

2021 Annual results presentation

March 2022



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Table of contents



1	2021 financials update	3
2	2021 business update	[11]
3	Strategy and outlook	[29]

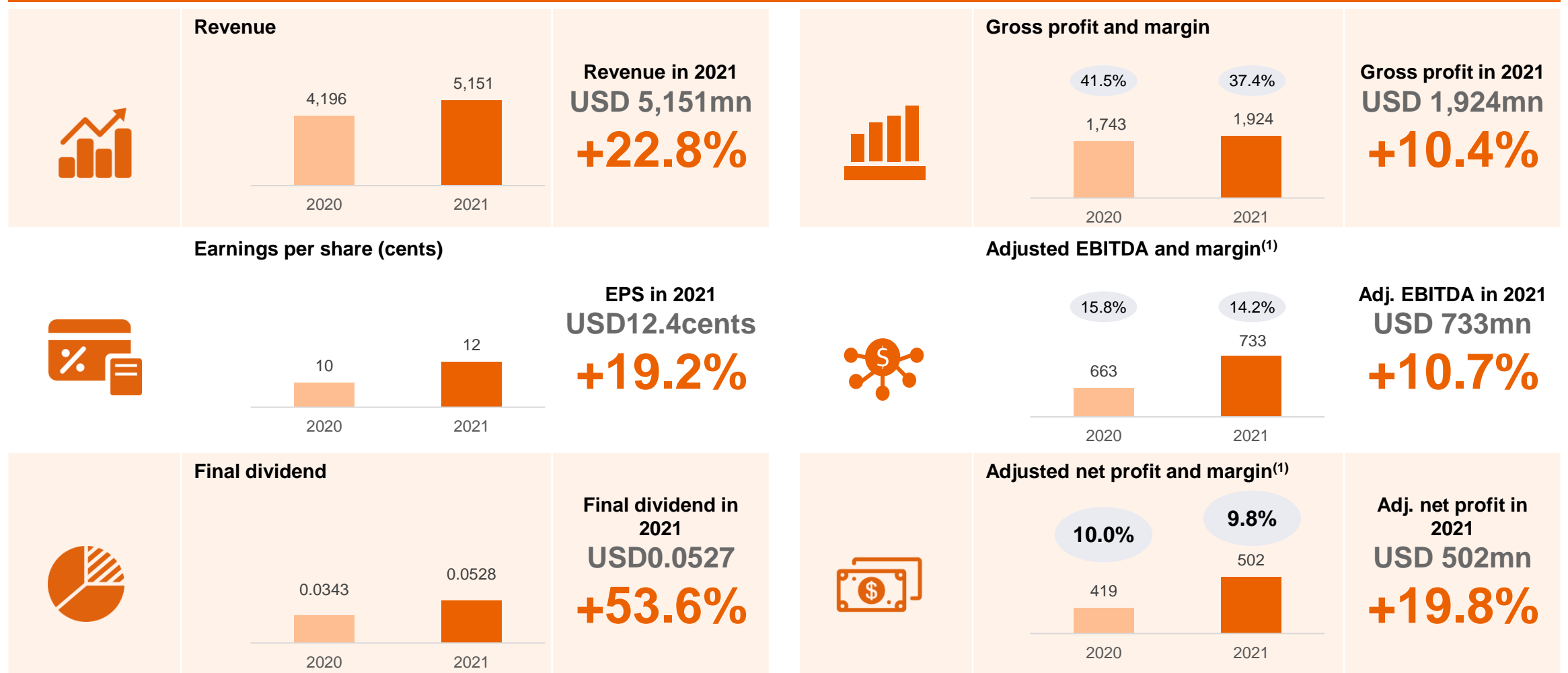


1. 2021 financials update



2021 key financial metrics

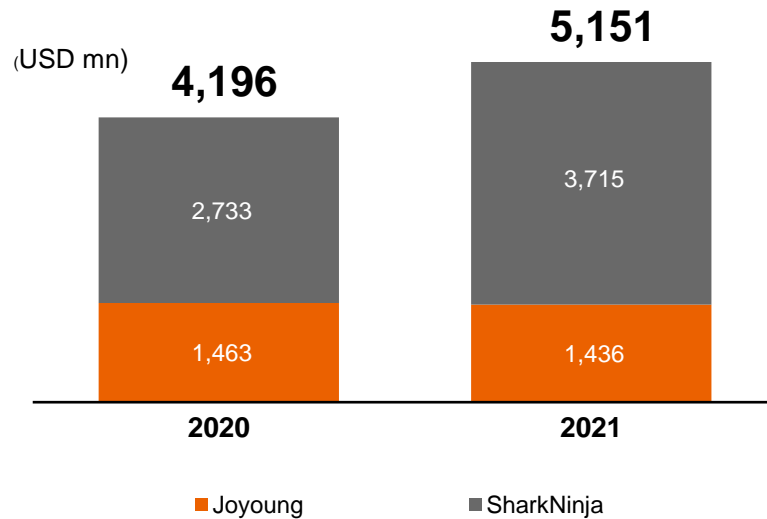
Unit: USD mn



(1) Adjustments for net income and EBITDA were non-audited numbers

FY2021 Revenue breakdown and drivers

By segment

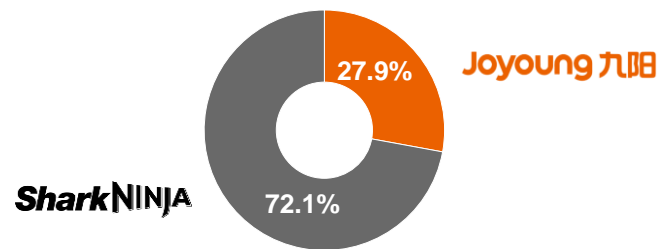


YoY

Total:	22.8%
SharkNinja:	35.9%
Joyoung:	-1.9%

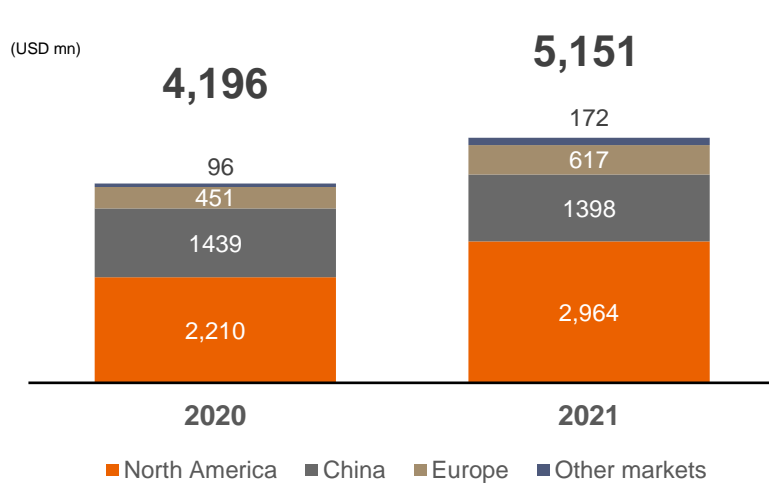
- Growth of the SharkNinja segment was attributable to continued market share gain in existing categories along with the successful launch of products into new categories and international expansion of SharkNinja brands into new markets
- The decrease of revenue from Joyoung segment was primarily due to persistent challenges within the China market and the competitive categories they operate in

FY21 Revenue by segment



FY2021 Revenue breakdown and drivers

By region

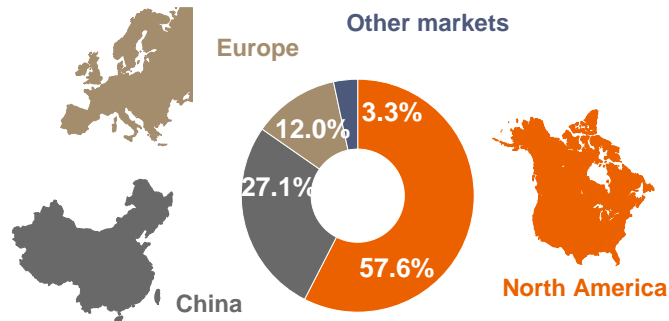


YoY

Total:	22.8%
Other markets:	78.8%
Europe:	36.7%
China:	-2.8%
North America:	34.1%

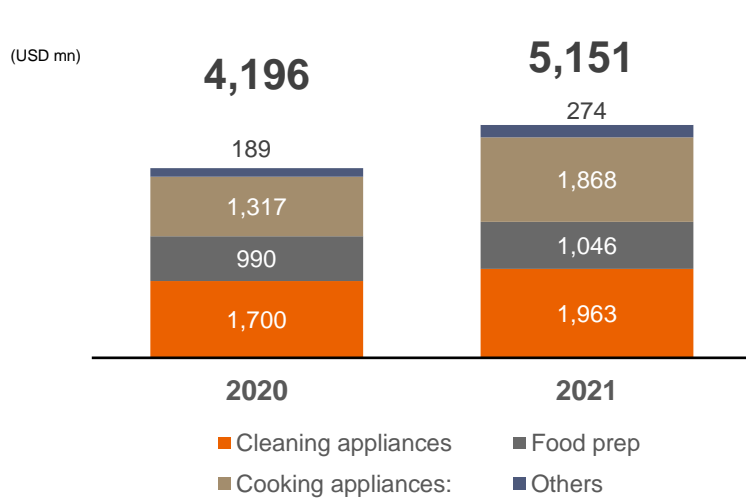
- Continued growth in North America was due to success across all product categories, especially among new category expansions at the end of 2020, and throughout 2021
- Strong growth in Europe driven by driven by market share gains in the UK and expansions into Germany, France, Italy, and Spain
- Robust growth in other markets driven by the Japanese and Israeli markets

