

NIKE, Inc.
SCHEDULE OF RECLASSIFIED OPERATING SEGMENT DATA - DIVISIONAL REVENUES^{1,2}
(Unaudited)

	1st Quarter				2nd Quarter				3rd Quarter				4th Quarter				Full Year			
				% Change Excluding Currency Changes ³				% Change Excluding Currency Changes ³				% Change Excluding Currency Changes ³				% Change Excluding Currency Changes ³				% Change Excluding Currency Changes ³
(Dollars in millions)	2013	2012	% Change		2013	2012	% Change		2013	2012	% Change		2013	2012	% Change		2013	2012	% Change	
North America																				
Footwear	\$ 1,745	\$ 1,451	20%	20%	\$ 1,480	\$ 1,313	13%	13%	\$ 1,708	\$ 1,486	15%	15%	\$ 1,818	\$ 1,691	8%	8%	\$ 6,751	\$ 5,941	14%	14%
Apparel	924	743	24%	25%	903	767	18%	18%	830	699	19%	19%	934	784	19%	19%	3,591	2,993	20%	20%
Equipment	197	152	30%	29%	181	119	52%	51%	199	139	43%	43%	239	194	23%	24%	816	604	35%	35%
Total	2,866	2,346	22%	22%	2,564	2,199	17%	17%	2,737	2,324	18%	18%	2,991	2,669	12%	12%	11,158	9,538	17%	17%
Western Europe																				
Footwear	716	732	-2%	10%	547	540	1%	8%	695	609	14%	14%	699	657	6%	8%	2,657	2,538	5%	10%
Apparel	388	422	-8%	2%	306	328	-7%	-1%	305	314	-3%	-3%	290	343	-15%	-14%	1,289	1,407	-8%	-4%
Equipment	72	86	-16%	-4%	55	56	-2%	3%	57	57	0%	-2%	63	68	-7%	-7%	247	267	-7%	-3%
Total	1,176	1,240	-5%	6%	908	924	-2%	4%	1,057	980	8%	7%	1,052	1,068	-1%	0%	4,193	4,212	0%	5%
Central & Eastern Europe																				
Footwear	168	169	-1%	13%	124	126	-2%	4%	168	153	10%	8%	212	183	16%	17%	672	631	6%	11%
Apparel	129	120	8%	23%	114	109	5%	9%	115	93	24%	20%	110	108	2%	4%	468	430	9%	14%
Equipment	30	30	0%	11%	14	15	-7%	6%	20	18	11%	9%	25	22	14%	8%	89	85	5%	9%
Total	327	319	3%	17%	252	250	1%	6%	303	264	15%	12%	347	313	11%	12%	1,229	1,146	7%	12%
Greater China																				
Footwear	357	315	13%	12%	324	353	-8%	-9%	410	450	-9%	-11%	404	402	0%	-1%	1,495	1,520	-2%	-3%
Apparel	181	182	-1%	-2%	228	270	-16%	-16%	199	224	-11%	-13%	236	234	1%	0%	844	910	-7%	-8%
Equipment	39	38	3%	0%	30	31	-3%	-2%	32	25	28%	23%	38	37	3%	1%	139	131	6%	4%
Total	577	535	8%	6%	582	654	-11%	-12%	641	699	-8%	-10%	678	673	1%	0%	2,478	2,561	-3%	-5%
Japan																				
Footwear	108	105	3%	2%	109	101	8%	11%	98	112	-13%	-4%	124	129	-4%	11%	439	447	-2%	5%
Apparel	67	78	-14%	-15%	110	96	15%	17%	70	85	-18%	-10%	90	105	-14%	2%	337	364	-7%	-1%
Equipment	22	26	-15%	-21%	21	22	-5%	-1%	27	23	17%	22%	30	38	-21%	1%	100	109	-8%	0%
Total	197	209	-6%	-7%	240	219	10%	12%	195	220	-11%	-4%	244	272	-10%	6%	876	920	-5%	2%
Emerging Markets																				
Footwear	617	580	6%	20%	728	670	9%	16%	603	564	7%	9%	673	622	8%	13%	2,621	2,436	8%	15%
Apparel	223	193	16%	28%	284	241	18%	25%	206	195	6%	6%	249	225	11%	17%	962	854	13%	19%
Equipment	57	56	2%	15%	62	59	5%	10%	58	61	-5%	-1%	72	57	26%	29%	249	233	7%	13%
Total	897	829	8%	22%	1,074	970	11%	18%	867	820	6%	8%	994	904	10%	15%	3,832	3,523	9%	16%
Global Brand Divisions⁴	27	33	-18%	-7%	28	25	12%	15%	29	28	4%	11%	31	25	24%	13%	115	111	4%	7%
Total NIKE Brand Revenues	6,067	5,511	10%	15%	5,648	5,241	8%	10%	5,829	5,335	9%	9%	6,337	5,924	7%	9%	23,881	22,011	8%	11%
Converse	418	378	11%	11%	316	300	5%	5%	361	322	12%	12%	354	324	9%	9%	1,449	1,324	9%	9%
Corporate ⁵	(11)	4	-	-	(9)	5	-	-	(3)	(1)	-	-	6	(12)	-	-	(17)	(4)	-	-
Total NIKE, Inc. Revenues																				
From Continuing Operations	\$ 6,474	\$ 5,893	10%	15%	\$ 5,955	\$ 5,546	7%	10%	\$ 6,187	\$ 5,656	9%	10%	\$ 6,697	\$ 6,236	7%	9%	\$ 25,313	\$ 23,331	8%	11%
Total NIKE Brand																				
Footwear	3,711	3,352	11%	16%	3,312	3,103	7%	10%	3,682	3,374	9%	9%	3,930	3,684	7%	8%	14,635	13,513	8%	11%
Apparel	1,912	1,738	10%	15%	1,945	1,811	7%	10%	1,725	1,610	7%	7%	1,909	1,799	6%	8%	7,491	6,958	8%	10%
Equipment	417	388	7%	12%	363	302	20%	23%	393	323	22%	22%	467	416	12%	15%	1,640	1,429	15%	17%
Global Brand Divisions ⁴	27	33	-18%	-7%	28	25	12%	15%	29	28	4%	11%	31	25	24%	13%	115	111	4%	7%

