NEWS RELEASE

# SharkNinja Brings Its All-Star Neighbors and Fans Home for the Holidays

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NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today unveiled the final spot in its first-ever SharkNinja holiday campaign, starring global brand ambassadors David Beckham, Tom Brady, Kevin Hart, and Aryna Sabalenka. The campaign, "There's No Home Like a SharkNinja Home," puts the ambassadors' own fandom and love of Shark and Ninja products at the center of a holiday house-sitting assignment that gets a little out of hand and invites fans along for the fun.

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Created by SharkNinja's in-house Creative Labs team and produced by Studio 99, the holiday campaign builds on **SharkNinja's Neighbors series**, which debuted in 2025 with Beckham and Hart as next-door neighbors. In this holiday chapter, videos released earlier this week showed Beckham's friends enjoying his SharkNinja products while denying they were at his house. Today's spot reveals how it all started: Beckham left Hart in charge, and the Neighborhood moved in. Hart, in Beckham's robe, makes snacks with Ninja Crispi Pro®, Brady enjoys a Shark CryoGlow™ session, and Sabalenka pours a Ninja SLUSHi® frozen drink. By the time Beckham returns, his guests have made themselves right at home, a feeling SharkNinja fans know well.

"Every group of friends has that one home where everyone ends up," said Michelle Crossan-Matos, Chief Brand & Experience Officer of SharkNinja. "You come over for a drink, someone starts cooking, and suddenly you're staying

for dinner. Our fans bring that energy to their homes every day, and our products are part of what makes those moments happen. David's friends get a little too comfortable, but that's the fun of it—when there's no home like a SharkNinja home, who wants to leave?"

SharkNinja's Neighborhood extends well beyond its famous residents. Fans make their own SharkNinja homes every day—and share what they love about them, from favorite recipes and cleaning tips to their latest glow-ups. They convince friends to try the products they swear by, turning that fandom into virality and bringing more people into the SharkNinja Community. Already this year, SharkNinja's brand and creator content has generated more than 19 billion impressions across more than 200,000 posts, while more than 500,000 pieces of user-generated content mention its brands.

To give fans more ways to participate, SharkNinja recently introduced First Fans for employees and SharkNinja Storytellers for consumers. The programs invite fans to share their product experiences, with opportunities to earn rewards, commissions, and perks, as applicable. Together, these communities advance SharkNinja's mission of positively impacting people's lives every day, in every home around the world.

Visit **SharkNinja.com** to watch the final holiday spot and explore holiday gifting inspiration. Share your own holiday moments with #SharkNinjaHoliday or apply to SharkNinja Storytellers at **storytellers.sharkninja.com**.

## 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 4,100 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**.

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