FY21 Revenue by region



FY2021 Revenue breakdown and drivers

By product category

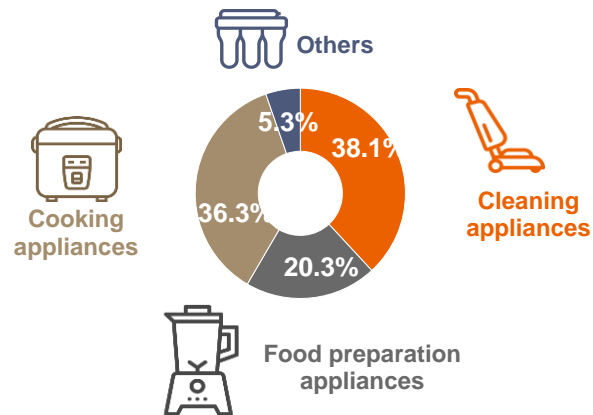


YoY

Total:	22.8%
Others:	45.6%
Cooking appliances:	41.8%
Food prep:	5.6%
Cleaning appliances:	15.5%

- Strong growth across Cooking, Cleaning, and Food Preparation driven by market share gains in existing categories, successful expansion into new categories, such as kitchenware, cookware, juicer, ice cream, and continuing to launch creative and innovative products in our global markets
- “Others” growth driven by new category entries within Air Purifiers and Personal Care launched at end of FY21

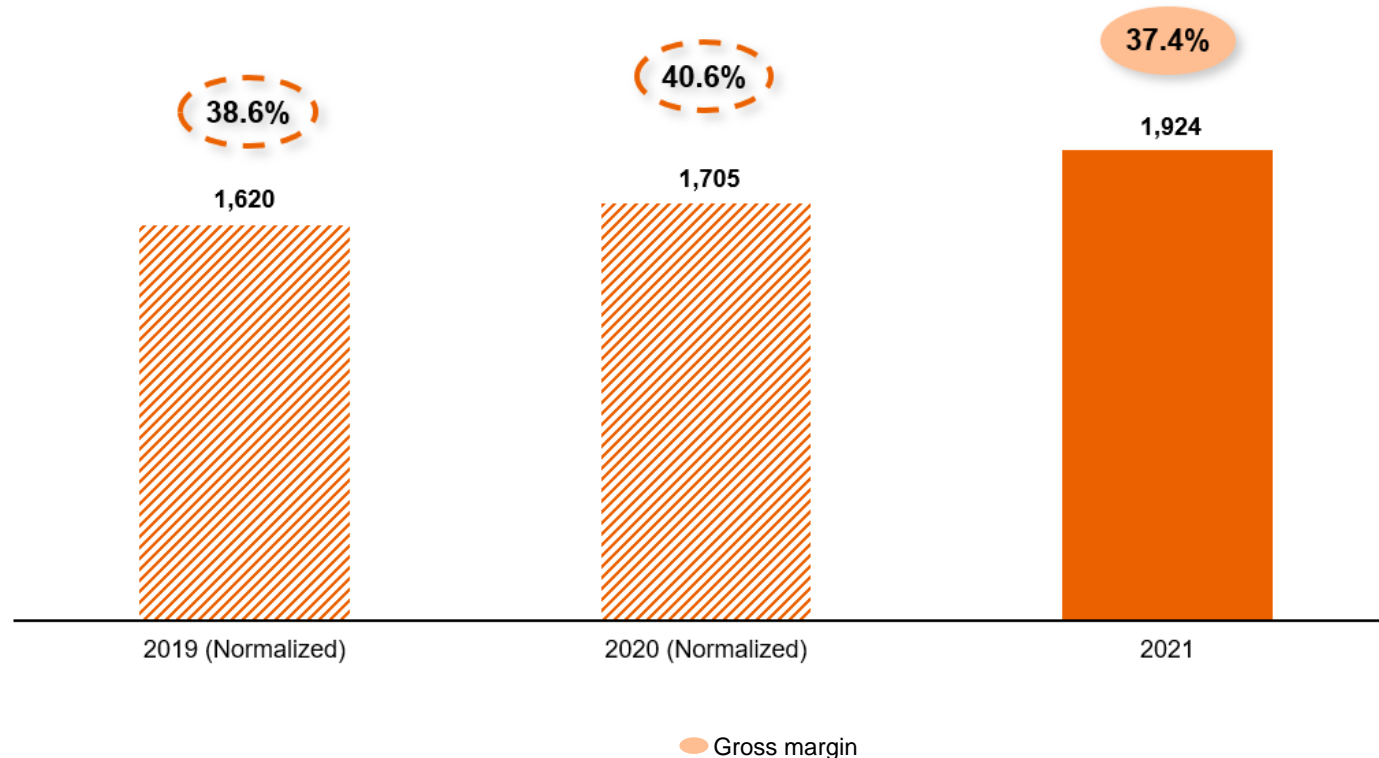
FY21 Revenue by product category



Gross profit and margin

Evolution of gross profit and margin

(USD mn)



**Note: normalized gross margin is after exclusion of tariff refunds*

- Gross margin for 2021 was 37.4%, representing a decrease of 4.1 percentage points from 41.5% for 2020, and 3.2pts compared to a normalized 2020 rate (adjusted for tariff refunds received in 2020, related to prior years)
- The decrease in gross profit margin was partly due to the return of tariffs at the end of 2020, as well as supply chain related challenges including ocean freight, commodities and unfavorable foreign currency impact
- These were partially offset by pricing and promotion activity and significant cost optimization initiatives across the portfolio

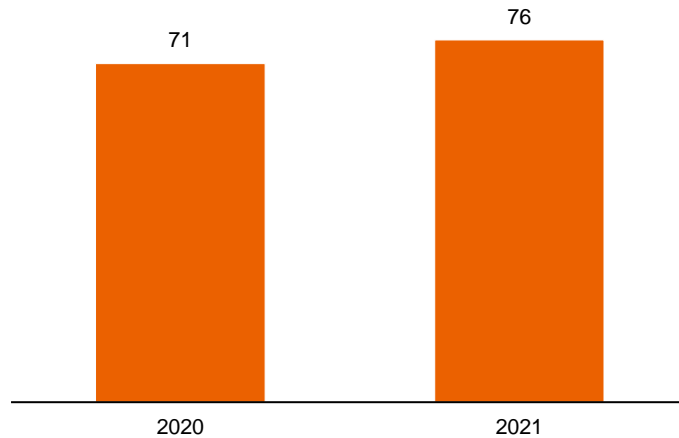
Working capital management



Working capital management

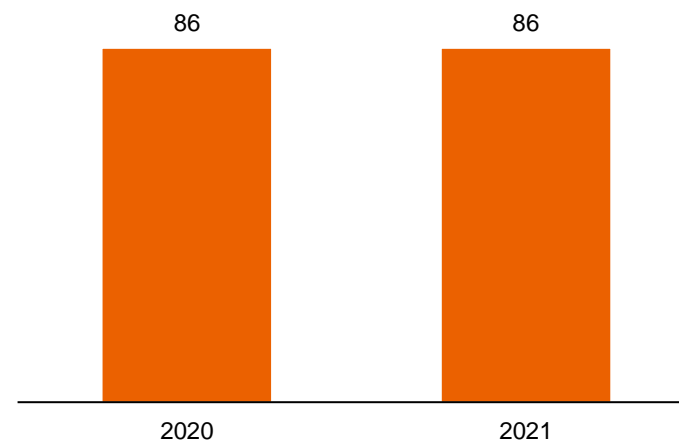
Inventory turnover days⁽¹⁾

(Days)



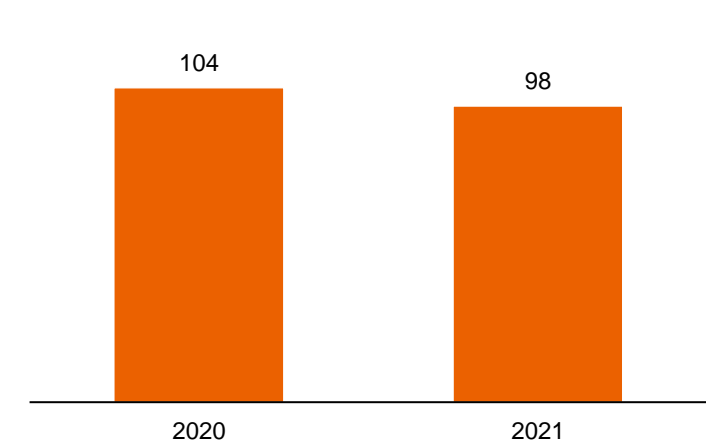
Trade and bill receivables turnover days⁽²⁾

