



NEWS RELEASE

SharkNinja Races into the Hollywood Spotlight with F1® THE MOVIE APXGP Team Sponsorship and Limited-Edition APXGP Performance Collection

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The innovation engine behind category-defining Shark and Ninja brands brings its precision, power, and performance to the global stage as a partner in one of the summer’s most-anticipated films

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a leading global product design and technology company, is proud to announce its partnership with Apple Original Films’ F1® The Movie, only in theaters and IMAX® this summer, from Warner Bros. Pictures. As a sponsor of the film’s APXGP racing team, the collaboration brings SharkNinja’s high-performance ethos to the fast-paced world of cinematic racing. This high-impact brand integration puts SharkNinja at the intersection of design, performance, and culture, celebrating shared values like speed, resilience, and precision engineering, all of which have fueled the creation of its category-defining products.

SharkNinja's Limited-Edition APXGP Performance Collection in partnership with Apple Original Films' F1® The Movie

“SharkNinja’s partnership with F1® The Movie’s APXGP racing team marks a bold step onto the

global stage, showcasing SharkNinja as the innovation engine behind two consumer-beloved brands that have sparked excitement and created cultural moments of their own,” said Mark Barrocas, CEO of SharkNinja. “Like the characters in the film, we’re always pushing to do more, do better, and defy expectations - with precision, ingenuity, and an unwavering drive to keep raising the bar. Through disruptive, problem-solving innovation, our products have earned a place in millions of homes - and we’re proud to spotlight the company and the team behind the breakthroughs that are transforming daily life and making a positive impact on people around the world, every single day.”



To bring this partnership to life for consumers, SharkNinja is launching the **limited-edition APXGP Performance Collection** inspired by F1® The Movie. This official film collection, available now, features sleek, modern black and gold versions of seven of the brand's most beloved products, including:

- The Ninja® CREAMi® Ice Cream Maker transforms frozen solid bases into ice cream, sorbets, milkshakes, and more at the touch of a button. From healthy to indulgent, the Ninja® CREAMi® can create frozen treats as unique as you are!
- Ninja FrostVault™ Wheeled Cooler with Dry Zone features FrostVault Technology for fridge-temp dry storage, premium ice retention, and rugged design—perfect for keeping food and drinks cold, dry, and organized on any adventure.
- Shark PowerDetect™ 2-in-1 Robot Vacuum and Mop with NeverTouch™ Pro Base is a 2-in-1 intelligent robot that powerfully vacuums and wet mops at the same time, so you don't have to.
- Shark FlexBreeze™ Pro Mist is an ultra-powerful indoor and outdoor fan with up to 70 ft reach, bringing the breeze with portable outdoor misting and whisper-quiet performance. Transforms from pedestal to tabletop, corded or cordless, with long-lasting battery.
- Shark PowerDetect™ Clean & Empty System delivers the best debris cleaning¹ of any cordless vacuum, plus an Auto-Empty dock that charges and empties after every clean.
- Shark® SpeedStyle™ Pro styles salon-quality looks with professional power at home and no heat damage. Includes Scalp Shield — designed to protect new hair growth from extreme heat.
- Shark FlexStyle® Air Styling & Drying System easily transforms between a powerful, fast, no-heat-damage hair dryer, and an ultra-versatile multi-styler. Curl, volumize, smooth, dry.

Moviegoers will see SharkNinja's sponsorship of APXGP, the race team depicted in F1® The Movie, when they experience it on the big screen. The limited-edition line launch will be supported by custom co-branded television spots and eagle-eyed viewers will have the opportunity to spot some SharkNinja favorite products in F1® The Movie.

Each product in this collection was carefully curated for its commonalities with the race cars from Team APXGP: speed, power and technology. The SharkNinja limited-edition APXGP Performance Collection inspired by F1® The Movie is now available on SharkClean.com, NinjaKitchen.com and SharkBeauty.com for a limited time.

¹Based on Geomean of ASTM F2607 and IEC62885-2(5.5) vs cordless market.

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 F1® The Movie

Apple Original Films and Warner Bros. Pictures Present A Monolith Pictures / Jerry Bruckheimer / Plan B Entertainment / Dawn Apollo Films Production, A Joseph Kosinski Film, F1® The Movie, distributed worldwide by Warner Bros. Pictures, in theaters and IMAX® nationwide on June 27, 2025 and internationally beginning 25 June 2025.

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