Shark | NINJA

INVESTOR PRESENTATION

MARCH 2024

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1 Introduction to SharkNinja

Who We Are

The people who built a consumer problem solving engine

We solve consumer problems that others either do not see or are unable to solve

We create five-star rated innovative lifestyle solutions for consumers in our global markets

Portfolio of trusted, global, billion-dollar brands with a reputation for industry-leading innovation

Positively impacting people's lives every day in every home in our global markets

- **$4.3bn** Net Sales[1,2]
- **20%** Net Sales CAGR (March 2008-2023)
- **32** Markets[2]
- **31** Sub-categories[2]
- **4,500+** Patents[2]
- **5** Innovation Centers[2]
- **150+** Retailers Globally[2]
- **3,000+** Employees[2]

1. Net Sales includes sales in the Asia Pacific region and Greater China (APAC). Adjusted Net Sales of $4.2Bn for 2023, which represents sales excluding APAC. Please see the Appendix for a reconciliation of Adjusted Net Sales to Net Sales, its most dire ure
2. As of December 31, 2023.

Two Scaled, Diverse and Growing Brands

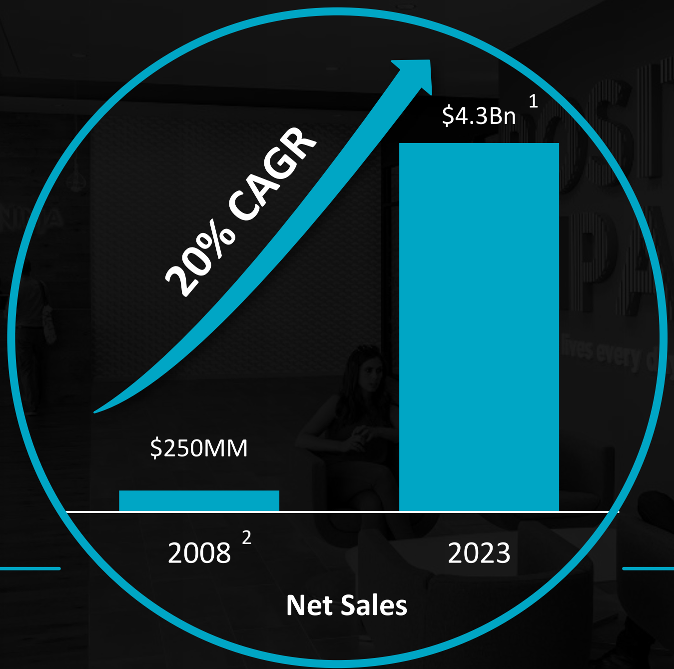
Shark

13 Total Sub-Categories[5]

6 new product sub-categories entered in the last 3 years[3]

$2.2Bn

Net Sales (2023)



NINJA

18 Total Sub-Categories[5]

10 new product sub-categories entered in the last 3 years[4]

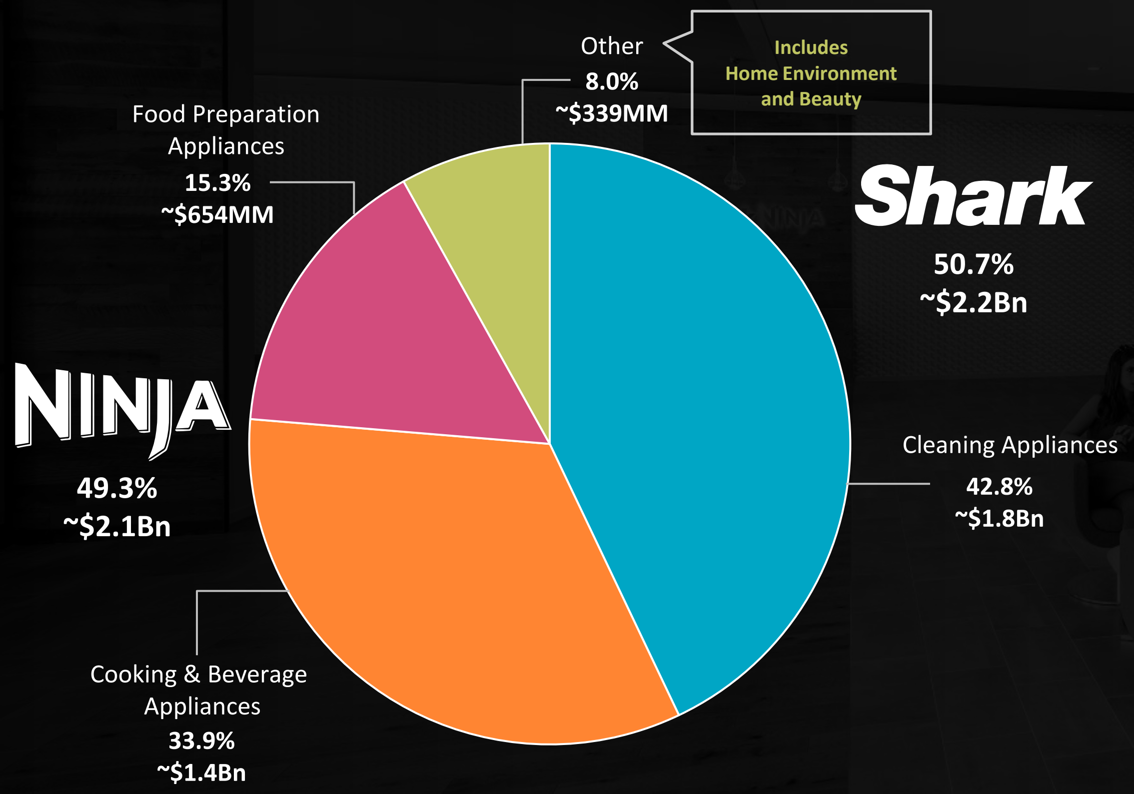
$2.1Bn

Net Sales (2023)

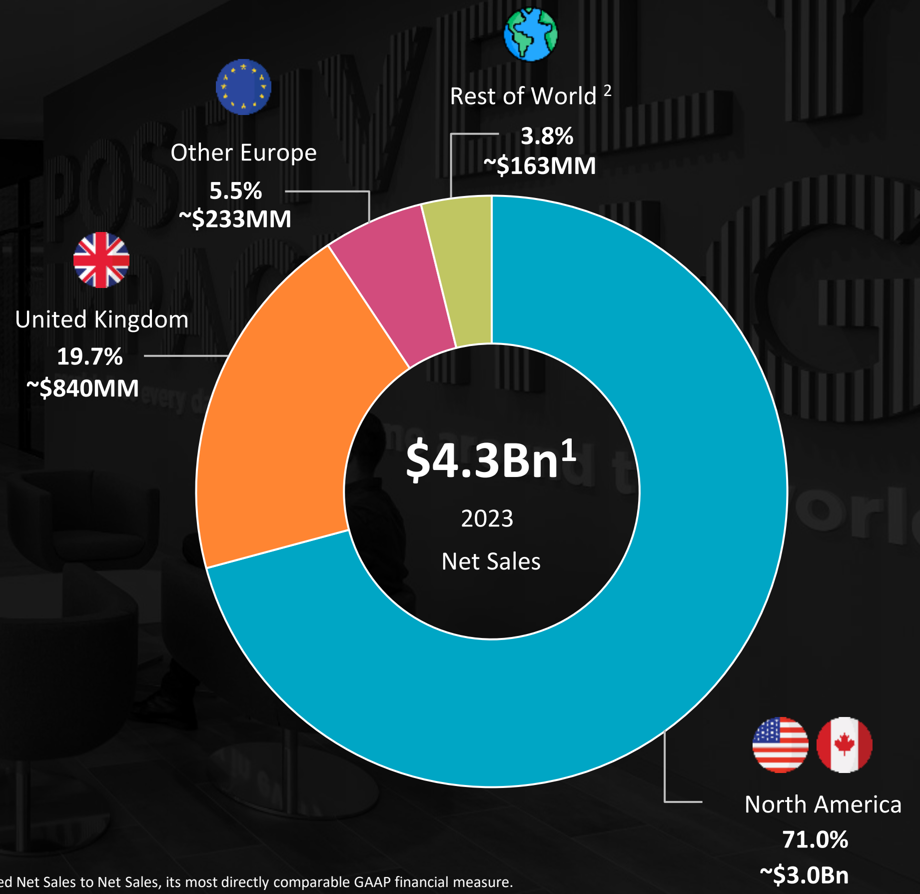
1. Net Sales including sales in APAC. Adjusted Net Sales of $4.2Bn for 2023, which excludes sales in APAC. Please see the Appendix for a reconciliation of Adjusted Net Sales to Net Sales, its most directly comparable GAAP financial measure.
2. Represents fiscal year end as of March 2008.
3. New product sub-categories include Hair Dryers, Air Purification, Hair Stylers, 2-1 Vacuums, Wet/Dry Floorcare and Carpet Extractors as of December 31, 2023.
4. New product sub-categories include Toasters, Ice Cream Makers, Juicers, Cutlery, Bakeware, Electrical Kettles, Waffle Makers, Outdoor Grills, Outdoor Ovens and In-home beverage as of December 31, 2023.
5. As of December 31, 2023