(Days)



Trade and bill payables turnover days⁽³⁾

(Days)



■ JS Global

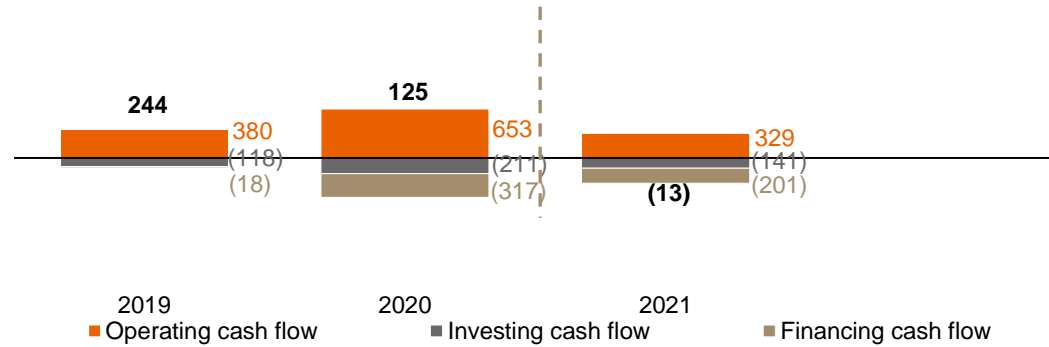
Increase in inventory turnover days is primarily attributable to higher level of stock in transit at the end of the year, driven by congestion at North American receiving ports

- (1) Turnover days of average inventories equals average inventories divided by cost of sales and multiplied by the number of days in the period. Average inventories equal inventories at the beginning of the period plus inventories at the end of the period, divided by two
- (2) Turnover days of average trade and bill receivables equals average trade and bill receivables divided by revenue and then multiplied by the number of days in the period. Average trade and bill receivables equal trade and bill receivables (net of impairment) at the beginning of the period plus trade and bill receivables at the end of the period, divided by two
- (3) Turnover of average trade and bill payables equals average trade and bill payables divided by cost of sales and then multiplied by the number of days in the period. Average trade and bill payables equals trade and bill payables (net of impairment) at the beginning of the period plus trade and bill payables at the end of the period, divided by two

Cash flow and capital structure

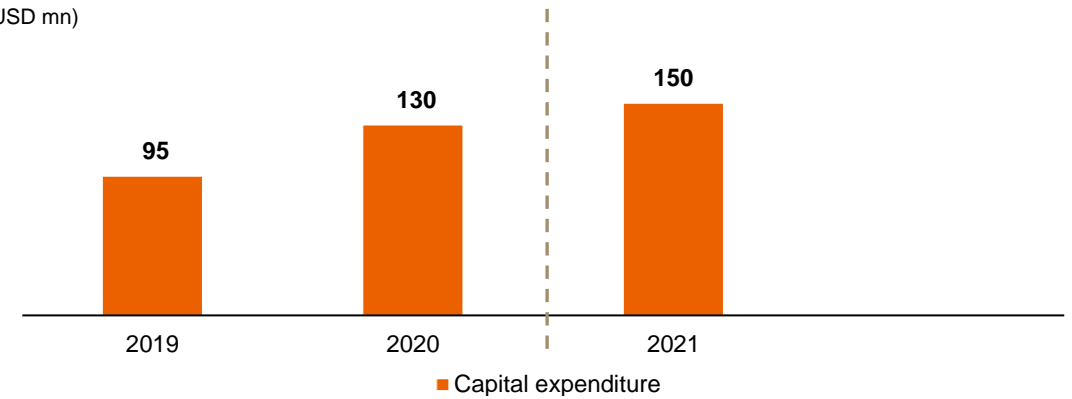
Cash flow

(USD mn)



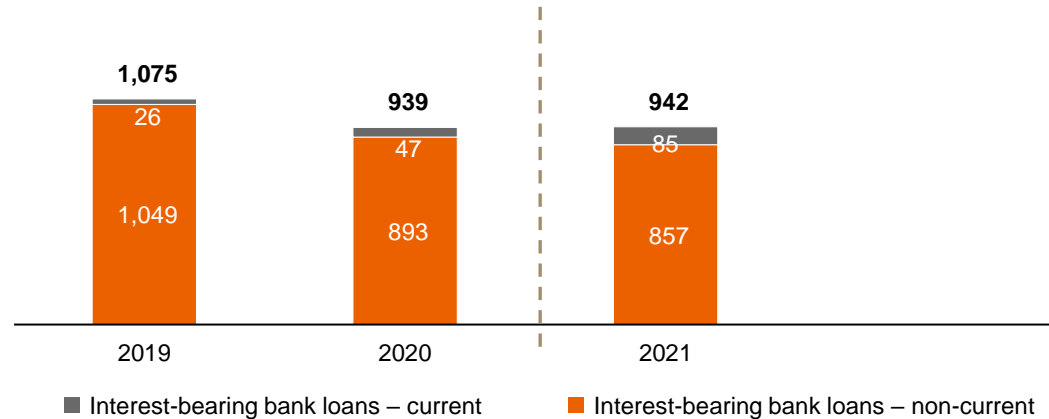
Capital expenditure

(USD mn)

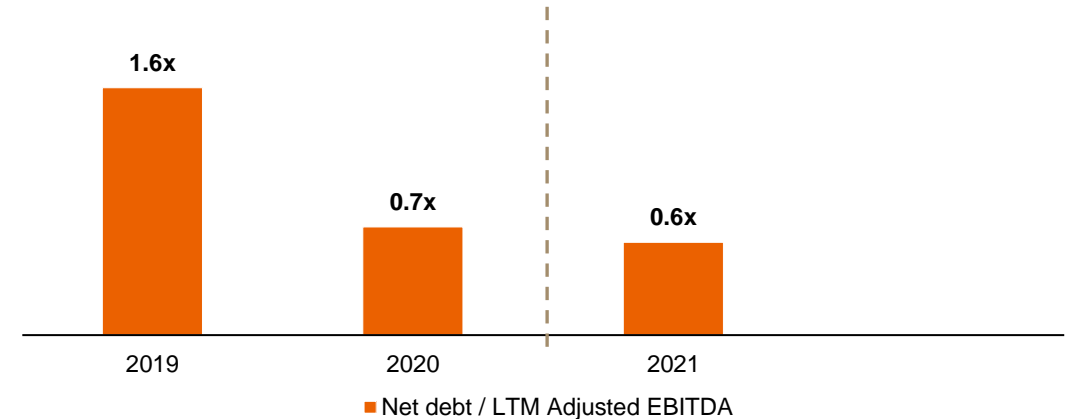


Debt profile and maturities

(USD mn)



Leverage ratio⁽¹⁾



(1) Adjusted EBITDA figures were non-audited numbers; net debt is calculated as the sum of interest-bearing bank loans and lease liabilities, less cash and cash equivalents and pledged deposits used to secure bank loans and bills payables



2. 2021 business update



2021 Sales Growth v. 2019



JS
Global

+71%

Shark[®]

