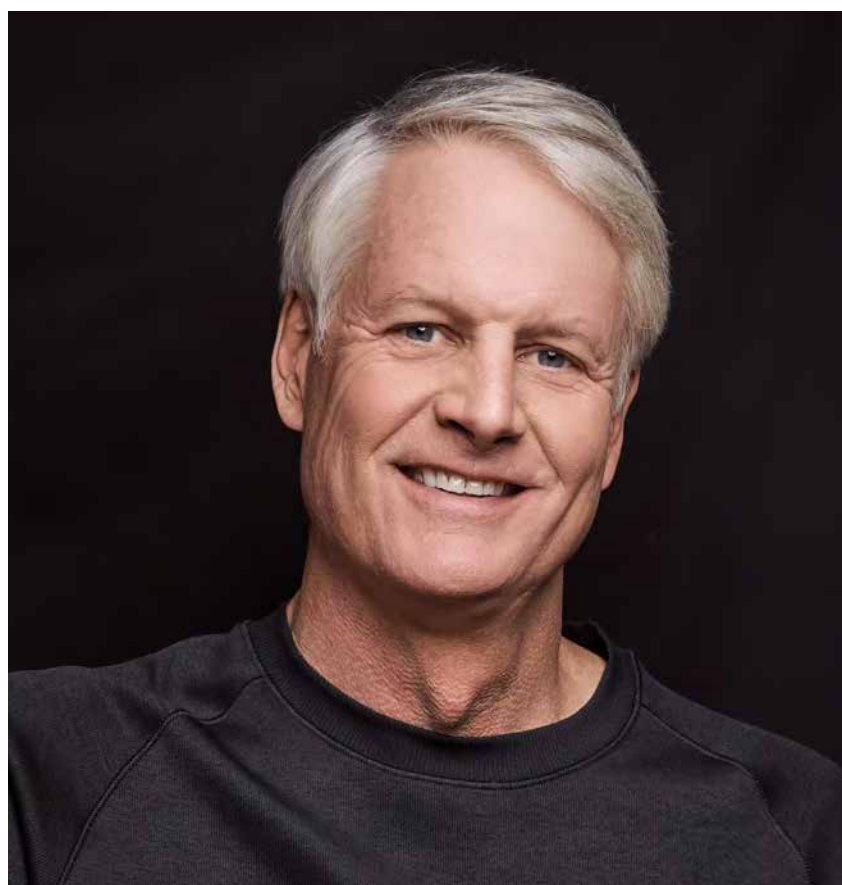




# Our purpose is to move the world forward through the power of sport.



*John Donahoe*  
President and CEO, NIKE, Inc.

If you're reading this letter, it's because you understand the power of sport.

You know that sport changes the way we see ourselves, and the way we see the world. Sport connects us with a shared language – the joy of a run, the thrill of a game, the power of movement, the calm of a deep breath. Sport builds community, opens minds, and changes hearts.

To me, that's what NIKE's potential for impact is all about. NIKE's mission is to bring inspiration and innovation to every athlete in the world. Our purpose is to move the world forward through the power of sport. And in the face of society's most pressing challenges, our belief is that sport can bring us together to change the world for the better.

More than 50 years ago, the passage of Title IX in the United States opened doors of opportunity for women and girls through sport. Within the same week, a small startup in Oregon would introduce its running shoes at the U.S. Olympic Track and Field Trials. And from the beginning, NIKE would define the word "athlete" through the lens of equality: "If you have a body, you are an athlete."

The way we see it, sport has always been one of society's most powerful catalysts for change. And over the years, what we've learned has moved NIKE forward, too.

Our inspiration comes in many forms, and from many voices. The teammates who help shape a more equal and inclusive culture. The coaches and community leaders who step up to expand access to youth sport. The innovators who help protect our planet, and the future of sport. The athletes who stand up, speak out, and push us to grow.

Above all, NIKE's journey is a work in progress. We continue to listen, learn, and evolve. We grow not just to serve today's athletes, but also for the next generation – the next Shelly-Ann, Ada, Li Na, Megan, Bebe, and Serena. The future changemakers. And just like the athletes we serve, we'll keep pushing to realize our full potential.

Sport moves us forward. It always has, and it always will.

*John Donahoe*  
President and CEO  
NIKE, Inc.