Highly Diversified Business and Offering

Diversified Category Breakdown[1]



Diversified Global Presence[1]



1. Net Sales Includes sales in APAC. Breakdown based on 2023 Net Sales. Adjusted Net Sales of $4.2Bn which excludes APAC. Please see the Appendix for a reconciliation of Adjusted Net Sales to Net Sales, its most directly comparable GAAP financial measure.
2. Includes APAC; APAC is defined as Asia Pacific Region and Greater China.;

Who We Serve

A discerning and educated global consumer

They’re the people who read the reviews and scour the ratings, delighted by new technology. They’re proud of their homes. They know value when they see it because they’ve done the research. They only trust brands that have proven their worth. People you can count on for sound advice and honest recommendations. Our consumers are much more than just buyers

They’re the ambassadors of our brand

What We Deliver

SharkNinja strives to deliver all four of these critical consumer value points in every innovative product we bring to market

1. **SPEED**
   First-to-market disruptive innovations

2. **PERFORMANCE**
   High-performing products that exceed expectations

3. **QUALITY**
   5-star quality product experience

4. **VALUE**
   Accessible prices for incredible value

We Aim to Delight Our Consumers Through

5-star
Rated Products

Always-on
Consumer Insights

In-person Testing

Leveraging Reviews

Solving Pain Points

Compelling Value

24/7 Innovation Cycle

800+ Cross-functional
Engineering & Design Associates[1]

Global Insights

Disruptive Innovations

Lifestyle Solutions

Improving
Quality of Life

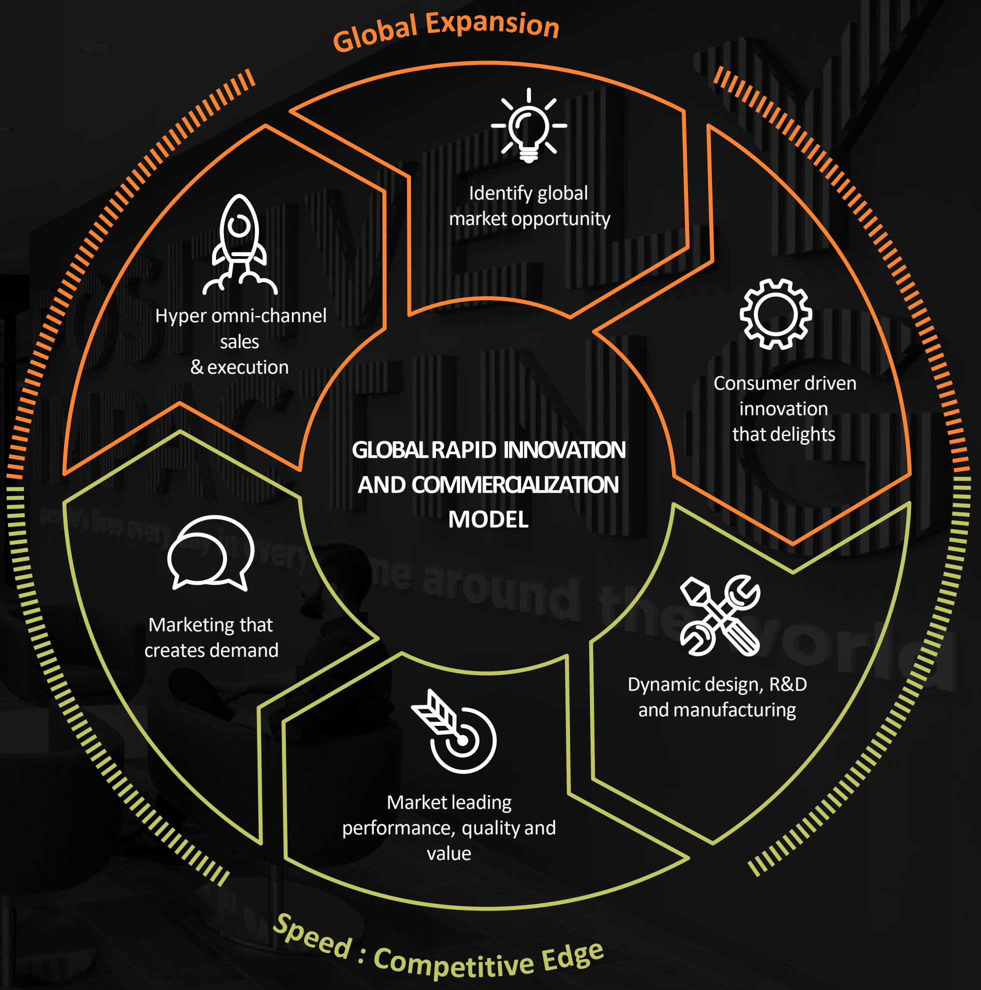
1. As of December 31, 2023.

How We Do It

Perpetual disruptive innovation and technologies

Continuous consumer engagement, insights and dynamic testing fuels our disruptive innovation engine. Our global product design and engineering team creates new technologies and intellectual property that differentiates our products

We are driven by our relentless pursuit of perfection



Creating & Fulfilling Demand

Our always-on omni-channel marketing strategy

Our global marketing organization deploys strategies that capture the hearts and minds of consumers worldwide. We do not wait for demand to happen, we create it. We never practice retailer exclusivity. We focus on being everywhere our consumer shops. From mass retail to department stores to specialty retail, online through our own websites, leading e-commerce platforms and marketplaces

Creating Demand

- National TV & Informercial
- Digital & Streaming Tv
- Paid Social & Search
- Press & Influencer
- Affiliates & Promos

SharkNinja

Available Everywhere Strategy

Converting Consumer Demand Across Channels

Fulfilling Demand

- Brick-and-Mortar Retail
- Online Retail / ".com"
- D2C
- International

Our Growth Strategies

Driving Sustainable Long-Term Global Growth

Our highly diversified business is powered by trusted brands, which we believe enables us to drive sustainable long-term global growth. We continuously broaden our geographic footprint and scale into new product categories and markets that reach more consumers in the constant pursuit of our mission to positively impact people's lives every day in every home in our global markets. Our goal is to expand and strengthen relationships with our existing consumers and cultivate relationships with new consumers to drive our continued growth and profitability

GROW SHARE IN EXISTING CATEGORIES

Build Our Brand

ENTER ADJACENT AND NEW CATEGORIES

Expand Our Brand

INTERNATIONAL EXPANSION

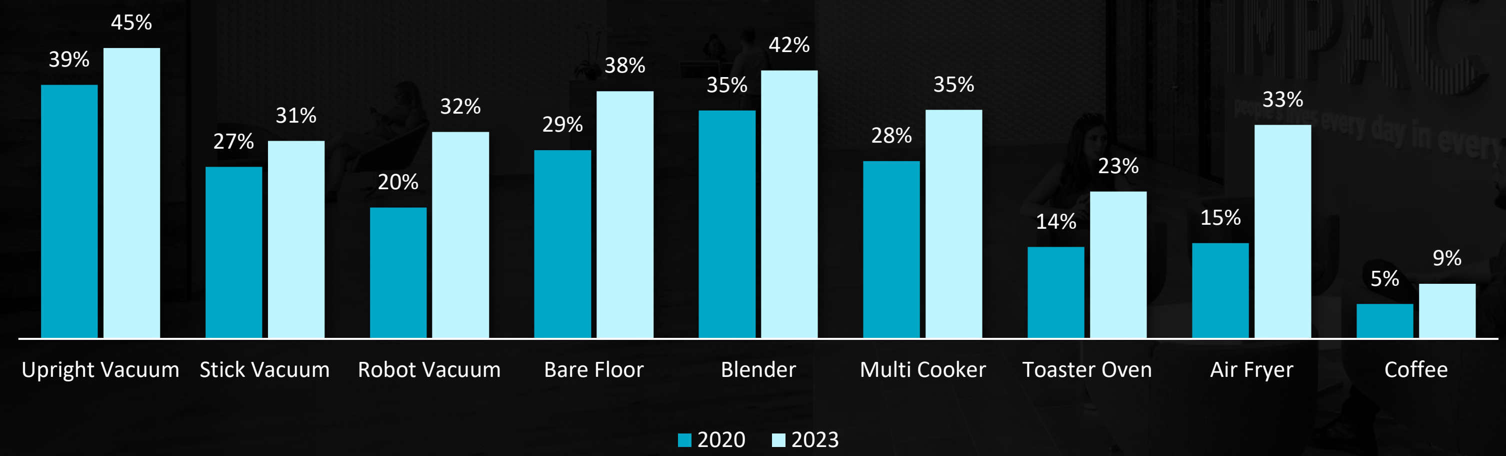
Globalize Our Brand

Growing Share in Our Existing Categories

Our proven track record of bringing disruptive products to market and developing one consumer solution after another has allowed us to enter multiple product categories, driving significant growth and market share gains

