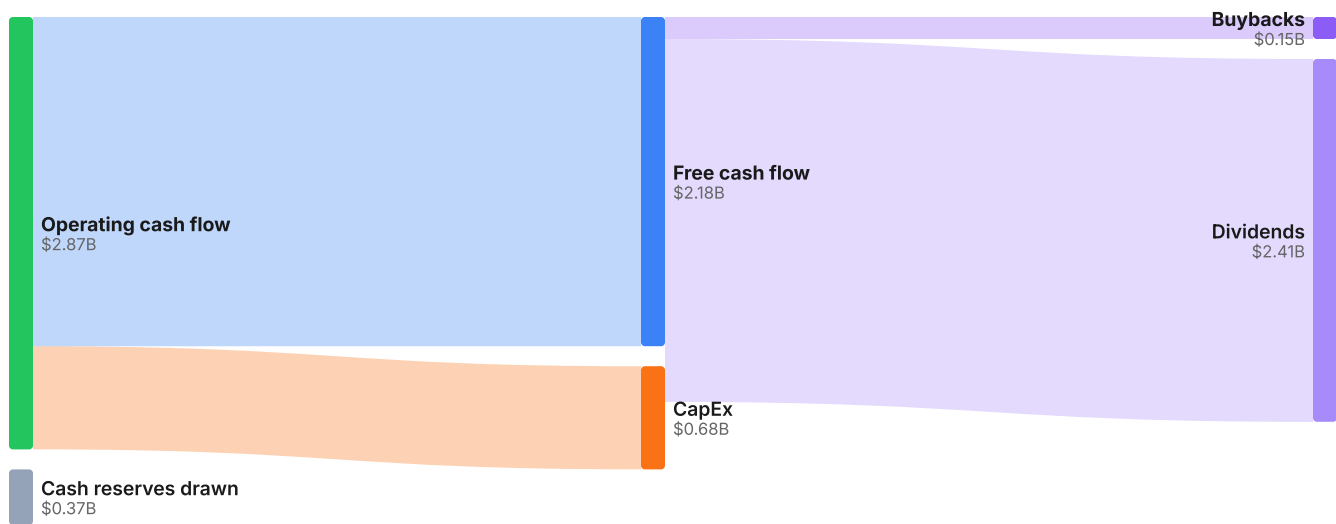
live data



NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

WHERE THE CASH WENT — FY2026

cash Sankey, live data



Balance Sheet — Full

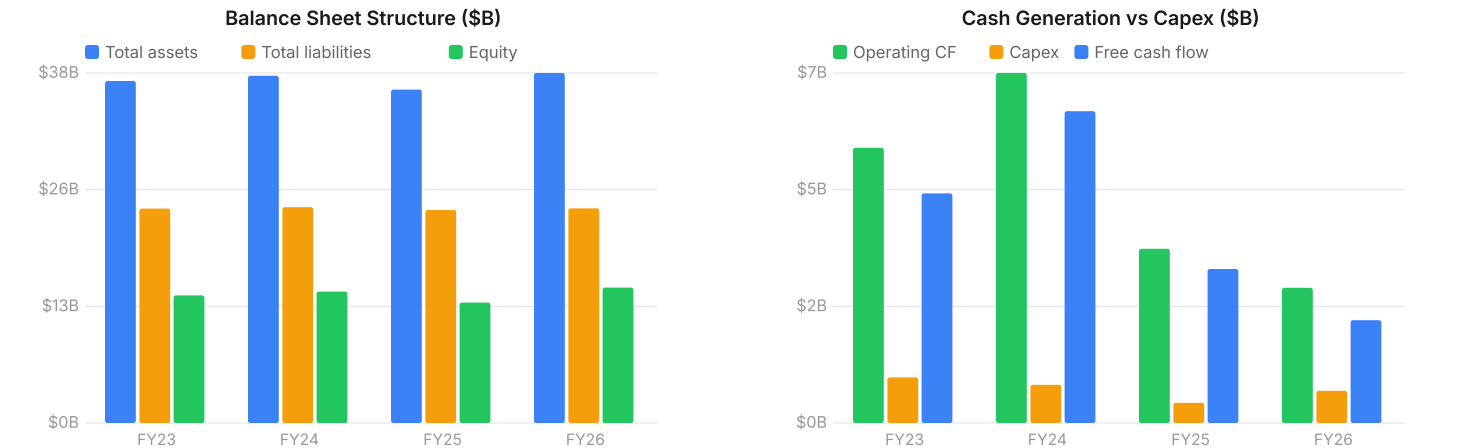
\$B	FY23	FY24	FY25	FY26	
Cash & equivalents	7.4	9.9	7.5	7.6	
ST investments	3.2	1.7	1.7	1.5	
Receivables (net)	4.1	4.4	4.7	5.9	
Total current assets	25.2	25.4	23.4	24.6	
PP&E (net)	8.0	7.7	7.5	7.6	
Goodwill + intangibles	0.6	0.5	0.5	0.5	
Total assets	37.5	38.1	36.6	38.4	
Accounts payable	2.9	2.9	3.5	3.6	
Short-term debt	0.0	1.0	0.0	2.0	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	9.3	10.6	10.6	12.5	
Long-term debt	8.9	7.9	8.0	5.9	
Total liabilities	23.5	23.7	23.4	23.5	
Shareholders' equity	14.0	14.4	13.2	14.9	

