

# 3Q2022 Investor and Analyst Briefing

28 October 2022



股份代號: 1691

**JS 环球生活有限公司**  
**JS GLOBAL LIFESTYLE COMPANY LIMITED**

(於開曼群島註冊成立的有限公司)

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# Operating Summary

## Strong Q3 Gross Sales Growth YoY

- Strong gross sales growth year over year across North America, Europe, Japan & Rest of World, reflecting the strength of our brands with consumers, and continued resilience of our growth strategy
- Q3 gross sales growth even higher across different markets under constant currency

## Dominant Market Share

- Continued to gain market share in most of our major categories, in SharkNinja' 2 largest markets, US and Great Britain

## New Product & Category Launches off to a great start

- Shark FlexStyle hair dryer
- Ninja Woodfire Outdoor Grill
- Shark HydroVac
- Shark Stratos Upright Vacuum w/ Odor Neutralizer Technology (*existing category, new technology*)
- Ninja Speedi Rapid Cooker & Air Fryer (*existing category, new technology*)

## Supply Chain Challenges a year later

- 1 year ago, there were ~175 container ships awaiting berth in Ports of Los Angeles, today there is essentially zero backlog
- Continue to optimize ocean freight rates through close partnerships with steam ship lines

## Strong Retailer Feedback on New and Existing Categories and Positive Outlook Ahead

- Support for our products and brands remains extremely strong among our customers and consumers due to our ability to bring new, innovative products to market that solve real consumer problems, coupled with the strength of our global advertising strategy to drive high rates of sale, across a broad, and growing, number of categories