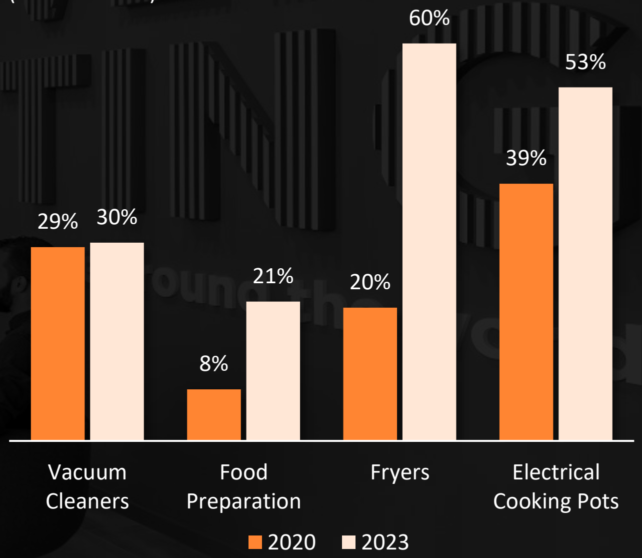
United States Market Share

(2020 vs. 2023) [1]



United Kingdom Market Share

(2020 vs. 2023) [2]



We have successfully gained market share across geographies, taking share from competitors priced both above and below our offerings

1. Source: Circana, Retail Tracking Service, U.S. dollar sales, 52WE December 30, 2023 vs. 52WE January 2, 2021 (Upright Vacuums, Stick Vacuums, Robotic Vacuums, Bare Floor Cleaner, Traditional Blending, Single Serve Blending & Processing, Kitchen System, Other Blending & Processing, Multi-Cookers, Toaster Oven,, Air Fryers, Coffeemakers, Single Serve Brewing Systems)
2. Source: GfK; Market Intelligence Panelmarket; Volume Sales, GB; Jan-Dec 2022 & Jan-Dec 2023

Shark NINJA

Entering Adjacent and New Categories

We believe we are uniquely equipped to disrupt massive and fragmented markets through our proprietary consumer insights and innovative product development approach. Our advanced engineering capabilities enable us to solve consumer problems. And we leverage solution-based storytelling to drive high traffic across all retail channels

Ice Cream Makers

- Launched in 2021
- In 2022, became #1-selling ice cream maker in the US[1]
- The ice cream category has tripled in size from 2020 to 2023 since Ninja entered the category[2]

Beauty

- Launched in 2021
- Shark is the #1 brand across hair styling tools priced under $400[3]
- Nearly 19% US Market Share in Hair Dryers & Hot Stylers (+1,100 bps year over year)[1]
- A FlexStyle is sold every minute in the U.S.[4]

Outdoor Grills

- Launched in 2022
- Success of our indoor heated cooking line has enabled us to enter outdoor cooking

1. Based on NPD data.
2. Source: Circana, Retail Tracking Service, U.S. dollar sales, 52WE December 30, 2023 vs. 52WE January 2, 2021 (Ice Cream/Yogurt Makers)
3. Source: Circana, Retail Tracking Service, U.S. dollar sales, Under $400 price band, 52 weeks ending Dec 30 2023 (*Hair Styling Tools are defined as: Curling Brush, Curling Iron, Curling Wands, Flat Iron/Straightener, Hairdryers, Hot Air Stylers, Specialty Stylers)
4. Source: The NPD Group Unit Sales, January-December 2023. Calculation based on: Total units sold / Total min. in a year (525,600 min.) = how many units sold per minute.

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Opening New Doors

To more homes, more rooms, and more growth for us

Shark Categories[1]

- Mops
- Handheld Vacuums
- Upright Vacuums
- Corded Stick Vacuums
- Cordless Stick Vacuums
- Robot Vacuums
- Canister Vacuums
- Hair Dryers
- Air Purifiers
- 2-in-1 Vacuums
- Hair Stylers
- Carpet Extractors
- Wet/Dry Vacuums

Ninja Categories[1]

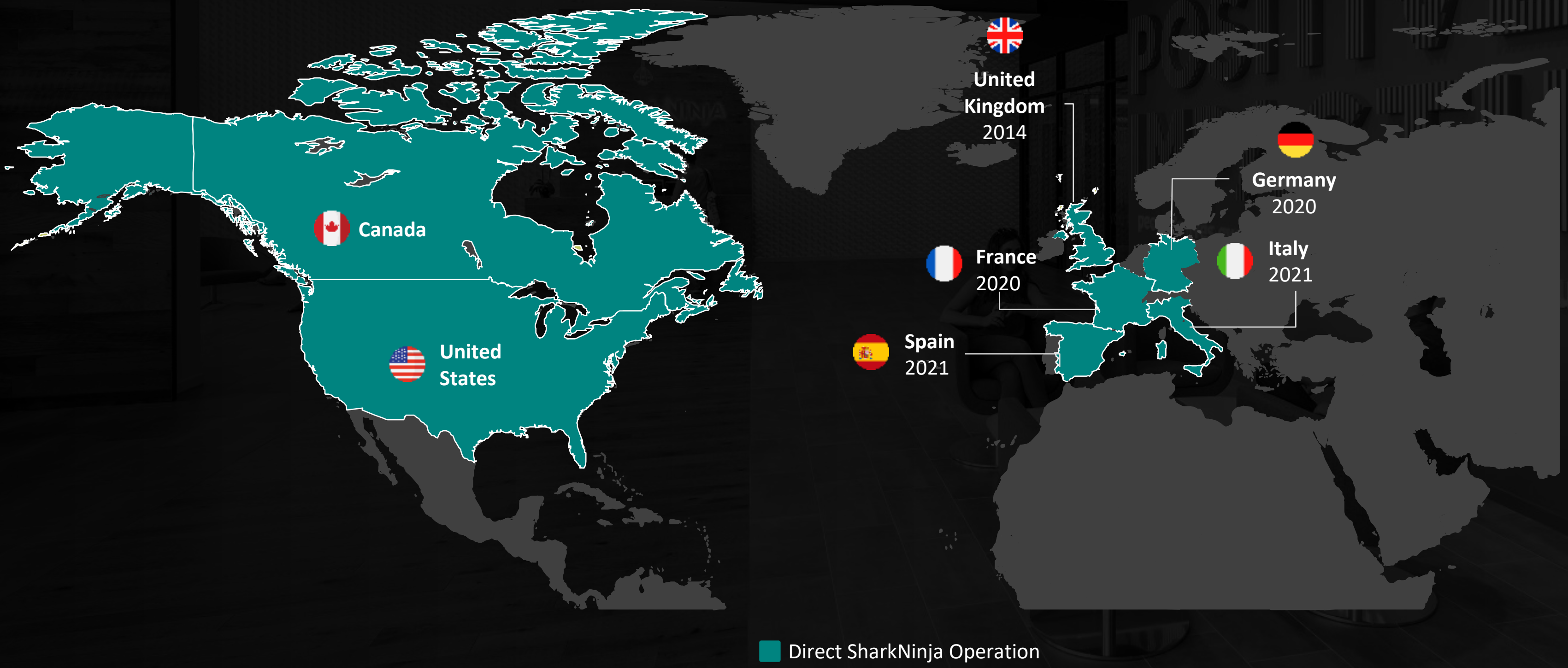
- Blenders
- Food Processors
- Coffee Makers
- Air Fryers
- Multi-Cookers
- Indoor Grills
- Countertop Ovens
- Toasters
- Cookware
- Bakeware
- Ice Cream Makers
- Juicers
- Cutlery
- Electric kettles
- Waffle Makers
- Outdoor Grills
- Outdoor Ovens
- In-home Beverage