+76%

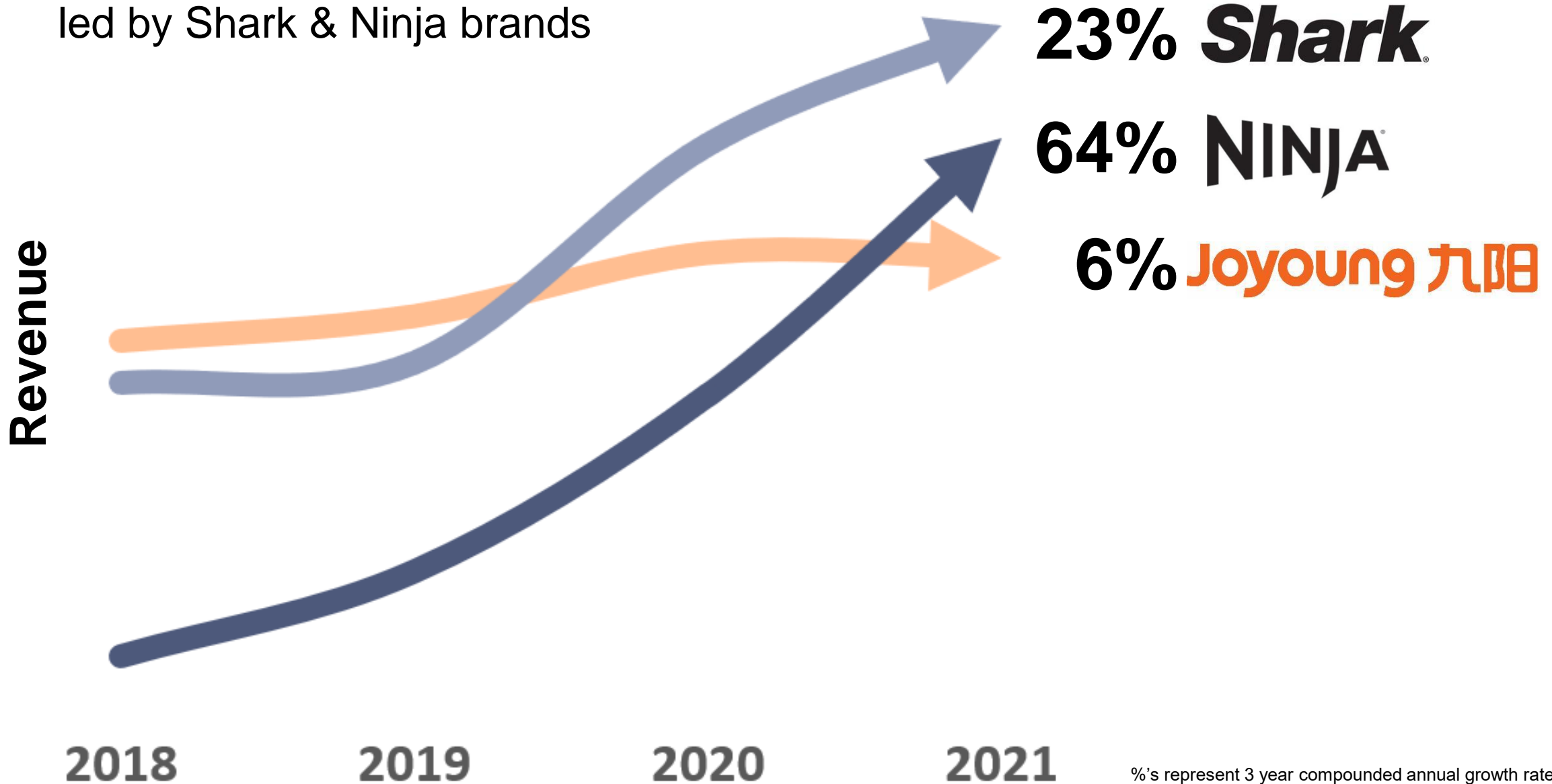
NINJA[®]

+184%

Joyoung

+12%

JS Global has achieved a **3-year Sales CAGR of 24%**, led by Shark & Ninja brands

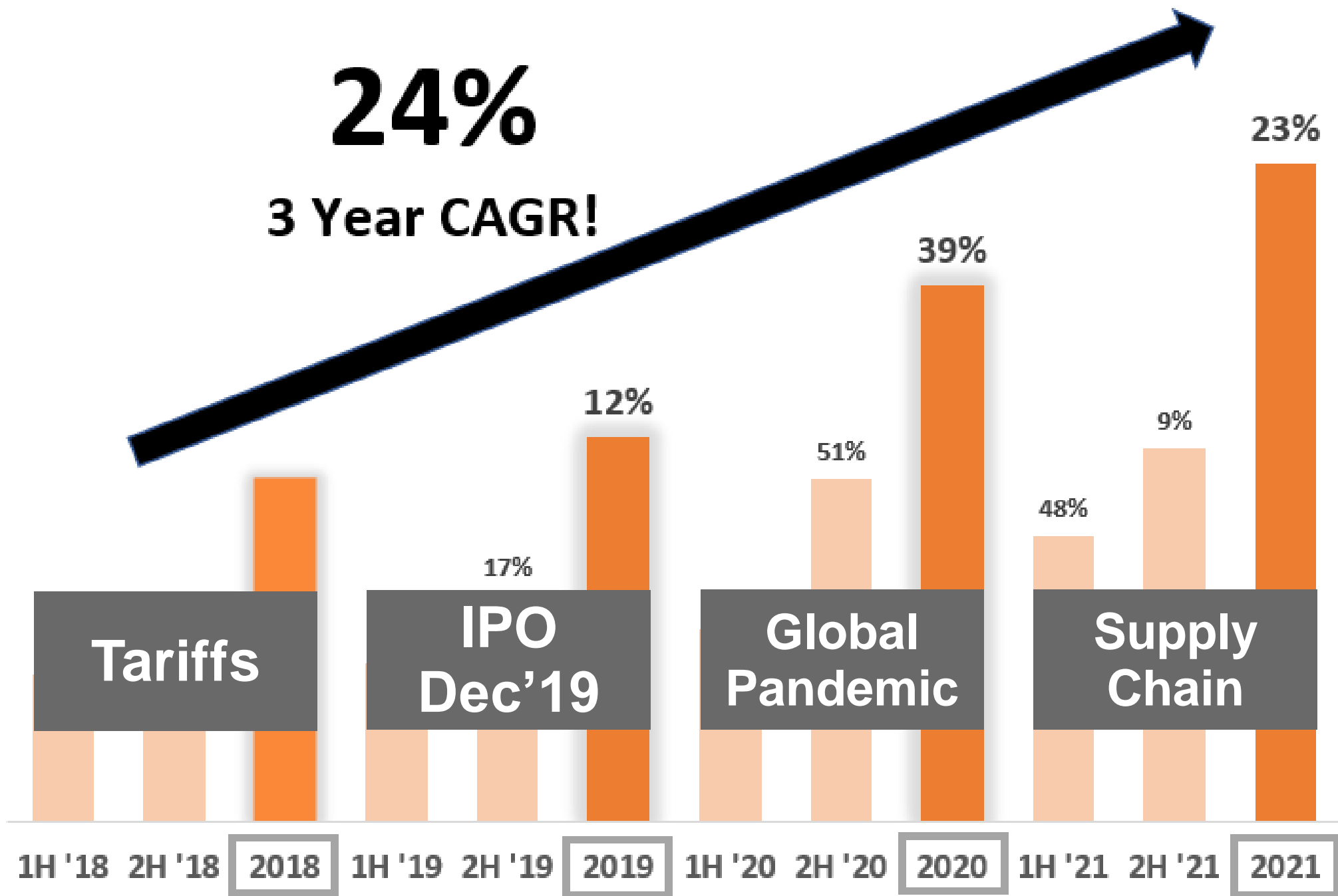


%'s represent 3 year compounded annual growth rates (FY18-FY21)

24%

3 Year CAGR!

Revenue



+23%

Existing Categories

Grew market share in every major market YoY!

#1 Vacuum Brand in America

#1 Small Kitchen Appliance Brand in America

#1 Vacuum Brand in Great Britain

New Categories

In 2021, we Launched EIGHT New Categories



International

Europe +36.7% YoY
Other Markets +78.8% YoY

Pre 2019 Launches



2020 New Market Entry



2021 New Market Entry



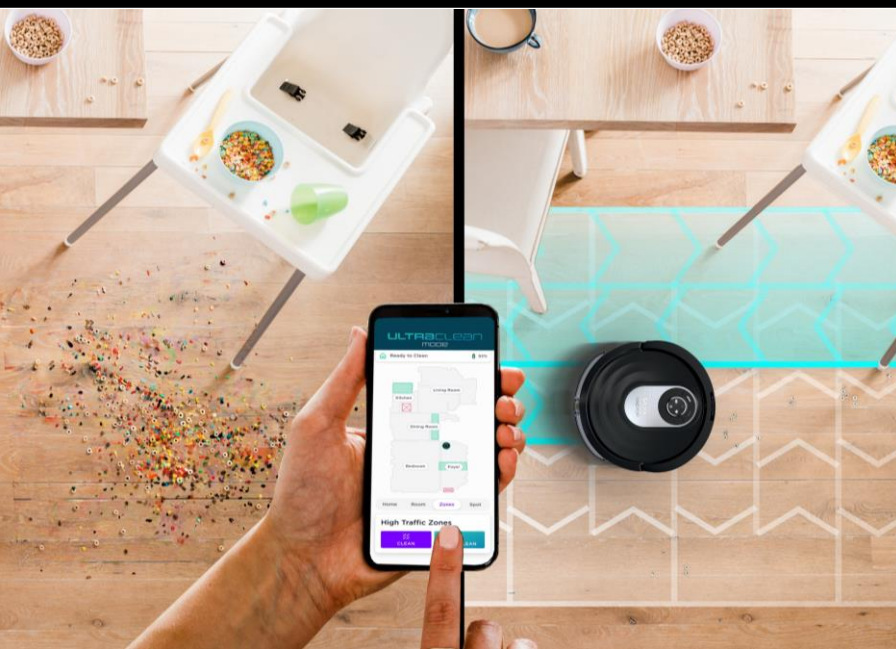
Some of our New Products Launched in Existing Categories..



ULTRACLEAN mode™

Target and deep clean single rooms, high-traffic zones and specific spots with just a tap or voice command.

Powerful suction combined with a multi-directional cleaning pattern deep cleans areas that need it most.



AI LASER NAVIGATION™

COMPLETES THE CLEAN EVERY TIME.

Advanced LiDAR Technology, similar to laser-based sensors found in self-driving cars, actively scans it's environment to understand where it's located and adapt to its environment in real-time.