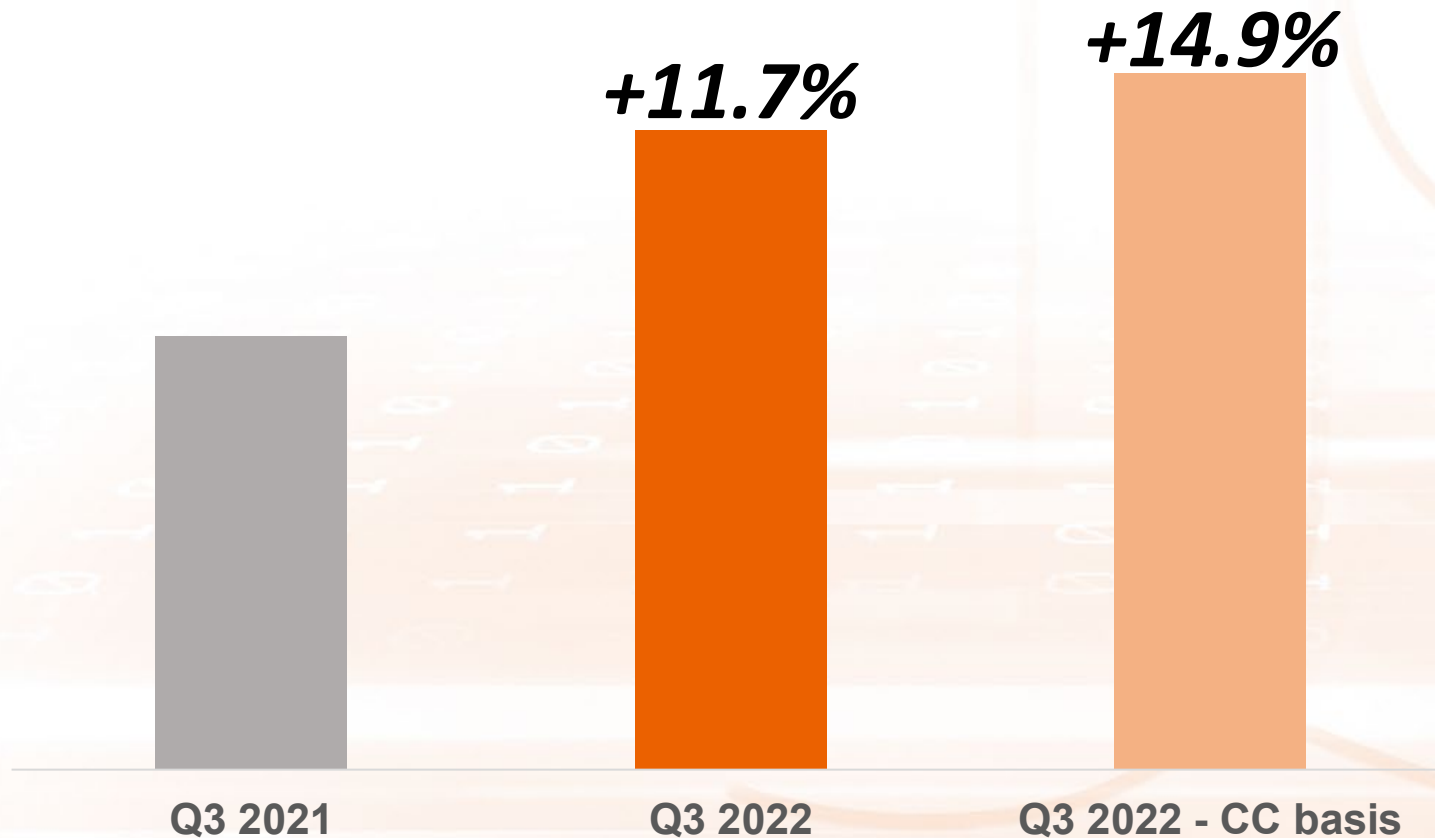
# SharkNinja Gross Sales



Successful new product launches and international market expansion drove Gross Sales improvement of:

**+11.7% YoY growth in Q3**

*+14.9% constant currency basis*



Gross Sales	Q3 YoY Growth
North America	11.1%
Europe	11.2%
Japan & ROW	29.2%
<b>Total SharkNinja</b>	<b>11.7%</b>

Gross Sales (Constant Currency)	Q3 YoY Growth
North America	11.1%
Europe	30.2%
Japan & ROW	43.6%
<b>Total SharkNinja</b>	<b>14.9%</b>

\*Gross sales exclude allowances for customer returns and promotional funding

\*\*Q3 defined as three months ended September 30<sup>th</sup>

# Market Share Leader



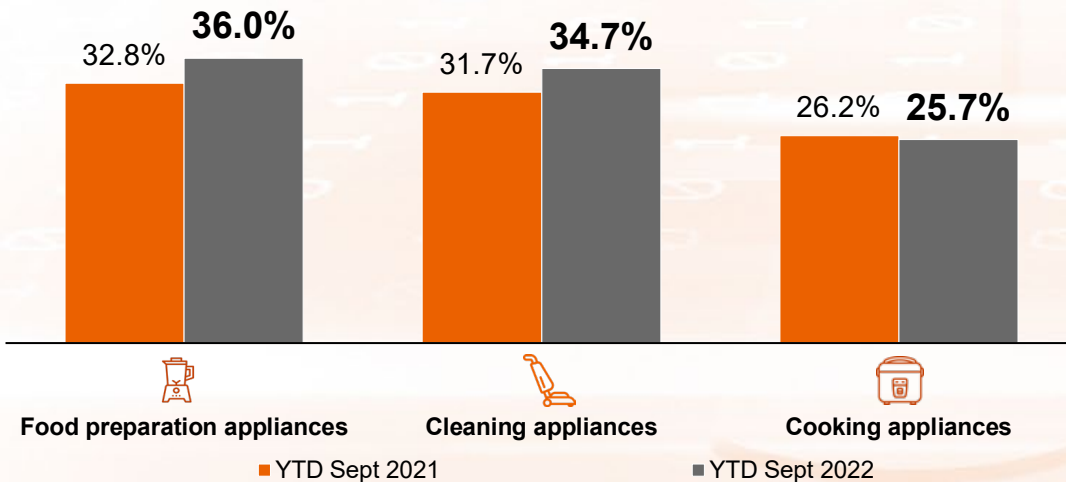
Key measure for our mission to positively impact peoples lives around the world, in every home, as we continue to gain market share

