

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

March 31, 2026

Date of Report (date of earliest event reported)



NIKE, Inc.

(Exact name of registrant as specified in its charter)

Oregon

(State or other jurisdiction of incorporation)

1-10635

(Commission File Number)

93-0584541

(I.R.S. Employer Identification No.)

**ONE BOWERMAN DRIVE
BEAVERTON, OR 97005-6453**

(Address of principal executive offices and zip code)

(503) 671-6453

Registrant's telephone number, including area code

NO CHANGE

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Class B Common Stock	NKE	New York Stock Exchange
(Title of each class)	(Trading Symbol)	(Name of each exchange on which registered)

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 2.02 Results of Operations and Financial Condition

Today NIKE, Inc. issued a press release disclosing financial results for the fiscal quarter ended February 28, 2026. The text of the release is furnished herewith as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

The following exhibits are furnished with this Form 8-K:

<u>Exhibit No.</u>	<u>Exhibit</u>
99.1	NIKE, Inc. Press Release dated March 31, 2026
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NIKE, Inc.
(Registrant)

Date: March 31, 2026

By: /s/ Matthew Friend

Matthew Friend

Executive Vice President and Chief Financial Officer



Investor Contact:
Paul Trussell
investor.relations@nike.com

Media Contact:
Sandra Carreon-John
media.relations@nike.com

NIKE, INC. REPORTS FISCAL 2026 THIRD QUARTER RESULTS

BEAVERTON, Ore., Mar. 31, 2026 — NIKE, Inc. (NYSE:NKE) today reported fiscal 2026 financial results for its third quarter ended February 28, 2026.

- Third quarter revenues were \$11.3 billion, flat on a reported basis and down 3 percent on a currency-neutral basis*
- Wholesale revenues were \$6.5 billion, up 5 percent on a reported basis and up 1 percent on a currency-neutral basis
- NIKE Direct revenues were \$4.5 billion, down 4 percent on a reported basis and down 7 percent on a currency-neutral basis
- Gross margin decreased 130 basis points to 40.2 percent
- Diluted earnings per share was \$0.35

"This quarter we took meaningful actions to improve the health and quality of our business. The pace of progress is different across the portfolio and the areas we prioritized first continue to drive momentum," said Elliott Hill, President and Chief Executive Officer, NIKE, Inc. "The work is not finished, but the direction is clear, our teams are moving with focus and urgency, and our foundation is getting even stronger to build the future of NIKE."

"We delivered third quarter results in line with our expectations, and our teams continue to execute with discipline," said Matthew Friend, Executive Vice President and Chief Financial Officer, NIKE, Inc. "Win Now actions will continue to impact results over the balance of the calendar year, and we remain confident in our ability to position the Company for profitable growth long-term."

Third Quarter Income Statement Review

- **Revenues** for NIKE, Inc. were \$11.3 billion, flat on a reported basis and down 3 percent on a currency-neutral basis.
 - NIKE Brand revenues were \$11.0 billion, up 1 percent on a reported basis and down 2 percent on a currency-neutral basis, primarily due to declines in EMEA and Greater China, partially offset by growth in North America.
 - Wholesale revenues were \$6.5 billion, up 5 percent on a reported basis and up 1 percent on a currency-neutral basis, primarily due to growth in North America.
 - NIKE Direct revenues were \$4.5 billion, down 4 percent on a reported basis and down 7 percent on a currency-neutral basis, due to a 9 percent decrease in NIKE Brand Digital and a 5 percent decrease in NIKE-owned stores.
 - Revenues for Converse were \$264 million, down 35 percent on a reported basis and down 37 percent on a currency-neutral basis, due to declines across all territories.
- **Gross margin** decreased 130 basis points to 40.2 percent, primarily due to higher tariffs in North America.
- **Selling and administrative expense** increased 2 percent to \$4.0 billion.
 - Demand creation expense was \$1.1 billion, flat compared to the prior year, as higher sports marketing expense and unfavorable changes in foreign currency exchange rates were offset by lower brand marketing expense.
 - Operating overhead expense was \$2.9 billion, up 3 percent, due to employee severance costs and unfavorable changes in foreign currency exchange rates, partially offset by lower other administrative costs.
- The **effective tax rate** was 20.0 percent compared to 5.9 percent for the same period last year, primarily due to a prior period one-time, non-cash deferred tax benefit provided by U.S. tax regulations related to foreign currency gains and losses.
- **Net income** was \$0.5 billion, down 35 percent, and **Diluted earnings per share** was \$0.35, a decrease of 35 percent.

