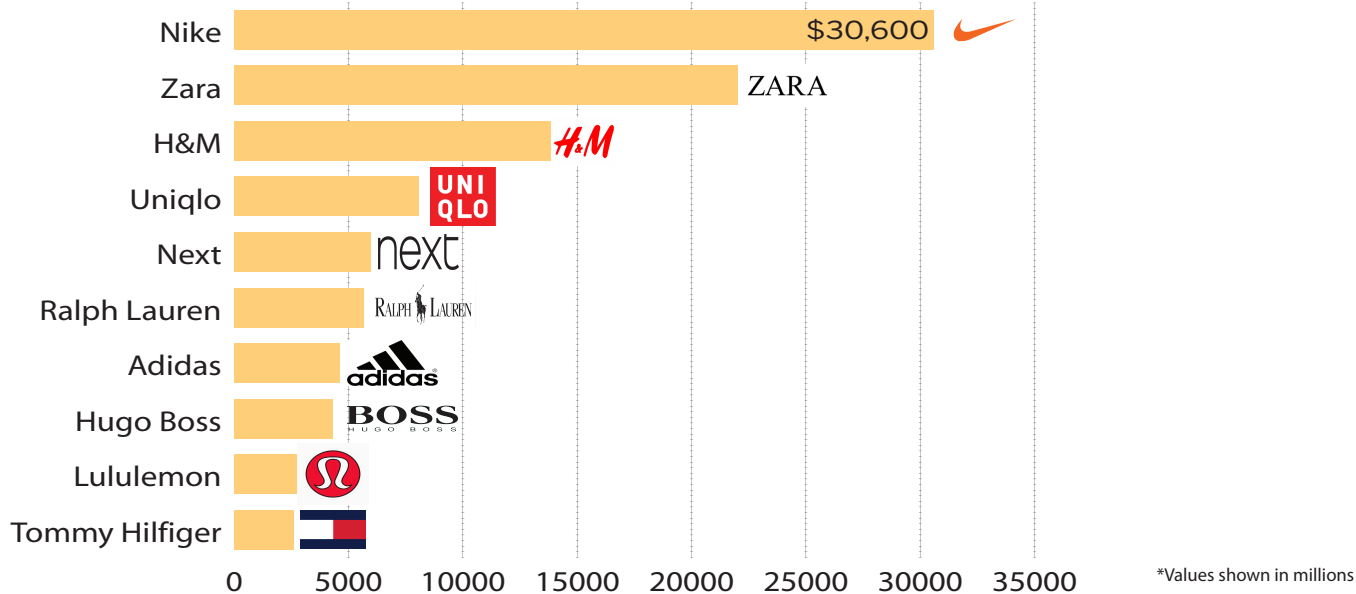


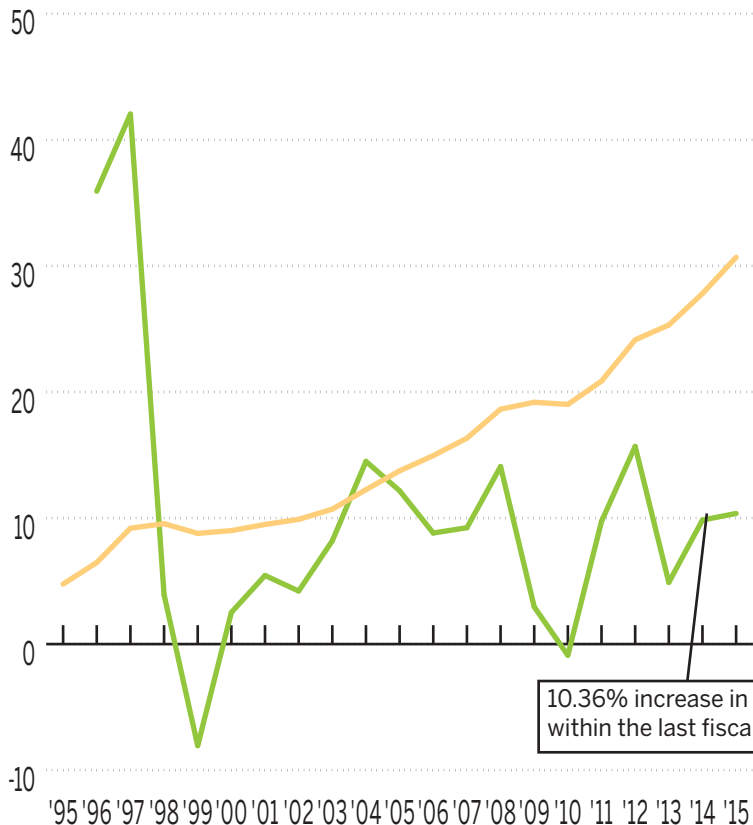
Nike Swooshes In To Claim Highest-Valued Apparel Brand

The apparel industry is made up of companies that design and sell clothing, shoes and accessories. In 2011, the global apparel market was valued at \$3,049 billion. Nike is currently highest valued apparel brand after beating out Zara in 2013. Many people are familiar with Nike's athletic wear, especially their Jordan brand shoes. However popular brands, Hurley and Converse, are wholly owned subsidiary brands of Nike as well.



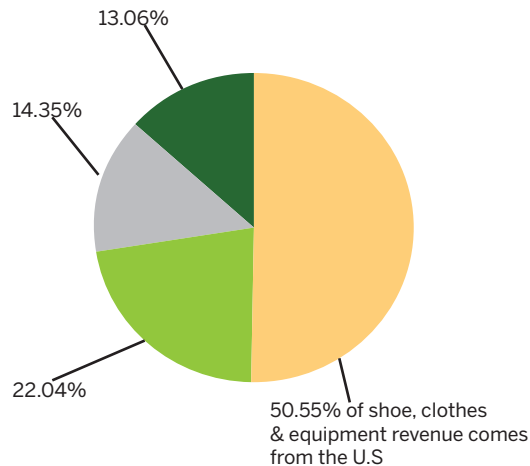
Nike Total Brand Revenue (in billions)

With a steady increase in revenue, Nike expects to increase revenues to \$36 billion by 2017. (Zacks Equity Research)



Brand Revenue Breakdown

Nike's 2015 brand revenue from footwear, apparel and equipment was \$28,701,000,000.



Where Does It All Come From?

Nike manufacturing factories employ about 10,23,714 around the world. The majority are from emerging markets, or nations with an economy working on becoming advanced.

