SUFA21 Mexico Recap

MOVE TO ZERO
CLUB KITS

This season marked a watershed for us since Move to Zero allowed us to keep thinking about the way we do our work internally and how we communicate our sustainability commitment with local consumers.

The first chapter of our always-on MTZ journey took place in April, when we not only celebrated Earth Month through Talking Trash and internal activities for Employees, but we also summoned Members to join an educational digital experience around how to lead a more sustainable life.

Another meaningful action we carried out to keep creating awareness both internal and externally was to arrange a workshop led by sustainability experts and design students to re-use our own store trash in order to execute the in-store MTZ storytelling at 3 key NSPs, reducing our waste in a purposeful way.

After 1.5Y closed doors, we re-open our NSP fan stores. Transforming NSP Azteca & Pumas into the #1 fan destination. The power of football is everywhere our strategic partner Innova served the ADB in physical destinations & digitally on cultofutbol.com for every consumer touch point our sustainability message (MTZ) was consistent.

BIG NUMBERS

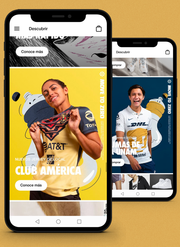
30K
Unique visits in April to our Sustainability LP

78M
Brand Media Impressions

Highest CVR in April driven by Mailing

Nike App Results

The second MTZ chapter came with the launch of our Club Kits – Club América & Pumas – since we elevated for the first time ever our sustainability message through a Futbol story.



Results

14.5K
Thread Views

7K
Thread clicks

48%
Thread CTR

293K
Feed View

15K
Feed Clicks

5%
Feed CTR

Recycled plastic bottles, Move to Zero narrative and our Athletes starred our local campaigns and disrupted the conventional Futbol scene by taking the sustainability conversation to consumers who are completely distant from this subject.

Soundbites that summarize consumer sentiment:

"Loving the recycled materials & beautiful jerseys! Congrats Nike!"

"If it's made of recycled materials, why is it so expensive then?"

Leveraging our new tools, we assigned the EA phase exclusively to the Nike App in order to serve consumers as well as keep growing and energizing Futbol in our digital ecosystem.

MEDIA RESULTS

349M
Total Impressions

9.3M
Video Views

2.66%
VTR

More than half of total demand came from EA