February 28, 2026 Balance Sheet Review

- **Inventories** for NIKE, Inc. were \$7.5 billion, down 1 percent, primarily reflecting a decrease in units and product mix shifts, partially offset by increased product costs, primarily due to higher tariffs in North America.
- **Cash and equivalents and short-term investments** were \$8.1 billion, down approximately \$2.3 billion, as cash generated by operations was more than offset by cash dividends, bond repayment, capital expenditures and share repurchases.

Shareholder Returns

NIKE has a strong track record of returns to shareholders, including 24 consecutive years of increasing dividend payouts. In the third quarter, the Company returned approximately \$609 million to shareholders through dividends, up 3 percent from the prior year.

Conference Call

NIKE, Inc. management will host a conference call beginning at approximately 2:00 p.m. PT on March 31, 2026, to review fiscal third quarter results. The conference call will be broadcast live via the Internet and can be accessed at <https://investors.nike.com>. For those unable to listen to the live broadcast, an archived version will be available at the same location through approximately 9:00 p.m. PT, April 23, 2026.

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Converse, a wholly-owned NIKE, Inc. subsidiary brand, designs, markets and distributes athletic lifestyle footwear, apparel and accessories. For more information, NIKE, Inc.'s earnings releases and other financial information are available on the Internet at <https://investors.nike.com>. Individuals can also visit <https://news.nike.com> and follow @NIKE.

Forward-Looking Statements

This press release contains forward-looking statements, which involve risks and uncertainties that could cause actual results to differ materially. These risks and uncertainties are detailed from time to time in reports filed by NIKE with the U.S. Securities and Exchange Commission (SEC), including Forms 8-K, 10-Q and 10-K.

* *Non-GAAP financial measure. See additional information in the accompanying Divisional Revenues table.*

(Tables Follow)

NIKE, Inc.
CONSOLIDATED STATEMENTS OF INCOME
(Unaudited)

<i>(In millions, except per share data)</i>	THREE MONTHS ENDED			%	NINE MONTHS ENDED			%
	2/28/2026	2/28/2025		Change	2/28/2026	2/28/2025		Change
Revenues	\$ 11,279	\$ 11,269		0 %	\$ 35,426	\$ 35,212		1 %
Cost of sales	6,749	6,594		2 %	20,908	19,891		5 %
Gross profit	4,530	4,675		-3 %	14,518	15,321		-5 %
<i>Gross margin</i>	40.2 %	41.5 %			41.0 %	43.5 %		
Demand creation expense	1,090	1,088		0 %	3,551	3,436		3 %
Operating overhead expense	2,887	2,799		3 %	8,481	8,504		0 %
Total selling and administrative expense	3,977	3,887		2 %	12,032	11,940		1 %
<i>% of revenues</i>	35.3 %	34.5 %			34.0 %	33.9 %		
Interest (income) expense, net	(15)	(18)		—	(42)	(85)		—
Other (income) expense, net	(82)	(38)		—	(43)	(101)		—
Income before income taxes	650	844		-23 %	2,571	3,567		-28 %
Income tax expense	130	50		160 %	532	559		-5 %
<i>Effective tax rate</i>	20.0 %	5.9 %			20.7 %	15.7 %		
NET INCOME	\$ 520	\$ 794		-35 %	\$ 2,039	\$ 3,008		-32 %
Earnings per common share:								
Basic	\$ 0.35	\$ 0.54		-35 %	\$ 1.38	\$ 2.02		-32 %
Diluted	\$ 0.35	\$ 0.54		-35 %	\$ 1.38	\$ 2.02		-32 %
Weighted average common shares outstanding:								
Basic	1,480.5	1,478.1			1,478.9	1,487.6		
Diluted	1,481.6	1,480.6			1,480.4	1,491.0		
Dividends declared per common share	\$ 0.410	\$ 0.400			\$ 1.220	\$ 1.170		

NIKE, Inc.
CONSOLIDATED BALANCE SHEETS
(Unaudited)

