

SharkNinja Unveils New Product Innovation and Category Expansions at its First EMEA Product Forum

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- Disrupts fan and cooler categories with the launch of the Shark FlexBreeze™ and Ninja FrostVault™
- Launches industry-first vertically designed two-basket air fryer: the Ninja DoubleStack™ XL
- Announces 17 additional Shark and Ninja products will be introduced across EMEA

NEEDHAM, Mass.--(BUSINESS WIRE)-- **SharkNinja**, Inc. (NYSE: SN), a global product design and technology company, kicks off 2024 executing its three-pillar growth strategy with the launch of product innovation in new and existing categories. The company also announced 17 additional Shark and Ninja products will be coming to the EMEA (Europe, Middle East and Africa) region during the first half of 2024.

SharkNinja launches the Shark FlexBreeze™, a unique cooling solution built for outdoor and indoor use. Two-in-one cooling tool, which transforms from a pedestal to a tabletop fan at the touch of a button. Delivers breeze from 70 feet away, provides 20 hours of battery runtime on a single battery charge, and reduces temperatures by up to 10 degrees Fahrenheit when the misting feature is engaged. (Photo: Business Wire)

redefines the market for portable outdoor food storage, and the **Ninja® DoubleStack™ XL 2-Basket Air Fryer**, the industry's first vertical two-basket air fryer that provides double the performance with 40% less countertop footprint.

"SharkNinja's track record of launching game-changing innovations and rapidly capturing market share across categories is a result of our associates' boundless curiosity and relentless drive to solve consumer problems," said Mark Barrocas, Chief Executive Officer. "Our latest innovations deliver the high-tech features, market-leading

The newest innovation from SharkNinja includes the **Shark FlexBreeze™**, a unique cooling solution built for both outdoor and indoor use, the **Ninja FrostVault™**, a cooler that

performance, quality and extraordinary value Shark and Ninja products are known for, positively impacting people's lives every day, in and outside their homes, around the world."

SharkNinja Brings the Cool Wherever You Go

Summer is meant to be spent outdoors; however, millions of people find themselves spending more time inside to beat the heat. SharkNinja's engineers are solving this problem with their new Shark FlexBreeze™ (MSRP: \$199), a unique outdoor cooling solution – not just a fan – designed to help consumers bring cooling comfort whenever and wherever they need it. A few of its capabilities includes:

- Multifunctional Use: Two-in-one cooling tool, which transforms from a pedestal to a tabletop fan at the touch of a button. The Shark™ FlexBreeze™ has five fan speeds, 180 degrees of side-to-side oscillation and can tilt 55-degrees up and down. These settings can be easily adjusted with its discrete remote, which also attaches to the fan for no-loss storage.
- Powerful: When in BreezeBoost™ mode, consumers can feel the breeze from over 70 feet away — the same distance as the full length of a tennis court.
- Boundless: Provides 20-hours of battery runtime on a single battery charge, when on low fan speed. If the battery runs out, simply plug it in and continue to use as it charges.
- Instant Relief: Reduces temperatures in your outdoor spaces by up to 10° F when the misting feature is engaged.
- Durable & Lightweight: Enhances every space with its sleek design and durable, UV and rain-resistant exterior and weighs only 13lbs.

Nobody likes sticking their hand into a cooler filled with ice to retrieve a beverage, or eating a soggy sandwich stored in the melting ice of a traditional cooler. SharkNinja's new, patented technology makes these experiences a thing of the past with the first-of-its-kind Ninja FrostVault™ Cooler (MSRP: \$199.99 for 30-quart, \$249.99 for 50-quart).

The **Ninja FrostVault™ Cooler** redefines the market by offering premium ice retention up to six days* and fridge-temp dry storage. With FrostVault™ technology, cold air transfers into the Dry Zone, where high-tech insulation keeps food cool, dry, and separate at food-safe temperatures (under 40° F) for days.

Additional features and capabilities include:

- High-Capacity: 50-quart capacity fits up to 80 cans 30-quart capacity fits up to 48 cans.
- Durable: Highly durable construction with up to 3 inches of insulation and molded handles to make it easy to transport the cooler and tie it down in your boat, trailer, or truck bed.

- **Easier Access:** Premium latch allows you to easily open and close your cooler—even one-handed. Effortlessly secure your cooler with lockable lid and drawer latch.
- **Safer For All:** Keep raw meat separate from main compartment for zero cross contamination. This separation is also helpful in other areas such as keeping caught fish separate from the day's snacks, or keeping food separate from others for a child with food sensitivities.
- **Hassle Free:** Place items from the fridge straight in the FrostVault™ drawer and then head to the beach, park, or tailgate. No need to transfer food to secondary containers to protect items from getting wet and soggy. The innovative drawer also allows consumers to use the top of the cooler as a portable table without having to clear the items on top to get another beverage or snack.

SharkNinja Helps Consumers Take Back Their Counter

No matter the size of the kitchen, consumers around the world want more counter space AND the convenience and speed of an air fryer. The market leader Ninja is giving consumers the best of both worlds with the new Ninja DoubleStack™ XL 2-Basket Fryer (MSRP: \$229.99), a vertical air fryer that provides twice the capacity and 40% less footprint than a single basket air fryer. Additional features include:

- **Versatile:** Unique stacked meal racks unlock four cooking levels with six distinct functions – Air Fry, Max Crisp, Roast, Bake, Reheat and Dehydrate
- **Time Saver:** Cook two foods two different ways and have them finish at the same time.
- **High Capacity:** Giving consumers 2X the capacity of a single air fryer. Notably, the 10 QT can cook two, five-pound chickens at once.

SharkNinja Furthers International Expansion

Additionally, SharkNinja announced today at its inaugural EMEA Product Forum, attended by retailers and partners, its plans to bring 17 additional Shark and Ninja products to the region. Consumers across Europe and the Middle East will soon have access to the following products that deliver incredible performance and value: Shark Matrix Robot, Shark StainStriker Pet Stain & Spot Cleaner, Shark HydroVac, Shark Steam & Scrub, Shark SmoothStyle, Ninja Woodfire Pro Connect XL Electric BBQ Grill & Smoker, Ninja CREAMi DELUXE Ice Cream & Frozen Drink Maker, Ninja Ceramic Cookware, Ninja Detect Duo Power Blender Pro, and the Ninja Combi Multi-Cooker, Oven & Air Fryer.

Pricing and availability for SharkNinja's new products vary by market. For more information visit [SharkNinja.com](https://www.SharkNinja.com), [SharkClean.com](https://www.SharkClean.com) and [NinjaKitchen.com](https://www.NinjaKitchen.com).

*50-quart Ninja FrostVault™ offers premium ice retention up to six days.

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