

Shark | NINJA

Innovating for Positive Impact

2023 Environmental, Social and Governance (ESG) Report



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A message from our CEO

At SharkNinja, our mission is to positively impact people's lives, every day, in every home around the world. As a rapidly growing global product design and technology company, we are driven by our maniacal focus on the consumer and our relentless pursuit to deliver innovative products that solve consumer problems. We believe that our responsibility and ability to improve people's lives extends well beyond our products to positively contribute to the greater good.

With our mission firmly in mind, I'm thrilled to share our 2023 ESG report and our Positive Impact Plan. This strategy weaves ESG throughout our business and across our supply chain to improve our social and environmental performance for our consumers, investors, communities and the planet.

Every product we develop is designed to build unwavering consumer trust. Our scaled global team of designers and engineers is passionate about delivering a high level of performance to improve every consumer's quality of life. Our products are rigorously tested to ensure high-quality and long-lasting reliability. As natural resources come under increasing pressure and climate impacts grow, we are committed to integrating circular design principles into product design, exploring lower carbon product designs and using more sustainable packaging.

Our success is only possible with the disruptive and breakthrough thinking of the thousands of brilliant and boundlessly curious innovators, from diverse backgrounds and disciplines, who constantly challenge the status quo and push for progress in all aspects of our business.

We provide rewarding work opportunities in an inclusive and equitable workplace that encourages our associates to engage in stimulating, open-minded debates. We've created proprietary programs and materials to help all our associates become the next generation of great leaders. We continue to support our communities through product and monetary donations.

In a rapidly changing world, we believe we can and must do more. We're accelerating our Positive Impact Plan. In 2023 we conducted a new materiality assessment to help us understand our most material impacts and completed our first greenhouse gas (GHG) inventory that includes both our operations and value chain impacts. We will continuously act with intention and urgency and have set new targets that define our success day after day.

We welcome your feedback on this, our first sustainability report, and look forward to sharing our continued progress in the years ahead.

Mark Barrocas,
Chief Executive Officer
and Director

“As innovators, we believe our purpose is to relentlessly explore and discover extraordinary solutions to meet the challenges of a rapidly changing world. Our ESG strategy is solidly tied to our business mission and designed to work for the betterment of all – our associates, consumers, communities and the planet.”



About SharkNinja

From our origins in 1994 as a pioneer of small cleaning appliances, SharkNinja has grown to become a diversified, global product design and technology company, creating 5-star rated lifestyle solutions through innovative products and great service for our consumers. Headquartered in Needham, Massachusetts, United States (US), with 24 offices around the world, the business comprises two trusted, global billion-dollar brands: Shark and Ninja. We have grown rapidly through a proven track record of establishing leadership positions by disrupting numerous household product categories, including cleaning, cooking, food preparation, home environment and beauty. Our products help make daily tasks more efficient, convenient and enjoyable, to improve people’s everyday lives.

In July 2023, SharkNinja spun off from JS Global Lifestyle Company Limited to become an independent public company, listed on the New York Stock Exchange.

SharkNinja’s product portfolio currently spans 31 household sub-categories and a portfolio of over 4,500 patents in various jurisdictions

around the world, including the US, Canada, China, Japan, South Korea, Australia, the United Kingdom (UK), Germany and France.

At the heart of the business are more than 3,000 dedicated associates based in offices in North America, Europe and Asia. Products are manufactured with trusted third-party Original Equipment Manufacturers (OEMs) through a diversified supplier base across China and Southeast Asia - including Vietnam, Malaysia, Thailand and Indonesia. Fifty percent of the volume is produced by suppliers the company has worked with for over a decade.

Products are sold direct to consumer, through key retailers, online and offline and through distributors in 32 countries around the world.





24 offices	3,000+ associates	4,500+ patents	32 countries
150+ retailers	5 innovation centers	31 product sub-categories	\$4.25B 2023 net sales

Shark

- 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

- 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



Our ESG strategy

Our mission is to positively impact people's lives, every day, in every home around the world. While we have been diligently delivering products solving consumer needs, our Positive Impact Plan is our commitment to being Product Positive, Planet Positive and People Positive, to help us deliver on our mission in a sustainable way.

SharkNinja Positive Impact Plan

Product Positive

We deliver innovative 5-star products that improve people's lives, every day. We are committed to ensuring the safety and sustainability of our products and are integrating circular design principles into products across our portfolio and using sustainable packaging materials.

Goals

Circular economy

- Incorporate modular and repairability design requirements into new product development processes in 2024
- Implement modular and repairability design requirements in five product categories in 2025
- Expand the returns refurbishment program to Canada, Germany, Netherlands, Belgium and Luxembourg in 2024 and to Nordic and Central Eastern European countries in 2025

Packaging goals

- Remove expanded polystyrene (EPS) from Shark products in 2024
- Remove EPS from 25% of Ninja units in 2025



Planet Positive

We pledge to use our expertise to design energy-efficient products, decarbonize our operations and reduce our environmental footprint across our value chain.

Goals

Climate

- Reduce Scope 1 and 2 emissions by 42% in 2025
- Achieve 100% renewable electricity (Scope 2) in 2025
- Set a Scope 3 emissions goal in 2024
- Conduct a climate risk assessment in 2024



Chemicals safety

- Utilize per- and polyfluoroalkyl substances (PFAS) free coatings in new cookware product line introductions (pots and pans) beginning in 2024
- Transition production of heated products to PFAS-free food contact coatings in 2025

People Positive

We foster a culture where all associates can achieve their personal and professional aspirations. We pledge to operate ethically, respect human rights throughout our value chain and drive positive impact in the communities we serve.

Goals

Associate engagement

- Conduct regular pulse surveys to assess associate engagement in 2024

Diversity, equity and inclusion (DEI)

- Continue to drive pay equity and opportunity for associates, regardless of gender, race, ethnicity or other characteristics



Philanthropy and community partnerships

- Launch a signature philanthropy program in 2024

2023 highlights

Product Positive

4.6 stars



Our global average product rating was 4.6 out of 5 stars.

4.4 stars

Consumers rated their satisfaction with SharkNinja Customer Service 4.4 out of 5 stars on average.

3.3M

Since 2019, of the more than 3.8 million units returned, we have refurbished 3.3 million, giving more than 85% of our returned products a second life.

96%

96% of our packaging by weight was fiber-based and fully recyclable.



Planet Positive

Expansion

We expanded our GHG inventory beyond our operations to include our value chain.



Reduction

We set our Scope 1 and 2 GHG reduction goal in alignment with the Paris Agreement.

6 products

We conducted product carbon footprints for six products in our top categories.



Hack week

Our first sustainability hack week was held to catalyze solutions for climate change, packaging and circularity challenges.

People Positive

Learning

We expanded leadership learning and development offerings including Breakthrough Intensive Thinking, High Potential Leaders, Leadership Essentials and Built-to-Lead Workshops.

Recruiting

We continued to expand recruiting efforts to reach underrepresented groups to grow our available talent pool.



Audits

We expanded human rights audit requirements to include third party audits and joined Sedex, the global digital platform for sharing supplier audit results.



15%

We achieved a year-on-year reduction in employee turnover from 16.1% in 2022 to 15% in 2023.

\$2.5M

Since 2020, we have donated almost \$2.5 million to charity.

ESG Governance and Materiality

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ESG governance

Effective ESG governance helps us to maintain strong oversight and management of our sustainability ambitions, goals and programs. It keeps us accountable to our commitments, including transparently reporting on our progress. Good governance also allows us to be nimble in our approach to navigate the risks and opportunities sustainability issues will undoubtedly present in the future.

Our corporate responsibility and ESG governance is overseen by the Nominating and Corporate Governance Committee of SharkNinja's Board of Directors. The Committee monitors the company's corporate responsibility initiatives and ESG matters periodically, including our strategy and reporting.

Our Executive ESG Steering Committee, comprising the Chief Legal Officer, Chief Operating Officer, Vice-President of Global Compliance and Vice-President of ESG, is responsible for developing our ESG strategy that is reviewed and approved by the Executive Leadership Team (ELT) before going to the Board. The Committee, which meets weekly, is also responsible for overseeing the implementation of the strategy, with the VP ESG leading strategy implementation and reporting efforts in coordination with cross-functional teams across the business.

Since SharkNinja became an independent public company in July 2023, we have primarily focused on completing our materiality assessment, consolidating baseline data and launching our Positive Impact Plan and goals. In 2024, we will concentrate on building and executing strategic action plans to accomplish those goals. We intend to report on our ESG goals and progress annually.



Materiality

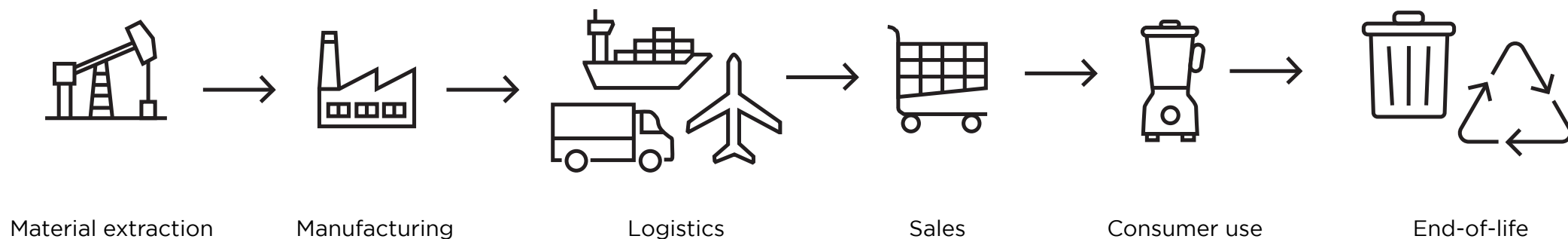
In Fall 2023, we undertook our first materiality assessment, aligned with the Global Reporting Initiative (GRI) Standards, to confirm the most material ESG topics linked to our business across our full value chain.

To identify the topics most relevant to our key stakeholders, we conducted benchmarking against peer businesses, including key competitors, retail partners, non-governmental organizations (NGOs), industry associations and membership bodies. We also interviewed SharkNinja senior leadership at corporate, functional and regional levels for their input and reviewed major industry association legislative topics and media coverage. Finally, we cross-referenced our findings against the main expectations set out in key investor frameworks such as the Task Force for Climate Related Financial Disclosures (TCFD) and Sustainable Accounting Standards Board (SASB).

The assessment, reviewed and affirmed by our ELT and Board, highlighted 14 priority material topics for the business, which were then incorporated into our three-pillar Positive Impact Plan framework: [Product Positive](#), [Planet Positive](#) and [People Positive](#).

Our Executive ESG Steering Committee will review our material topics periodically to ensure we are prioritizing them based on impact and relevance to our key stakeholders.

