

NIKE COMMUNITY IMPACT

Nike believes in the power of sport to unleash human potential and build community. We're committed to getting kids moving through sport and play so that they can lead healthier, happier and more successful lives, as well as to building more equal playing fields for all athletes*. Through our Made to Play programs, we're partnering to impact the lives of more than 14 million kids around the world.

Our employees are helping to lead the charge. In 2016 alone, Nike employees around the world, together with company matching dollars, donated \$5.4 million to more than 800 charitable causes and volunteered more than 100,000 hours in the community. This includes our Nike Community Ambassadors, Nike teammates trained to coach and volunteer in their local communities.

Oregon Community Impact Highlights

- 10+ years working with Special Olympics Oregon to give young athletes* their first experience with sport at the Nike Youth Games. It's our #1 employee volunteer event.
- BIKETOWN bikeshare partnership with City of Portland and at WHQ - the most innovative bikeshare program in the country.
- The Nike School Innovation Fund supports high school teachers and students to improve education across the state.

Oregon Community Impact Stats (FY12-FY16)

- 1,000+ partners
- \$4 million in product donation
- \$45 million in cash donated
- 2,000+ Nike employees have donated time and money to local organizations.

WHQ SUSTAINABILITY HIGHLIGHTS

BETTER BUILDINGS CHALLENGE PARTNER

Nike is a Better Buildings Challenge Partner, and will reduce the energy use intensity of our buildings by 20% in 10 years.

BIKETOWN

400 bikes provide convenient access between buildings and connect employees to transit.

ELECTRIC VEHICLE CHARGING STATIONS

67 EV charging stations throughout WHQ; largest private charging network in the Portland metro region.

LANDSCAPING

Extensive and electronically controlled drip systems, bioswales, settling ponds, and compost filters are all utilized for water conservation and environmental safety.

LEED CERTIFICATIONS

- C. Vivian Stringer: Platinum
- Ken Griffey Jr: First LEED-EB Gold status building in Oregon.

NIKE GRIND

Nike Grind turns worn out shoes into sport courts and other products. The Bo Field, Michael Johnson track, Tykes playground, Nike Sports Center putting green, and the base of Ronaldo statue are made of Nike Grind.

RE100

Nike is a RE100 company. By 2025, global owned or operated facilities will operate on 100% renewable energy.

REDUCE, REUSE, RECYCLE

WHQ supports recycling, reducing and reusing in a variety of ways, like composting in our kitchens and breakrooms, using only reusable dishware, water bottle refill machines, default duplex printing on all copiers, and a centralized employee-driven recycling program save thousands of pounds of waste per year.

SALMON SAFE

Nike is the first Salmon Safe certified corporate headquarters. Salmon Safe works to transform ecological land management so Pacific salmon and other animals can thrive in West Coast watersheds. The natural spring-fed lake and adjacent wetlands areas are sanctuaries for many species of birds, and other riparian species.



WHQ

NIKE STORYTELLER

MAP

"I am proud of what we have here and would hope that anyone who takes a campus tour would walk away with that same pride. It is up to you to convey that message. What you say and how you say it will have far more impact on any visitor than what they see."

PHIL KNIGHT



This map is the canvas of your Nike World Headquarters tour.

A map is a map. It can show you where you are and where to go but it can't tell the story of how this place came to be, what it means, or why anyone should care. That's where you come in. Your experiences and your stories are the paint on this canvas.

COLOR IT UP, MAKE IT YOUR OWN, TELL YOUR STORY.



While visiting Japan, Knight talked his way into meeting the president of Onitsuka Co., a running shoe manufacturer. Knight told Onitsuka he owned a company called Blue Ribbon Sports and negotiated an agreement to import and sell Tiger shoes in the Western U.S. In January 1964, Knight received his first Tiger shoe samples and sent pairs to Bowerman for review. His former coach suggested they become partners. They agreed to invest \$500 each in Blue Ribbon Sports, and shook hands.

BILL BOWERMAN AND PHIL KNIGHT — the two men who in 1964 founded Blue Ribbon Sports, the forerunner of Nike—shared a love of track and field, an intense drive for success, and a passion for innovation.

Bowerman, a successful University of Oregon track coach from 1948 to 1973, coached his teams to four NCAA track team titles and dozens of individual titles and records. Bowerman also was head coach of the 1972 U.S. Olympic Track and Field team at the Munich Olympics.

An innovator, Bowerman did anything possible to help his athletes perform at a higher level. To give his athletes an edge he designed shoes that reduced injury and improved performance. Constantly seeking better designs, he drew inspiration from the family's waffle iron that led to the creation of the Nike waffle outsole.

More teacher than coach, Bowerman instilled in his athletes what he called "Competitive Response"—learning how to win and how to balance life. Those same values are part of the foundation of Nike's corporate culture.