Cash Flow Statement — Full

\$B	FY23	FY24	FY25	FY26	
Net income	5.1	5.7	3.2	3.1	
D&A	0.9	0.8	0.8	0.7	
Stock-based compensation	0.8	0.8	0.7	0.7	
Working capital change	(0.5)	0.7	(0.8)	(2.7)	
Operating cash flow	5.8	7.4	3.7	2.9	
Capital expenditures	(1.0)	(0.8)	(0.4)	(0.7)	
Investing cash flow	0.6	0.9	(0.3)	(0.5)	
Buybacks	(5.5)	(4.2)	(3.0)	(0.1)	
Dividends paid	(2.0)	(2.2)	(2.3)	(2.4)	
Debt issuance / (repay)	(0.5)	0.0	(1.0)	0.0	
Financing cash flow	(7.4)	(5.9)	(5.8)	(2.3)	
Free cash flow	4.9	6.6	3.3	2.2	

THIS SPACE INTENTIONALLY LEFT BLANK — THE NEXT SECTION BEGINS ON THE FOLLOWING PAGE

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY



24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
PROFITABILITY							
ROE	43.1%	34.6%	40.1%	23.3%	22.1%	21%	
ROA	15.5%	13.0%	15.1%	8.6%	8.3%	8.2%	
ROIC	40.7%	31.3%	36.3%	20.3%	17.9%	10.3%	
Gross margin	46.0%	43.5%	44.6%	42.7%	42.9%	43.1%	
Operating margin	14.3%	11.5%	12.3%	8.0%	8.2%	8.2%	
Net margin	12.9%	9.9%	11.1%	7.0%	6.7%	6.7%	
EBITDA margin	16.1%	13.2%	13.9%	9.7%	9.8%	9.9%	
FCF margin	9.5%	9.5%	12.9%	7.1%	4.7%	—	
VALUATION							
P/E	29.48	30.73	24.38	27.31	21.86	17.8	
P/B	11.67	11.12	9.63	6.65	4.57	3.6	
P/S	3.82	3.04	2.71	1.90	1.46	1.20	
P/FCF	40.24	31.98	21.00	26.90	31.11	26.2	
EV/EBITDA	23.67	23.21	19.48	19.63	14.99	13.0	
EV/Revenue	3.81	3.07	2.71	1.94	1.51	1.3	
Earnings yield	3.4%	3.3%	4.1%	3.7%	4.6%	5.61%	
FCF yield	2.5%	3.1%	4.8%	3.7%	3.2%	3.82%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	2.63	2.72	2.40	2.21	1.96	2.07	
Quick ratio	1.84	1.81	1.69	1.50	1.36	1.39	
Debt / equity	0.83	0.87	0.83	0.83	0.74	0.73	
Debt / assets	31.3%	32.4%	31.4%	30.1%	28.7%	29.3%	
Net debt / EBITDA	-0.05	0.22	0.05	0.41	0.43	0.91	
Interest coverage	22.70	20.83	24.18	13.03	14.13	—	