Our value chain



Material topics

Environmental

- Climate change
- Circular economy
- Manufacturing efficiency
- Packaging
- Chemicals safety

Social

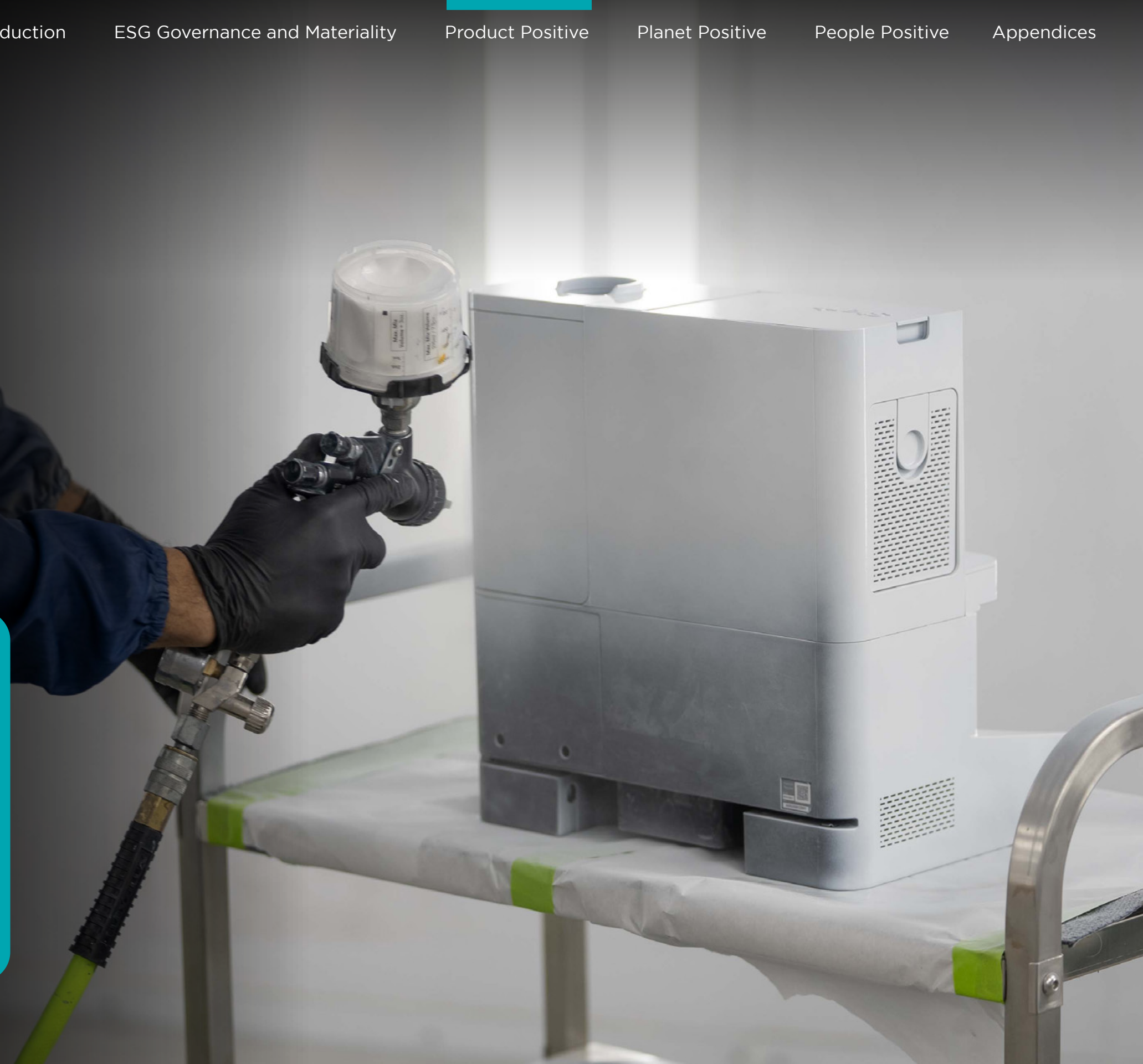
- Product value, quality and safety
- Consumer experience
- Associate engagement
- Employee health and safety
- Diversity, equity and inclusion
- Human rights and ethical sourcing
- Philanthropy and community partnerships

Governance

- Ethics and business integrity
- Data privacy and security

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Product Positive

We deliver innovative 5-star products that improve people's lives, every day. We are committed to ensuring the safety and sustainability of our products and are integrating circular design principles into products across our portfolio and using sustainable packaging materials.

Our approach

5-star rated products are what we are known for and what drive us. We are deeply passionate about delivering performance that goes above and beyond in the pursuit of extreme consumer delight. Our Shark and Ninja products are differentiated through industry-leading performance on key attributes that our consumers desire and value. Our global product development team collaborates around the world and around the clock to deliver new technologies and product innovations.

As our business grows, so does our environmental impact. The greatest opportunity to reduce our environmental footprint lies in making our products more sustainable.

We are focused on finding ways to embed circular economy principles into product design by:

- being efficient in materials use;
- designing for durability and efficiency;
- ensuring products are easy to maintain;
- supporting refurbishment for returned products; and
- designing products and packaging for recycling.

We strive to design trusted, safe and sustainable products that make a meaningful and measurable difference to the environment, society and our consumers' lives.

Goals

Circular economy

- Incorporate modular and repairability design requirements into new product development processes in 2024
- Implement modular and repairability design requirements in five product categories in 2025
- Expand the returns refurbishment program to Canada, Germany, Netherlands, Belgium and Luxembourg in 2024 and to Nordic and Central Eastern European countries in 2025

Packaging

- Remove EPS from Shark products in 2024
- Remove EPS from 25% of Ninja units in 2025



Product value, quality and safety

Delivering 5-star products

We are driven by our relentless pursuit of perfection to deliver innovative products at compelling value to delight our consumers. We deploy a wide variety of tools to understand what consumers need today and will desire tomorrow. We constantly analyze consumers' interactions with small home appliances and leverage consumer reviews across multiple platforms, which we refer to as our "always-on" approach. In addition, through our development of local insights, we are able to design and develop products that are tailored for specific regions and then leverage applicable insights across our global offering.

We test our products across various environments, from our laboratories and simulated home facilities to restaurants, beauty salons and homes. This enables us to collect valuable input from category experts, professional users and everyday consumers. In 2023, we interacted with more than 250,000 consumers during our product development processes.

Our global, cross-functional product design and engineering team, comprising over 700 associates, applies these always-on consumer insights to create new technologies and innovations that differentiate our products. This dynamic, in-house team located across the US, Canada, UK and China, collaborates seamlessly around the clock to integrate unique local market insights into the design and functionality of our products across Shark and Ninja solutions. The breadth of our engineering team's expertise allows us to develop innovative products, while continuous global collaboration produces a rapid and iterative development cycle. Our commitment to deeply understand and address consumer needs allows us to deliver extraordinary results. In 2023, our global average product rating was 4.6 out of 5 stars.

4.6 stars

In 2023, our global average product rating was 4.6 out of 5 stars.

For every product we bring to market, we strive to deliver:



"I'm not exaggerating, it was **absolutely perfect.**"



"**Game changer** for us. Everything in one!"

Designed for All Hairkind™

In 2021, we entered the haircare sector with the intention of creating hair tools that would make it easier for people of all skill levels to style all hair types. Consumer research revealed several key insights: different hair types require different styling tools; current accessories on the market were often complicated to understand; and many consumers were not using their hair dryers on the best settings for their chosen accessory. For example, when styling curly hair with a diffuser, a low heat and flow gently dries the hair and eliminates frizz, enabling the best results. From this insight, IQ was born: a technology that identifies the accessory attached and sets the heat/flow according to its optimal settings. We paired

this technology with a suite of styling accessories designed for a user-friendly experience that reduced the learning curve.

To ensure our products worked for all hair types, our team spent more than 50 days testing products in professional beauty salons, including several that cater to Latina and Black clientele. They then took over 100 days validating the product in house, hosting testing days by hair type for specific accessories. The result is the Shark FlexStyle®: a powerful, fast, no-heat-damage hair dryer and ultra-versatile multi-styler. Designed For All Hairkind, the FlexStyle comes in three bundles: straight and wavy, curly and coily, or all-in.



High value offerings

Our consumers are discerning. They meticulously research reviews and ratings before making a purchase decision. With them in mind, we have built efficient global product design and supply chain organizations designed to deliver high value, often at a considerably lower price than our competitors.



Ninja CREAMi™

“When I was a kid, I grew up making ice cream with my grandparents. That brought a lot of happiness to my life - and a lot of other people’s lives!

Coming to SharkNinja and starting work on the Ninja CREAMi, we had an amazing team of people, a few of whom had different dietary restrictions - lactose-

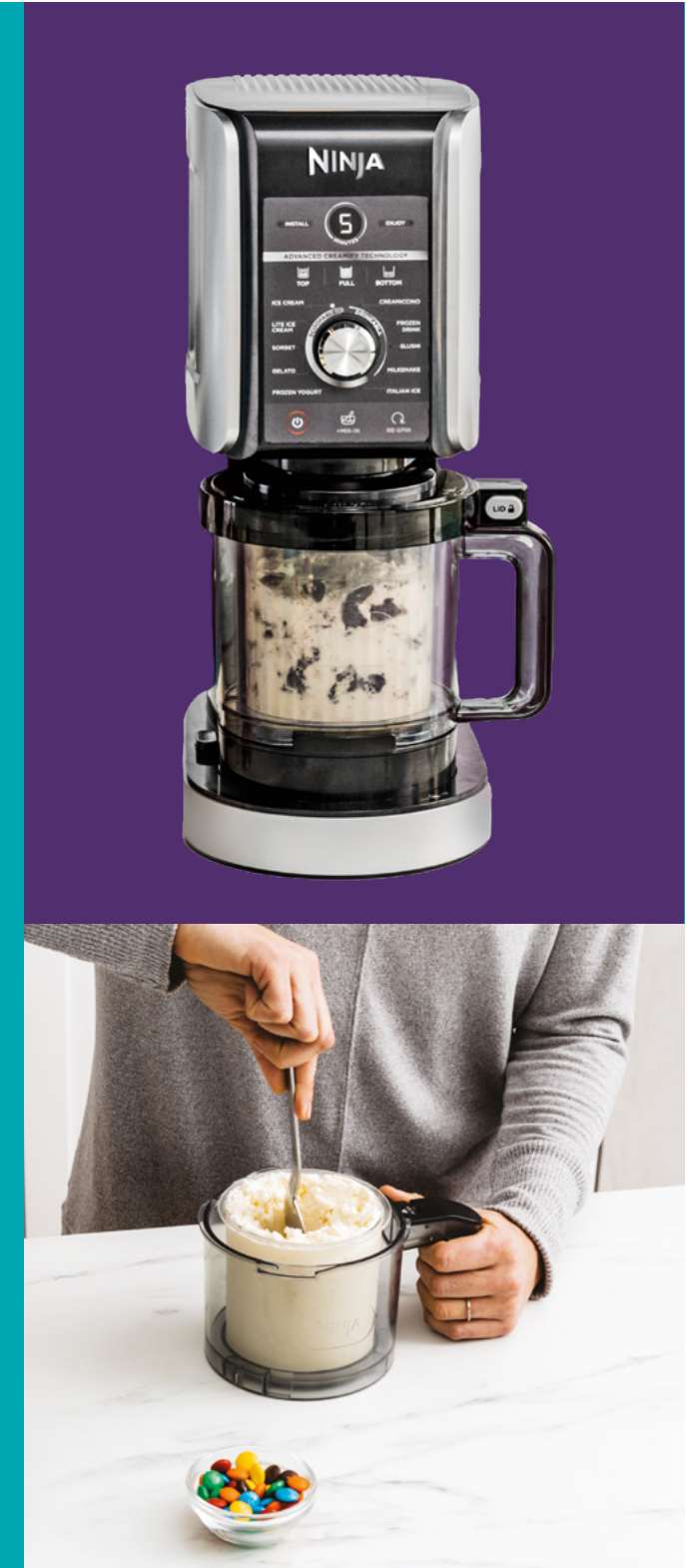
intolerant, vegans - and yet there was one thing in common: everybody wanted to eat ice cream! So turning anything into ice cream became the big dream...

The CREAMi technology is different because it uses two motors to micropurée and creamify a frozen block of pretty much any liquid you choose. The paddle travels at various rates and speeds

up and down through the processing pint. When you can control both of those, you can really fine tune the amount of layers you’re processing and get the perfect range of textures: gelatos, sorbets, smoothie bowls, protein shakes and so on. We’re going to keep improving our products with the feedback we get, for everybody to enjoy.”

“We’re going to keep improving our products with the feedback we get, for everybody to enjoy.”

Jared Proulx,
Principal Design
Engineer



Product quality and safety

Our approach to problem solving and designing products is centered around delivering market-leading performance founded on value and quality. It is also essential to ensure that any new product we put on the market is safe and strictly complies with all applicable consumer product safety legislation where it is sold, as well as our own exacting quality standards. We employ a range of product quality and safety control measures before launch.

During product development, product risk assessments are performed to ensure appropriate hazard mitigations, taking the following into account:

- product construction;
- ergonomics and other human factors;
- normal use conditions;
- reasonably foreseeable misuse conditions;
- hazard communication to users; and
- ongoing reliability considerations.

Products are also evaluated and certified to applicable nationally

and internationally accredited standards and legislation across many areas, including:

- electrical, mechanical and fire safety;
- electromagnetic compatibility (EMC), WiFi and Bluetooth®;
- restricted and regulated chemical substances for product and packaging;
- food contact safety;
- adverse environmental impact;
- casualty hazards for users;
- energy efficiency and eco-design; and
- performance claims validation.

