**Instructions:**

1. After deriving the intrinsic share price based on our model, the next step is to focus on putting together a report with an investment recommendation.
2. You are required to fill in the report template below using the sample report attached and your readings on the company’s guidance in terms of key segments and products.
   1. Identify two to three key products that are vital for the company’s growth and you can discuss about the trends and expectations. But remember to keep them all short cause and effect sentences.
3. You can take up to two days for this task and feel free to reach out to me if you have any questions.

Company Name: **Nike Inc** Ticker: **NKE**

Current Share Price: $99.80

Upside: $170 / + 70.34% Downside: $85 / - 14.83%

Upside/Downside to current share price: ((Forecasted Price – Current Price)/Current Price)

Keep this blank for tables

**Investment thesis:**

**Nike inc,** A long standing established clothing brand recognized globally demonstrating consistent year on year revenue growth, profits, innovation and performance.Stable continuation of consistency is anticipated with high probability.

**Point 2: Nike's** total EBITDA has sustained a Margin of between 14% - 17% every year since 2015 excluding the year of the pandemic.Of the core segmental regions, **Greater China** has the stand out performance with an EBITDA ranging between 32% - 39% every year since 2015 with the majority being in the high 30's range. **North America** being Nikes core driver of revenue recorded consistent EBITDA's year on year all between 25% - 30%. **Europe, middle East and Africa** the second largest driver of revenue has ranged between 20% - 27.5%, 27.5% being the latest and highest EBITDA recorded in 2022 **Asia Pacific & Latin America** ranges between 21% - 32.5%, however a clear increasing trend since 2017 is present with 2022 also being the highest EBITDA at 32.5%. **Converse** is also showing improvements with 2022's EBITDA at 29.5%, its highest since 2015. **Global brands and corporate** are showing high percentile negative EBITDA's as through out all years but increasing in a stable, gradual trend in line with overall revenue.Overall margin has been very consistent with evidence to support the coming years improving further due to all regions simultaneously showing similar improvements setting new highs in 2021- 2022.