1. As of December 31, 2023.

Entering New Geographies

We operate in 32 markets and our international expansion remains a key area of strategic focus

With the success of our direct model in the United Kingdom, we have been able to consistently leverage this model to successfully enter and meaningfully grow in new markets



International [1]

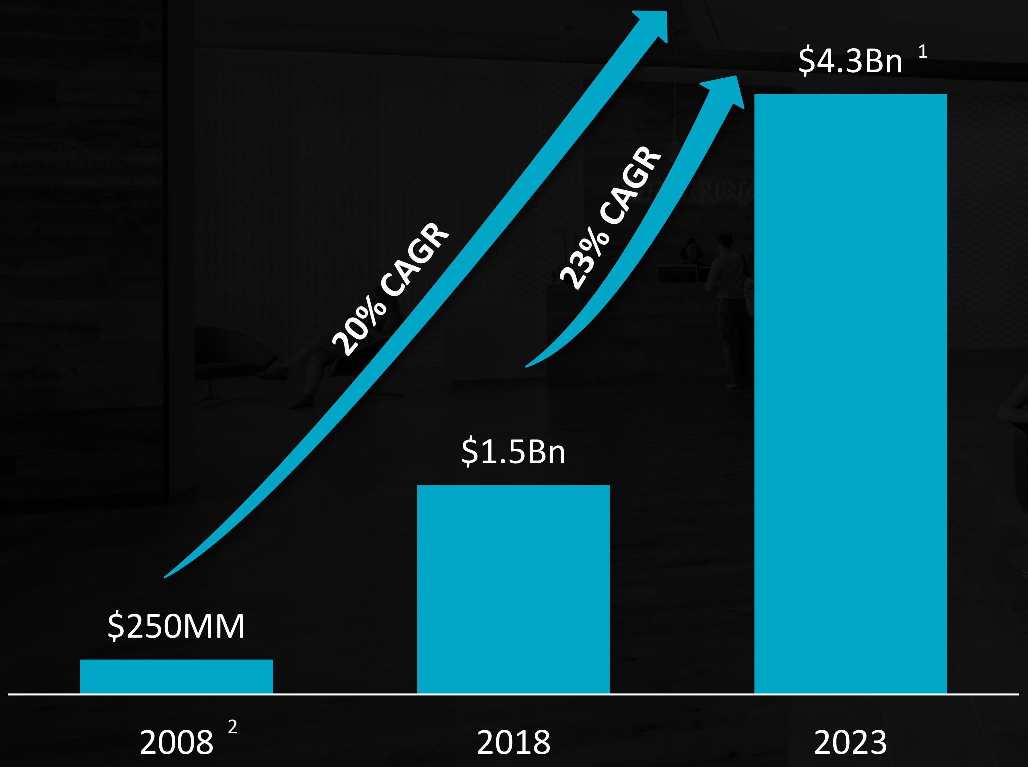
$1.2Bn Net Sales in 2023

32% Net Sales CAGR 2020 – 2023

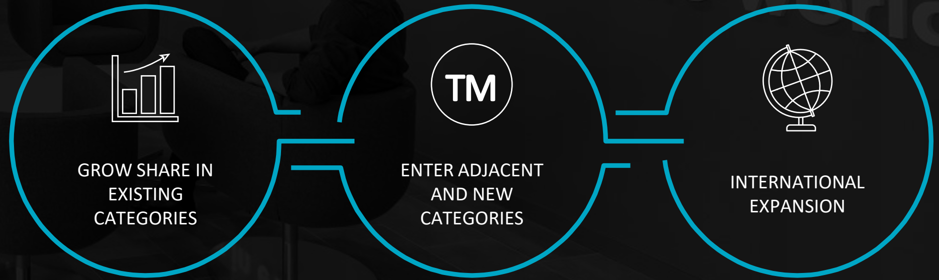
Note: 32 markets as of December 31, 2023.
1. Defined as markets outside of North America.

We Are Just Getting Started

Net Sales



- Consumer Problem Solving Engine
- Trusted Global Billion-Dollar Brands
- Scaled, Diversified Business
- Proven Drivers of Sustainable Long-Term Growth:



1. Net Sales, which includes sales in APAC. Adjusted Net Sales of $4.2Bn which represents sales excluding APAC; APAC is defined as Asia Pacific Region and Greater China. Please see the Appendix for a reconciliation of Adjusted Net Sales to Net Sales, its most directly comparable GAAP financial measure.
2. Represents fiscal year end as of March 2008.

2 Financial Overview

Our Compelling Financial Profile

Robust Organic Growth

Driven By Our Continuous Innovation

Strong Margin Profile

Efficient Capital Intensity

Strong Free Cash Flow Profile

Significant Capital Allocation Flexibility

Drivers of Strong Growth

Top-Line Growth Drivers

Continue to rapidly innovate and take share within existing categories

Continue to expand across sub-categories and adjacencies; more use occasions and more products per household

Build out presence in key international growth markets

Margin Drivers

Global, Agile and highly scalable manufacturing and supply chain

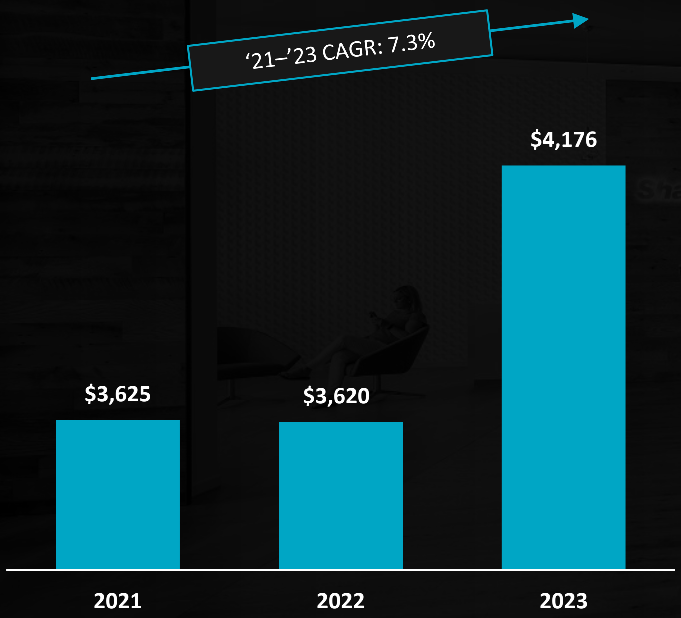
Data-driven inventory tracking and management

We believe we are well-positioned for continued growth

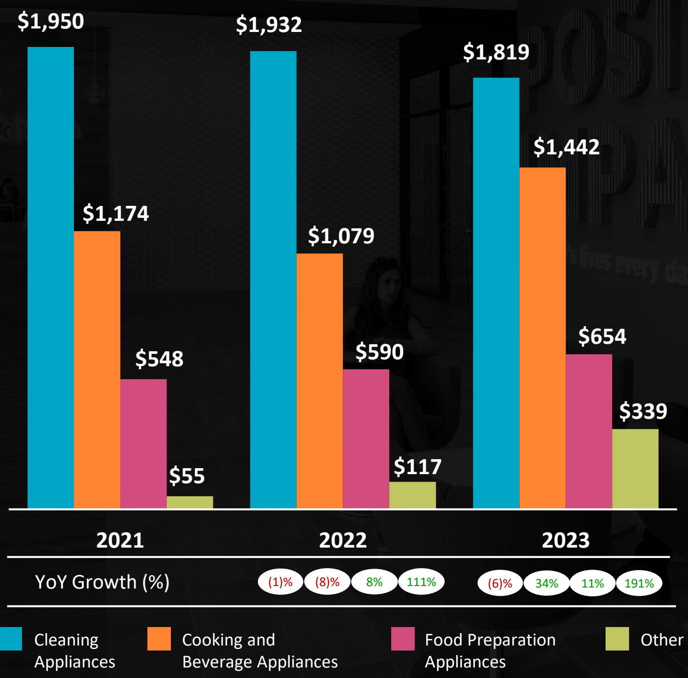
Robust Financial Metrics

($MM)

