

**NIKE SPENDS 10+ YEARS RESEARCHING**  
THE NEXT EVOLUTION OF FOOTWEAR



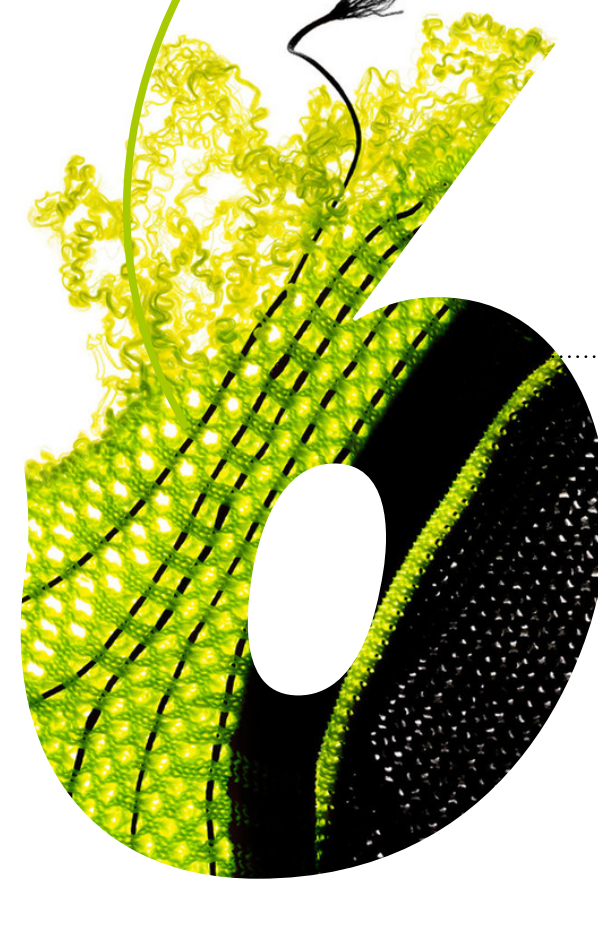
FEB 2012  
PUBLICLY UNVEILED THE  
**FIRST MODEL:  
FLYKNIT RACER**  
FEATHERWEIGHT, FORMFITTING UPPER



FEB 2012  
**HTM TRAINER+**  
ENHANCED FIT,  
ELEVATED AESTHETICS



JAN 2013  
**HTM FLYKNIT CHUKKA**  
BREATHABLE COMFORT AND SUPPORT



FALL 2013  
**6 MODELS,  
3 CATEGORIES**



DEC 2013  
**KOBE 9 ELITE**  
ENGINEERED, LIGHTWEIGHT STRENGTH



MAR 2014  
**MAGISTA**  
UNPRECEDENTED FEEL,  
FIT AND CONTROL



JULY 2014  
**VAPOR ULTIMATE**  
LIGHTWEIGHT DURABILITY, LOCK-DOWN FIT



OCT 2014  
**FLYKNIT ZOOM  
AGILITY**  
LIGHTWEIGHT SUPPORT AND FLEXIBILITY

**28**

FALL 2015  
**28 MODELS,  
6 CATEGORIES**  
RUNNING, TRAINING,  
SPORTSWEAR, FOOTBALL (SOCCER),  
BASKETBALL, U.S. FOOTBALL

**500**

JULY 2015  
NIKE REACHES  
**500 GLOBAL  
FLYKNIT-RELATED  
PATENTS**  
FOR TECHNOLOGY AND DESIGN



FEB 2016  
**GOLF CHUKKA**  
SUPPORTIVE, LIGHTWEIGHT FIT

**FLYKNIT REDUCES WASTE BY ABOUT 60%  
ON AVERAGE COMPARED TO CUT & SEW FOOTWEAR.**

SINCE 2012, FLYKNIT  
HAS REDUCED NEARLY

**3.5 MILLION  
POUNDS OF WASTE**

THAT'S EQUIVALENT TO THE WEIGHT OF **2.5 MILLION** REGULATION BASKETBALLS.  
PUT END-TO-END THEY WOULD STRETCH ABOUT 400 MILES.