¹ Reclassified operating segment data reflects changes in the Company's operating structure which became effective June 1, 2013.

² Certain prior year amounts have been reclassified to conform to fiscal year 2014 presentation. These changes had no impact on previously reported results of operations or shareholders' equity.

³ Fiscal 2013 results have been restated using fiscal 2012 exchange rates for the comparative period to enhance the visibility of the underlying business trends excluding the impact of foreign currency exchange rate fluctuations.

⁴ Global Brand Divisions primarily represent NIKE Brand licensing businesses that are not part of a geographic operating segment.

⁵ Corporate revenues primarily consist of intercompany revenue eliminations and foreign currency revenue-related hedge gains and losses generated by entities within the NIKE Brand geographic operating segments and Converse through our centrally managed foreign exchange risk management program.

NIKE, Inc. SCHEDULE OF RECLASSIFIED OPERATING SEGMENT DATA - EARNINGS BEFORE INTEREST AND TAXES (EBIT)^{1,2} (Unaudited)															
(Dollars in millions)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Full Year		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
North America	\$ 645	\$ 547	18%	\$ 565	\$ 427	32%	\$ 653	\$ 518	26%	\$ 778	\$ 600	30%	\$ 2,641	\$ 2,092	26%
Western Europe	212	220	-4%	110	89	24%	179	150	19%	142	140	1%	643	599	7%
Central & Eastern Europe	54	63	-14%	37	28	32%	64	56	14%	79	62	27%	234	209	12%
Greater China	165	174	-5%	187	219	-15%	218	275	-21%	243	245	-1%	813	913	-11%
Japan	23	31	-26%	45	36	25%	24	24	0%	47	44	7%	139	135	3%
Emerging Markets	221	186	19%	298	232	28%	216	210	3%	253	198	28%	988	826	20%
Global Brand Divisions ³	(456)	(331)	-38%	(410)	(334)	-23%	(414)	(373)	-11%	(466)	(441)	-6%	(1,746)	(1,479)	-18%
Total NIKE Brand	864	890	-3%	832	697	19%	940	860	9%	1,076	848	27%	3,712	3,295	13%
Converse	124	118	5%	91	93	-2%	121	101	20%	89	82	9%	425	394	8%
Corporate ⁴	(191)	(137)	-39%	(212)	(155)	-37%	(205)	(174)	-18%	(260)	(194)	-34%	(868)	(660)	-32%
TOTAL CONSOLIDATED EARNINGS BEFORE INTEREST AND TAXES	797	871	-8%	711	635	12%	856	787	9%	905	736	23%	3,269	3,029	8%
Interest (income) expense, net	(3)	-	-	(1)	3	-	(2)	-	-	3	1	-	(3)	4	-
TOTAL CONSOLIDATED EARNINGS BEFORE INCOME TAXES	\$ 800	\$ 871	-8%	\$ 712	\$ 632	13%	\$ 858	\$ 787	9%	\$ 902	\$ 735	23%	\$ 3,272	\$ 3,025	8%

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