## US Market

#1 vacuum brand #1 small kitchen appliance brand

Market Share for YTD Sept

9 months ended September 30<sup>th</sup>, 2022 <sup>(2)</sup>

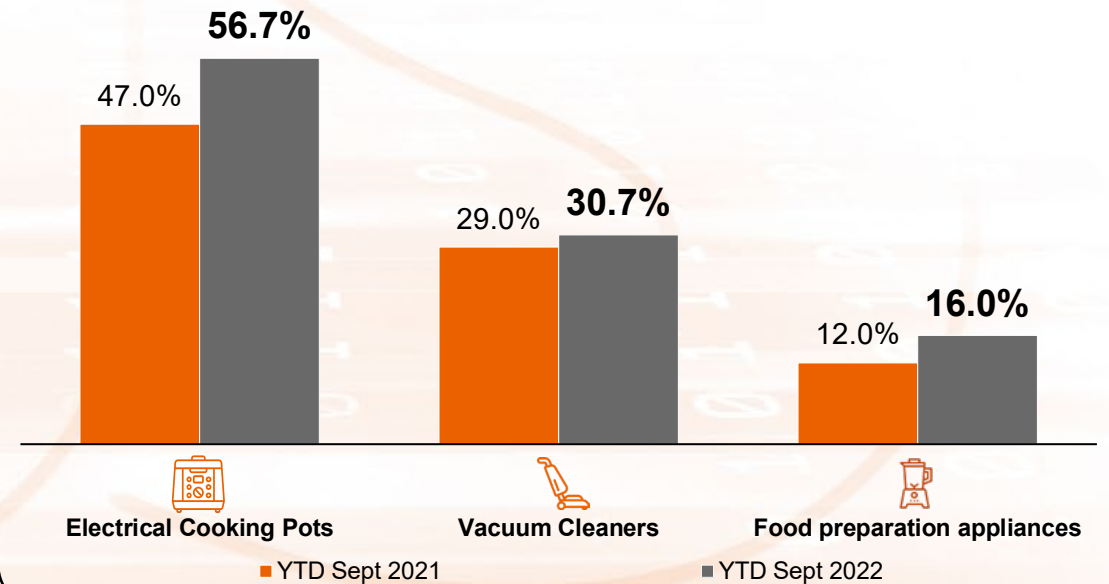


## UK Market<sup>(1)</sup>

Continued improvement in market share across all categories

Market Share for YTD Sept

9 months ended September 30<sup>th</sup>, 2022 <sup>(3)</sup>



Notes:

- (1) Excludes Northern Ireland
- (2) US Market share data source: The NPD Group / Retail Tracking Service, U.S. dollar sales, Jan-Sept 2022, 2021
- (3) UK Market share data source: GfK; Market Intelligence; Value Sales, GB; Jan-Sept 2022, 2021

# Shark FlexStyle™



@sharkbeauty  
#SharkFlexStyle  
#ForAllHairkind

# FlexStyle Highlights → a historic launch!



## SHARK FLEXSTYLE™ MAKES HISTORY IN US –

Becoming the most successful Direct to Consumer launch in SharkNinja history

AMAZON & BEST BUY

**SOLD OUT**  
in record time

Averaging

**1,000+ units**  
sold on DTC per Day  
Month to Date October

LAUNCHED 8/23:

**\$7.9M+**  
Revenue LTD

**32K+**  
Units Sold

**5.2x**  
HyperAir Launch  
in CY21



## SHARK FLEXSTYLE™ MOMENTUM IS JUST GETTING STARTED ABROAD – being in the UK market for less than 2 weeks!

## CONSUMERS & MEDIA CAN'T STOP RAVING ABOUT US!

From reviews, news articles, TikTok, Instagram,  
FlexStyle everywhere.



