



NEWS RELEASE

Heidi Klum Kicks Off as the Newest Global Ambassador Joining the SharkNinja Neighborhood

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NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced that Heidi Klum – supermodel, producer and Emmy®-winning television personality – has joined the SharkNinja Neighborhood as its newest global brand ambassador with a focus on the EMEA markets, including Germany.

Heidi Klum Kicks Off as the Newest Global Ambassador Joining the SharkNinja Neighborhood. Photo Credit: Max Montgomery.

As an iconic multihyphenate with a global following, Klum becomes the latest powerhouse personality to join

SharkNinja's rapidly expanding ambassador ecosystem, which includes Kevin Hart, Tom Brady and several more. Together, this roster reflects SharkNinja's ongoing commitment to pairing cutting-edge innovation with influential cultural voices who inspire and connect authentically with consumers.

"We are thrilled to welcome Heidi Klum to the SharkNinja Neighborhood," said Mark Barrocas, Chief Executive Officer of SharkNinja. "Heidi has a unique ability to elevate everyday moments with style and authenticity - while staying relatable and fun - making her the perfect partner to showcase how our performance-driven products make life easier for people constantly on the go."

The partnership kicked off this past weekend, where Heidi Klum and Kevin Hart were spotted using the Shark Beauty CryoGlow, recently crowned the #1 Skincare Facial Device in the U.S.¹. The collaboration will continue throughout the year with a series of campaign touchpoints as part of the SharkNinja Neighbors series, spotlighting Klum in her everyday routine as she shares her personal lineup of favorite SharkNinja products.



"I love products that make life easier and more glamorous," says Heidi Klum. "SharkNinja just gets it. I tried the Shark Beauty CryoGlow and fell in love immediately, it is magic for my skin! I am thrilled to be joining the SharkNinja Neighborhood and I can't wait to share my favorites with everyone."

For additional information on SharkNinja, please visit www.sharkninja.com.

¹ Source: Circana, LLC, Retail Tracking Service, Skincare Facial Devices/Tools, Dollar Sales, Jan – Aug 2025

About Heidi Klum

Supermodel, producer, and Emmy[®]-winning television personality, Heidi Klum is one of the most iconic fashion personalities of the last 25 years. Klum has graced the covers of major fashion magazines such as Vogue, Elle, and Marie Claire, and became widely recognized as a Sports Illustrated cover star and Victoria's Secret Angel. Under her tenure as the host, co-creator, and executive producer of "Project Runway" for 16 seasons, the show received fourteen consecutive Emmy[®] nominations for Outstanding Reality Competition program - the second-most nominations in the category's history. She recently made her highly anticipated return as host of the show for its 21st season in 2025. Klum judged on NBC's hit show "America's Got Talent" for 10 seasons and is host and executive producer of "Germany's Next Top Model," a runaway hit in Germany for 20 seasons. Her influence extends beyond television and fashion, and she has used her platform to raise awareness and funds for organizations such as UNICEF, Children's Hospital Los Angeles, God's Love We Deliver, and amfAR.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,600 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit sharkninja.com.

SharkNinja

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