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
EFFICIENCY							
Asset turnover	1.20	1.32	1.36	1.24	1.24	1.21	
Receivables turnover	10.23	11.64	12.00	10.13	8.71	8.8	
DSO (days)	36	31	30	36	42	42	
DPO (days)	45	39	37	44	49	48	
Cash conversion cycle	101	99	96	96	96	104	
GROWTH (YoY)							
Revenue growth	4.9%	9.6%	0.3%	-9.8%	0.2%	—	
Net income growth	5.6%	-16.1%	12.4%	-43.5%	-3.4%	—	
EPS growth	6.9%	-14.1%	15.4%	-42.0%	-3.8%	—	
FCF growth	-25.7%	10.0%	35.8%	-50.6%	-33.2%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	3.79	3.26	3.76	2.18	2.10	2.08	
Book value / share	9.58	9.00	9.51	8.94	10.02	10.26	
Revenue / share	29.29	32.91	33.86	31.34	31.29	30.93	
FCF / share	2.78	3.13	4.36	2.21	1.47	1.42	
Cash / share	8.15	6.86	7.64	6.19	6.09	5.64	
SHAREHOLDER RETURN & SCORES							
Buyback yield	2.3%	3.5%	3.1%	3.4%	0.2%	0.03%	
Altman Z-Score	6.62	6.42	5.92	4.26	3.65	3.4	
Piotroski F-Score	6	6	7	5	4	5/9	
Beneish M-Score	-2.24	-2.67	-2.57	-2.36	-2.28	-2.37	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	5 / 9	Middling		
Altman Z-Score	3.4	Safe (>2.99)	Safe	
Income quality	0.90	Accrual-heavy	OCF ÷ net income	
Beneish M-Score	-2.37	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.79	Revenue stability	0.04
Interest burden		1.03	Earnings stability	0.82
Operating margin		8.3%	Earnings persistence	0.97
Asset turnover		1.22×	Revenue CAGR 3y	-3.8%
Financial leverage		2.62×	EPS CAGR 3y	-14.0%
= ROE		22%	FCF CAGR 3y	-22.1%

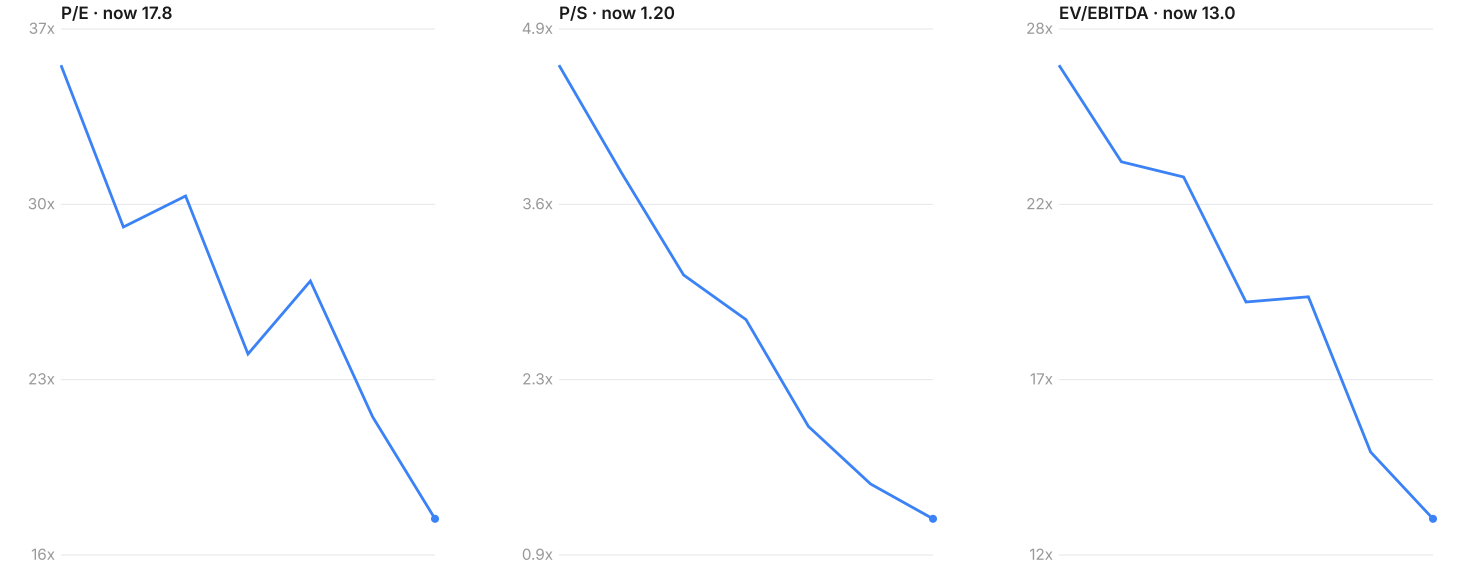
THIS SPACE INTENTIONALLY LEFT BLANK — THE NEXT SECTION BEGINS ON THE FOLLOWING PAGE