Phil Knight was a business student at Oregon, a solid middle-distance runner, and one of the first to wear Bowerman-modified shoes. After graduation, Knight earned his Stanford University MBA in 1962, then traveled the world before starting an accounting job in Portland.

For a Stanford entrepreneurialism class, Knight wrote a paper outlining a business that did not yet exist. He proposed that low-priced, high-tech athletic shoes imported from Japan could replace Germany's dominant position in the U.S. athletic shoe industry. Earning an "A," he decided to put his theoretical business to the test.

By 1971, the relationship between Onitsuka and BRS soured. Knight realized long-term success was predicated on BRS owning its own brand. He asked Carolyn Davidson, a Portland State University graphic design student, for a trademark concept. She gave him the "Swoosh." Knight didn't love the mark, but told Davidson, "It will grow on me." Davidson billed Knight \$35 for her work. In 1983, Nike surprised Davidson with a gold-and-diamond Swoosh ring and Nike stock.

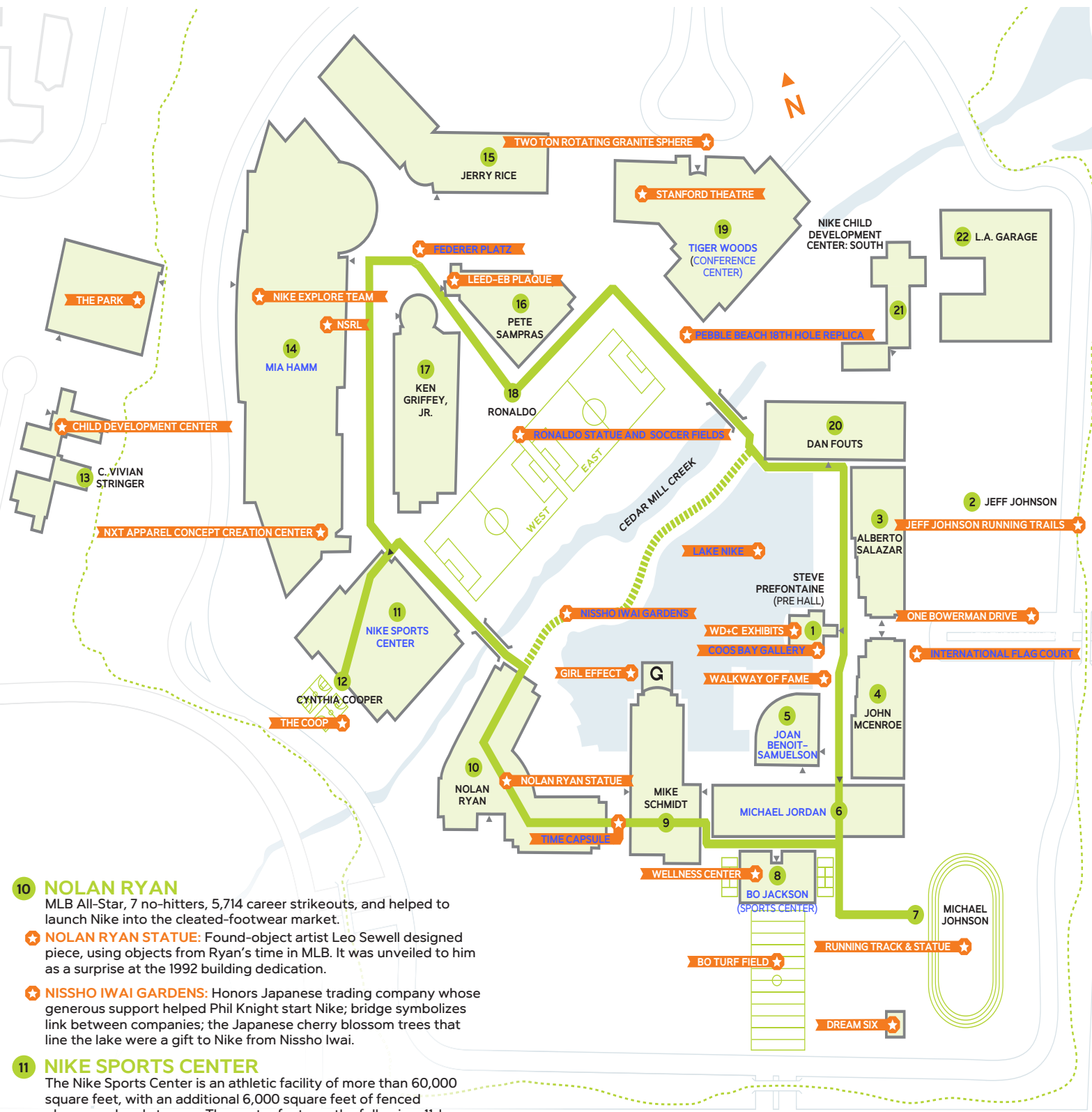
Swoosh in hand, Knight and BRS sought a new company name. Jeff Johnson, the company's first full-time employee, suggested the winged Greek goddess of victory: Nike. Knight, who favored the name "Dimension Six," wasn't overwhelmed with Johnson's suggestion, but no one could come up with anything better. So, Nike it became.