<i>(Dollars in millions)</i>	February 28, 2026	February 28, 2025	% Change
ASSETS			
Current assets:			
Cash and equivalents	\$ 6,660	\$ 8,601	-23 %
Short-term investments	1,397	1,792	-22 %
Accounts receivable, net	5,369	4,491	20 %
Inventories	7,487	7,539	-1 %
Prepaid expenses and other current assets	2,271	2,186	4 %
Total current assets	23,184	24,609	-6 %
Property, plant and equipment, net	4,766	4,717	1 %
Operating lease right-of-use assets, net	2,886	2,614	10 %
Identifiable intangible assets, net	259	259	0 %
Goodwill	240	239	0 %
Deferred income taxes and other assets	5,729	5,355	7 %
TOTAL ASSETS	\$ 37,064	\$ 37,793	-2 %
LIABILITIES AND SHAREHOLDERS' EQUITY			
Current liabilities:			
Current portion of long-term debt	\$ 999	\$ 1,000	0 %
Notes payable	—	4	-100 %
Accounts payable	2,888	3,106	-7 %
Current portion of operating lease liabilities	493	474	4 %
Accrued liabilities	6,183	5,905	5 %
Income taxes payable	275	734	-63 %
Total current liabilities	10,838	11,223	-3 %
Long-term debt	7,030	7,956	-12 %
Operating lease liabilities	2,656	2,477	7 %
Deferred income taxes and other liabilities	2,450	2,130	15 %
Redeemable preferred stock	—	—	—
Shareholders' equity	14,090	14,007	1 %
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 37,064	\$ 37,793	-2 %

NIKE, Inc.
DIVISIONAL REVENUES
(Unaudited)

<i>(Dollars in millions)</i>	THREE MONTHS ENDED		%	% Change	NINE MONTHS ENDED		%	% Change
	2/28/2026	2/28/2025	Change	Excluding Currency Changes ¹	2/28/2026	2/28/2025	Change	Excluding Currency Changes ¹
North America								
Footwear	\$ 3,326	\$ 3,132	6 %	6 %	\$ 10,087	\$ 9,580	5 %	5 %
Apparel	1,480	1,510	-2 %	-2 %	4,765	4,534	5 %	5 %
Equipment	220	222	-1 %	-1 %	827	755	10 %	10 %
Total	5,026	4,864	3 %	3 %	15,679	14,869	5 %	5 %
Europe, Middle East & Africa								
Footwear	1,789	1,742	3 %	-7 %	5,822	5,676	3 %	-3 %
Apparel	926	913	1 %	-8 %	3,228	3,042	6 %	0 %
Equipment	159	156	2 %	-8 %	547	539	1 %	-5 %
Total	2,874	2,811	2 %	-7 %	9,597	9,257	4 %	-2 %
Greater China								
Footwear	1,187	1,282	-7 %	-10 %	3,250	3,731	-13 %	-14 %
Apparel	397	412	-4 %	-7 %	1,201	1,244	-3 %	-5 %
Equipment	31	39	-21 %	-22 %	99	135	-27 %	-27 %
Total	1,615	1,733	-7 %	-10 %	4,550	5,110	-11 %	-12 %
Asia Pacific & Latin America								
Footwear	1,051	1,052	0 %	-3 %	3,263	3,338	-2 %	-3 %
Apparel	381	358	6 %	4 %	1,209	1,143	6 %	5 %
Equipment	58	60	-3 %	-7 %	175	195	-10 %	-11 %
Total	1,490	1,470	1 %	-2 %	4,647	4,676	-1 %	-2 %
Global Brand Divisions²	7	12	-42 %	-37 %	25	39	-36 %	-34 %
TOTAL NIKE BRAND	11,012	10,890	1 %	-2 %	34,498	33,951	2 %	0 %
Converse	264	405	-35 %	-37 %	930	1,335	-30 %	-32 %
Corporate ³	3	(26)	—	—	(2)	(74)	—	—
TOTAL NIKE, INC. REVENUES	\$ 11,279	\$ 11,269	0 %	-3 %	\$ 35,426	\$ 35,212	1 %	-1 %

TOTAL NIKE BRAND								
Footwear	\$ 7,353	\$ 7,208	2 %	-1 %	\$ 22,422	\$ 22,325	0 %	-1 %
Apparel	3,184	3,193	0 %	-4 %	10,403	9,963	4 %	2 %
Equipment	468	477	-2 %	-6 %	1,648	1,624	1 %	-1 %
Global Brand Divisions ²	7	12	-42 %	-37 %	25	39	-36 %	-34 %
TOTAL NIKE BRAND REVENUES	\$ 11,012	\$ 10,890	1 %	-2 %	\$ 34,498	\$ 33,951	2 %	0 %