ROW BY ROW CLEANING



PRECISE MAPPING



OBJECT DETECT & AVOID

DAY & NIGHT



VIRTUAL NO-GO ZONE

JS Global is a leading global brand focusing on small household appliances with expanding market share



#4

**Global Small Home
Appliance Company**

+1 Spot versus 2020!

#3

**Global Small Home
Appliance Focused
Company**

Market Share Leader



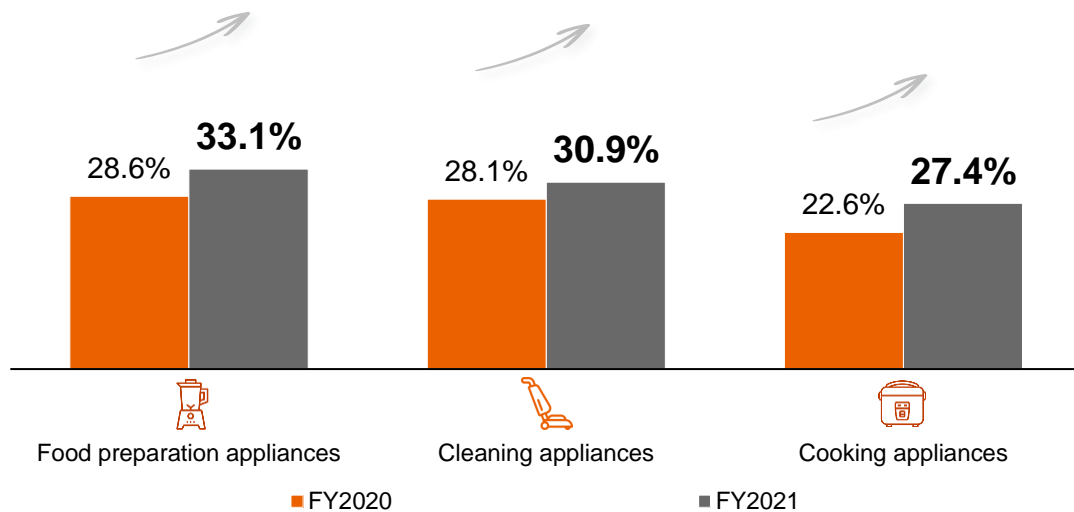
As a small household appliance market leader across core markets, JS Global achieved significant market share expansion in FY2021

US market

#1 vacuum brand

#1 small kitchen appliance brand

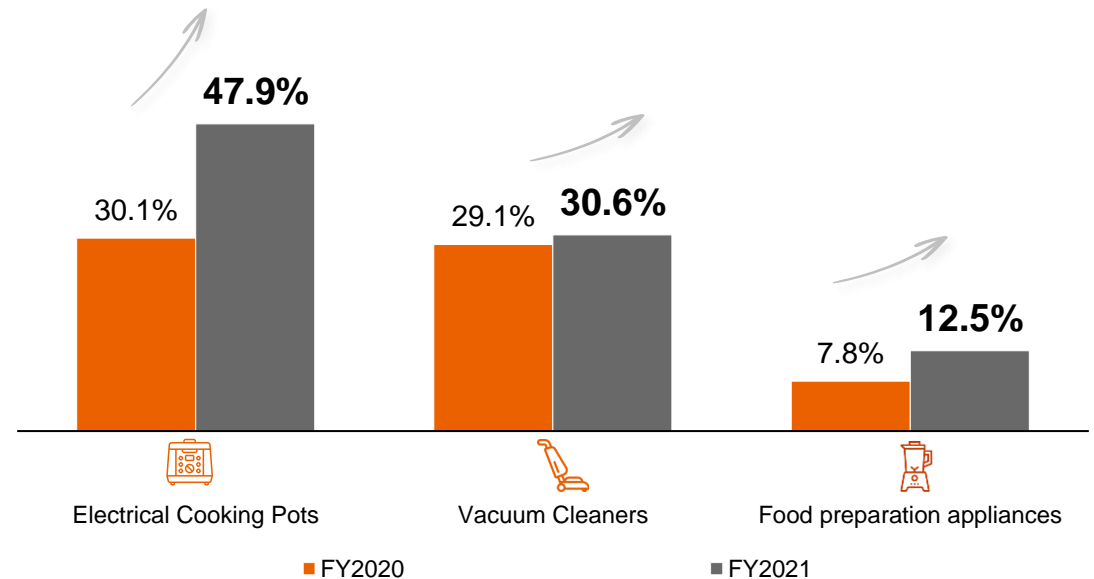
JS Global's market share evolution in each category in the US in FY2021⁽²⁾



UK market ⁽¹⁾

Continued improvement in market share across all categories

JS Global's market share evolution in each category in the Great Britain in FY2021⁽³⁾

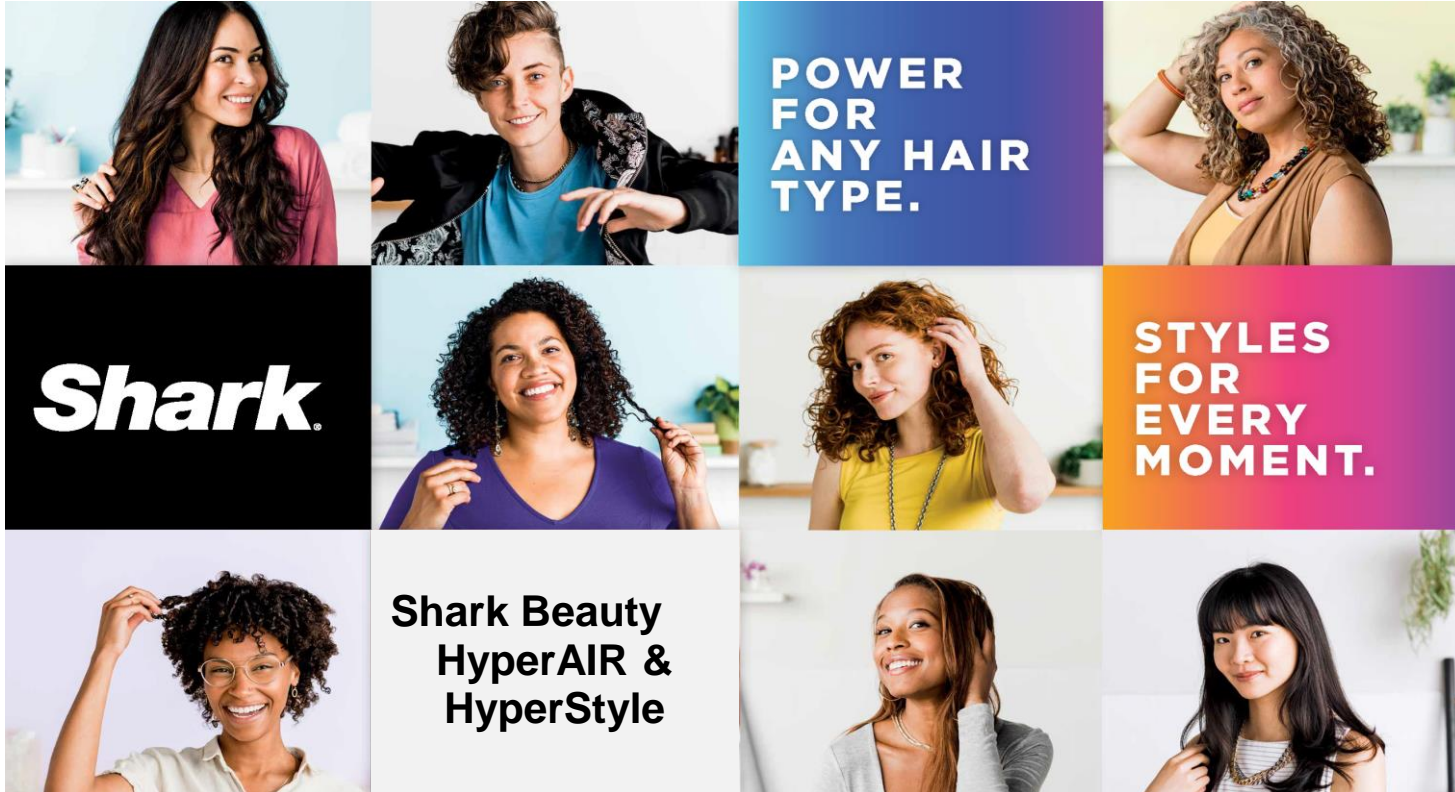


Notes:

