



NEWS RELEASE

SharkNinja Named to Fast Company's Annual List of the World's 50 Most Innovative Companies of 2025

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Global product design and technology leader recognized for redefining consumer experiences through disruptive innovation and bold design

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced it has been named to Fast Company's prestigious list of the World's 50 Most Innovative Companies of 2025, earning the No. 27 spot overall and No. 2 in the Design category. Recognized for its relentless pursuit of innovation, SharkNinja creates products that seamlessly integrate breakthrough design, cutting-edge technology, and deep consumer insights to transform everyday household experiences.

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This year's list shines a spotlight on businesses that are shaping industry and culture through their innovations to set new standards and

achieve remarkable milestones in all sectors of the economy. Alongside the World's 50 Most Innovative Companies, Fast Company recognizes 609 organizations across 58 sectors and regions.

"Being named one of the World's 50 Most Innovative Companies by Fast Company is a testament to our unstoppable team and the culture of innovation that drives us," said Mark Barrocas, CEO of SharkNinja. "At SharkNinja, consumer-obsessed innovation is what we do best. We rethink what's possible to engage and delight consumers with breakthrough products that solve real problems. Our team is driven by a powerful, shared mindset and belief that anything is possible, enabling us to redefine existing categories while also breaking into new ones - all guided by our mission to positively impact lives around the world. This recognition from Fast Company belongs to our entire global team whose passion and dedication enables us to push boundaries each and every day. When

we challenge the status quo together, we achieve the extraordinary.”

At SharkNinja, every innovation begins with identifying real consumer problems and solving them through the seamless integration of design, engineering, product development, and deep consumer insights. Launching approximately 25 new products annually, the company leverages rigorous consumer research, hands-on testing, social media engagement, and a global network of industry experts to deliver five-star-rated products from the start. Backed by a 24/7 innovation engine, a global team of more than 3,600 employees, including over 1,000 designers and engineers, and a portfolio of more than 5,200 patents worldwide, SharkNinja brings breakthrough ideas to life at a robust speed and scale.

In 2024 alone, SharkNinja expanded into four new sub-categories and three additional countries, further strengthening its global reach. Today, the company operates in 36 sub-categories across 35 countries, partnering with over 170 retailers to bring cutting-edge design and technology to millions of consumers worldwide.

“At SharkNinja, we don’t just create products – we change the way people interact with everyday household items through innovative design that drives desirability,” said Ross Richardson, Chief Design Officer at SharkNinja. “Our design philosophy is rooted in creating emotional connections, shaping daily rituals, and making innovation feel effortless. That intentionality is embedded across our expansive portfolio of Shark and Ninja products, ensuring they not only perform but enhance the way people live.”

The World’s Most Innovative Companies stands as Fast Company’s hallmark franchise and one of its most anticipated editorial efforts of the year. To determine honorees, Fast Company’s editors and writers review companies driving progress around the world and across industries, evaluating thousands of submissions through a competitive application process. The result is a globe-spanning guide to innovation today, from early-stage startups to some of the most valuable companies in the world.

“Our list of the Most Innovative Companies offers both a comprehensive look at innovation today and a playbook for the future,” said Fast Company editor-in-chief Brendan Vaughan. “This year, we recognize companies that are harnessing AI in deep and meaningful ways, brands that are turning customers into superfans by overdelivering for them, and challengers that are introducing bold ideas and vital competition to their industries. At a time when the world is rapidly shifting, these companies are charting the way forward.”

The full list of Fast Company’s Most Innovative Companies honorees can now be found at **fastcompany.com**. It will also be available on newsstands beginning March 25.

Fast Company will also host the **Most Innovative Companies Summit and Gala** for honorees on June 5. The summit features a day of inspiring content, followed by a creative black-tie gala including networking, a seated dinner, and

an honoree presentation.

SharkNinja offers competitive benefits, employee stock purchase options, generous discounts on SharkNinja products, high impact learning programs, wellness programs, and more. For more information about career opportunities at SharkNinja, visit <https://sharkninja.com/careers>.

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.

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with fellow business publication Inc. For more information, please visit fastcompany.com.

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