In June 1971, the "Nike" football/soccer cleat, bearing the first Swoosh, made its commercial debut. In May 1972, Onitsuka cut off shipments of Tiger shoes. Nike became a make-or-break proposition for BRS. In July, BRS unveiled the "Moon Shoe" at the 1972 U.S. Olympic Track & Field Trials in Eugene, which featured Bowerman's revolutionary "waffle" outsole. It and the subsequent 1974 Waffle Trainer release put Nike firmly on the map. By 1978, Blue Ribbon Sports had become more commonly known, and then officially incorporated, as Nike, Inc.

For more info, visit www.about.nike.com

- STEVE PREFONTAINE (PRE HALL)**
Legendary U of O track athlete; 14 American records 2,000-10,000m; broke 4-minute mile 8 times; elected 1991 to US Olympic Hall of Fame. Phil Knight refers to him as, "The Soul of Nike."
- JEFF JOHNSON**
He was Nike's first full-time employee and came up with the name Nike from his Greek mythology and marketing studies.
- ALBERTO SALAZAR**
Boston Marathon winner ('82), U of O All-American; held the world marathon record for 10 years; head coach for Nike's leading-edge Oregon Project runners.
- JOHN MCENROE**
Held #1 ranking from 1981-84; raised Nike's tennis-footwear profile and helped propel Nike tennis apparel. Phil Knight loved his intensity, passion and competitive spirit.
- JOAN BENOIT-SAMUELSON**
Boston Marathon winner 2x ('79, '83); set world record in '83 (2:22:43); won women's marathon at '84 LA Olympics (1st year women's Olympic marathon held).
- MICHAEL JORDAN**
Arguably the greatest player in NBA history. 6x NBA champion with Chicago Bulls ('91-'93, '96-'98) and 6x NBA Finals MVP. Retired with NBA-record 30.1 ppg average.
- MICHAEL JOHNSON**
Olympic track athlete, first man to win gold medals in both 200m and 400m sprints (Atlanta '96); 4x world record holder.
- BO JACKSON (SPORTS + WELLNESS CENTER)**
Heisman trophy winner 1985 Auburn University. First two, pro-sport All-Star (NFL running back: Raiders; MLB left fielder: Royals, White Sox, Dodgers); helped launch Nike-invented cross-training category.
- MIKE SCHMIDT**
MLB Philadelphia Phillies, 3x MVP baseball athlete; Hall of Fame inductee '95, helped Nike break into the cleated category of baseball.

★ GIRL EFFECT: The G is the logo of the Girl Effect, an organization Nike started in 2004 to get the world to stop seeing girls as part of a global poverty problem and to see them instead as co-creators of new solutions. Learn more at girlseffect.org



- NOLAN RYAN**
MLB All-Star, 7 no-hitters, 5,714 career strikeouts, and helped to launch Nike into the cleated-footwear market.
★ NOLAN RYAN STATUE: Found-object artist Leo Sewell designed piece, using objects from Ryan's time in MLB. It was unveiled to him as a surprise at the 1992 building dedication.
- NISSHO IWAI GARDENS:** Honors Japanese trading company whose generous support helped Phil Knight start Nike; bridge symbolizes link between companies; the Japanese cherry blossom trees that line the lake were a gift to Nike from Nissho Iwai.
- NIKE SPORTS CENTER**
The Nike Sports Center is an athletic facility of more than 60,000 square feet, with an additional 6,000 square feet of fenced playground and storage. The center features the following: 11-lane swimming pool, a children's pool, 34-foot climbing wall, a putting green, spinning studio, Pilates studio, weight room, athletic training room and other sports and fitness programs and facilities.
- CYNTHIA COOPER**
Houston Comets 4x WNBA champion and MVP; 2x NCAA champion, USC; Olympic gold medalist, Seoul '88. Played significant role in development of women's court footwear.
★ THE COOP: Dedicated to Cynthia Cooper this outdoor sports facility includes 2 black top basketball courts, 3 sand volleyball courts, and a swing set.
- C. VIVIAN STRINGER**
Stringer, a legendary Rutgers women's basketball coach, was the first NCAA coach to lead 3 different women's programs to the Final Four (Rutgers, Iowa and Cheyney). She was inducted into Basketball Hall of Fame in April 2009.