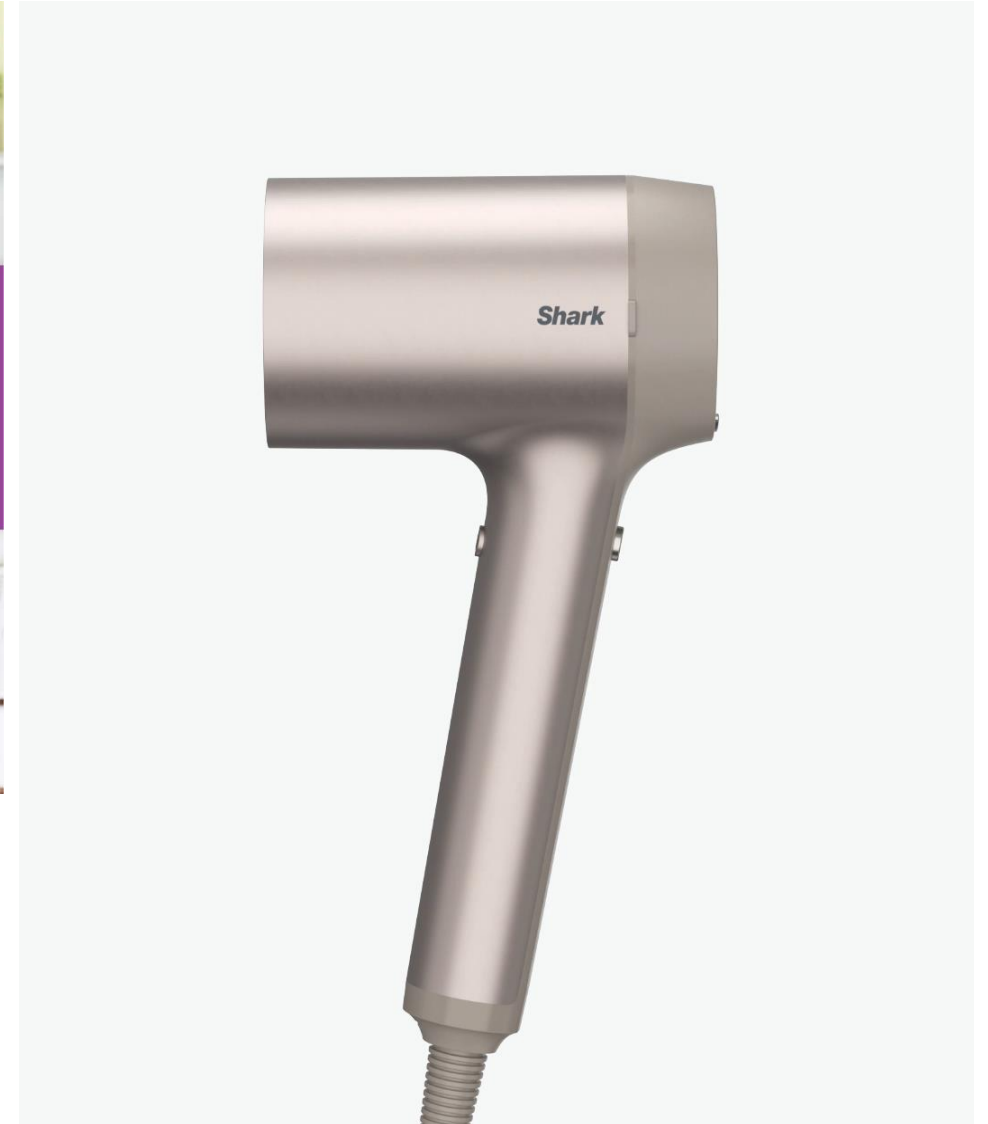
- (1) Excludes Northern Ireland
- (2) US Market share data source: The NPD Group / Retail Tracking Service, U.S. dollar sales, Jan-Dec 2021, 2020
- (3) UK Market share data source: GfK; Market Intelligence; Value Sales, GB; Jan-Dec 2021, 2020

Shark
HyperAIR™

We Have a Great Product...



Ultra-Fast Drying
No Heat Damage
Styling Options for All Hair Types



Shark

AIR PURIFIER

ANTI-ALLERGEN NANOSEAL™ HEPA TECHNOLOGY



Shark AIR PURIFIER **4**



Shark AIR PURIFIER **6**



FAST, POWERFUL & QUIET PURIFICATION

A suite of high speed multi fans (*4-fan or 6-fan*) work together to evenly distribute airflow across the filter and delivering fast, powerful and quiet purification.



CLEAN AIR FOR LARGE SPACES

Up to 1,000 square feet (*4-fan models*) or 1,200 square feet (*6-fan models*) of cleaning power. Based on one air change per hour.



ALL-DAY CLEAN AIR CONFIDENCE

Clean Sense IQ™ tracks air quality and auto-adjusts power to constantly maintain clean air in your home while giving real time results.



NANOSEAL™ FILTER with TRUE HEPA and ADVANCED ODOR PROTECTION

Shark's™ Nanoseal™ filter with True HEPA captures 99.98% of dust, dander, allergens and other particles (*down to 0.1-0.2 microns*) in the air that others can leave behind. An advanced odor guard on the filter protects against household odors from cooking, cleaning products, and more.

POWER FOR THE WHOLE HOME. MANEUVERABILITY TO END THE HASSLE.

DYNAMIC TECHNOLOGY

Glides behind you as you clean your whole home & light enough to quickly lift from room to room and on stairs.

EASY-EMPTY DUSTCUP

Empty your dustcup with less worry of dust and debris entering your air.



HEPA Filtration and a completely sealed system trap dust, dander, and allergens.



CMF - FPO

MULTI-FUNCTIONAL HANDLE

Modify suction levels and adjust to different floor types with the touch of a button.

SELF-CLEANING BRUSHROLL

Take on pet hair, long hair, and more with no hair wrap.



Picks up more dirt in every pass. Two brushrolls take on everything from fine dust to large piles on carpets & floors.

NINJA Foodi

FLIP TOASTER

WITH *Rapid Oven Technology*



PERFECT TOAST

Uniquely designed slots and heating elements deliver faster more even toasting than a traditional toaster oven.



FLIP FUNCTIONALITY

Toast, bagel, bake, broil, reheat and defrost all in one appliance



OVEN MODE

With Rapid Oven Technology and no preheat, you can make nachos, to pizza, or even single serve meals, all faster than a traditional toaster oven



EASY CLEANING

Use the uniquely designed crumb tray to trap and lock crumbs

PLUS

**LARGE
CAPACITY**

FITS 2 GRILLED CHEESES
16 CHICKEN NUGGETS

NO PREHEAT

REQUIRED

**70% WIDER
SLOTS**

VS A TRADITIONAL TOASTER

NINJA™ CREAMi™



Milkshake



Smoothie Bowl



Gelato



Ice Cream



Sorbet

Enjoy mix-ins in every bite



INCLUDES:
3 CREAMi Pints



SPEED

Prep in less than 10 minutes. Churn for creamy results from frozen in just a few minutes



COUNTER-TOP SIZE

Similar size to single-serve coffee makers
Create craft treats without clutter or lots of space



INTELLIGENCE

Six (6) one-touch programs: Ice Cream, Lite Ice Cream, Sorbet, Gelato, Milkshake, Smoothie Bowl
Get perfect results every time with Re-spin & Mix-in



