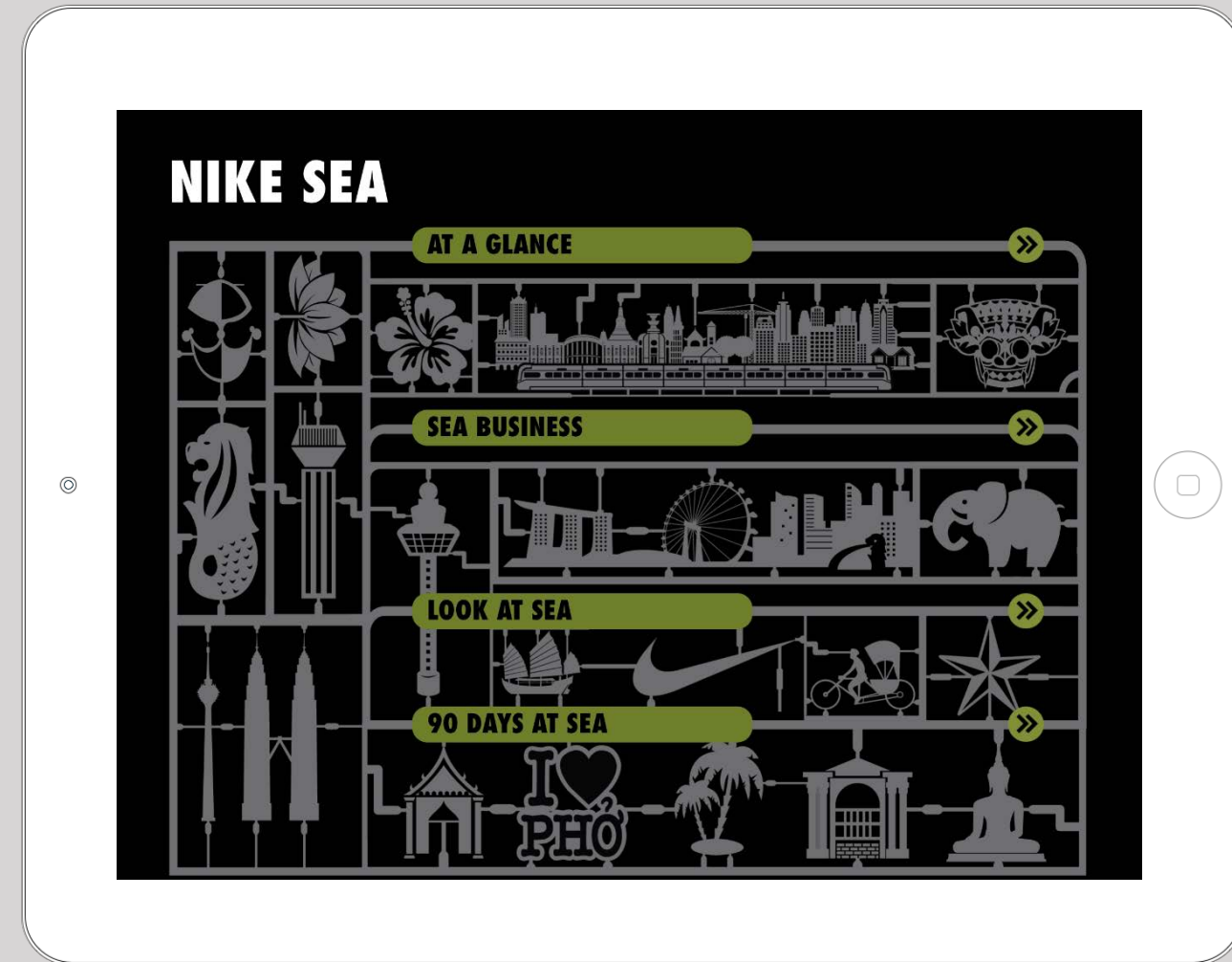


NIKE SOUTH EAST ASIA RETAIL MOBILE APP: SHOWCASING A REGION FOR VISITORS

MOBILE SOLUTION RECAP

The Nike South East Asia (SEA) Retail app was developed as joint effort by the Indonesia, Malaysia, Philippines, Singapore and Thailand Nike offices. The objective of the app is to showcase the region, host meetings, provide key retail business store data and leverage live map functionality to tour retail stores. The Nike SEA Retail app includes:

- ❑ The latest detailed business data for each store;
- ❑ Calendar of current and upcoming regional events;
- ❑ City guides for visitors to the region;
- ❑ Push notifications to inform users of active updates using CMS;



NIKE SOUTH EAST ASIA RETAIL MOBILE APP: SHOWCASING KEY FUNCTIONALITY

NAVIGATION SEA BUSINESS

1. Click SEA BUSINESS
2. Click a country
3. Click region of the country
4. Click to region on the list
5. Click to select a store
6. View store details
7. Click LIVE MAP
8. Click a pin to view another store

