



NEWS RELEASE

SharkNinja to Grow Innovation Footprint with the Opening of Creative Design Hub in New York City

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New Collaborative Space Will Empower Team to Push Creative Boundaries as it Delivers Problem-Solving Innovation to Consumers Worldwide

NEW YORK--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced plans to open its first office and Creative Design Hub in New York City in 2025. The collaborative workspace, located in the vibrant Flatiron neighborhood of New York City, will serve as a dynamic environment to foster creativity, innovation, and collaboration across key functions. As part of this investment, SharkNinja plans to grow its team significantly, with more than 45 roles in its initial phase, and the potential for additional roles over time. SharkNinja's investment in the Creative Design Hub will empower employees to continue to redefine innovation and storytelling, driving the development of groundbreaking products that solve real consumer problems in ways they never imagined. This dynamic space will foster creativity and collaboration, cementing SharkNinja as an employer of choice for top talent.

The entrance of 41 Madison in New York City, the location of SharkNinja's new Creative Design Hub opening in 2025. (Photo credit: Rudin)

"At SharkNinja, our culture thrives on problem-solving innovation, creativity, and a

shared commitment to making a positive impact on consumers' lives around the world," said Mark Barrocas, CEO of SharkNinja. "The launch of our Creative Design Hub in New York City is not just a milestone in our global growth—it's a testament to the extraordinary talent we continue to attract and grow. By tapping into the city's vibrant creative community, we're giving our teams the space to continue pushing boundaries as we develop innovative products at an unmatched pace and deepen our connection with consumers in new, meaningful ways."



SharkNinja has signed a multi-year lease for over 14,000 square feet at 41 Madison Avenue, a Rudin managed office tower, with views of both the East River and Hudson River. This strategic expansion into New York City capitalizes on the deep pool of creative and design-focused talent in the area. The Creative Design Hub will feature a dedicated studio for design prototyping, a beauty studio for product testing and consumer insight research, and dedicated spaces for content creation, by both in-house teams and influencer partners. SharkNinja's investment in New York City's creative economy is supported by up to \$920,000 in performance-based Excelsior Jobs Program tax credits from Empire State Development.

"SharkNinja's decision to establish a creative hub in New York City highlights the unique advantages our state offers to innovative companies," said Hope Knight, Empire State Development President, CEO and Commissioner.

"Through ESD's Excelsior Jobs Program, we are supporting the creation of high-wage jobs while strengthening New York's position as a premier destination for design and technology companies. This project demonstrates how strategic investments can attract industry leaders to New York State, driving economic growth and innovation while capitalizing on our world-class talent pool."

In the heart of Manhattan's iconic Flatiron District—a neighborhood renowned for its deep-rooted ties to design—41 Madison Avenue stands as a vibrant hub for the global housewares industry. This premier design destination seamlessly blends the area's rich heritage with the cutting edge of consumer product innovation, making it the perfect home for SharkNinja's new Creative Design Hub. As a brand synonymous with forward-thinking solutions, SharkNinja's innovation-driven team is poised to thrive in this dynamic space, drawing inspiration from the district's storied past and its future-focused energy.

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 3,300 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](https://www.SharkNinja.com).

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