**56.8M+**

IEWS  
#SharkFlexStyle  
(PAID/ORG. CONTENT)

**29B+**

IMPRESSIONS



**4.7**

STAR RATING  
Sharkbeauty.com

# NINJA WOODFIRE™

XL OUTDOOR GRILL WITH IQ  
CONNECT



**100% Real  
Woodfire Flavors**



**Master  
Grill**



**Fool Proof BBQ  
Smoker**



**Outdoor  
Air Fryer**



# Shark

# STRATOS

## POWERED LIFT-AWAY™

Meet Shark's most powerful, advanced line of vacuums. Packed with innovation, Stratos is designed to pick up more hair & debris than ever before, while neutralizing odors for a cleaner, fresher smelling home.

**GRIPS & CAPTURES MORE DIRT, DEBRIS, & HAIR.**

**duo clean POWERFINS HAIRPRO**

*TWO BRUSHROLLS. ALL FLOORS.*

FINE DUST | LARGE PILES | EMBEDDED DIRT

**BEST HAIR PICKUP  
OF ANY VACUUM**



**SELF-CLEANING  
BRUSHROLL**



**NO HAIR  
WRAP**

### DuoClean® PowerFins HairPro

A two-brushroll system to take on any type of debris, on any floor type.

Grip & capture more hair & debris for the best hair pickup of any vacuum.

### Self-Cleaning Brushroll

Delivers powerful pet hair pickup, with no hair wrap on the brushroll.



**ANTI-ALLERGEN  
COMPLETE SEAL**

**NO VACUUM EMITS  
CLEANER AIR**

OVER 99.9% OF DUST & ALLERGENS

Based on ASTM F2977 of particles 3 microns and larger.

### Anti-Allergen Complete Seal

Captures and traps 99.97% of dust and allergens and keeps it out of the air you breathe.

ANTI-ALLERGEN COMPLETE SEAL + HEPA

AND

**ODOR NEUTRALIZER  
TECHNOLOGY**

GUARDS AGAINST BAD ODORS INSIDE YOUR VACUUM

**FOR A FRESHER-  
SMELLING HOME**

### Odor Neutralizer

Neutralizes bad odors inside your vacuum for a fresher-smelling home.

### New Dust Cup Technology

**EJECT ALL DEBRIS  
WITHOUT EVER  
TOUCHING THE MESS.**

New dust cup design, engineered to eliminate hair wrap inside the dust cup, for the cleanest empty experience.

**Vacs, Mops, & Cleans itself**  
*at the same time*



**Shark**  
**HYDROVAC™**

3-IN-1 MULTI-SURFACE CLEANING SYSTEM

POWERFUL SUCTION  
+ HYDRO MOPPING

MULTI-SURFACE  
CLEANING

CONTINUOUS  
SELF-CLEAN

ANTIMICROBIAL  
BRUSHROLL

ODOR NEUTRALIZER  
TECHNOLOGY

# NINJA Speedi™

Rapid Cooker & Air Fryer



## RAPID COOKING SYSTEM

Cook complete meals in as little as 15 minutes

- Air fry and Steam at the same time for faster, juicier, crispier results



## SMARTSWITCH FUNCTIONALITY

Easily switch between Rapid Cooker and Air Fry/Stovetop mode

- Rapid Cooker mode unlocks fast and easy 2-part meals, while Air Fry Mode unlocks all your favorite traditional air fry functions!



## 6- QT. CAPACITY

Fit up to 4 Chicken breast and 1 lb. box of pasta at the same time or up to 4 lbs. of fries, and 7lbs of wings. Create meals for up to 4!



## VERSATILITY

12-in-1 versatility : Speedi Meals, Steam & Crisp, Steam & Bake, Steam, Proof, Air Fry, Bake/Roast, Broil, Dehydrate, Slowcook, Sous Vide, Sear/Saute

1-touch  
meals in 15  
minutes



Multi-  
textured  
meals all in  
one pot

# A strategy to ensure lasting growth

## How we *DELIVER* → Focus on the Consumer



Develop and commercialize innovative products, combining powerful technology with appealing designs



Drive sustainable long-term growth through sales network and product category expansion

## How we *GROW*

### Existing Categories

Dominant Market Share  
Continued Innovation  
Expansion within recently launched categories

### New Categories

Entry into New and Adjacent  
Product categories

### International

Growth in Europe  
France, Germany, Spain, Italy  
Expansion of Shark & Ninja brands in APAC

