

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

1. Adjusted Net Sales of \$3.6Bn for 2022.

2. As of December 31, 2022.

3. Upon completion of the separation and distribution.



\$3.7bn
Net Sales^{1,2}



20%
Net Sales CAGR
(March 2008–2022)



26
Markets³



27
Sub-categories



3,000+
Patents²



5
Innovation
Centers



150+
Retailers
Globally



2,800+
Employees²

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



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

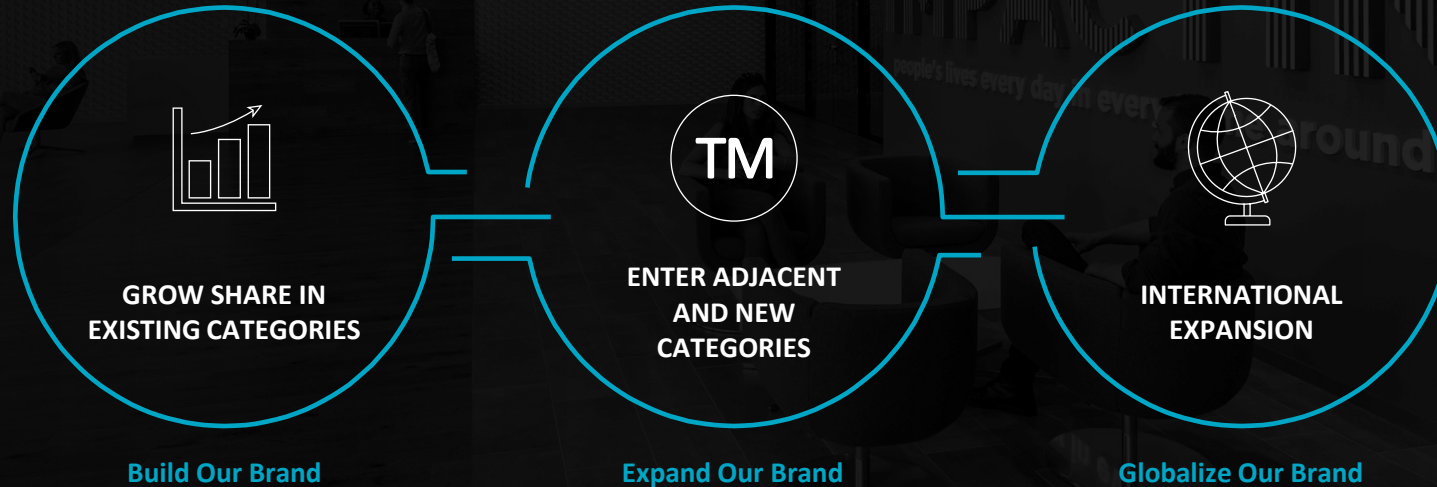
We are driven by our relentless pursuit of perfection



Our Growth Strategies

Driving Sustainable Long-Term Global Growth

Our highly diversified business is powered by trusted brands, which 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



Opening New Doors

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

Shark Categories

- 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

Ninja Categories

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



Our Compelling Financial Profile

Robust Organic Growth

Driven By Our Continuous Innovation

Industry-leading Margin Profile

Efficient Capital Intensity

Strong Free Cash Flow Profile

Significant Capital Allocation Flexibility