We do this through rigorous internal evaluation and testing in our five facilities around the world, followed by external, expert third-party evaluation and testing, using global certified labs for independent validation, where applicable. Tests take place from the conception stage of a product right through to initial production, with ongoing regular inspections and subsequent reviews if a design has any significant changes. We then apply appropriate local labelling and operating instructions to our products.



To stay abreast of best practices and changing regulatory requirements, our Safety & Compliance associates represent the business through trade associations. These are responsible for creating and maintaining safety standards nationally and internationally, ensuring that they are current and relevant for today's technology and innovation. SharkNinja experts participate in and/or lead over 20 standards panels and committees and sit on dozens of technical working groups.

During manufacture, our Quality Control teams in the US, UK and China are responsible for testing and controlling the quality of the products we sell. Our quality management system is modelled after ISO 9001, and we require all our OEMs to be ISO 9001 certified. We regularly work with our OEMs and key suppliers to ensure that they are meeting our standards, including regular inspections and testing before products leave the manufacturing facility.

Maintaining engineering excellence

"I chair our Engineering Excellence & Engineering Process Team, which supports and accelerates the global excellence and quality of engineering and design at SharkNinja. Our team provides methodologies, best practices, standardization and professional development opportunities and training. Our goal is to drive excellence into the way we design our products, making them world-class.

For example, motors are a critical component of any home

appliance and their evolution is a key driver of product innovation. The engineering motor team, in partnership with our global advanced design team and OEMs, develops new motor technologies that reduce motor size and upgrade performance (like noise, speed, power and efficacy), while striving to reduce costs.

Our design excellence team provides first-rate methodologies and trainings to our teams, building their technology know-how to continually improve

the quality of our designs. And our engineering product lifecycle management system provides an incredible platform to support continued creativity in design as products evolve from generation to generation.

I'm proud of our talented associates and personally am always challenged and excited by the breakthrough ideas they come up with."

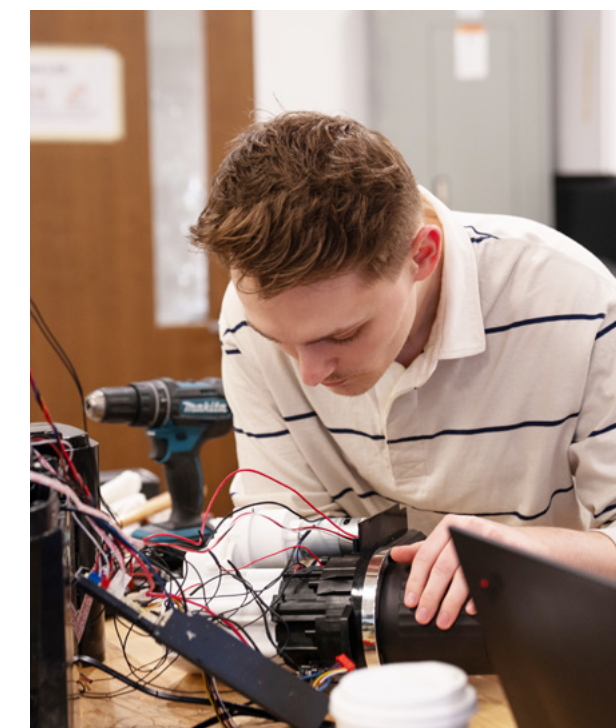
"I'm proud of our talented associates and personally am always challenged and excited by the breakthrough ideas they come up with."

Alex Chen, Director of Engineering, SharkNinja



0

There were no product recalls in 2023.



Consumer experience

We're in pursuit of extreme consumer delight and unwavering trust. We strive to ensure our consumers have a seamless 5-star experience across the entirety of their journey with our products, starting from the very first use out of the box.

Our first priority is to make it as simple as possible for consumers to set up and start using their new SharkNinja products. That means making sure all local operating instructions are clear and accessible, whether in-box or online.

If an issue does arise, consumers may find answers to their questions through our online support center. Alternatively, our global customer service team is available to support their requests. We are proud that we achieved an average 4.4 out of 5-star rating for customer service in 2023.

We track how many issues we receive per thousand products sold, how we resolve issues and resolution time. We also assess other qualitative and quantitative data about how we are performing and where we can improve. Finally, we consolidate insights from consumer conversations and social media and provide them back to our design teams to help us improve our products.

Spare parts service

Requests about part replacements are some of the most common inquiries our customer service team receives. In early 2023, we improved the ability for consumers to replace single parts by making our vacuum cleaner hose nozzles modular. This reduced both the incidences of consumers having to replace the whole appliance when a nozzle broke and the number of contacts to our customer service team.

4.4 stars

Consumers rated their satisfaction with SharkNinja Customer Service a 4.4 out of 5 stars on average in 2023.



Bluetooth connection for SharkClean app

Our connected Shark Robot vacuums are controlled through the SharkClean app, allowing consumers to set and modify cleaning schedules directly from their personal devices. In 2023

we implemented Bluetooth connection, resulting in a more seamless experience for consumers when they initially pair the robot to their device. We made this same upgrade to our connected grills.



Circular economy

It is increasingly evident that traditional linear production, consumption and disposal models are no longer sustainable. Overuse of natural resources and rising e-waste from electronic goods are major global issues. In response, consumers, retailers and legislators are seeking solutions.

To play our part, we are moving our business towards a more circular approach: reimagining the product life cycle to extend resource efficiency and product longevity and designing products for refurbishment and recycling.

Minimizing and optimizing materials use

Our circular economy initiatives for products and packaging begin at the design stage, using circular design principles to minimize material use. Our product design teams look to simplify and evolve designs to leverage lightweight components, require fewer parts and reduce manufacturing steps, which in turn helps to reduce costs and assembly times.

They also focus on optimizing existing components – for example, extracting as much energy as possible from a single lithium-ion cell to drive a product motor without the need to add additional cells. In 2019, we began using pouch cell batteries in certain cordless vacuums which give higher energy outputs without additional weight.

Multifunctional products combine multiple appliances into one, using a singular motorized base with different attachments. These solutions are materials-efficient, convenient and cost-effective for the consumer. For example, our Ninja Kitchen System™ pairs a single base with different attachments to serve as a blender, mixer and food-processor, alleviating the need to store multiple appliances. Similarly, our Shark FlexStyle 5-in-1 hair styler and dryer can attach multiple accessories to a single wand.

Other products are designed to help consumers reduce waste. Using our new Ninja Thirsti™ Drink System instead of single-serve bottled beverages reduces waste from single-use bottles and cans and both our Shark steam mops and 2-in-1 robot vacuums come with washable and reusable mop pads. Additionally, our carpet cleaning formulas are sold as concentrates, reducing the amount of materials we need to ship.



Using recycled content

Use of recycled content not only reduces use of virgin materials, but can also reduce the carbon footprint of products, as recycled materials typically have less embedded carbon than their virgin counterparts. Many of our OEMs leverage post-industrial recycled content produced during manufacture of our products as regrind in non-critical components.

In 2023, we evaluated the use of post-consumer recycled (PCR) materials in our products as an important step in our circular economy thinking. We ran tests on three products - the Ninja Speedi® Rapid Cooker and Air Fryer, the Shark Navigator® Lift-Away® Vacuum and the Shark EZ Robot Vacuum with Self-Empty Base - testing different sources and percentages of PCR content. We will continue to assess the potential for PCR materials in 2024.



Ninja Thirsti™

Launched in July 2023, the Ninja Thirsti Drink System is our first entry into the beverage category: an in-home system offering consumers the chance to easily customize drinks by function, flavor, carbonation and size, dispensing them into any glass or bottle. With increasing consumer attention on waste and recycling, by using the Ninja Thirsti instead of disposable plastic bottles and cans, each household could save up to 1,000 single-use bottles and cans over the course of one year (based on a use of 21 cans/bottles per week versus 1.25 pods per week). Consumers can reuse their carbon dioxide (CO²) canisters through our replenishment program, sending us their empty CO² containers to be refilled.



Durability

We design our products to ensure they meet our quality standards for performance and durability and test them extensively. For example, a corded vacuum is tested for 500 hours (double its typically expected domestic use of around one hour per week over five years). Similarly, pot and pan coatings are scrubbed thousands of times.



Extended Life™, NeverDull™ and NeverChange™

Extended Life™, NeverDull™ and NeverChange™ products exemplify our approach to creating products that endure.

The range of Ninja Extended Life Premium Ceramic cookware, launched in August 2023, feature a unique CeramicLock™ coating to maintain their non-stick properties for at least five years versus the typical one year performance of a traditional ceramic pan.

NeverDull Knives stay razor-sharp for over ten years due to forged German stainless steel blades and built-in sharpener, which consumers can use to sharpen knives every time they are withdrawn, extending their effective lives.

The Shark NeverChange MAX Air Purifier, launched in 2023, allows up to five years of use out of a single HEPA filter, saving consumers over \$300 in filter replacements (versus the cost of replacing filters on a competitor unit over a five-year period in a 300 square foot space).



Repairability

We design our products for easy maintenance. Vacuums are designed so that consumers can access and remove clogs and clean filters. Similarly, our coffee machine frothing wands can be easily cleaned. Proper maintenance helps consumers extend the life of their products.

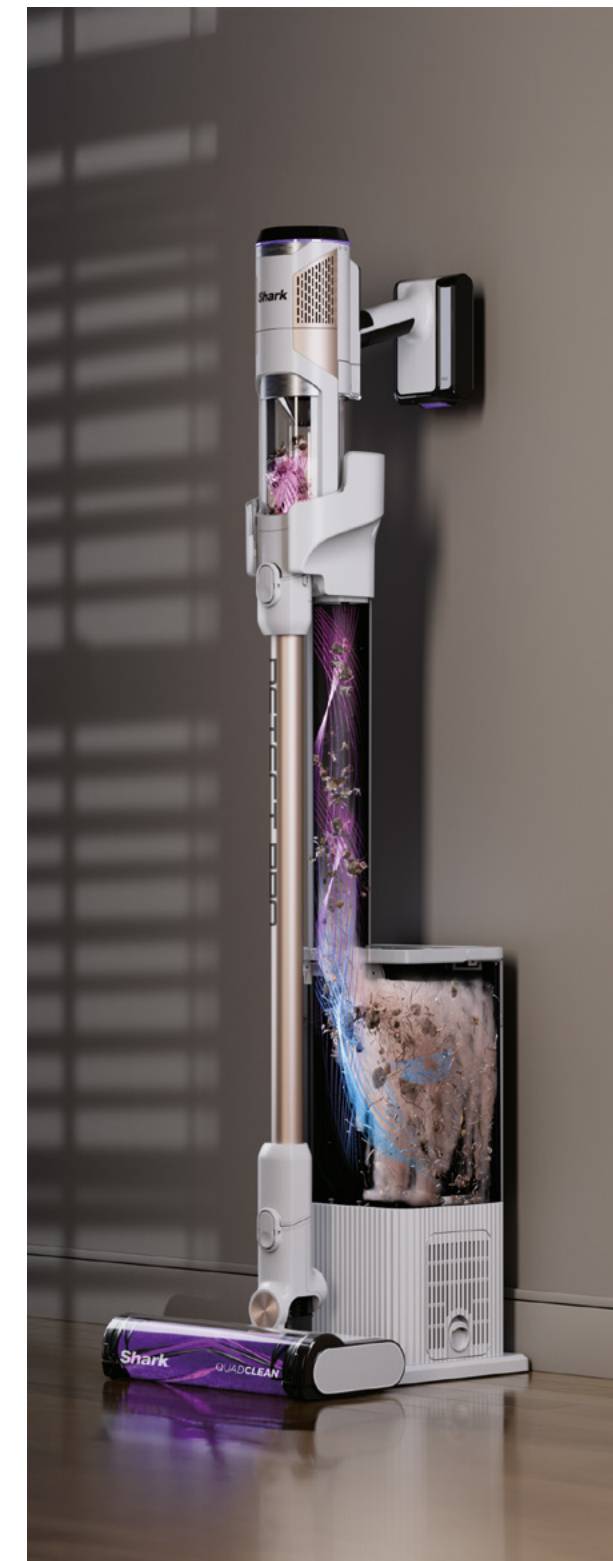
However, we understand that we can and should be doing more to facilitate easy repair and the eventual recycling of our products when they reach their end of their useful lives. In alignment with the criteria of the French Repairability Index, we are reviewing our vacuum designs to make them more easily repairable. For products already in market, we

are working to ease repairability by improving availability of spare parts and access to repair instruction manuals. For example, we started stocking the charging sleeve for our Shark Cordless Detect Pro™ Auto-Empty System in our warehouses and improved our commitment to spare parts delivery times. This allowed our rating on the index to increase from 6.4/10 to 8.2/10. For next-generation designs, we are working to make it easier to replace critical components through use of common tools and reusable fasteners and leveraging more standardized parts. In 2024, we plan to embed repairability design considerations into our new product development process and improve product repairability of five additional product categories beyond vacuums.