VERSATILITY

Go beyond ice cream with frozen drinks, sorbets, smoothie bowls and gelatos

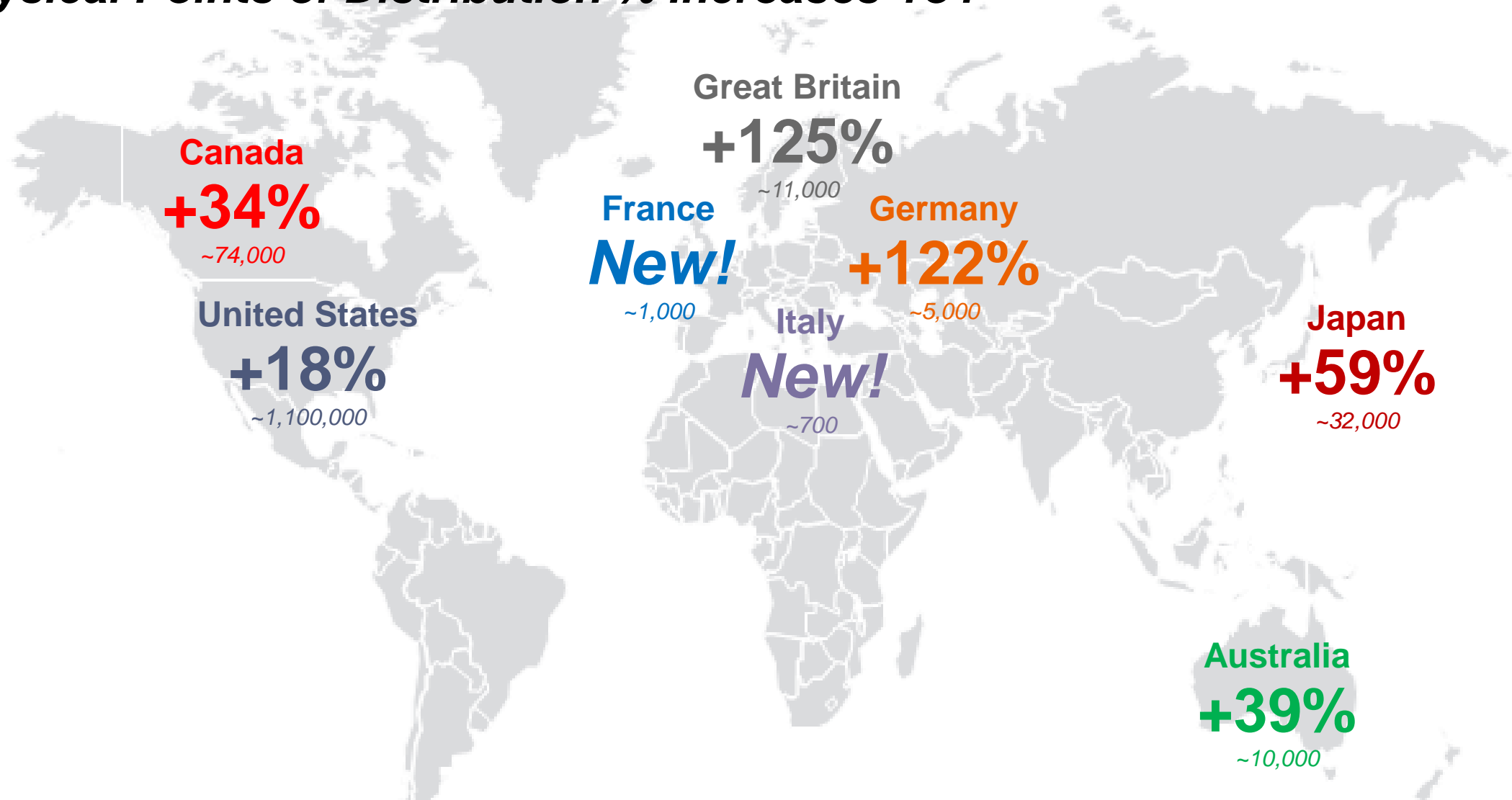
PLUS

Unique CMF with Chrome Finishes

Outer Bowl & Lid,
Creamerizer Paddle,
(3) Pints/Lids

Recipe
Inspiration Guide

STRONG Shark & Ninja Retailer Support: *Physical Points of Distribution % Increases YoY*



*Defined by number of products placed at a specific store location x number of stores
**Store defined as a physical sell-through channel, does NOT include Online placements
***Does NOT include all markets, reporting by country varies

5 Star Products



★★★★★ 4.7 out of 5
3,548 global ratings



★★★★★ 4.7 out of 5
1,788 global ratings

★★★★★ 4.6 out of 5
1,139 global ratings



★★★★★ 4.5 out of 5
6,072 global ratings



★★★★★ 4.6 out of 5
10,275 global ratings

★★★★★ 4.8 • 110.8K Ratings
*App Store Rating



★★★★★ 4.6 out of 5
10,433 global ratings



★★★★★ 4.8 out of 5
10,317 global ratings



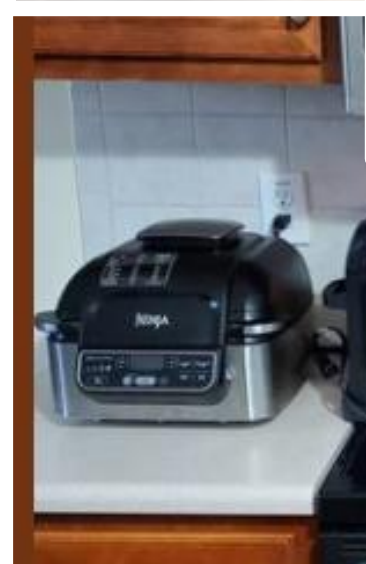
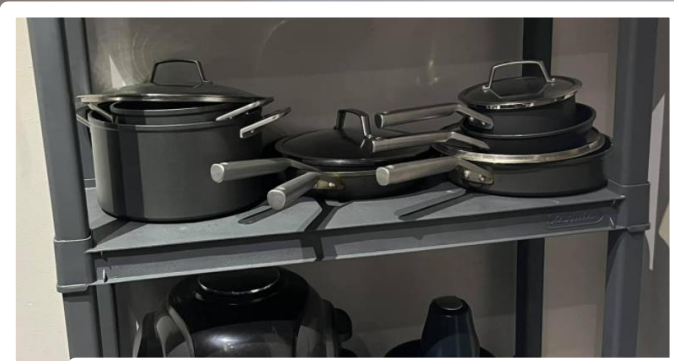
★★★★★ 4.8 out of 5
11,126 global ratings