¹ The percent change has been calculated using actual exchange rates in use during the comparative prior year period and is provided to enhance the visibility of the underlying business trends by excluding the impact of translation arising from foreign currency exchange rate fluctuations, which is considered a non-GAAP financial measure. Management uses this non-GAAP financial measure when evaluating the Company's performance, including when making financial and operating decisions. Additionally, management believes this non-GAAP financial measure provides investors with additional financial information that should be considered when assessing the Company's underlying business performance and trends. References to this measure should not be considered in isolation or as a substitute for other financial measures calculated and presented in accordance with U.S. GAAP and may not be comparable to similarly titled non-GAAP measures used by other companies.

² Global Brand Divisions revenues include NIKE Brand licensing and other miscellaneous revenues that are not part of a geographic operating segment.

³ Corporate revenues primarily consist of foreign currency hedge gains and losses related to revenues generated by entities within the NIKE Brand geographic operating segments and Converse, but managed through the Company's central foreign exchange risk management program.

NIKE, Inc.
EARNINGS BEFORE INTEREST AND TAXES ("EBIT")¹
(Unaudited)

<i>(Dollars in millions)</i>	THREE MONTHS ENDED			NINE MONTHS ENDED		
	2/28/2026	2/28/2025	%	2/28/2026	2/28/2025	%
North America	\$ 981	\$ 1,103	-11 %	\$ 3,376	\$ 3,690	-9 %
Europe, Middle East & Africa	515	480	7 %	1,983	2,103	-6 %
Greater China	467	421	11 %	1,035	1,298	-20 %
Asia Pacific & Latin America	332	346	-4 %	1,071	1,208	-11 %
Global Brand Divisions ²	(1,209)	(1,093)	-11 %	(3,473)	(3,453)	-1 %
TOTAL NIKE BRAND EBIT¹	1,086	1,257	-14 %	3,992	4,846	-18 %
Converse	(40)	39	-203 %	(5)	213	-102 %
Corporate ³	(411)	(470)	13 %	(1,458)	(1,577)	8 %
TOTAL NIKE, INC. EBIT¹	635	826	-23 %	2,529	3,482	-27 %
Interest (income) expense, net	(15)	(18)	—	(42)	(85)	—
Income tax expense	130	50	160 %	532	559	-5 %
NET INCOME	\$ 520	\$ 794	-35 %	\$ 2,039	\$ 3,008	-32 %
Total NIKE, Inc. Revenues	\$ 11,279	\$ 11,269	0 %	\$ 35,426	\$ 35,212	1 %
<i>Net income margin</i>	<i>4.6 %</i>	<i>7.0 %</i>		<i>5.8 %</i>	<i>8.5 %</i>	
<i>EBIT margin¹</i>	<i>5.6 %</i>	<i>7.3 %</i>		<i>7.1 %</i>	<i>9.9 %</i>	

¹ Total NIKE Brand EBIT, Total NIKE, Inc. EBIT and EBIT margin are considered non-GAAP financial measures. EBIT is calculated as Net income before Interest (income) expense, net and Income tax expense. EBIT margin is calculated as total NIKE, Inc. EBIT divided by total NIKE, Inc. Revenues. References to EBIT and EBIT margin should not be considered in isolation or as a substitute for other financial measures calculated and presented in accordance with U.S. GAAP and may not be comparable to similarly titled non-GAAP measures used by other companies. Management uses these non-GAAP financial measures when evaluating the Company's performance, including segment performance, when making financial and operating decisions. Additionally, management believes these non-GAAP financial measures provide investors with additional financial information that should be considered when assessing the Company's underlying business performance and trends.

² Global Brand Divisions primarily represents costs, including product creation and design expenses, that are centrally managed for the NIKE Brand, as well as costs associated with NIKE Direct global digital operations and enterprise technology. Global Brand Divisions revenues include NIKE Brand licensing and other miscellaneous revenues that are not part of a geographic operating segment.

³ Corporate consists primarily of unallocated general and administrative expenses, including expenses associated with centrally managed departments; depreciation and amortization related to the Company's corporate headquarters; unallocated insurance, benefit and compensation programs, including stock-based compensation; and certain foreign currency gains and losses, including certain hedge gains and losses.