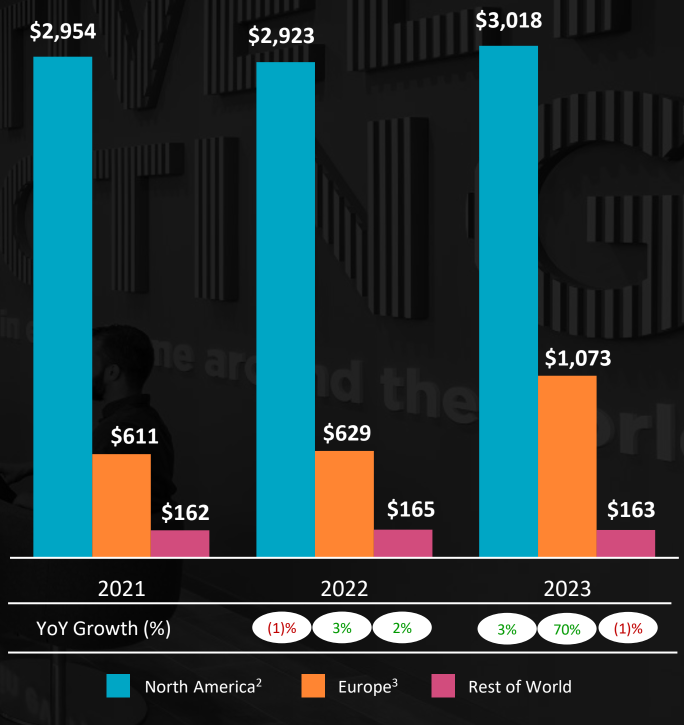
Adjusted Net Sales[1]



Net Sales by Product Category



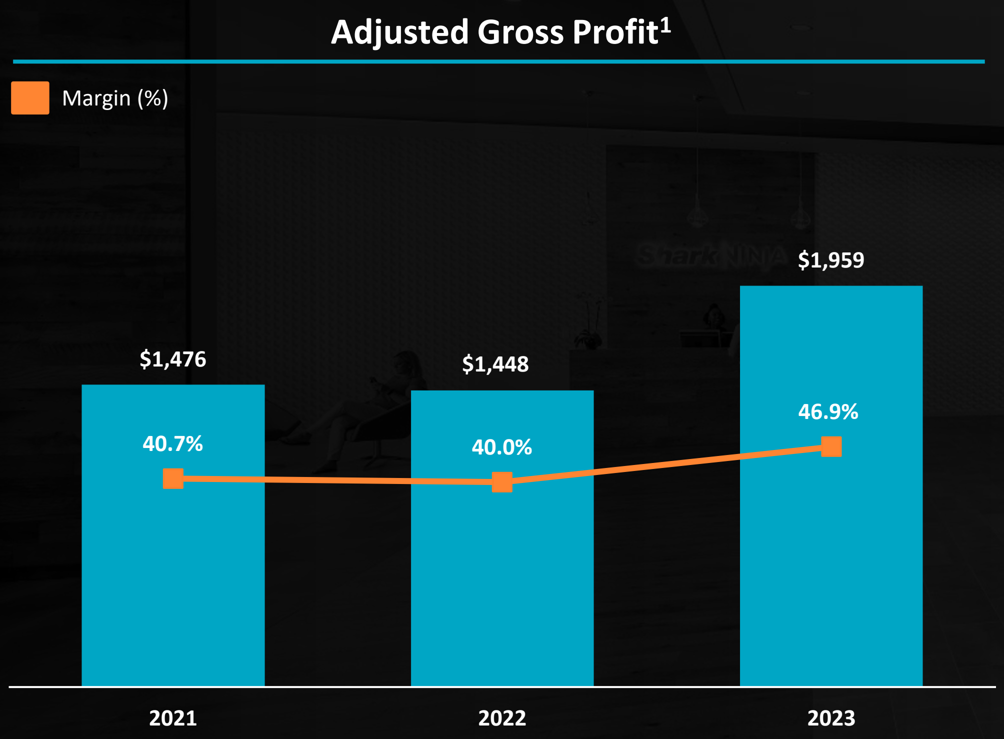
Net Sales by Region

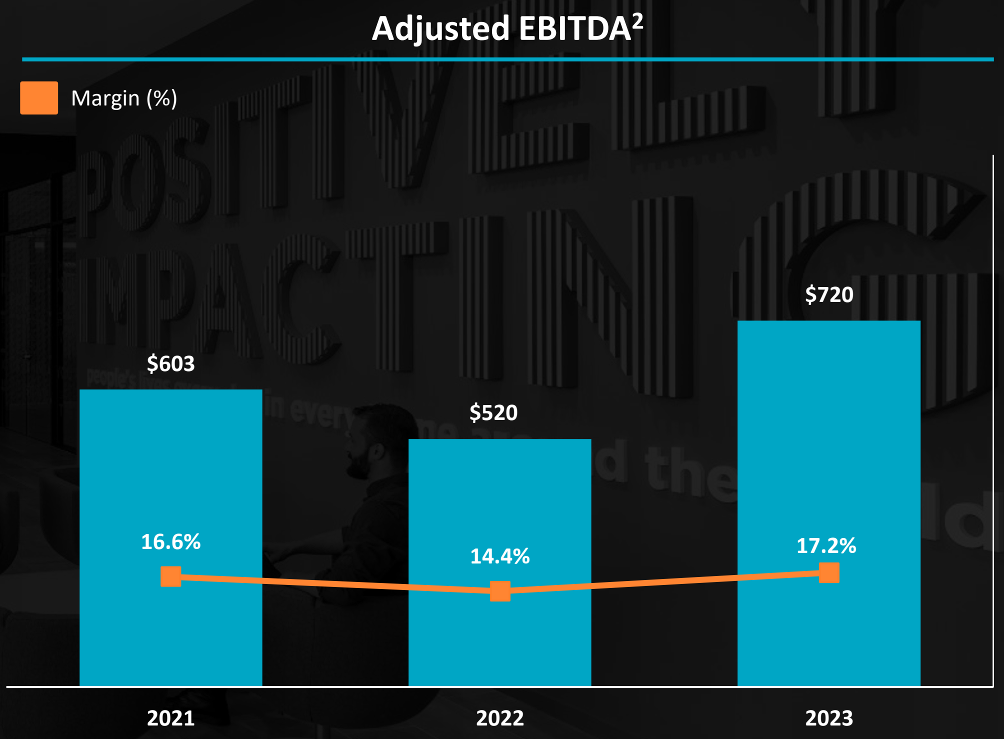


1. We define Adjusted Net Sales as net sales as adjusted to exclude certain items that we do not consider indicative of our ongoing operating performance following our separation (the "separation") from JS Global Lifestyle Company Limited ("JS Global"), including net sales from our Japanese subsidiary, SharkNinja Co., Ltd.("SNJP"), and our APAC distribution channels, both of which were transferred to JS Global concurrently with the separation (the "Divestitures"). Please see the Appendix for a reconciliation of Adjusted Net Sales to Net Sales, its most directly comparable GAAP financial measure.
2. Net sales from the United States represented 74.5%, 72.8% and 65.4% of total net sales for the years ended December 31, 2021, 2022 and 2023, respectively.
3. Net sales from the UK represented 14.1%, 14.3% and 19.7% of total net sales for the years ended December 31, 2021, 2022 and 2023, respectively.

Full Year 2023 Financial Results

($MM)





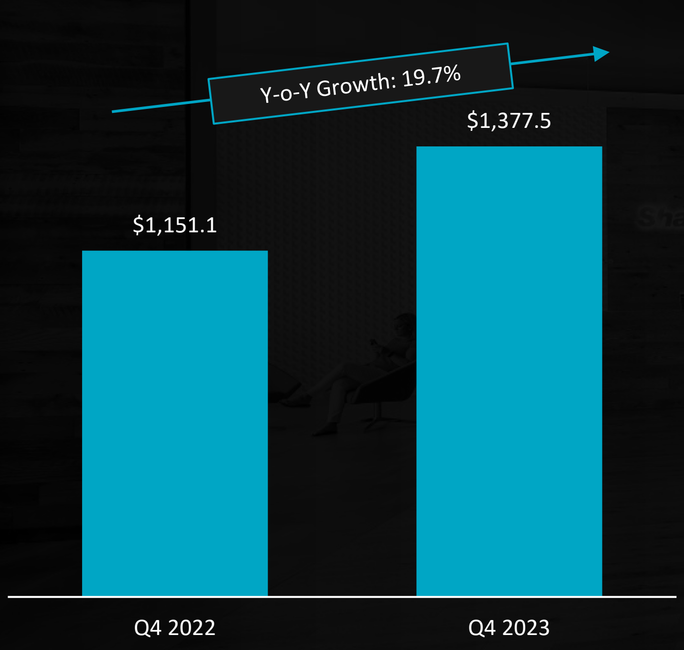
Note: Adjusted Gross Profit margin and Adjusted EBITDA margin expressed as a % of Adjusted Net Sales.

