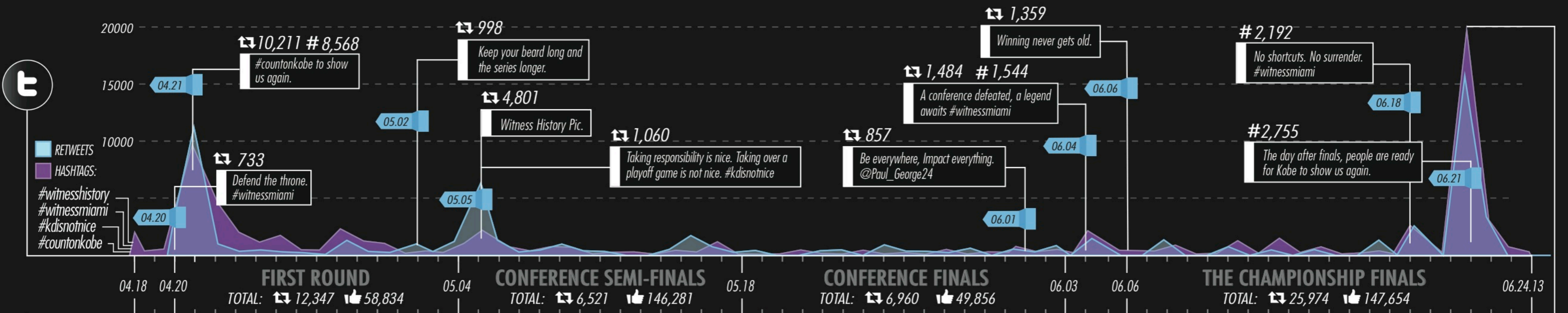


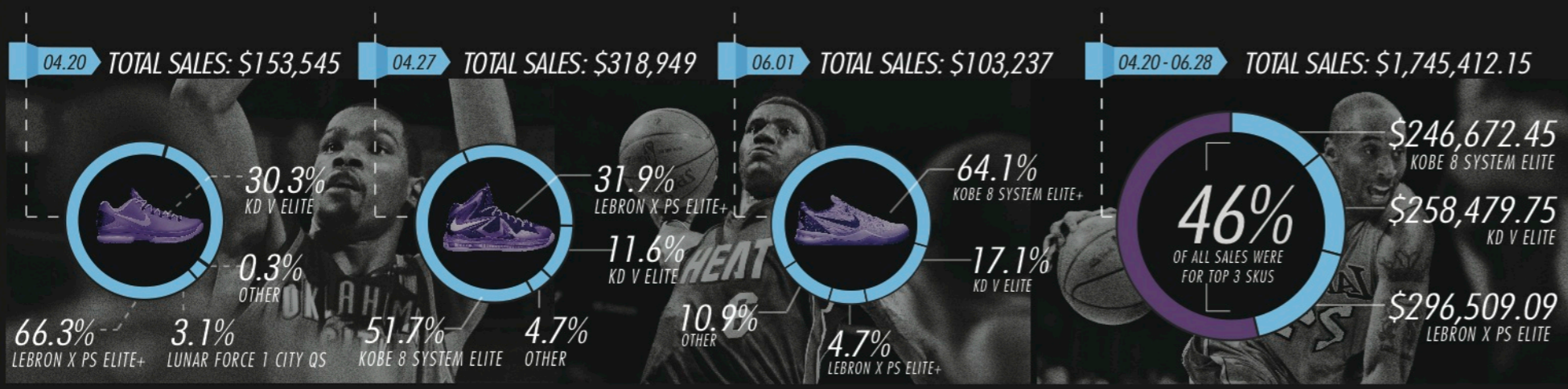
ENGAGING FANS THROUGHOUT 2013 NBA PLAYOFFS

NIKE COMMUNITY TEAM

BRAND ANALYTICS



NIKE SHOE SALES



HOW MANY MESSAGES WERE LEFT FOR LeBRON?