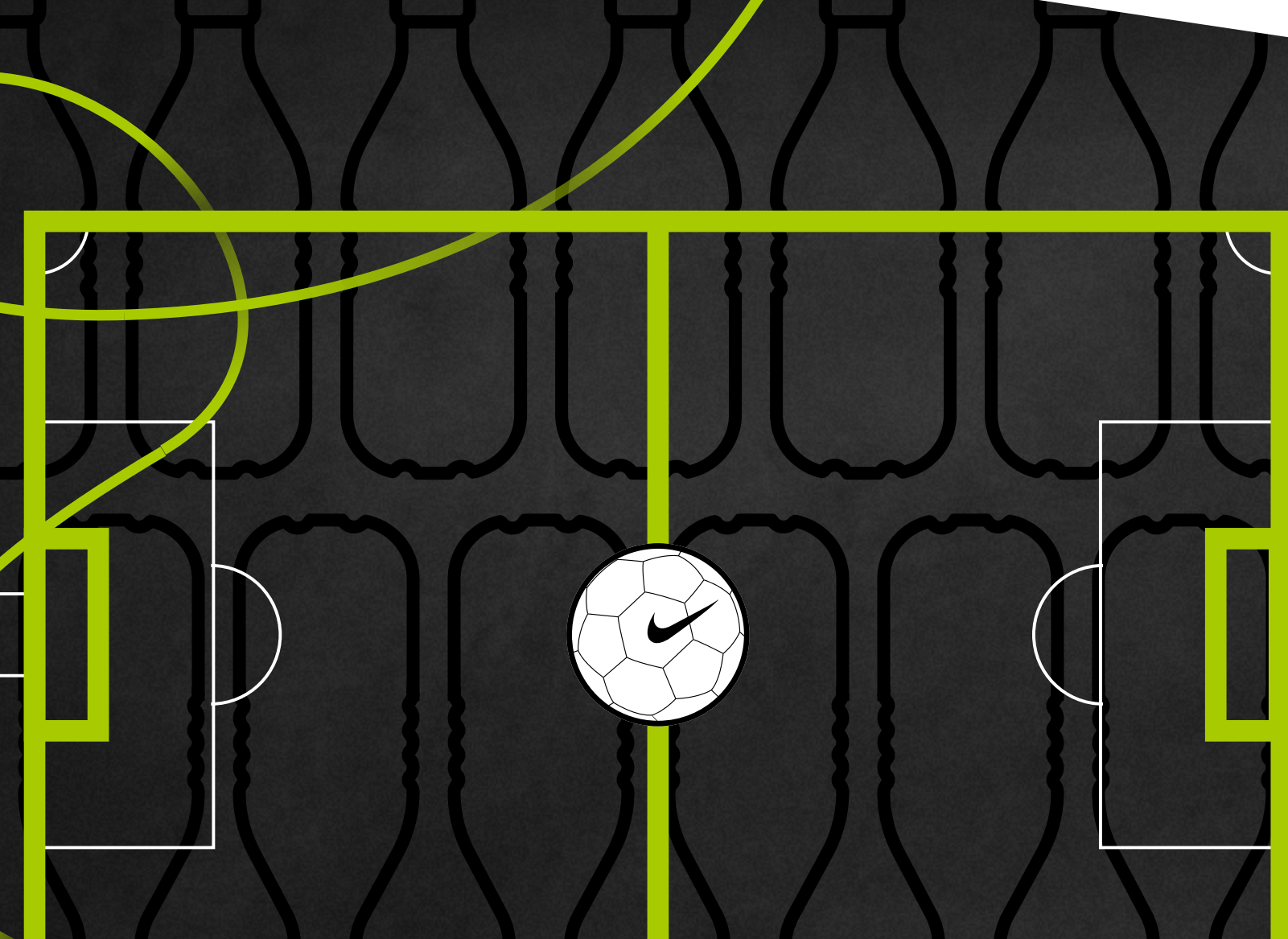
**THAT'S ENOUGH TO COVER THE DISTANCE BETWEEN:**

**SAN FRANCISCO** • [soccer ball icon] • [soccer ball icon] • [soccer ball icon] • [soccer ball icon] • [soccer ball icon] • [soccer ball icon] • [soccer ball icon] • **LOS ANGELES**

IN 2016, NIKE COMPLETED THE TRANSITION OF ALL CORE YARN  
FOR ALL NIKE FLYKNIT SHOES TO RECYCLED POLYESTER.

SO FAR, THIS HAS DIVERTED

**182 MILLION  
BOTTLES FROM LANDFILLS**



THAT'S ENOUGH WATER BOTTLES  
TO COVER **MORE THAN 300  
FULL-SIZE SOCCER PITCHES.**

ON AVERAGE,  
**FLYKNIT  
UPPERS**  
ARE

**20z  
LIGHTER**

THAN  
TRADITIONAL  
CUT & SEW

**FLYKNIT COMPETES ON  
THE GLOBAL STAGE**



SOCCER

**MARIO GÖTZE**

SCORED THE MOST  
IMPORTANT GOAL OF 2014  
WEARING THE NIKE MAGISTA.



RUNNING

**ABEL KIRUI**

WON THE SILVER MEDAL IN THE MARATHON  
AT THE 2012 SUMMER GAMES  
WEARING THE FLYKNIT RACERS.  
HIS TIME WAS 2:08:27.



BASKETBALL

**KOBE BRYANT**

BECAME THE 3RD HIGHEST  
SCORER IN NBA HISTORY  
WEARING THE KOBE 9 ELITE.

**NIKE FLYKNIT IS A REVOLUTIONARY METHOD OF MANUFACTURING SHOES  
THAT ENABLES DESIGNERS TO PRECISELY MICRO-ENGINEER EVERY STITCH  
TO CREATE A FEATHERWEIGHT, FORMFITTING AND VIRTUALLY SEAMLESS  
UPPER WHILE REDUCING MANUFACTURING WASTE AND THE AMOUNT  
OF MATERIALS USED. THE TECHNOLOGY APPLIES 40 YEARS OF ATHLETE  
INSIGHTS TO INFORM THE PRECISE PLACEMENT OF  
SUPPORT, FLEXIBILITY AND BREATHABILITY WHERE  
ATHLETES NEED THEM MOST.**

*Flyknit*