

NIKE, INC.
2023 ANNUAL MEETING OF SHAREHOLDERS
RULES OF CONDUCT AND PROCEDURES

Welcome to the 2023 Annual Meeting of Shareholders of NIKE, Inc. (the “Company”). In fairness to all participants and in the interest of conducting an orderly and constructive meeting, we ask that you abide by the following Rules of Conduct and Procedures.

1. Our Company’s bylaws describe requirements for meetings of our shareholders and the Chair of the meeting will conduct the meeting consistent with those requirements. In accordance with the bylaws, the Chair of the meeting may prescribe such rules and procedures and make such rulings during the course of the meeting as he or she deems appropriate.
2. Because this is a meeting of our shareholders, only our shareholders are permitted to vote at or ask questions during the meeting. You need to have held stock as of the close of business on the record date of July 12, 2023 in order to vote or submit questions while participating in the virtual meeting. To vote or submit questions, please login as a shareholder by entering the 16-digit control number you received with your proxy materials. If you have voted your shares prior to the start of the meeting, your vote has been received by the Company’s inspector of elections and there is no need to vote those shares during the meeting, unless you wish to revoke or change your vote.
3. The only business matters to be conducted at the meeting are the matters set forth in the Company’s Notice of Annual Meeting of Shareholders and 2023 Proxy Statement, dated July 20, 2023. The business of the meeting will be conducted in the order indicated on the Agenda. When a matter on the Agenda is before the meeting for consideration, the discussion should be limited to that matter. If the Chair of the meeting determines that any matter on the Agenda of the meeting is not properly presented at the meeting, votes on that matter will not be counted.
4. The presentation of each shareholder proposal included in the Agenda will be limited to three minutes. The presenter should restrict his or her comments to the proposal being presented.
5. If a shareholder has a question about one of the matters in the Agenda to be voted on by the shareholders at the meeting, such question may be submitted in the field provided in the web portal at or before the time the matter is before the meeting for consideration. We will answer questions on any matters in the Agenda to be voted on by the shareholders at the meeting before the voting is closed, subject to time constraints.
6. Shareholder questions are welcome, but conducting the business set out in the Agenda for the benefit of all shareholders will be paramount. To allow us to answer questions from as many shareholders as possible, we will limit each shareholder to no more than two questions. It will help us if questions are succinct and cover only one topic per question. Questions from multiple shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
7. The Company does not intend to address any questions that are, among other things:
 - irrelevant to the business of the Company or to the business of the meeting;
 - related to material non-public information of the Company;
 - related to personal grievances;
 - derogatory references to individuals or that are otherwise in bad taste;
 - repetitious statements already made by another shareholder;
 - related to pending or threatened litigation;
 - in furtherance of the shareholder’s personal or business interests; or
 - out of order or not otherwise suitable for the conduct of the meeting as determined by the Chair or Corporate Secretary in their reasonable judgment.

8. If there are any matters of individual concern to a shareholder and not of general concern to all shareholders, or if a question posed was not otherwise answered, such matters may be raised separately after the meeting by contacting our Investor Relations Department.
9. Recording of the meeting is prohibited. A recording of the meeting will be available on our website approximately 24 hours after the meeting ends.

Thank you for your cooperation and for joining our 2023 Annual Meeting of Shareholders.