GOALS

Incorporate modular and repairability design requirements into new product development processes in 2024.

Implement modular and repairability design requirements in five product categories in 2025.



Product refurbishment

In the US we refurbish customer product returns from direct-to-consumer sales and select retail partners and renovate or remanufacture them so that they can be sold again as certified refurbished. In 2023 we fully rolled out the program in the UK, expanded it into France and ran a pilot for direct-to-consumer returns in Canada.

Since 2019, of the more than 3.8 million units returned, we have refurbished 3.3 million, giving more than 85% of our returned products a second life. Products that cannot be refurbished are harvested for spare parts or broken into separate components – metals, motors, copper and some plastics – for recycling. Product packaging is also recycled.

We will expand the program to Canada, Germany, Netherlands, Belgium and Luxembourg in 2024 and to Nordic and Central Eastern European countries in 2025.

GOAL

Expand the returns refurbishment program to Canada, Germany, Netherlands, Belgium and Luxembourg in 2024 and to Nordic and Central Eastern European countries in 2025.



3.3M

Since 2019, of the more than 3.8 million units returned, we have refurbished 3.3 million, giving more than 85% of our returned products a second life.

Packaging

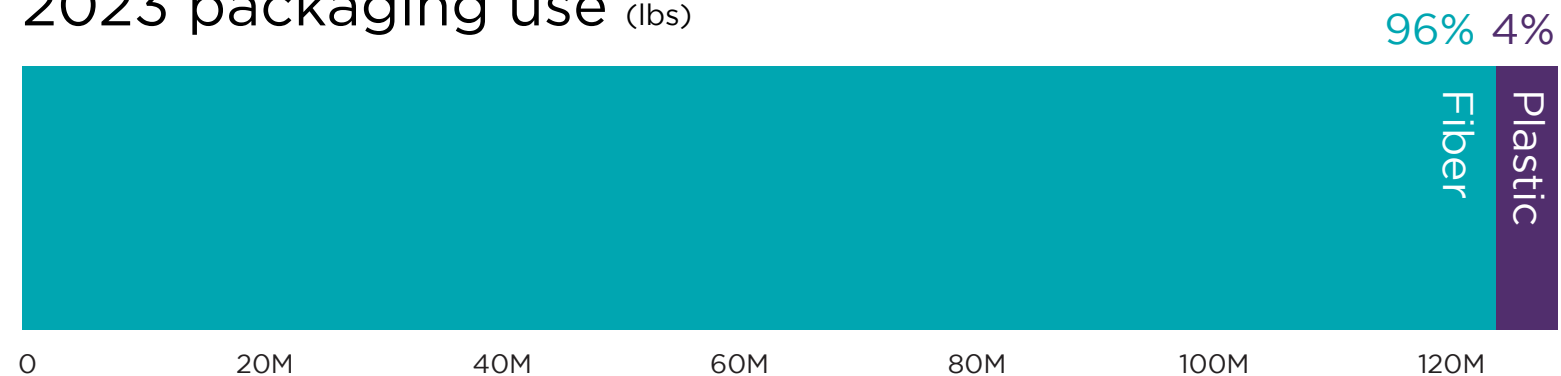
Packaging plays an important role in communicating information about product functionality and value to the consumer and protects the product on its journey from our OEMs to a consumer’s home. Too much packaging, or packaging which can’t be recycled or composted, creates waste, and we know this can be frustrating for retail partners and consumers. Regulations limiting packaging materials are also expanding around the world.

We are committed to moving our business towards using more sustainable packaging solutions, including reducing materials per product and replacing non-recyclable packaging with recyclable alternatives where possible.

Reducing plastic packaging

For over ten years, we have worked to reduce the amount of material used to package each product and to replace plastic components with fiber-based materials. In 2023, 96% of our packaging by weight was fiber-based and fully recyclable and 4% was plastic. Of our fiber-based packaging, 79% was made from recycled content, which equates to just over 75% of our total packaging.

2023 packaging use (lbs)

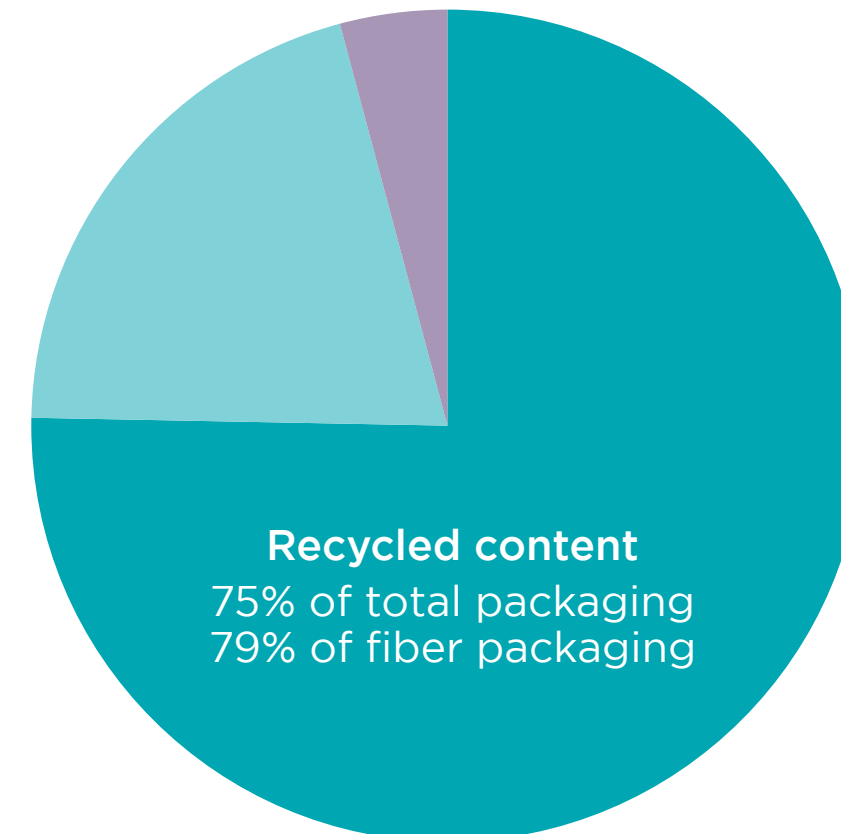


96%

96% of our packaging by weight was fiber-based and fully recyclable.

Material types

- Fiber recycled content
97,489,443 lbs
- Fiber virgin material
26,584,085 lbs
- Plastic recycled content
0 lbs
- Plastic virgin material
5,390,013 lbs



Recycled content
75% of total packaging
79% of fiber packaging

75%

Of our fiber-based packaging, 79% was made from recycled content, which equates to just over 75% of our total packaging.

Since 2022, SharkNinja Europe has used plastic-free packaging for its UK and EU mainline products. This includes replacing EPS with paper pulp trays and cardboard inserts. Other changes in Europe include replacement of low density polyethylene (LDPE) bags with paper alternatives and replacing plastic tape with a recyclable paper version.

Moving forward we plan to:

- remove EPS from Shark products in 2024; and
- remove EPS from 25% of Ninja units in 2025.

Sustainable packaging principles

In 2023 we aligned on four sustainable packaging design principles:

Fit for purpose

Protect product from factory to consumer.
Appeal to our consumers.



Responsibly sourced

Utilize fiber from responsibly managed forests or recycled content sources



Right sized

Remove unnecessary packaging.
Avoid empty spaces.
Optimize palletization.



Recyclable

Design for recyclability - no EPS or plastic packaging.

Leverage water or plant based inks, or boards with less coating.

Include recycling logos on pack to help our customers make the right decisions.



GOALS

Remove EPS from Shark products in 2024.

Remove EPS from 25% of Ninja units in 2025.

Planet Positive

- 27 Our approach
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Planet Positive

We pledge to use our expertise to design energy-efficient products, decarbonize our operations and reduce our environmental footprint across our value chain.

Our approach

We strive to leverage our deep product development, engineering and operations expertise to design, manufacture and transport our products in ways that reduce our environmental impacts. Working together with our suppliers and OEM partners, we push to accelerate manufacturing and distribution efficiencies. Our product safety team also works to ensure the use of chemicals in our products complies with all relevant regulations wherever our products are sold.

Goals

Climate

- Reduce Scope 1 and 2 emissions by 42% in 2025
- Achieve 100% renewable electricity (Scope 2) in 2025
- Set a Scope 3 emissions goal in 2024
- Conduct a climate risk assessment in 2024

Chemicals safety

- Utilize PFAS-free coatings in new cookware product line introductions (pots and pans) beginning in 2024
- Transition production of heated products to PFAS-free food contact coatings in 2025



Climate change

We recognize that climate change is the biggest environmental challenge facing our planet and we take our corporate responsibility seriously, working to reduce the carbon intensity of our operations and products. In 2023, we expanded our company-wide greenhouse gas inventory beyond our own operations (Scope 1 and 2) to analyze our value chain (Scope 3) emissions, so we could better understand the full impact of our business on climate change. We also began to assess the carbon footprint of products in our largest product categories to identify carbon hotspots. These learnings will help us in setting a Scope 3 target in 2024.

Climate change impacts also create business risks including regulatory or business continuity risks like increases in unpredictable weather events in key operating geographies. We plan to conduct a climate risk assessment and report against the Task Force for Climate-Related Financial Disclosures (TCFD) in 2024.

Our carbon footprint

Like most consumer goods businesses, our Scope 3 emissions account for the vast majority of our GHG impact. In 2023, our Scope 1 and 2 emissions accounted for less than 1% of our footprint compared to 99% in our value chain.