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 0.03%	DIVIDEND YIELD 4.42%	TOTAL SHAREHOLDER RETURN 4.05% cash yield	SBC / REVENUE 1.5% dilution pressure
-------------------------------	--------------------------------	--	---

27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
DECK	\$11.7B	12.1	43%	12.7%	+7.9%	7/9	-13.5%
CROX	\$5.9B	10.6	42%	17.4%	-2.0%	6/9	+48.1%
EBAY	\$53.5B	24.3	47%	17.5%	+14.7%	9/9	+33.6%
SE	\$57.4B	34.6	15%	5.7%	+43.1%	6/9	-42.4%
AZO	\$50.9B	20.0	-87%	14.1%	+7.4%	8/9	—
F	\$49.6B	-6.7	-18%	-2.7%	+1.5%	4/9	—
CVNA	\$64.5B	20.3	54%	4.2%	+54.0%	5/9	—
ORLY	\$72.2B	28.2	-173%	14.6%	+8.5%	8/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

73 Analysts



MEAN TARGET (QTR) \$37.84 35 targets	TARGET VS. PRICE +1.9% last-quarter mean	NEXT REPORT 2026-12-17 street \$0.40
---	---	---

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$46.26B	\$46.64B / \$46.11B	\$1.50	\$1.53 / \$1.45	26
FY2027	\$42.86B	\$43.33B / \$42.46B	\$1.27	\$1.61 / \$1.08	28
FY2028	\$43.02B	\$49.26B / \$39.13B	\$1.50	\$2.71 / \$1.04	30

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$36.24	-2.4%	27
Last Quarter	\$37.84	+1.9%	35
Last Year	\$50.78	+36.8%	78
All Time	\$93.72	+152.4%	214

Rolling mean of published targets vs. last close \$37.13. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