1. We define Adjusted Gross Profit as gross profit as adjusted to exclude (i) certain items that we do not consider indicative of our ongoing operating performance following the separation, including the net sales and cost of sales from our Divestitures and the cost of sales from inventory markups that were eliminated as a result of transitioning certain product procurement functions from a subsidiary of JS Global to SharkNinja concurrently with the separation (the "Product Procurement Adjustment"). Please see the Appendix for a reconciliation of Adjusted Gross Profit to Gross Profit, its most directly comparable GAAP financial measure.
2. We define Adjusted EBITDA as EBITDA excluding (i) share-based compensation cost, (ii) certain litigation costs, (iii) foreign currency gains and losses, net, (iv) certain transaction-related costs, (v) a discretionary executive bonus, (vi) shareholder-funded executive bonuses and (vii) certain items that we do not consider indicative of our ongoing operating performance following the separation, including Adjusted EBITDA from our Divestitures and cost of sales from our Product Procurement Adjustment. We define EBITDA as net income excluding (i) interest expense, (ii) income tax expense and (iii) depreciation and amortization. Please see Appendix for a reconciliation of Adjusted EBITDA to Net Income, its most directly comparable GAAP financial measure.

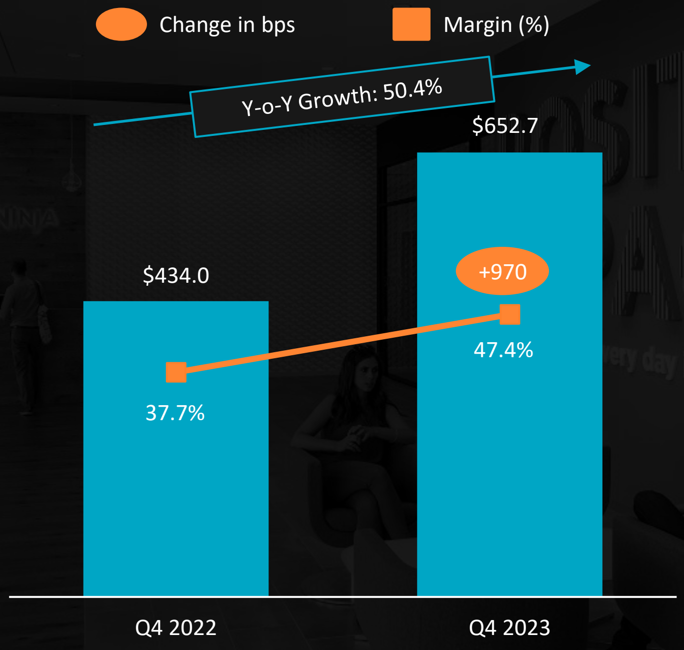
Q4 Financial Results

($MM)

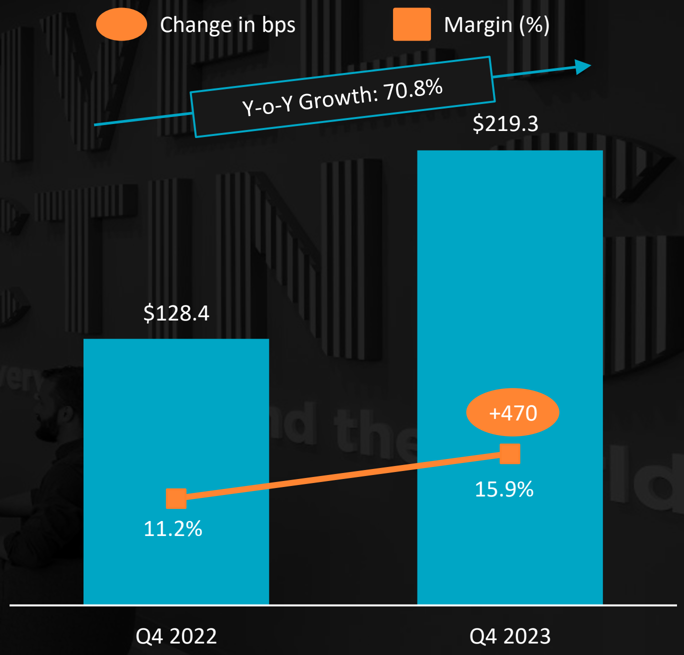
Adjusted Net Sales[1]



Adjusted Gross Profit[2]



Adjusted EBITDA[3]



Note: Adjusted Gross Profit margin and Adjusted EBITDA margin expressed as a % of Adjusted Net Sales.

1. We define Adjusted Net Sales as net sales as adjusted to exclude certain items that we do not consider indicative of our ongoing operating performance following the separation, including net sales from our Divestitures. Please see the Appendix for a reconciliation of Adjusted Net Sales to Net Sales, its most directly comparable GAAP financial measure.
2. We define Adjusted Gross Profit as gross profit as adjusted to exclude certain items that we do not consider indicative of our ongoing operating performance following the separation, including the net sales and cost of sales from our Divestitures and the cost of sales from our Product Procurement Adjustment. Please see the Appendix for a reconciliation of Adjusted Gross Profit to Gross Profit, its most directly comparable GAAP financial measure.
3. We define Adjusted EBITDA as EBITDA excluding (i) share-based compensation cost, (ii) certain litigation costs, (iii) foreign currency gains and losses, net, (iv) certain transaction-related costs, (v) a discretionary executive bonus, (vi) shareholder-funded executive bonuses and (v) certain items that we do not consider indicative of our ongoing operating performance following the separation, including Adjusted EBITDA from our Divestitures and cost of sales from our Product Procurement Adjustment. We define EBITDA as net income excluding (i) interest expense, (ii) income tax expense and (iii) depreciation and amortization. Please see the Appendix for a reconciliation of Adjusted EBITDA to Net Income, its most directly comparable GAAP financial measure.

Capital Structure Overview

($MM)

Capitalization

	December 31, 2023
Cash and Cash Equivalents	**$154**
Long-term debt[1]	$805
Total Debt	**$805**
Net Debt	**$651**
LTM Adjusted EBITDA (Q4 2023)[2]	*$720*
LTM Net Leverage (Q4 2023)[3]	*0.9x*

1. The credit agreement entered into on July 20, 2023, provides for an $810.0 million term loan facility. Amount excludes deferred financing costs related to the issuance of the new loan agreement.
2. We define Adjusted EBITDA as EBITDA excluding (i) share-based compensation cost, (ii) certain litigation costs, (iii) foreign currency gains and losses, net, (iv) certain transaction-related costs, (v) a discretionary executive bonus, (vi) shareholder-funded executive bonuses and (vii) certain items that we do not consider indicative of our ongoing operating performance following the separation, including Adjusted EBITDA from our Divestitures and cost of sales from our Product Procurement Adjustment. We define EBITDA as net income excluding (i) interest expense, (ii) income tax expense and (iii) depreciation and amortization. LTM (last twelve months) Adjusted EBITDA as of Q4 2023 of $720M. Please see Appendix for a reconciliation of Adjusted EBITDA to Net Income, its most directly comparable GAAP financial measure.
3. LTM Net Leverage calculated as Net Debt divided by LTM Adjusted EBITDA. Please see the Appendix for a reconciliation of Adjusted EBITDA to Net Income.