GOALS

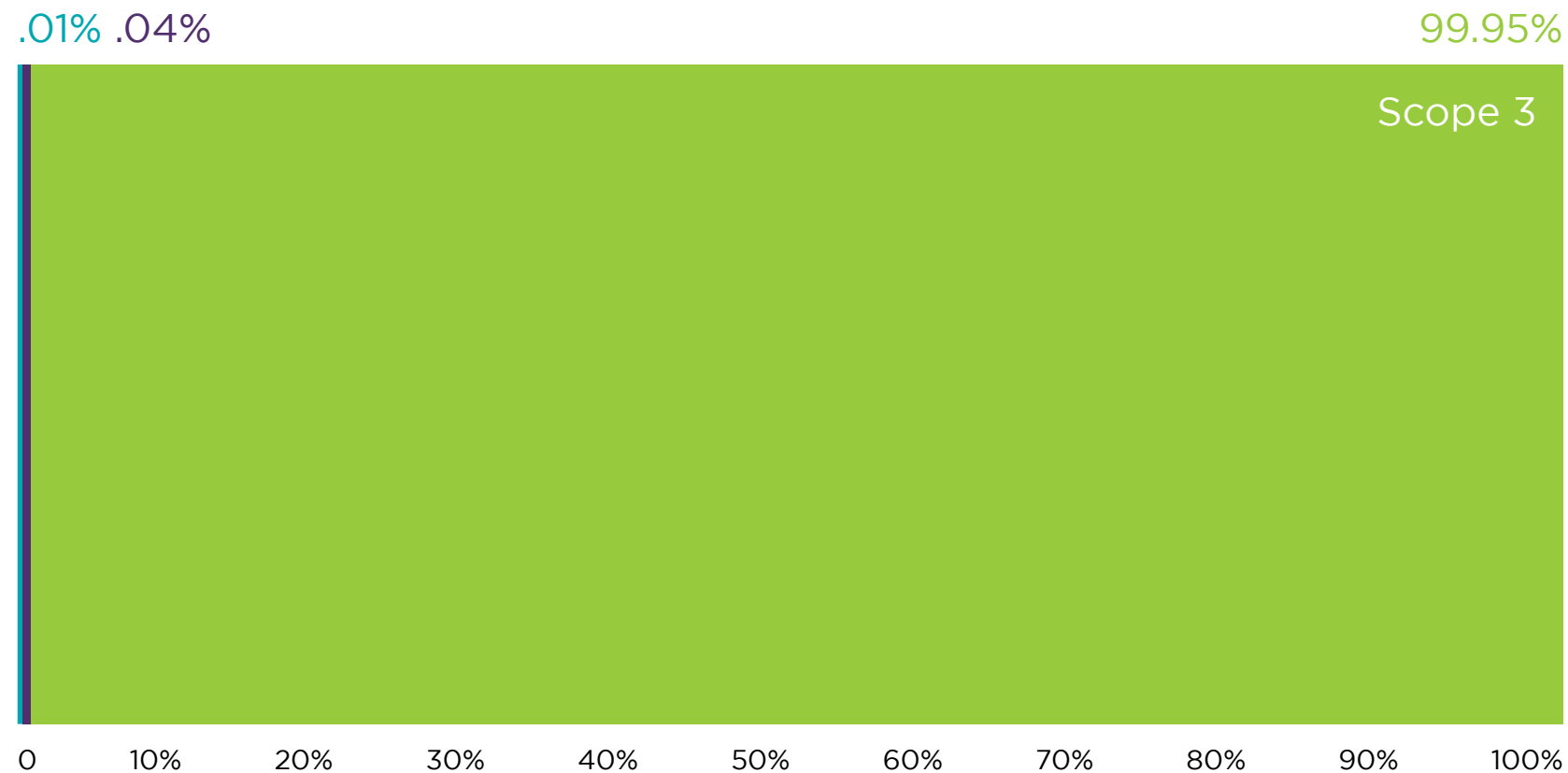
Reduce Scope 1 and 2 emissions by 42% in 2025.

Set a Scope 3 emissions goal in 2024.

Conduct a climate risk assessment in 2024.

GHG emissions by scope

- Scope 1: direct emissions
760 MT CO₂
- Scope 2: purchased electricity¹
2,587 MT CO₂
- Scope 3: across value chain
7,135,690 MT CO₂



¹ Electricity emissions were calculated using the market-based method. Using the location-based method, resulting emissions are 2,483 MT CO₂e

Despite this differential, we are still working to reduce emissions from the operation of our facilities. Our US headquarters, built in 2017, is Leadership in Energy and Environmental Design (LEED) silver certified by the US Green Building Council (USGBC) and deploys many energy efficiency features. When renewing our electricity contract for our London office in 2023, we entered into a three-year agreement to procure Renewable Energy Guarantees of Origin (REGO)-backed renewable electricity. We plan to expand our procurement of renewable energy with a goal of 100% renewable electricity covering our Scope 2 emissions in 2025.

GOAL

Achieve 100% renewable electricity (Scope 2) in 2025.



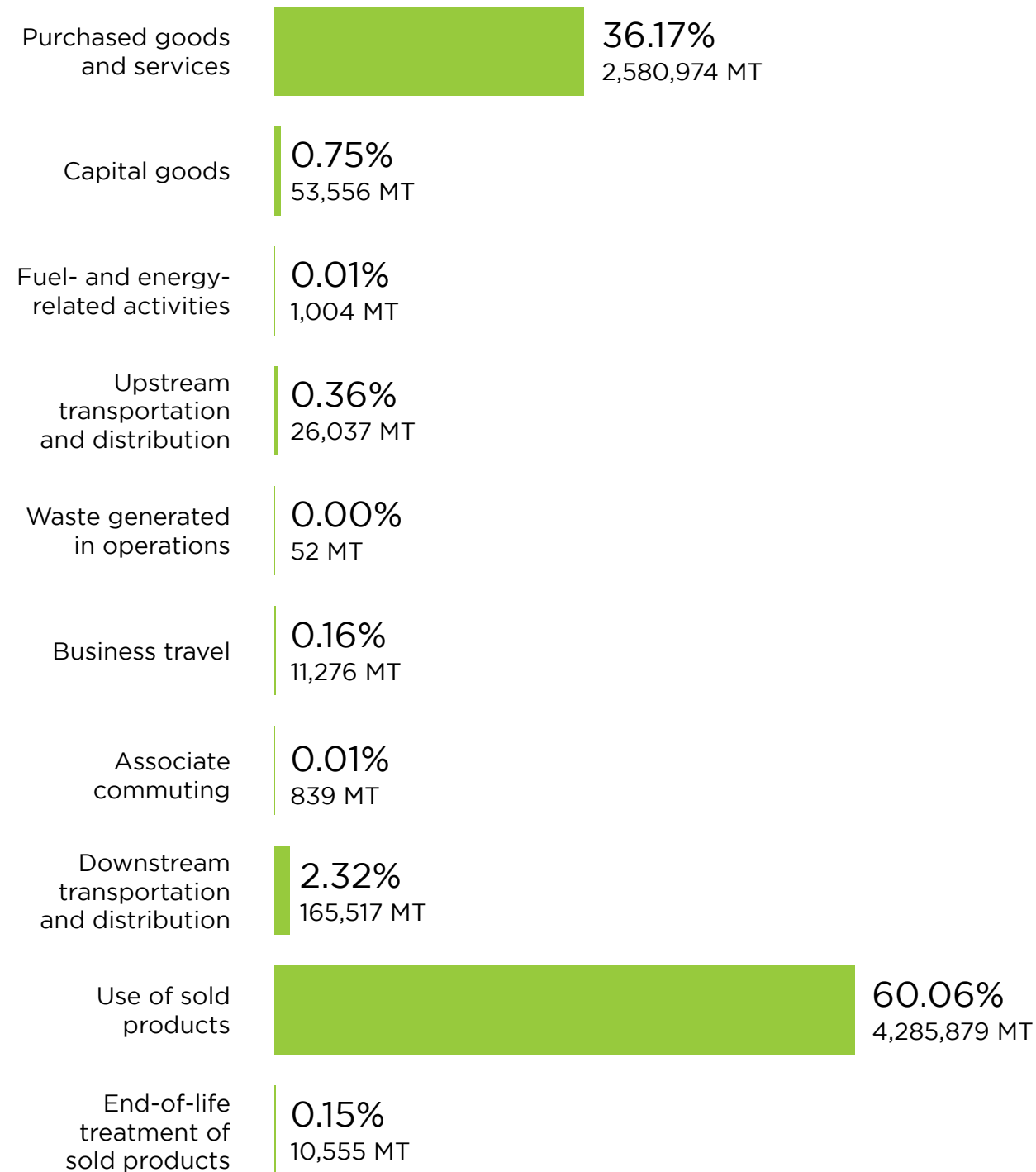
USGBC LEED silver headquarters

In 2017 SharkNinja opened a new 178,000 square foot headquarters in Needham, MA, to consolidate multiple locations at one site. The LEED silver space features an open, modern design to facilitate interaction, collaboration and creativity among teams. Amenities include a full service cafeteria, a fitness center and kitchenettes, along with innovation labs and mock-up home and retail environments for product testing. The building makes the most of natural daylight with a number of inner courtyards that provide a connection to nature and access to outside space. These features, plus

a best-in-class efficiency Heating, Ventilation and Air Conditioning (HVAC) system and solar reflective tinting in the building's glass, help control indoor temperatures and reduce energy demand. Office areas have occupancy sensors to automatically adjust the lighting when areas are not in use. In addition to adjacent parking, a shuttle service provides regular transport to the subway system a short 1.8 miles away.

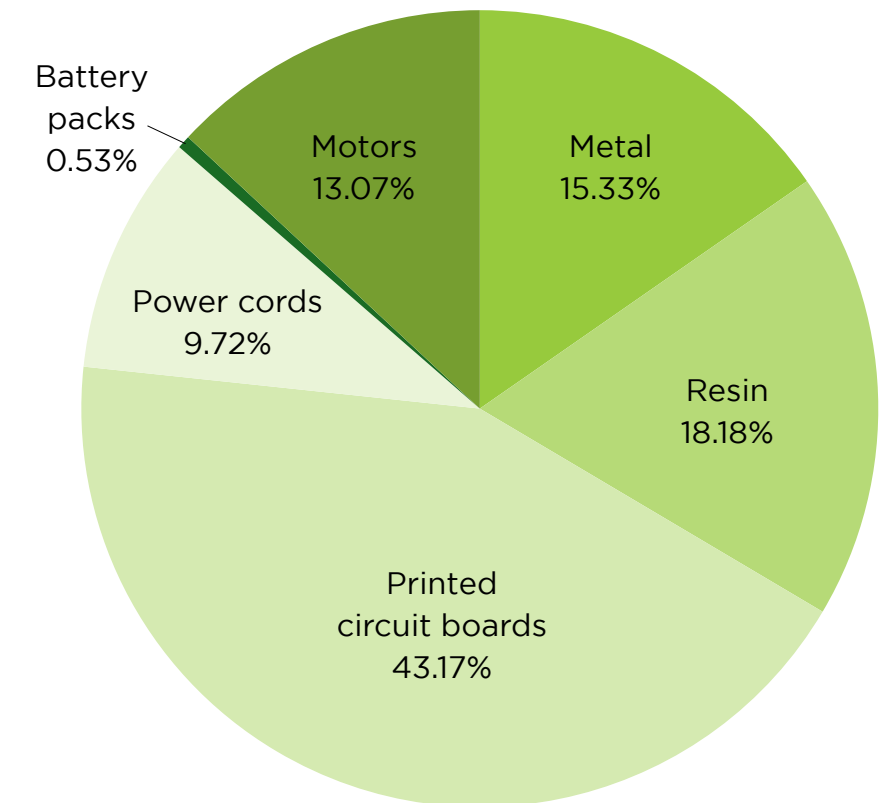
Our Scope 3 inventory revealed that the majority of our impact lies in two categories: consumer use of our products over their lifetimes at 60%, followed by the sourcing of the raw and processed materials used in our products at 36%. Within the materials category, printed circuit boards contributed around one third of the GHG emissions. However, carbon embedded in resin, metals, motors and power cords were also significant contributors. We are using this information to inform a reductions roadmap and goal setting process for Scope 3 emissions in 2024.

Scope 3 emissions: across value chain



Scope 3 emissions: component parts

- Metal: 337,904 MT
- Resin: 400,755 MT
- Printed circuit boards: 951,393 MT
- Power cords: 214,159 MT
- Battery packs: 11,696 MT
- Motors: 288,121 MT



Improving the energy efficiency of our products

Many of our products require electricity to provide the exceptional results in cleaning, cooking or styling that our consumers have come to expect. We seek to take advantage of innovations in materials, industrial design and motor and battery technologies to improve the energy efficiency of our products over time and reduce materials use.

In certain products we incorporate energy efficiency features, such as eco and sleep modes, to optimize product performance and ensure compliance with relevant market regulations. Examples of energy efficiency include:

- our Shark Detect Pro™ Vacuum Cleaner has three different settings to allow users to optimize suction and power for maximum cleaning and employs three different color settings to denote soil and dirt levels. The eco setting saves battery power while the boost setting maximizes the suction. The brush responds to surface changes and will automatically adjust to optimize the clean; and
- our Shark Air Purifier 6 auto-adjusts its power needs depending on the cleanliness of the air: it goes into a sleep mode to reduce energy use when the air has been fully cleaned and until it senses more debris.



Shark Detect Pro™

“Our new Shark Detect Pro line is packed with technologies that optimize both cleaning power and energy use during every cleaning session. To achieve this, we took advantage of innovations in materials, motors and batteries that together allow the vacuum to automatically adjust brushroll speed, suction and performance based on the cleaning job.

The biggest challenge in designing the Detect Pro was refining the dirt detect settings. Consumer perception played a big role in product design - some testers felt the suction was too strong or too weak for their cleaning sessions. We continually refined our automated algorithm to ensure testers felt confident that the unit was providing the right level of performance

for the job. We accomplished this through countless consumer studies, reviews and software iterations to achieve the optimum balance.