A-

DCF3/5

ROE5/5

ROA5/5

DEBT/EQ2/5

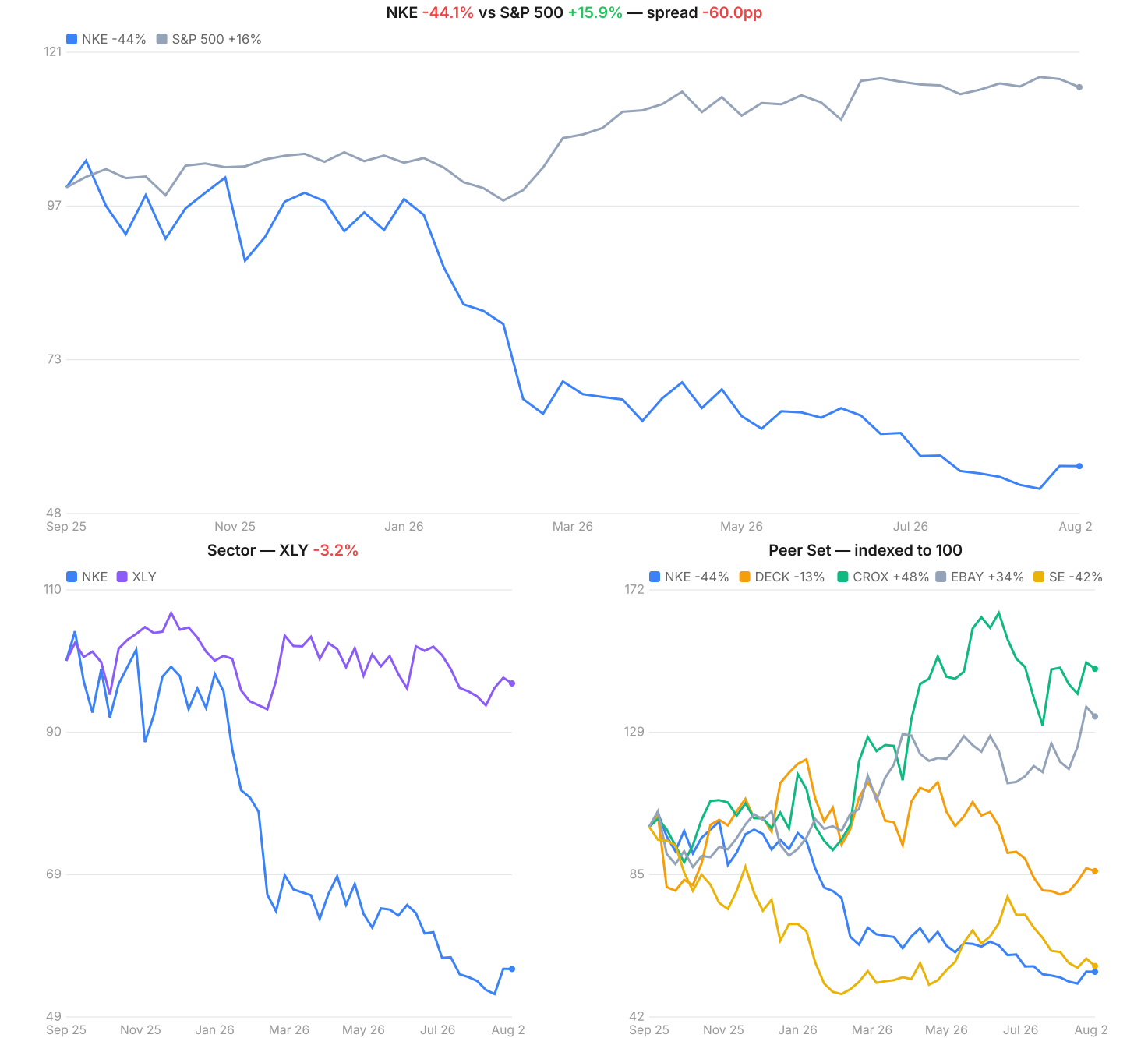
P/E3/5

P/B2/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON

site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$35.46	+1.67	+4.71%	Above
SMA 50	\$37.46	-0.33	-0.88%	Below
SMA 200	\$47.28	-10.15	-21.47%	Below
EMA 9	\$35.82	+1.31	+3.66%	Above
EMA 21	\$35.86	+1.27	+3.54%	Above
EMA 50	\$37.40	-0.27	-0.72%	Below
EMA 200	\$46.21	-9.08	-19.65%	Below

