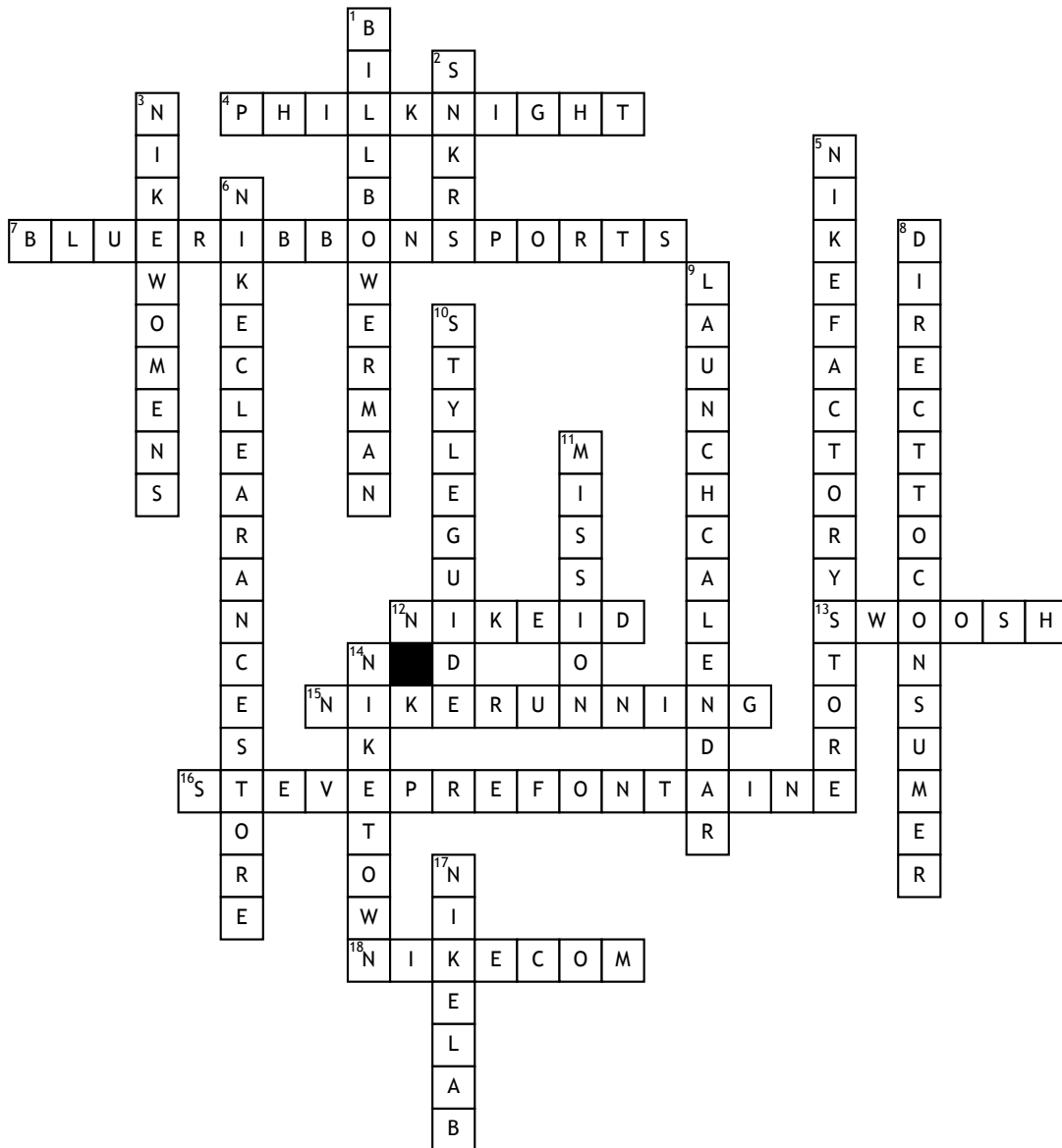


# DNA



## Across

4. He believed shoe exports from Japan could replace Germany's dominant position in the U.S. athletic shoe industry
7. The original name of Nike
12. the way you design unique and specialized product
13. Our brand
15. Built by runners for runners offering elevated services and expert guidance to help runners and those who want to run reach their potential
16. The Soul of Nike

18. Digital access that allows consumers to engage with Nike and is a resource to learn more that is available anytime

## Down

1. The Head Coach of the University of Oregon's Track & Field team
2. The best of Nike sneakers presented with elevated Nike Sportswear apparel and premium services
3. Women's running, training and NikeSportswear categories combined to inspire and serve all female athletes
5. Our DTC concept

6. Offers Nike product in limited sizes and selection at closeout prices
8. Gives consumers digital and physical access to the best retail that Nike has to offer
9. Tells you when new products will be released
10. Used for inspiring consumers to put together outfits
11. An important goal or purpose
14. The ultimate Nike experience located in premium destinations around the world
17. Nike's unique cutting-edge concept that blends the power of sport and innovation with the latest products