With this innovation, consumers don't have to select the floor setting. They don't have to select the suction power. They can just push power and their cleaning experience is automatically optimized.”

“Our new Shark Detect Pro line is packed with technologies that optimize both cleaning power and energy use during every cleaning session.”

Steve Gacin
Senior Director of
Engineering, New
Product Development





Improved vacuum portfolio efficiency

Between 2013 and 2023, we achieved an estimated 32% reduction in electrical power input across our top selling vacuum SKUs in our corded and cordless categories (equivalent to 40% of all vacuum unit sales in each year). Average unit weight also fell by 7%. The biggest drivers of vacuum energy efficiency over the last 10 years include:

- improved floor nozzle and brushroll technologies that collect and capture more dirt and debris across different floor types;
- increased air path efficiency for more suction and air flow with less input power;
- more efficient motors that require less input energy for a given output; and
- optimized mechanical design and manufacturing to reduce material and weight.

32%

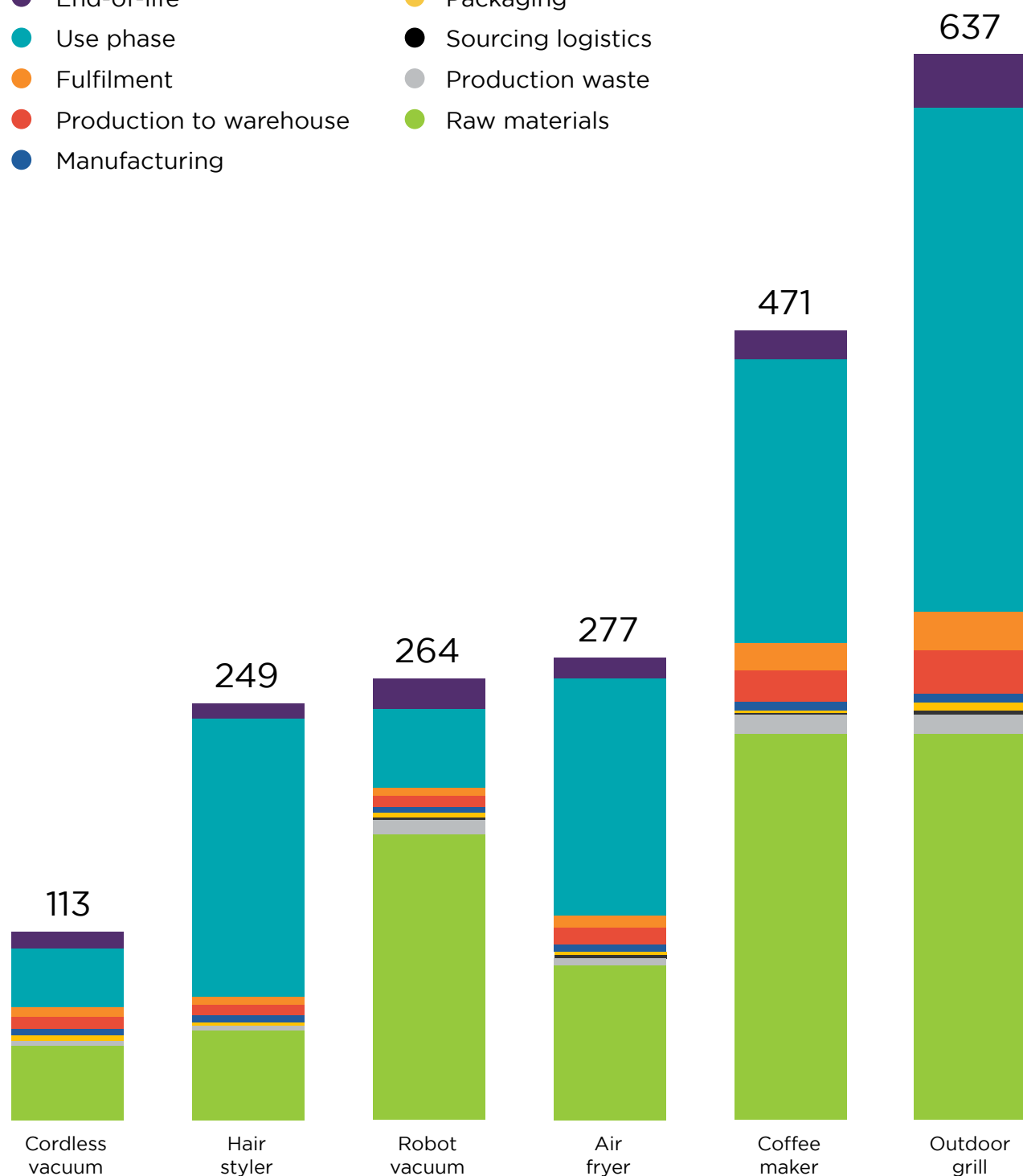
reduction in
electrical power

Product carbon footprint assessments

Based upon our corporate GHG inventory, the two biggest opportunities for reducing our carbon footprint are addressing our products' energy intensity and reducing impacts from materials used to make our products. To better understand these impacts, we calculated the carbon footprints of six products – a cordless vacuum, a hair styler, a wet/dry robot vacuum, an air fryer, a coffee maker and an outdoor grill. Using a mix of primary and secondary data, we estimated emissions for each product across its value chain. We used the results in a climate change hack to brainstorm ways for reducing emissions, especially in product design, selection of raw materials and the consumer energy-use phase.

Carbon emissions by life-cycle stage (kg CO₂e)

- End-of-life
- Use phase
- Fulfilment
- Production to warehouse
- Manufacturing
- Packaging
- Sourcing logistics
- Production waste
- Raw materials



Ninja helps consumers reduce their carbon footprints

Ninja ovens, air fryers and multicookers are small countertop appliances that can help consumers cook their meals more quickly, using less energy than conventional stovetops and ovens. For

example, consumers can save up to 75% on their energy bill with Ninja Air Fryers (testing and calculations based on recommended cook time for sausages, using air fry function versus conventional ovens).



Sustainability hack week

In January 2024, we held a sustainability hack week to bring the boundless curiosity and innovative problem-solving know-how of our associates from the US, UK and China to bear on some of our most pressing sustainability challenges.

Climate change

Design and engineering associates identified carbon reduction opportunities for six products, including solutions for reducing GHG emissions embedded in product materials. Identifying solutions to reduce product energy use proved more difficult from an engineering perspective. Learnings will be used to inform development of our Scope 3 GHG goal and reduction roadmap.

Circular economy

Associates reviewed six product subcategories to identify improvements for modular design and replacement of parts. These learnings will be integrated into our new product design and development processes to ready our business to comply with rapidly expanding reparability requirements around the world.

Sustainable packaging

Participants identified turn-key and longer-term sustainable packaging opportunities rationalized against commercial, quality and warehousing requirements. We used findings to define our sustainable packaging principles.



Manufacturing efficiency

Our OEMs are important partners in helping us to achieve our environmental goals. As part of our social compliance audits, OEMs provide information on their environmental management policies and programs as well as key environmental data. In 2024, we plan to expand our assessment with a more comprehensive survey covering 80% of our OEM base by spend. We will use this data to assess the sophistication of their programs and craft a strategy for further engagement and improvements.



Chemicals safety

Our Global Product Safety and Compliance team, based in Needham, coordinates and oversees chemicals safety. Our global restricted substances list is maintained by a third-party global materials evaluator and certification company and aligns with the European Union's REACH (Registration, Evaluation, Authorization and Restriction of Chemicals) and other regulations. As requirements evolve, this list is updated to reflect new regulatory changes and/or retail partner requirements. All suppliers are required to adhere to our restricted substances list. We test for certain restricted and regulated substances, through an independent third-party laboratory.

PFAS

We recognize that consumer preferences are gradually moving away from PFAS nonstick coatings to ceramic and other types of coatings for food contact surfaces. We also continue to track the rapidly evolving regulatory environment surrounding PFAS. In line with these trends, we are committed to utilizing PFAS-free coatings in new cookware product line introductions (pots and pans) beginning in 2024. We will also transition production of heated products (for example, air fryer pots, multi-cook pots and crisper plates) to PFAS-free food contact coatings in 2025.

GOALS

Utilize PFAS-free coatings in new cookware product line introductions (pots and pans) beginning in 2024.

Transition production of heated products to PFAS-free food contact coatings in 2025.



People Positive

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People Positive

We foster a culture where all associates can achieve their personal and professional aspirations. We pledge to operate ethically, respect human rights throughout our value chain and drive positive impact in the communities we serve.

Our approach

At SharkNinja, we believe that every associate has the potential to do something extraordinary. Our global team of more than 3,000 talented and passionate associates is the powerhouse behind our continued success in bringing disruptive product innovations to the marketplace. With boundless curiosity and breakthrough thinking, our unstoppable teams are encouraged to enter uncharted territory, taking tremendous risks en route to achieving outsized success.

We seek courageous leaders that bring diverse perspectives for solving the

most impactful consumer problems and strive to create an inclusive and equitable workplace where all associates have the opportunity to accomplish more than they thought possible. We reward our associates' hard work with competitive pay and benefits designed to support their total wellbeing.

Beyond our workplace, we seek to ensure the safety, wellbeing and human rights of those in our value chain, partnering with our OEMs and suppliers. We also support our local communities through direct donations to non-profit organizations, associate volunteering and matched giving, focusing on education, healthcare and jobs and opportunities.

Goals

Associate engagement

Conduct regular pulse surveys to assess associate engagement in 2024

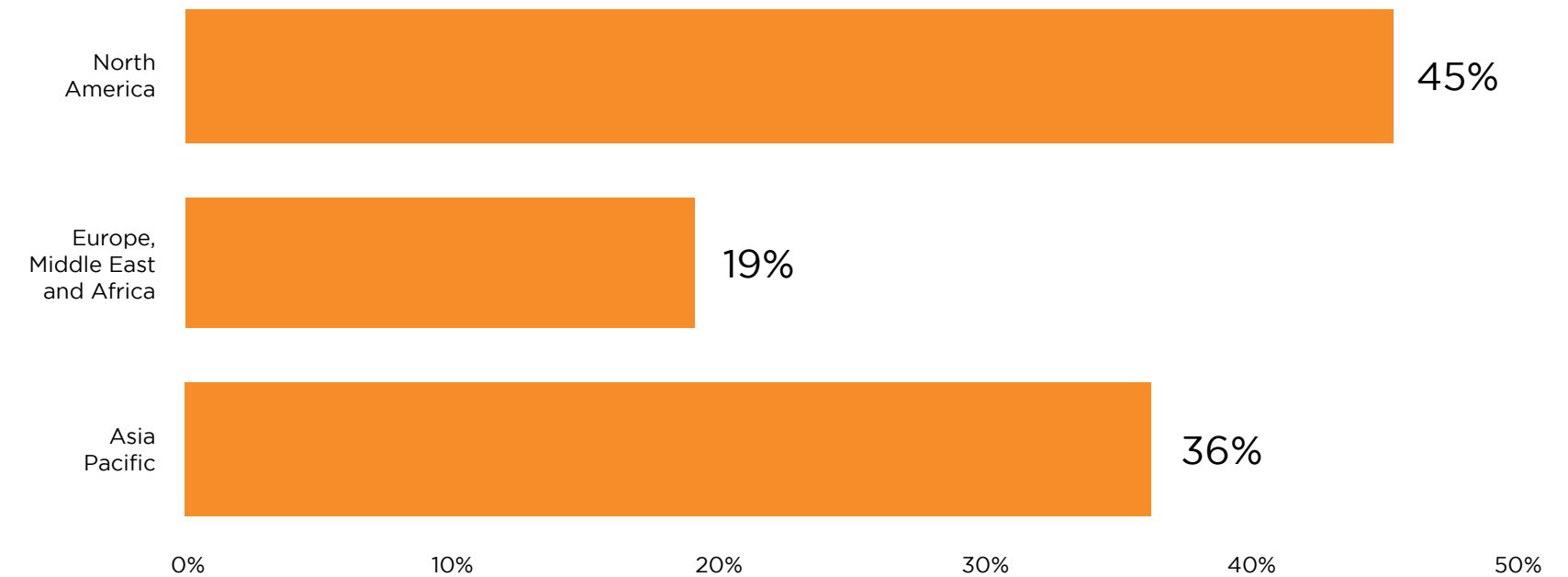
DEI

Continue to drive pay equity and opportunity for associates, regardless of gender, race, ethnicity or other characteristics

Philanthropy and community partnerships

Launch a signature philanthropy program in 2024

3019 associates globally



Associate engagement

Reaching for the unimaginable is fundamental to our success. Grounded in the SharkNinja success drivers, our workplace culture values an open mindset, where convention is challenged and the impossible is explored. Associates are encouraged to drive for the extraordinary: they investigate new approaches, rapidly ideate and frequently fail, to ultimately arrive at breakthrough solutions. The result is a highly energetic, collaborative and fast-paced work culture.