- ★ CHILD DEVELOPMENT CENTER:** Nike opened its second child development center in 2008. The building is LEED-certified platinum and features solar panels, high-efficiency HVAC and denim insulation.
- 14 MIA HAMM**
Pro soccer athlete, 2x Olympic gold medalist ('96, '04); 2 world championships; 4 NCAA championships (UNC); all-time leading scorer, male or female. Building dedicated August 1, 1999.
- ★ NIKE EXPLORE TEAM (NXT):** This is where the Nike products of tomorrow are created today. It's home to Nike Innovation - where a diverse collection of innovators dream up new concepts for Nike footwear, apparel, and equipment. This space also houses the Nike Sports Research Lab (NSRL), our state-of-the-art facilities where you'll find Ph.D.-wielding scientists (and some elite athletes) testing Nike's next big idea.

- ★ NXT APPAREL CONCEPT CREATION CENTER (NXT/AC3):** A benchmark innovation studio that is focused on creating complex, innovative 3D prototypes, delivering technical expertise and education, inspiring creation experimentation and providing manufacturing consultation.
- ★ THE PARK:** A 7-floor parking garage; each floor is named and themed for historic sports venues that have embodied the essence of sports.
- ★ FEDERER PLATZ:** Roger Federer is a pro tennis athlete who has won a men's record 19 Grand Slam singles titles and that many consider to be the greatest player of all time. He is 1 of 8 male players to capture the career Grand Slam, mastering all court surfaces. This patio naming was an impromptu dedication by Phil Knight during Federer's visit in March 2011.
- 15 JERRY RICE**
NFL great; 20-year career; Hall of Fame inductee ('10); 13 Pro Bowl appearances, 38 career records; 3 Super Bowls ('88, '89, '91). Retired prior to 2005 season. Building dedicated May 18, 1999.
- 16 PETE SAMPRAS**
Pro tennis legend; won 14 Grand Slam titles; ranked #1 in the world for 6 straight years ('93-'98); most dominant player of his era. Building dedicated July 19, 1999.
- 17 KEN GRIFFEY JR.**
Pro baseball athlete with the Seattle Mariners, Cincinnati Reds, Chicago White Sox; 13-time All-Star; retired in 2010 with 630 home runs, 5th all-time. Building dedicated July 30, 1999.
- 18 RONALDO (RONALDO LUIS NAZARIO DE LIMA)**
Pro soccer athlete played 97 games for the Brazilian national team; 62 goals, 2x FIFA player of the year; '98 World Cup MVP.
★ RONALDO STATUE AND SOCCER FIELDS: Fields are 2 international soccer pitches in size (780'x220'). Statue created by artist Nano Lopez. Statue and soccer fields dedicated April 1, 2000.
- 19 TIGER WOODS (CONFERENCE CENTER)**
PGA Legend: Tiger has won 105 tournaments; 79 of those on the PGA Tour. With his second Masters victory in 2001, he became the first ever to hold all four professional major championships at the same time. Building dedicated June 1, 2001.
★ TWO-TON ROTATING SPHERE: Created by German artist Christian Tobin, it playfully spins at the front entrance of the Tiger Woods Conference Center.
- ★ PEBBLE BEACH 18TH HOLE REPLICA:** Tiger Woods launched 315 yard drive onto the putting green next to Nike Sports Center during Tiger Woods Conference Center building dedication.
- ★ STANFORD THEATRE:** State-of-the-art theatre seats 770; named in honor of Tiger's alma mater.
- 20 DAN FOUTS**
NFL career of 15 years; Hall of Fame inductee ('93); One of the 1st players to wear Nike cleats at Oregon and NFL; helped develop Nike Astro Grabber and launch Nike into cleated footwear.
- 21 NIKE CHILD DEVELOPMENT CENTER: SOUTH**
A world inspired by children, uniquely designed for learning - where play is our work. One of two full-time child development facilities which serve 600 children ranging in ages 6 weeks to 5 years.
- 22 L.A. GARAGE**
This 1100 space garage features a partial three-lane track, bleachers and large-scale athlete murals - including Joan Benoit Samuelson's win in the first-ever women's marathon; Carl Lewis's four gold medals and multiple records; and Nawal El Moutawakel becoming the first Muslim-born female Olympic gold medalist from the continent of Africa. Additionally, each floor is named after a different team from L.A. Building dedicated February 14, 2017.

- ★ WHQ STATISTICS:**
 - Grand Opening: Fall 1990
 - Headcount: 12,000+
 - Number of Buildings: 74
 - 7 neighborhoods
 - Square Footage: 5+ million sq. ft.
 - Lake Nike: 6 acres
 - Walkway of Fame Plaques: 281