Our Partnership with JS Global Following the Separation

Ongoing Partnership Highlights:

Supply Chain Services

Sourcing and procurement

Supplier management and supply chain strategy

Product Development Agreement

R&D Services

Brand License Agreement

Non-exclusive rights to JS Global to obtain, produce and source

Exclusive rights to JS Global to distribute and sell in the APAC Region

Fiscal Year 2024 Outlook as of February 15, 2024

Metric	FY 2024 Outlook
Net Sales	5.0% to 7.0% increase
Adjusted Net Sales[1]	7.0% to 9.0% increase
Adjusted Net Income Per Share[2]	\$3.45 to \$3.61 7% to 12% increase
Adjusted EBITDA[3]	\$800 to \$830 million 11% to 15% increase
GAAP effective tax rate	Approximately 24% to 25%
Diluted weighted average shares outstanding	Approximately 141 million
Capital expenditures	\$120 to \$140 million

1. Adjusted Net Sales is defined as net sales as adjusted to exclude certain items that we do not consider indicative of our ongoing operating performance following the separation, including net sales from our Divestitures.
2. Adjusted Net Income Per Share is defined as Adjusted Net Income divided by the diluted weighted average number of ordinary shares. We define Adjusted Net Income as net income excluding (i) share-based compensation, (ii) certain litigation costs, (iii) foreign currency gains and losses, (iv) amortization of certain acquired intangible assets, (v) certain transaction-related costs, (vi) certain items that we do not consider indicative of our ongoing operating performance following the separation, including net income from our Divestitures and cost of sales from Product Procurement Adjustment, (vii) the tax impact of the adjusted items, and (viii) certain withholding taxes.
3. We define EBITDA as net income excluding (i) interest expense, (ii) income tax expense and (iii) depreciation and amortization. We defined Adjusted EBITDA as EBITDA excluding (i) share-based compensation cost, (ii) certain litigation costs, (iii) foreign currency gains and losses, net, (iv) certain transaction-related costs and (v) certain items that we do not consider indicative of our ongoing operating performance following the separation, including Adjusted EBITDA from our Divestitures and cost of sales from our Product Procurement Adjustment. We do not provide a reconciliation of forward-looking Adjusted Net Income and Adjusted EBITDA to GAAP net income because such reconciliations are not available without unreasonable efforts. This is due to the inherent difficulty in forecasting with reasonable certainty certain amounts that are necessary for such reconciliation, including in particular, the realized and unrealized foreign currency gains or losses reported within other expense.

Every home in our global markets

Every day more consumers around the world welcome 5-star SharkNinja products into their homes. Our mission is to positively impact people’s lives every day in every home in our global markets

Appendix

Shark
100%
CLEAN SENSE IQ
MATRIX
MATRIX
Shark
Shark
HYDROVAC

Historical P&L Summary

($MM)

	Year Ended December 31,			CAGR	Three Months Ended December 31,		YoY Growth
	2021	2022	2023	'21–'23	2022	2023	Q4 '22 – Q4 '23
Adjusted Net Sales[1]	**$3,625**	**$3,620**	**$4,176**	**7.3%**	**$1,151**	**$1,378**	**19.7%**
Adjusted Gross Profit[2]	$1,476	$1,448	$1,959	**15.2%**	$434	$653	**50.5%**
% Adjusted Gross Margin[3]	*40.7%*	*40.0%*	*46.9%*		*37.7%*	*47.4%*	
Adjusted Operating Income[4]	**$550**	**$453**	**$638**	**7.7%**	**$115**	**$200**	**73.9%**
% Adjusted Operating Margin[5]	*15.2%*	*12.5%*	*15.3%*		*10.0%*	*14.5%*	
Adjusted EBITDA[6]	**$603**	**$520**	**$720**	**9.3%**	**$128**	**$219**	**71.1%**
% Adjusted EBITDA Margin[7]	*16.6%*	*14.4%*	*17.2%*		*11.1%*	*15.9%*	
Adjusted Net Income[8]	**$423**	**$330**	**$449**	**3.0%**	**$75**	**$132**	**75.2%**

1. We define Adjusted Net Sales as net sales as adjusted to exclude certain items that we do not consider indicative of our ongoing operating performance following the separation, including net sales from out divestitures.
2. We define Adjusted Gross Profit as gross profit as adjusted to exclude certain items that we do not consider indicative of our ongoing operating performance following the separation, including the net sales and cost of sales from our Divestitures and the cost of sales from the Product Procurement Adjustment.
3. We define Adjusted Gross Margin as Adjusted Gross Profit divided by Adjusted Net Sales.
4. We define Adjusted Operating Income as operating income excluding (i) share-based compensation, (ii) certain litigation costs, (iii) amortization of certain acquired intangible assets, (iv) certain transaction-related costs, (v) discretionary bonuses, (vi) shareholder-funded executive bonuses and (vii) certain items that we do not consider indicative of our ongoing operating performance following the separation, including operating income from our Divestitures and cost of sales from our Product Procurement Adjustment.
5. We define Adjusted Operating Margin as Adjusted Operating Income divided by Adjusted Net Sales.
6. We define Adjusted EBITDA as EBITDA excluding (i) share-based compensation cost, (ii) certain litigation costs, (iii) foreign currency gains and losses, (iv) certain transaction-related costs, (v) a discretionary executive bonus, (vi) shareholder-funded executive bonuses and (vii) certain items that we do not consider indicative of our ongoing operating performance following the separation, including Adjusted EBITDA from our Divestitures and cost of sales from our Product Procurement Adjustment.
7. We define Adjusted EBITDA Margin as Adjusted EBITDA divided by Adjusted Net Sales.
8. We define Adjusted Net Income as net income excluding (i) share-based compensation, (ii) certain litigation costs, (iii) foreign currency gains and losses, (iv) amortization of certain deferred financing fees, (v) amortization of certain acquired intangible assets, (vi) certain transaction-related costs, (vii) certain items that we do not consider indicative of our ongoing operating performance following the separation, including net income from our Divestitures and cost of sales from our Product Procurement Adjustment, (viii) a discretionary executive bonus, (ix) shareholder-funded executive bonuses, (x) the tax impact of the adjusted items and (xi) certain withholding taxes.

Non-GAAP Financial Measures

Adjusted Net Sales and Adjusted Gross Profit Reconciliation | ($MM)

	Year Ended December 31,			Three Months Ended December 31,	
	2021	2022	2023	2022	2023
Net Sales	$3,727	$3,717	$4,254	$1,183	$1,378
Divested Subsidiary Adjustment[1]	$(102)	$(97)	$(78)	$(32)	-
Adjusted Net Sales	$3,625	$3,620	$4,176	$1,151	$1,378

	Year Ended December 31,			Three Months Ended December 31	
	2021	2022	2023	2022	2023
Net Sales	$3,727	$3,717	$4,254	$1,183	$1,378
Cost of Sales	$(2,289)	$(2,307)	$(2,346)	$(759)	$(755)
Gross Profit	$1,438	$1,410	$1,908	$423	$623
Gross Margin %	*38.6%*	*37.9%*	*44.9%*	*35.8%*	*45.2%*
Divested Subsidiary Net Sales Adjustment[1]	$(102)	$(97)	$(77)	$(31)	-
Divested Subsidiary Cost of Sales Adjustment[2]	$64	$65	$45	$23	-
Product Procurement Adjustment[3]	$76	$70	$83	$19	$30
Adjusted Gross Profit	$1,476	$1,448	$1,959	$434	$653
Adjusted Net Sales	$3,625	$3,620	$4,176	$1,151	$1, 378
Adjusted Gross Margin	*40.7%*	$3,717	*46.9%*	*37.7%*	*47.4%*

1. Adjusted for net sales from the APAC distribution channels for the years ended December 31, 2021, 2022 and 2023 and the three months ended December 31, 2022, as if such Divestitures occurred on January 1, 2020.
2. Adjusted for cost of sales from SNJP and the APAC distribution channels for the years ended December 31, 2021, 2022 and 2023 and the three months ended December 31, 2022, as if such Divestitures occurred on January 1, 2020.
3. Represents cost of sales incurred related to the Product Procurement Adjustment. As a result of the separation, we purchase 100% of our inventory from one of our subsidiaries, SharkNinja Hong Kong Company Limited ("SNHK"), and no longer purchase inventory from a purchasing office wholly owned by JS Global. Thus, the markup on all inventory purchased subsequent to the separation will be completely eliminated in consolidation. As a result of the separation, we pay JS Global a sourcing service fee to provide value-added sourcing services on a transitional basis under a Sourcing Services Agreement.

SharkNinja

Non-GAAP Financial Measures (Cont.)

