



NEWS RELEASE

SharkNinja Puts Its Fans in the Spotlight with Two New Creator Programs, First Fans and SharkNinja Storytellers

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SharkNinja fans get even closer to the products they love, and the people who make them

NEEDHAM, Mass.--(BUSINESS WIRE)-- Most social content about SharkNinja, Inc. (NYSE: SN) and its products comes from its community. Its brand and creator content generated more than 19 billion impressions across more than 200,000 posts this year. Today, the global product design and technology company is launching two creator programs built around that fandom: First Fans, available to its 4,100+ global team members, and SharkNinja Storytellers, for consumers sharing their product experiences.

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The programs give fans the inside access, connection and recognition, bringing them

behind the scenes, connecting them with fellow creators, and celebrating their stories and ideas.

"At SharkNinja, we don't think of our fans as an audience; they're part of our community," said Michelle Crossan-Matos, Chief Brand and Experience Officer at SharkNinja. "We're defining a new marketing playbook that brings together our celebrity partners, creators, team members and consumers. These programs give our team and our fans a global stage to share what they do, what they love, and how they live. It all starts with innovative products and experiences that earn trust and inspire fandom. That fandom drives virality, bringing even more people into our community and helping fuel our next phase of growth."

More Ways to Share Their Fandom

SharkNinja First Fans gives team members across roles and regions training, resources and rewards to show the world the products and the company they help shape—and why they love them. Participants can take part in monthly content challenges and, where eligible, earn affiliate commissions.

SharkNinja Storytellers invites consumers to share their own product experiences, with opportunities to unlock rewards, commissions and perks as they grow as creators. The most active members receive exclusive insider access, including first looks at upcoming products and a voice in shaping them.

Meet the Creators

Molly Bomann studied pre-med at Purdue University, where she started a student-led test kitchen to help others learn to cook. Now a U.S. demo chef at SharkNinja, she calls her role “the coolest job ever,” testing recipes and developing demonstrations with products still in development.

“I get to be one of the first people cooking with these products and see how much work my teammates put into getting them right,” Bomann said. “That’s what excites me about First Fans. I can show people what they can make at home.”

Mariana Menezes, a quality engineer on SharkNinja’s product integrity team, **creates videos in Portuguese about curly hair**, fitness and everyday life for an audience of about 18,000 followers. She has also shared products she uses at home. Through First Fans, she hopes to bring more of those products into the content she already loves creating.

For consumer creator Brittany Deroche, SharkNinja products are part of everyday family life. She uses her Ninja CREAMi to prepare homemade frozen treats for herself and her children, knowing exactly what goes into them. Creating content also gives her a personal outlet amid the demands of motherhood.

“Being able to pour into myself through creativity and through telling stories is so much fun to me,” Deroche said. “It’s given something back to me and I love it.”

Join the Community

First Fans is live globally and open to all SharkNinja team members. Consumers can 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. 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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