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**JS Global Lifestyle Company Limited**

**JS 环球生活有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1691)**

## **THE UNAUDITED KEY OPERATIONAL DATA OF SHARKNINJA FOR THE THREE MONTHS ENDED 30 SEPTEMBER 2021**

JS Global Lifestyle Company Limited (the “**Company**”), together with its subsidiaries (the “**Group**”), is pleased to announce certain unaudited key operational data of the SharkNinja segment of the Group for the three months ended September 30, 2021. The SharkNinja segment represents the Group’s SharkNinja business unit, which distributes its products in North America, Europe and other markets around the world and is primarily focused on cleaning appliances and kitchen appliances.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to announce that the unaudited gross sales<sup>1</sup> of the SharkNinja segment of the Group for the three months ended September 30, 2021 recorded a year-on-year increase of 19.3%.

For the nine months ended September 30, 2021, SharkNinja’s market share within cleaning appliances grew by 2.9% to 30.6%<sup>2</sup>, cooking appliances by 7.5% to 26.5%<sup>3</sup>, and food preparation appliances by 5.2% to 32.6%<sup>4</sup> in the United States of America as compared to the same period in 2020.

For the nine months ended September 30, 2021, SharkNinja grew its market share within the vacuum cleaners by 3.7% to 28.9%<sup>5</sup>, food preparation appliances by 5.4% to 12.5%<sup>6</sup>, and electrical cooking pots by 20.4% to 47.0%<sup>7</sup> in the Great Britain as compared to the same period in 2020.

<sup>1</sup> Gross sales refers to the gross amount invoiced to retailers, distributors, individual consumers and other customers, but does not include amounts payable to a customer for variable considerations, including but not limited to, rights of return, and other discounts and allowances. Accordingly, gross sales does not represent the SharkNinja segment’s total revenue, and the Group considers the same to be one of the various business operational indicators of the SharkNinja segment.

<sup>2</sup> Source: The NPD Group/Retail Tracking Service, U.S. dollar sales, January–September 2021 vs. January–September 2020. “Cleaning appliances” include: Bare Floor Cleaners, Hand Vaccums, Robotic Vaccums, Stick Vaccums, Upright Vaccums

<sup>3</sup> Source: The NPD Group/Retail Tracking Service, U.S. dollar sales, January–September 2021 vs. January–September 2020. “Cooking appliances” include: Air Fryers, Electric Grills, Fryers, Multi-Cookers, Toaster Oven

<sup>4</sup> Source: The NPD Group/Retail Tracking Service, U.S. dollar sales, January–September 2021 vs. January–September 2020. “Food preparation appliances” include: Juice Extractor, Kitchen System, Single Serve Blending & Processing, Traditional Blending, Traditional Food Processor

<sup>5</sup> Source: GfK; Market Intelligence; Total Vacuum Cleaners; Value Sales, GB; Jan–Sep 2020 & Jan–Sep 2021

<sup>6</sup> Source: GfK; Market Intelligence; Total Food Preparation; Value Sales, GB; Jan–Sep 2020 & Jan–Sep 2021

<sup>7</sup> Source: GfK; Market Intelligence; Total Electrical Cooking Pots; Volume & Value Sales, GB; Jan–Sep 2020 & Jan–Sep 2021

**The above-mentioned operational information is unaudited and is based on the preliminary internal information of the Group, which may differ from figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis. As such, the above information is provided for investors' reference only. Investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professionals or financial advisers.**

**Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board  
**JS Global Lifestyle Company Limited**  
**Wang Xuning**  
*Chairman*

Hong Kong, November 9, 2021

*As at the date of this announcement, the Board comprises Mr. Wang Xuning, Ms. Han Run and Ms. Huang Shuling as executive Directors, Mr. Hui Chi Kin Max, Mr. Stassi Anastas Anastassov and Mr. Mao Wei as non-executive Directors and Dr. Wong Tin Yau Kelvin, Mr. Timothy Roberts Warner and Mr. Yang Xianxiang as independent non-executive Directors.*