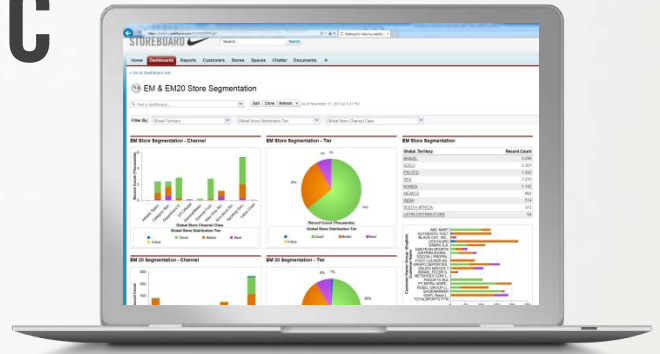




ENABLING STRATEGIC INITIATIVES WITH CUSTOMER INFORMATION

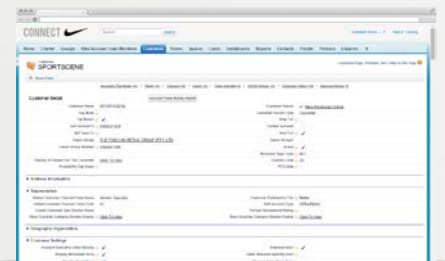


OUR GLOBALLY ALIGNED, SINGLE SOURCE OF THE TRUTH FOR CUSTOMER AND STORE PROFILES, SEGMENTATION, AND LOCATION DATA

UP-TO-DATE INFORMATION

Data stewards will edit the following sections of customer and profile pages:

- Segmentation (Channel Class and Distribution Type or Tier)
- Customer Settings



Updated Customer and Store Profiles will be providing information to the entire Nike.net ecosystem and beyond, helping to answer these questions and more:

- How many stores does Nike have?
- How many Marketplace Transform Stores are there?
- Where are they located?
- Where are the points of distribution?
- Where do we place assortments?

CONNECTING NIKE.NET

CONNECT//Customer Profile provides information across Nike.net to the following applications:



TIPS & TRICKS



COLLAPSING SECTIONS: Use the arrows on the profile page to hide sections and modify your default view



IN-APPLICATION HELP: Use the help buttons within Connect to learn more

LEARN MORE

- Watch the *CONNECT* Video
- Review the *CONNECT* Playbook