Breakthrough thinking

Achieving extraordinary outcomes requires breakthrough thinking—we set unimaginably high bars as we aim to solve the most impactful consumer problems. While we might not always end up where we planned, we almost always accomplish more than we thought possible.

Our dynamic, in-house global product design and engineering teams located across the US, Canada, UK and China embrace this approach, collaborating seamlessly around the clock to design, construct and test

new innovations. While this requires a great amount of coordination, it fosters teamwork and global input on design and development, making our solutions more robust.

Hacks are another vital tool for solving key product and business challenges. In any given week there are typically multiple hacks in session, engaging associates from different functions and offices around the world. Hacks tackle design questions, engineering challenges, operational improvements and sustainability topics, allowing problem-owners to make rapid progress and receive fast feedback. For example, in January 2024 we conducted a [sustainability hack week](#) to ideate solutions for climate change, circular economy and packaging challenges. Hacks also provide opportunities for associates at all levels to learn, grow and build new relationships in a dynamic team environment.

We believe that our unique approach is why associates choose to work at SharkNinja, which is reflected in our declining turnover rate. We achieved a year-on-year reduction in turnover from 16.1% in 2022 to 15% in 2023.

SharkNinja's workplace culture is grounded in 5 success drivers:



Associate feedback

We maintain an open-door policy where associates can share ideas for improving our company and culture. This includes:

- conversations with their direct line managers or other leaders;
- town halls where the leadership team discusses overall business performance followed by question and answer sessions; and
- small group ‘fireside chats’ that allow for more focused discussions.

These forums help associates raise questions and address concerns related to our business.

Insights garnered in these forums also help us identify areas of opportunity. In 2024, we will deploy a new digital survey tool to provide global associate pulse surveys on various topics, so we can drive insight-driven action plans.

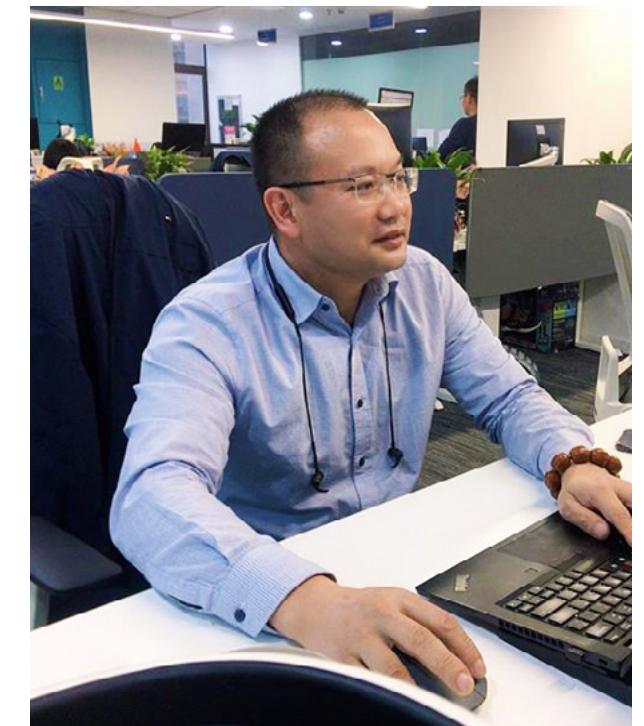
GOAL

Conduct regular pulse surveys to assess associate engagement in 2024.



Great Place to Work award

In 2023, SharkNinja was named as one of the 100 Large Best Places to Work in Boston by Built In, the global technology career platform.



Learning and development

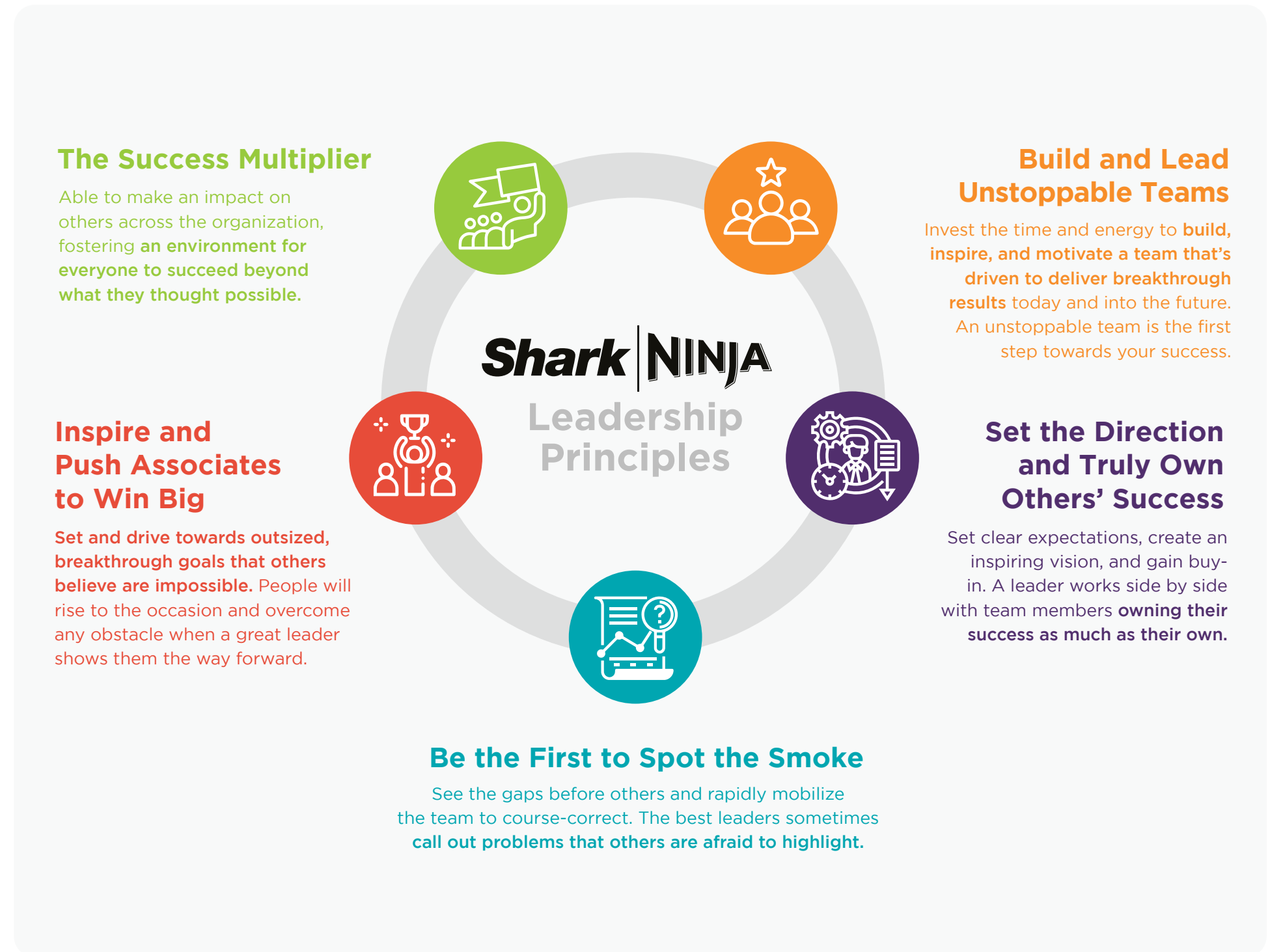
Building unstoppable teams requires arming them with the knowledge and skills they need to be successful. In 2023, we revamped our orientation program to help provide new hires with a deep understanding of breakthrough thinking and our success drivers for achieving extraordinary results. The sessions are tailored to local markets and many topics are presented by local leaders.

To meet the career development aspirations of our diverse associate base, we established SharkNinja University, which offers a mix of online and in-person trainings, ranging from leadership development programs and specialized coaching sessions to topical workshops. Specific courses include professional skillbuilding, executive functioning and wellbeing with popular topics including Leadership Essentials, User Experience (UX) and Usability Experience Foundations, Professional Goal Setting and Time Management.

In 2023, we significantly expanded our leadership development strategy, rolling out a number of key talent development initiatives in line with SharkNinja Leadership Principles:

- breakthrough intensive training: an intensive training on breakthrough thinking to help leaders envision and achieve breakthrough results in their professional and personal lives;
- L.E.A.P. high potential program: a one-on-one mentoring program for high potential associates who receive personalized coaching from our CEO;
- leadership essentials: a new training, launched globally, focused on providing the skills necessary for individual contributors to take on team management roles, based on the SharkNinja Leadership Principles; and
- “Built-to-Lead” talks: a series of talks where executives shared their experiences in putting the Leadership Principles into practice.

Our leadership principles



Associate benefits

At SharkNinja, we are committed to positively impacting the lives of people every day, including our associates. We reward their hard work and loyalty with a competitive and comprehensive Total Rewards for a Total You benefits package to support associate wellbeing. We regularly benchmark peer practice to ensure that our package of compensation and benefits is competitive in the market. More than 90% of associates enroll in our benefits plans.

Our compensation framework is built upon the principles of fairness, equity and delivering high impact outcomes for the business, fully aligned to our Success Drivers. Our benefits program supports:

- health and wellbeing (physical, emotional and mental);
- financial wellness;
- rewards and recognition;
- life and community; and
- associate experience.

These include, where geographically appropriate, medical and life insurance, disability assistance, contributions to retirement savings, travel accident insurance, pet insurance, free counselling courses, legal and financial support, childcare support and generous discounts on SharkNinja products. We also provide parental and adoption leave programs and, in addition to regular vacation time, offer two floating paid days off: one to

allow associates of different backgrounds to observe cultural or religious events important to them and one to volunteer for a non-profit organization of their choice.

To support associates' health and wellbeing, our Needham headquarters has a full-service gym, including free mind and body wellbeing classes. Our Canada offices also offer fitness stipends and host classes. All associates from North America, Europe, Middle East and Africa have access to an Employee Assistance Program, which offers free personal counselling support, access to legal advice, financial wellness advice and help with family matters such as finding child or elder care.

Supporting our culture of curiosity and continuous learning, we offer up to \$5,250 per calendar year for tuition reimbursement to support associates advancing their education in a degree related to their current or desired role within SharkNinja.

As we have grown, we have focused on standardizing our compensation and benefits approach and offerings across geographies. In 2023, our Compensation team began refining our job architecture and grading system to ensure consistency and parity across similar roles; this classification system will be rolled out in 2024. This assessment will serve as the foundation for pay equity assessments we plan to conduct later in the year. Additionally, we will work to harmonize our European associate benefits across geographies as we expand to additional countries.



Performance evaluation

To build stronger working relationships between leaders and their teams and help shape associates' career development plans and performance, we encourage regular check-ins between line managers and their direct reports. Beginning after three months of employment, and then on a bi-annual basis, associates meet with their line managers for a formal Career Check-in Conversation (C3). Discussions are guided by our SharkNinja Success Drivers with rating scales to highlight strengths and areas for growth and development. C3s for people managers also include SharkNinja Leadership Principles. All eligible full-time associates are expected to have regular C3s, which in turn inform annual bonuses.



Breakthrough intensive trainings

In the Summer and Fall of 2023, we held two breakthrough intensive trainings for more than 200 leaders. The training aims to liberate leaders from preconceived notions and patterns of thought, freeing them up to dream the impossible. With new

perspective, participants are able to envision extraordinary outcomes in both their professional and personal lives. To put these learnings into action, each participant selects a breakthrough initiative and creates a roadmap for achieving it.