## Our Outlook

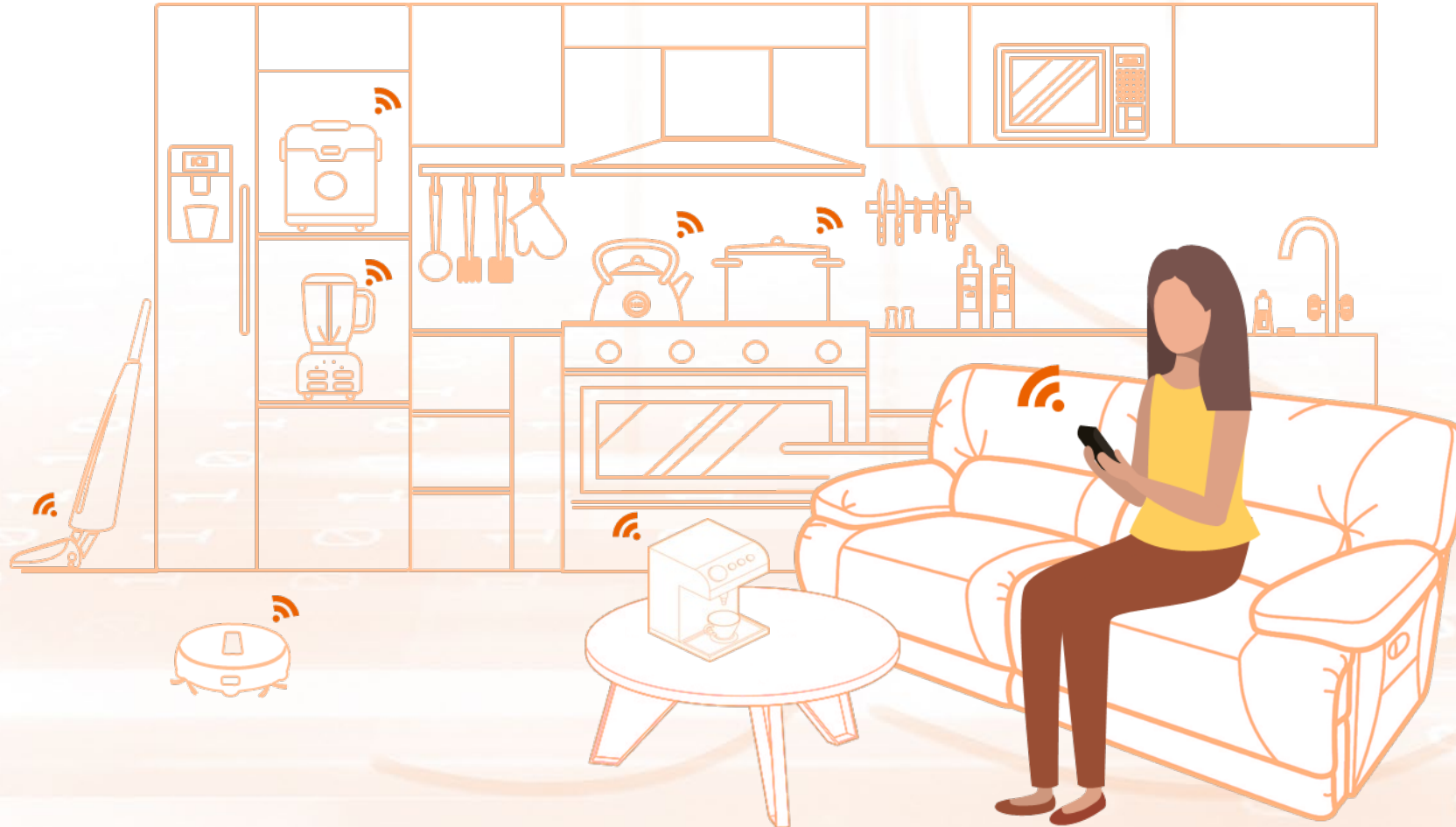
Superior navigation of global macro economic challenges

Continue to exceed overall market performance

# Our Mission



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





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