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

32 TECHNICAL POWER SCORE

EDGE · site engine · 62/100 composite

TECHNICAL VERDICT

LEAN BULLISH

Power Score +23

16 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

60

91

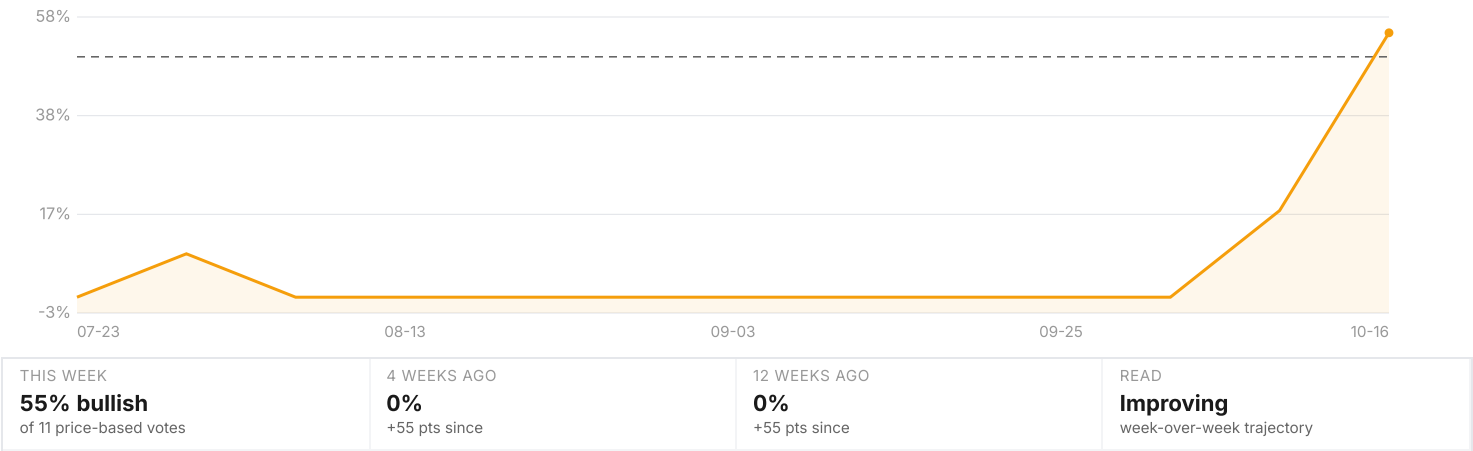
50

33

50

LEAN BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



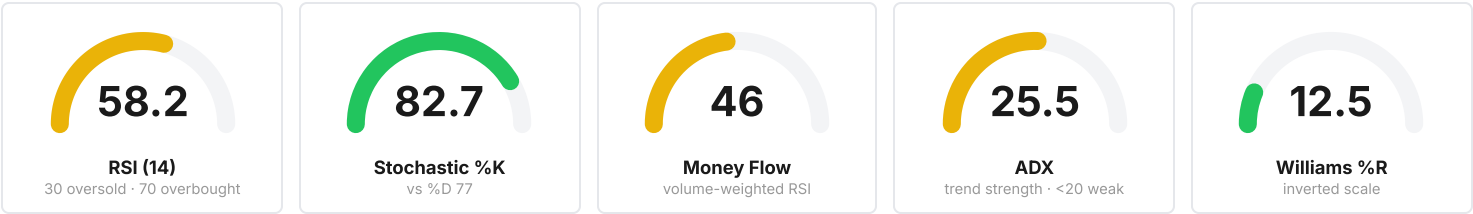
INDICATOR VOTE GRID

16 bull / 6 bear

● Price vs SMA 20	\$35.46	● Price vs SMA 50	\$37.46	● Price vs SMA 200	\$47.28
● EMA 9/21 Cross	35.8/35.9	● SMA 50/200	Death	● ADX Direction	ADX 25
● Supertrend	\$34	● Parabolic SAR	\$33	● SMA Slope	0.080
● RSI	58.2	● Stochastic K/D	83/77	● StochRSI K/D	99/99
● Williams %R	-13	● CCI	155	● TSI vs Signal	-11.8
● CMO	16.4	● ROC	9.63%	● OBV Signal	Distrib
● Chaikin MF	0.240	● MFI	46	● Force Index	6M
● Elder Ray Bull	2.01				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$36.94 / \$37.93 / \$38.73	S1 / S2	\$36.14 / \$35.15
Bollinger (20,2)	\$33.67 – \$37.26	Squeeze	Off
52-wk range	\$31.97 – \$69.99	Off 52-wk high	-47.0%
ATR (14)	\$1.14 (3.1%)	Historical vol	28.0%

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

34

SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

-0.8%	+0.9%	-1.1%	+1.2%	+0.2%	+0.5%	+1.9%	+0.4%	+3.2%	+1.0%	+4.4%	+0.6%
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
45%	55%	43%	55%	55%	60%	60%	50%	60%	55%	90%	55%

Sample: 20 years — treat short histories as suggestive, not statistical.