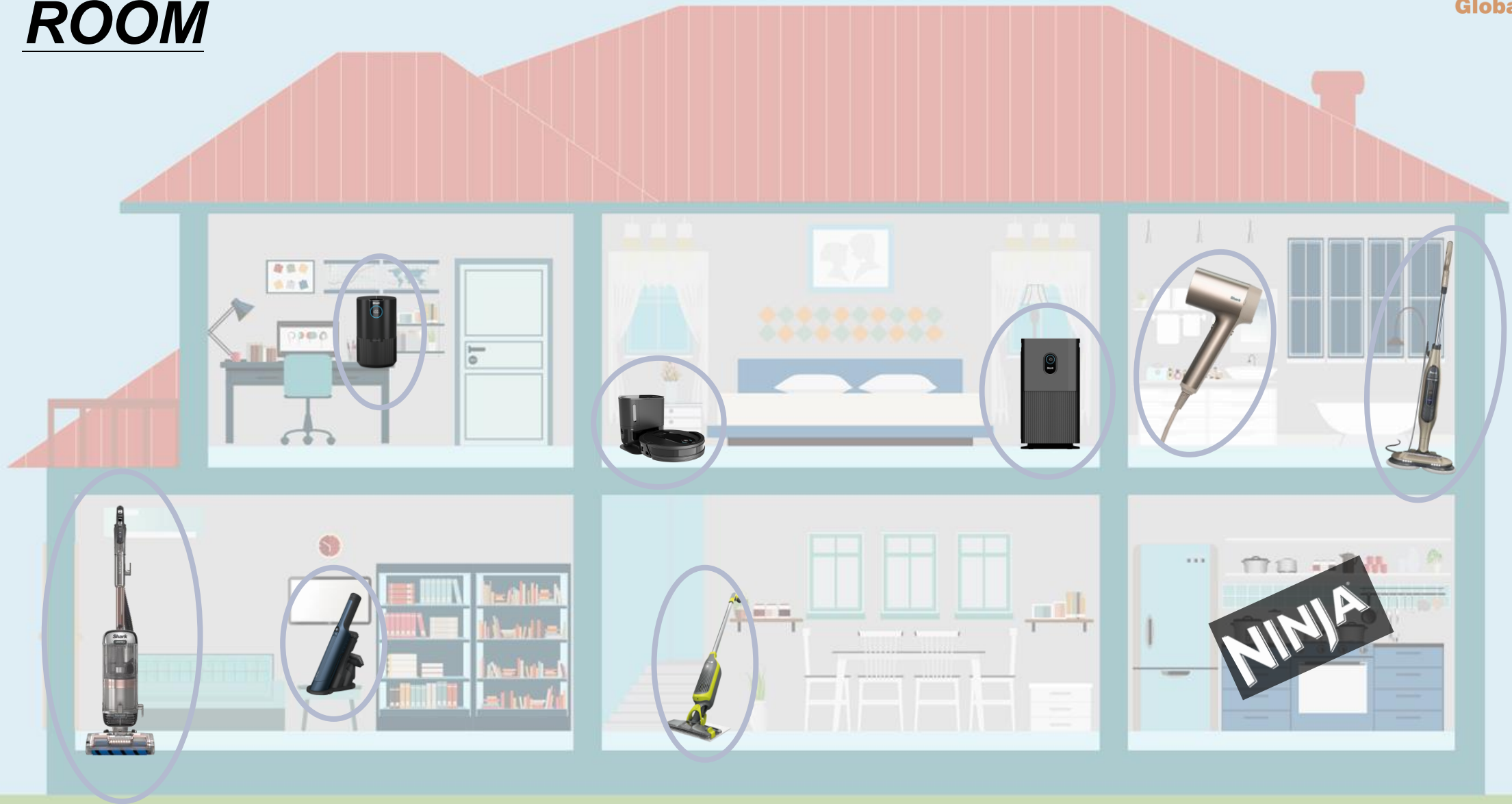
★★★★★ 4.8 out of 5
9,340 global ratings



*Date Range: 3/24/22, based on aggregate ratings from top US retail website



~~Household~~ Penetration ROOM



3. Strategy and outlook



COMING SOON

**Taking NINJA
Outdoors for the
1st Time!**

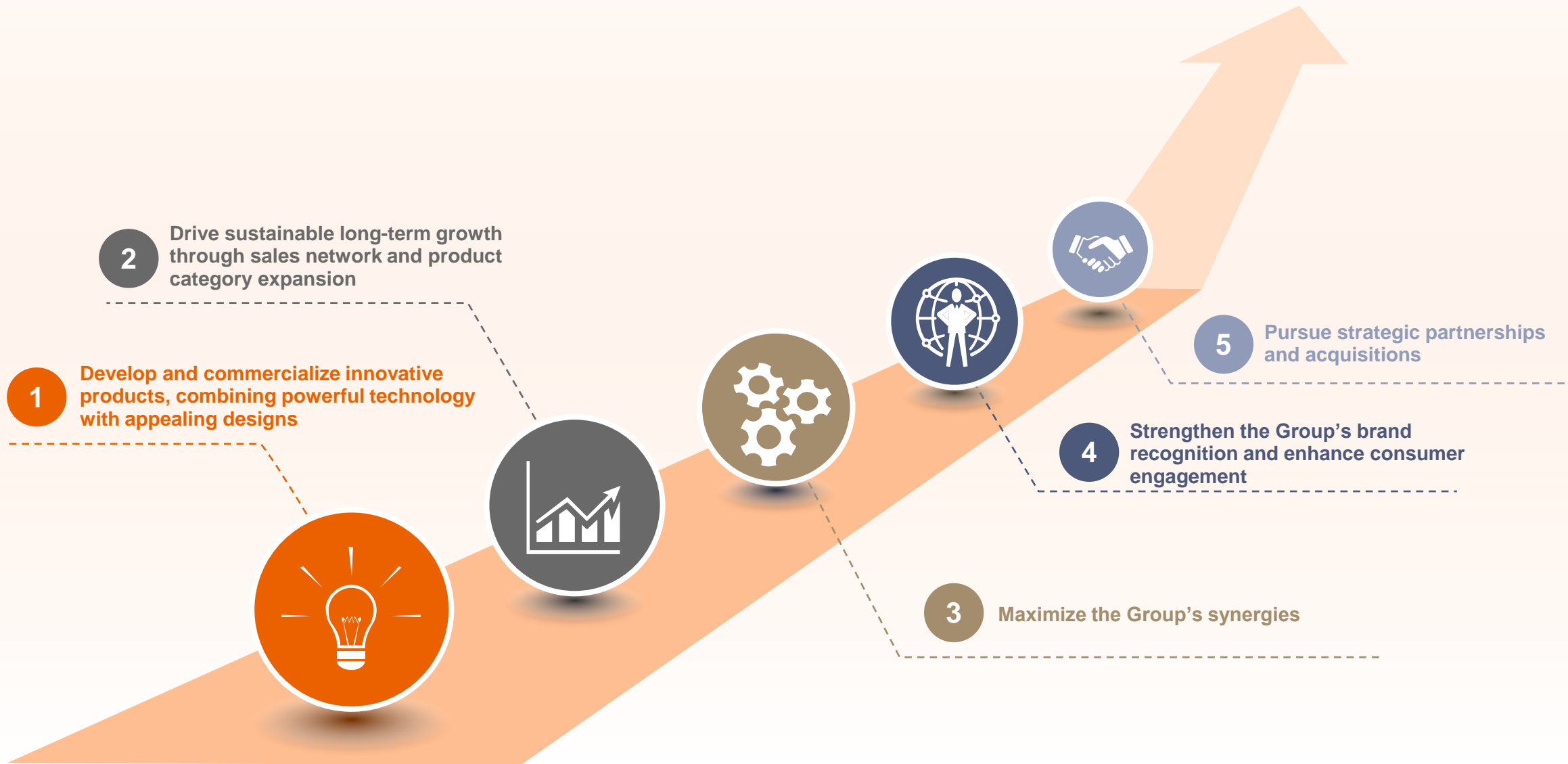
Fall 2022

COMING SOON

**Expanded SHARK
line up for Home
Environment**

2022

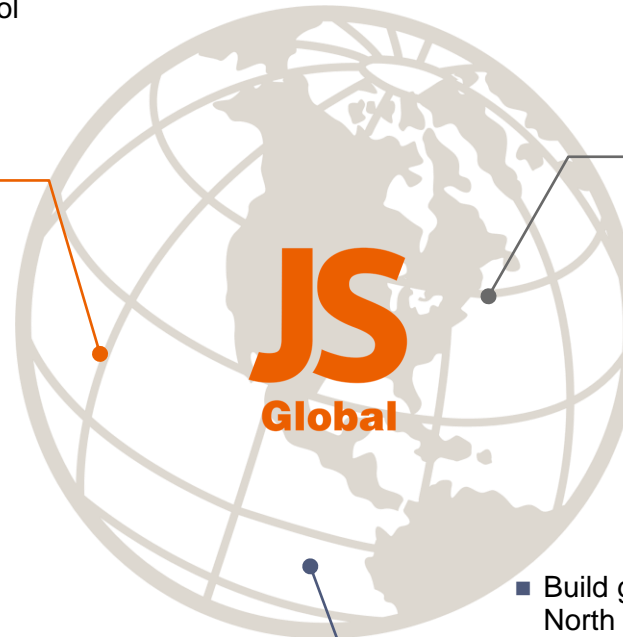
Key growth strategies



Global business platform



- Take advantage of the global supply chain to effectively control costs and further increase profitability



- Leverage the Group's global omni-channel distribution capabilities and the strong marketing team to continue to expand global market share

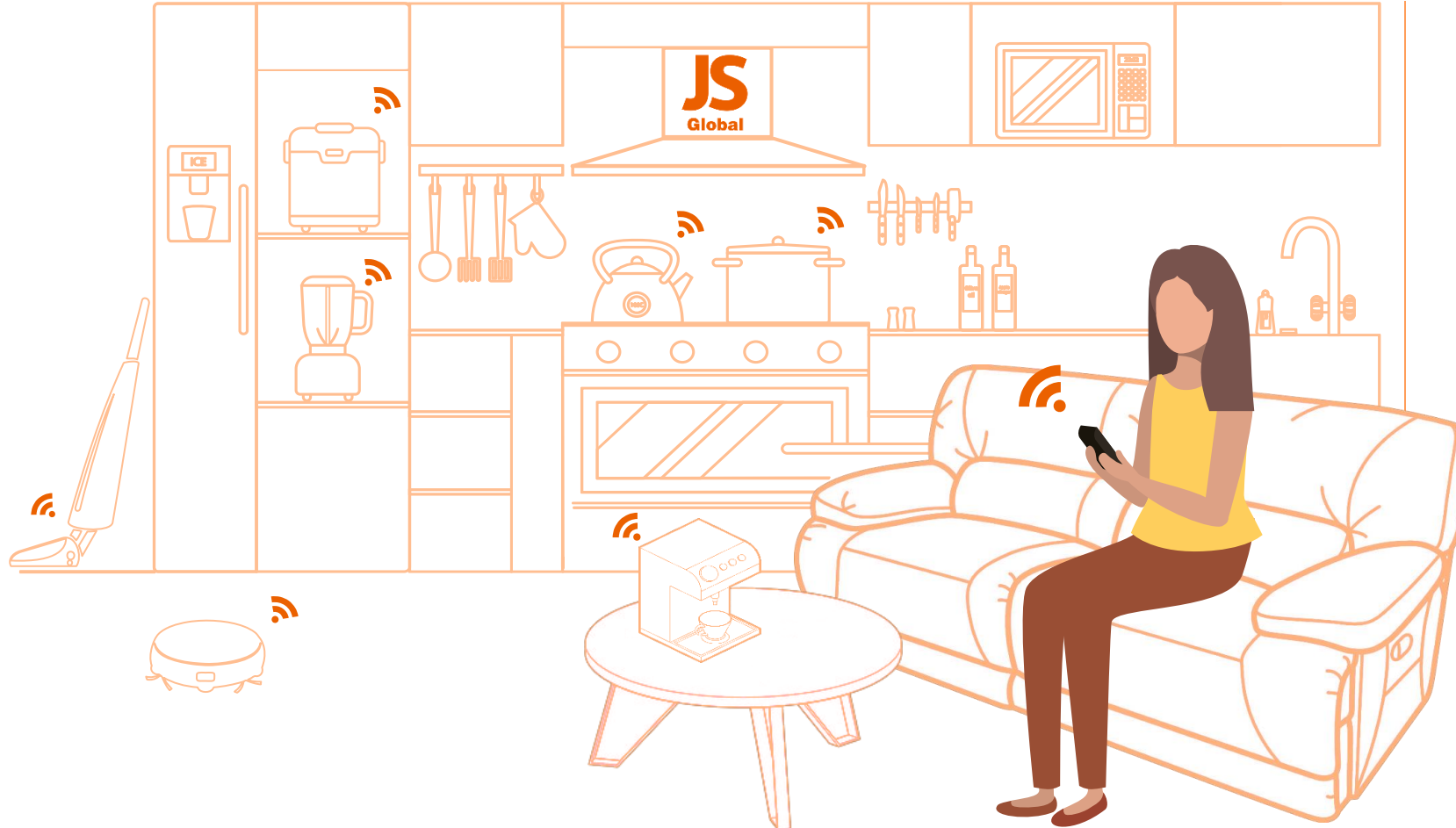


- Build global R&D platforms across North America, Europe and Asia to continuously explore and upgrade original innovative products as well as expand into new categories



Our mission

“ **Positively impact people’s lives around the world every day through transformational, innovative and design-driven smart home products** ”



JS
Global