Adjusted Operating Income Reconciliation | ($MM)

	Year Ended December 31,			Three Months Ended December 31,	
	2021	2022	2023	2022	2023
Operating income	$438	$321	$374	$54	$101
Share-Based Compensation[1]	$14	$6	$47	-	$22
Litigation Costs[2]	$11	$5	$9	-	$4
Amortization of Acquired Intangible Assets[3]	$20	$20	$20	$5	$5
Transaction-Related Costs[4]	-	$3	$82	$3	$6
Discretionary Executive Bonus[5]	-	$34	-	$34	-
Shareholder-Funded Executive Bonus[6]	-	-	$32	-	$32
Product Procurement Adjustment[7]	$76	$70	$83	$19	$30
Divested Subsidiary Operating Income Adjustment[8]	$(8)	$(5)	$(9)	-	-
Adjusted Operating Income	$550	$453	$638	$115	$200

1. Represents non-cash expense related to restricted stock unit awards issued from the JS Global and SharkNinja equity incentive plans.
2. Represents litigation costs incurred for certain patent infringement claims and false advertising claims against us.
3. Represents amortization of acquired intangible assets that we do not consider normal recurring operating expenses, as the intangible assets relate to JS Global's acquisition of our business. We exclude amortization charges for these acquisition-related intangible assets for purposes of calculated Adjusted Net Income, although revenue is generated, in part, by these intangible assets, to eliminate the impact of these non-cash charges that are significantly impacted by the timing and valuation of JS Global's acquisition of our business, as well as the inherent subjective nature of purchase price allocations.
4. Represents certain costs incurred related to the separation and distribution from JS Global and the secondary offering transaction.
5. Represents a one-time discretionary executive bonus.
6. Represents cash bonuses paid to certain executives by Mr. Xuning Wang, the Chairperson of the board of directors and the Company's controlling shareholder, which had no impact on the Company's overall cash flow.
7. Represents cost of sales incurred related to the Product Procurement Adjustment. As a result of the separation, we purchase 100% of our inventory from one of our subsidiaries, SNHK, and no longer purchase inventory from a purchasing office wholly owned by JS Global. Thus, the markup on all inventory purchased subsequent to the separation will be completely eliminated in consolidation. As a result of the separation, we pay JS Global a sourcing service fee to provide value-added sourcing services on a transitional basis under a Sourcing Services Agreement.
8. Adjusted for operating income from SNJP and the APAC distribution channels for the years ended December 31, 2023, 2022 and 2021 as if such Divestitures occurred on January 1, 2021.

Non-GAAP Financial Measures (Cont.)

Adjusted Net Income Reconciliation | ($MM, except share and per share amounts)

	Year Ended December 31,			Three Months Ended December 31,	
	2021	2022	2023	2022	2023
Net Income	$331	$232	$167	$47	$49
Share-Based Compensation[1]	$14	$6	$47	-	$22
Litigation Costs[2]	$11	$5	$9	-	$4
Foreign Currency Losses (Gains), Net[3]	$3	$(9)	$35	$(21)	$(8)
Amortization of Acquired Intangible Assets[4]	$20	$20	$20	$5	$5
Transaction-Related Costs[5]	-	$3	$82	$3	$6
Executive Bonus[6]	-	$34	-	$34	-
Shareholder-Funded Executive Bonus[7]	-	-	$32	-	$32
Product Procurement Adjustment[8]	$76	$70	$83	$19	$30
Tax Impact of Adjusting Items[9]	$(27)	$(28)	$(39)	$(9)	$(8)
Tax Withholding Adjustment[10]	-	-	19	-	-
Divested Subsidiary Net Income Adjustment[11]	$(4)	$(1)	$(6)	$(3)	-
Adjusted Net Income	$423	$330	$449	$75	$132
Net Income Per Share, diluted	$2.38	$1.67	$1.20	$0.34	$0.35
Adjusted Net Income Per Diluted Share	$3.05	$2.38	$3.22	$0.54	$0.94
Diluted Weighted-Average Number of Shares Used in Computing Adjusted Net Income Per Diluted Share	138,982,872	138,982,872	139,420,254	138,982,872	140,283,055

1. Represents non-cash expense related to restricted stock unit awards issued from the JS Global and SharkNinja equity incentive plans.
2. Represents litigation costs incurred for certain patent infringement claims and false advertising claims against us.
3. Represents foreign currency transaction gains and losses recognized from the remeasurement of transactions that were not denominated in the local functional currency, including gains and losses related to foreign currency derivatives not designated as hedging instruments.
4. Represents amortization of acquired intangible assets that we do not consider normal recurring operating expenses, as the intangible assets relate to JS Global's acquisition of our business. We exclude amortization charges for these acquisition-related intangible assets for purposes of calculated Adjusted Net Income, although revenue is generated, in part, by these intangible assets, to eliminate the impact of these non-cash charges that are significantly impacted by the timing and valuation of JS Global's acquisition of our business, as well as the inherent subjective nature of purchase price allocations.
5. Represents certain costs incurred related to the separation and distribution from JS Global and the secondary offering transaction.
6. Represents a one-time discretionary executive bonus.
7. Represents cash bonuses paid to certain executives by Mr. Xuning Wang, the Chairperson of the board of directors and the Company's controlling shareholder, which had no impact on the Company's overall cash flow.
8. Represents cost of sales incurred related to the Product Procurement Adjustment. As a result of the separation, we purchase 100% of our inventory from one of our subsidiaries, SNHK, and no longer purchase inventory from a purchasing office wholly owned by JS Global. Thus, the markup on all inventory purchased subsequent to the separation will be completely eliminated in consolidation. As a result of the separation, we pay JS Global a sourcing service fee to provide value-added sourcing services on a transitional basis under a Sourcing Services Agreement.
9. Represents the income tax effects of the adjustments included in the reconciliation of net income to Adjusted Net Income determined using the tax rate of 22.0%, which approximates our effective tax rate, excluding (i) the withholding adjustment described in footnote 10, (ii) the divested subsidiary net income adjustment described in footnote 11, and (iii) certain share-based compensation costs and separation and distribution-related costs that are not tax deductible.
10. Represents withholding taxes associated with the cash dividend paid to JS Global in connection with the separation and related refinancing.
11. Adjusted for net income (loss) from SNJP and the APAC distribution channels for the years ended December 31, 2021, 2022 and 2023 and the three months ended December 31, 2022 and 2023, as if such Divestitures occurred on January 1, 2021.

Shark NINJA

Non-GAAP Financial Measures (Cont.)

Adjusted EBITDA Reconciliation | ($MM)

	Year Ended December 31,			Three Months Ended December 31,	
	2021	2022	2023	2022	2023
Net Income	$331	$232	$167	$47	$49
Interest Expense, Net	$16	$27	$45	$8	$16
Provision for Income Taxes	$83	$70	$126	$15	$41
Depreciation and Amortization	$78	$87	$104	$25	$27
EBITDA	$509	$416	$442	$95	$133
Share-Based Compensation[1]	$14	$6	$47	-	$22
Litigation Costs[2]	$11	$5	$9	-	$4
Foreign Currency Losses (Gains), Net[3]	$3	$(9)	$35	$(21)	$(8)
Transaction-Related Costs[4]	-	$3	$82	$3	$6
Discretionary Executive Bonus[5]	-	$34	-	$34	-
Shareholder-Funded Executive Bonus[6]	-	-	$32	-	$32
Product Procurement Adjustment[7]	$76	$70	$83	$19	$30
Divested Subsidiary Adjusted EBITDA Adjustment[8]	$(9)	$(4)	$(10)	$(2)	-
Adjusted EBITDA	$603	$520	$720	$128	$219
Adjusted Net Sales	$3,625	$3,620	$4,176	$1,151	$1,378
Adjusted EBITDA Margin	*16.6%*	*14.4%*	*17.2%*	*11.2%*	*15.9%*

1. Represents non-cash expense related to restricted stock unit awards issued from the JS Global and SharkNinja equity incentive plans.
2. Represents litigation costs incurred for certain patent infringement claims and false advertising claims against us.
3. Represents foreign currency transaction gains and losses recognized from the remeasurement of transactions that were not denominated in the local functional currency, including gains and losses related to foreign currency derivatives not designated as hedging instruments.
4. Represents certain costs incurred related to the separation and distribution from JS Global and the secondary offering transaction.
5. Represents a one-time discretionary bonus.
6. Represents cash bonuses paid to certain executives by Mr. Xuning Wang, the Chairperson of the board of directors and the Company's controlling shareholder, which had no impact on the Company's overall cash flow.
7. Represents cost of sales incurred related to the Product Procurement Adjustment. As a result of the separation, we purchase 100% of our inventory from one of our subsidiaries, SNHK, and no longer purchase inventory from a purchasing office wholly owned by JS Global. Thus, the markup on all inventory purchased subsequent to the separation will be completely eliminated in consolidation. As a result of the separation, we pay JS Global a sourcing service fee to provide value-added sourcing services on a transitional basis under a Sourcing Services Agreement.
8. Adjusted for Adjusted EBITDA from SNJP and the APAC distribution for the years ended December 31, 2021, 2022 and 2023 and the three months ended December 31, 2022 and 2023, as if such Divestitures occurred on January 1, 2021. The divested subsidiary Adjusted EBITDA adjustment represents net (loss) income from our Divestitures excluding interest expense, income tax expense, depreciation and amortization expense and foreign currency gains and losses recorded at the subsidiary level.