35

RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	NKE	S&P 500
Weekly volatility (σ , 1y)	5.01%	1.83%
Best / worst week (1y)	+8.0% / -15.1%	—
Max drawdown (5y, monthly)	-77.4%	—
1-week VaR (95%)	-10.4%	—
Beta (5y)	1.11	1.00

36

EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

NKE EQUITY WEATHER (LIVE)

CLOUDY · -6

Trend

Momentum

Volume

Volatility

Breadth

-1

+55

-38

-60

-31

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

DOW THEORY

SPY / QQQ TSI

SECTOR STRENGTH

19.99

Confirmed Bearish

7.2 / 4.7

46/100

Normal

trend strength

breadth average



THIS SPACE INTENTIONALLY LEFT BLANK — THE NEXT SECTION BEGINS ON THE FOLLOWING PAGE

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Cloudy

OVERALL -6.2 +7.9 vs industry	TREND -0.9 +5.6 vs industry	MOMENTUM +55.1 +64.4 vs industry	VOLUME -37.9 -39.4 vs industry
--	--	---	---

READING	NKE	APPAREL - FOOTWEAR & ACCESSORIES N=238	CONSUMER CYCLICAL N=5,686	ALL US SYMBOLS N=70,435
Overall	-6.2	-14.1	-20.5	-20.5
Trend	-0.9	-6.5	-25.1	-21.3
Momentum	+55.1	-9.3	-15.0	-15.8
Volume	-37.9	+1.6	-10.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

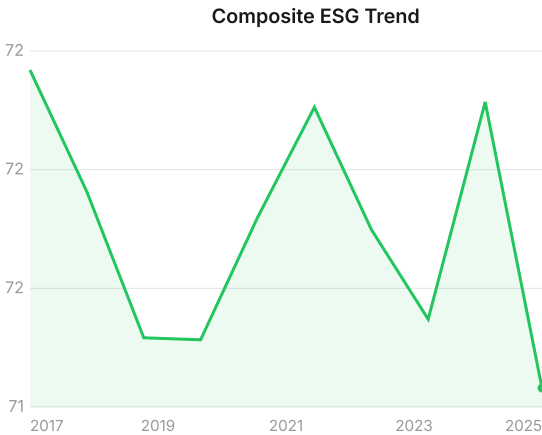
live proxy data · FY2026

EXECUTIVE	TOTAL COMP	STRUCTURE
Elliott Hill President and Chief Executive O	\$36.3M	84% equity+incentive
Matthew Friend Executive Vice President and	\$15.2M	78% equity+incentive
Robert Leinwand Executive Vice President, Ch	\$12.0M	80% equity+incentive
Treasure Heinle Executive Vice President, Ch	\$12.0M	80% equity+incentive
Venkatesh Alagirisamy Executive Vice Preside	\$11.5M	78% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	73
Social	74
Governance	70
Composite ESG	72



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-10-01	Earnings Release; Exit/Disposal Costs; Exhibits	2.02,2.05,9.01
2026-09-16	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-09-10	Officer/Director Change; Shareholder Vote; Exhibits	5.02,5.07,9.01
2026-08-10	Officer/Director Change	5.02
2026-06-30	Earnings Release; Exhibits	2.02,9.01
2026-06-23	Earnings Release; Officer/Director Change; Regulation FD; Exhibits	2.02,5.02,7.01,9.01
2026-06-18	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-03-31	Earnings Release; Exhibits	2.02,9.01

NOT INVESTMENT ADVICE — FOR INFORMATIONAL PURPOSES ONLY

42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

DISCLOSURES. This document is produced by InsiderStreet.ai from live production data. It is not investment advice, not an offer or solicitation to buy or sell any security, and not a recommendation tailored to any person. Data is sourced as of the dates shown and may no longer be current. InsiderStreet.ai is not a registered investment adviser or broker-dealer. Investing involves risk, including loss of principal. Past performance does not guarantee future results. Do not make any investment decision based on this document. © 2026 InsiderStreet.ai — all rights reserved. Redistribution prohibited.

44 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2021 to 2026
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-06-25 to 2026-10-01
Analyst estimates	dim/forward_estimates	3 rows · 2026-05-31 to 2028-05-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	116 rows · 1987 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-09-08 to 2026-10-14
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2025-11-10 to 2026-08-12
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.