Diversity, equity and inclusion

Disruptive and breakthrough thinking is fueled by diversity of thought. Our associates come from different cultures, backgrounds, life stages and experiences. We want them to bring their authentic selves to work. Our combined voices strengthen our culture of dynamic innovation, creativity and continuous learning. Our diverse perspectives also better position us to create more inclusive products to meet the needs of our consumers across the world.

Governance

Promoting and encouraging DEI begins with our Board of Directors. Our Board’s Nominating and Corporate Governance Committee instructs the third-party search firm to identify qualified director candidates who reflect diverse expertise, experience and backgrounds, including diversity of gender, race or ethnicity. To find out more about our current Board of Directors, please see our [annual report](#).

Within our company, our Global Head of DEI works with the leadership team to create an inclusive and equitable workplace and provides monthly updates on recruiting, learning and development and programming initiatives for consideration.



Total associates (Global)	2022	2023
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Associates	2779	3019
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Associates by gender (Global)	2022	2023
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Male	61%	60%
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Female	39%	40%
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Associates by race and ethnicity (US only)	2022	2023
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Underrepresented populations	27%	28%
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Not specified	3%	4%
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White	70%	68%
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Recruiting

Our product development process thrives on diverse perspectives. Each year, we work to expand outreach channels to increase our available talent pool. We collaborate with a range of partners in the different geographies where we operate to help us to promote our roles and engage candidates from diverse backgrounds as part of our talent acquisition strategy. In 2023, we expanded outreach to organizations including:

- AnitaB.org, a global organization for women and non-binary technologists;
- Professional Diversity Network, a US-based network that helps boost visibility of our jobs among under-represented groups; and
- online job boards reaching Black and Hispanic talent.

In 2024, we are partnering with a specialist recruitment agency to focus on outreach to neuro-diverse candidates.

“From a young age, I always loved puzzles — jigsaw, sudoku, crossword, anything I could find. As a student, I was interested in engineering, because I enjoyed solving challenging math and computer science problems.

I think engineering is a way to deploy findings from scientific research, which can feel esoteric, into the real world solutions that impact real people. Through SharkNinja I’ve found real passion in being a woman who designs products for women.

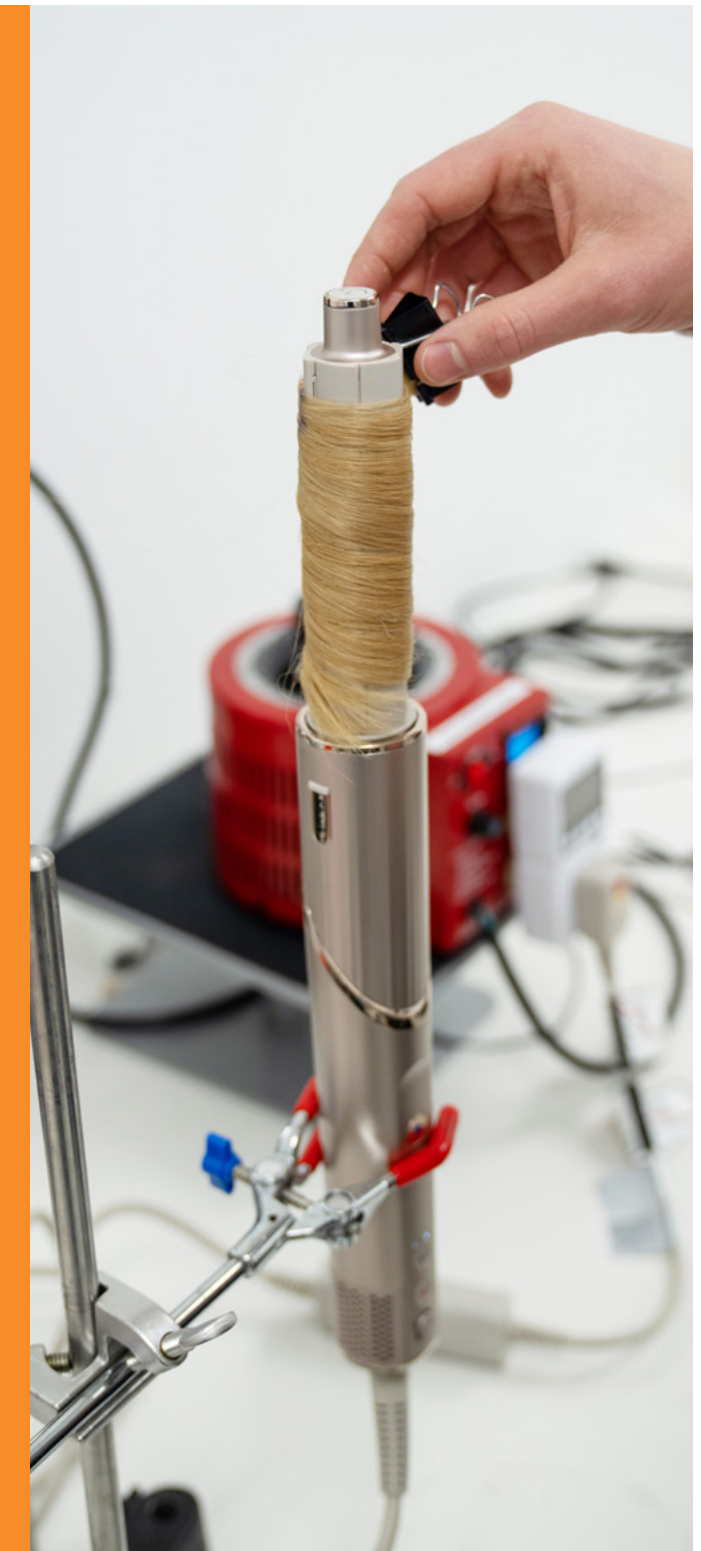
The culture here is very open and cross functional which has made it possible for me to jump into many different roles

within the company – I’ve had six in five years. Many people here don’t have a traditional background for the roles they fill, and I think focusing on people and mindsets over credentials generates exciting opportunities by reducing barriers to entry for a position.

I’m passionate about empowering and supporting female engineers to create a space where they not only feel like they belong in the field, but also recognize the unique perspective they bring to design. In product development, a diverse design team is truly powerful in helping make products that can impact every home around the world.”

“I’m passionate about empowering and supporting female engineers to create a space where they not only feel like they belong in the field, but also recognize the unique perspective they bring to design.”

Katelyn Walter,
Director of Engineering,
Shark Hair Care



Learning and development

To foster a welcoming and inclusive environment, associates receive a welcome email from the Global Head of DEI. During new hire orientation, they participate in an interactive session on DEI, which features an inclusion activity to build connections and identify misconceptions and stereotypes. They also learn about company culture, DEI strategy, Affinity Groups, the DEI Speaker and Learning Series, volunteer opportunities and social events.

Through the Global DEI Learning series, associates are offered numerous opportunities to expand their internal networks and enhance their understanding of DEI concepts such as unconscious bias, micro-inequities, cultural competency and working and communicating across cultures and generations. The purpose of the series is to provide a safe environment for associates and leaders to cultivate

awareness and sense of belonging. The series also equips learners with the tools and strategies they need to integrate DEI into their everyday work.

Beyond these learning opportunities, associates must undergo annual workplace harassment training, including extra training for people leaders on creating fairness in the workplace, discrimination and managing bias. Additional trainings are available through SharkNinja University, which offers on-demand micro-learning opportunities, enabling associates to receive bite-sized educational resources on a variety of subjects including the benefits of diversity, maintaining a respectful workplace and microaggressions. We regularly invite internal and external speakers to share their stories, insights and experiences in our Global DEI Speaker series, covering topics such as belonging, building your brand, imposter syndrome, health and well-being, career growth and acceleration, neurodiversity, LGBTQ+, race and identity.

GOAL

Continue to drive pay equity and opportunity for associates, regardless of gender, race, ethnicity or other characteristics.

Early Talent development

“Since 2017, we’ve run an Early Talent program which aims to cultivate a diverse, vibrant and inclusive community of aspiring talent. We strive to create a dynamic environment to nurture the next generation of breakthrough thinkers, tinkerers and doers – providing them with mentorship, professional development opportunities and hands-on experiences that empower them to help shape the future of the consumer goods industry.

The Early Talent program enriches our company with fresh perspectives and innovative ideas, helping drive growth and competitiveness and our interns and co-ops benefit from invaluable mentorship, skill development and networking opportunities.

As a guiding principle, we hire co-ops and interns with a school-agnostic approach.

Typical applicants are currently enrolled in college or universities pursuing undergraduate, graduate or advanced level degrees across North America, UK and Asia Pacific, or are no more than two years removed from their studies. We also hire students from non-traditional software bootcamps and in the US partner with local Boston-based schools to hire high school interns.

In 2023, 196 students participated in our Early Talent program, 20% of whom became full-time associates with SharkNinja after the program. I’m proud that SharkNinja was awarded a RippleMatch 2024 Campus Forward award for Mid-Size Early Career Programs recognizing our program as one of the top early career programs in the US.”

“The Early Talent program not only enriches our company with fresh perspectives and innovative ideas, but also fosters a dynamic workforce that drives growth and competitiveness.”

Anusha Venugopalen
Senior Manager,
Global Talent Attraction
Programs & Scout



Affinity groups

Since 2019, we have established eight DEI Affinity groups – all with Executive sponsors - with more than 450 members around the world. These groups create spaces where people can openly discuss shared experiences and how to improve equity and inclusion within SharkNinja. They also help raise educational awareness of DEI holidays, celebrations and challenges. Many of our groups provide educational toolkits that spotlight their heritage and include information about customs, traditions, key historical and current figures, books, podcasts, media recommendations, influencers and local minority-owned businesses.

In 2023, our Affinity groups ran more than 40 events to build awareness, inclusion and belonging to celebrate SharkNinja's multicultural global population, such as:

- Martin Luther King food drive;
- Black History Month drum circle;
- Women's History Month fitness and wellness retreat;
- Asian American and Pacific Islander tea tasting;
- Earth Month clean-up day;
- Mental Health Awareness Month puppy therapy;
- Pride Month International Pronouns Day 'show your pride' shirt and global office celebration;
- Hispanic Heritage Month salsa dance class; and
- Disability Pride Month volunteer event.

We also recognized holidays such as International Women's Day, Ramadan, Transgender Day of Visibility, Diwali, Women's Equality Day and World Down Syndrome Day through communications to foster a welcoming environment and educate associates about various marginalized groups.



WELead: women in engineering at SharkNinja

Women are significantly underrepresented in engineering as a discipline, so the mission of our WELead Affinity group is focused on inspiring and encouraging female talent in engineering. Hosting internal panel events, talks and clinics, it provides a supportive, professional network

for women in SharkNinja to directly tackle the main gender equality issues surrounding women in STEM (science, technology, engineering and math). In addition to internal forums, the group creates local opportunities to network with fellow female engineers outside of the company and aims to inspire the next generation of female engineers by running design workshops in schools or colleges.

In our London office, the WELead team meets for monthly coaching sessions with internal and external experts. Topics have included imposter syndrome, challenges in starting a career as a young female professional and how to build a personal professional brand online.



Employee health and safety

Wherever we are and whatever we do, the health, safety and security of associates comes first. While we do not operate any large-scale manufacturing facilities, we do have several labs on our premises where we build and test prototype products. Providing a safe and healthy work environment is a foundational requirement for all operations, and we expect our associates to advocate for health and safety in the workplace, follow our safety policies and procedures and comply with applicable occupational health and safety laws.

Our global Environment, Health and Safety (EHS) policies and standard operating procedures are designed to protect associates on our premises and cover everything from equipment safety to safe handling of hazardous substances. In 2023, we conducted internal audits of major offices that house labs in the US and UK. In 2024 we plan to expand audits to all major offices, labs and warehouses.

We take care to address distinct hazards at individual locations through required trainings and site-specific assessments. For example, in 2023, we brought in external industrial hygiene consultants to assess and ensure safety practices around dust and particles in our Needham rapid prototyping lab and in our vacuum testing facilities in Shenzhen and Suzhou in China.

We track and report incidents, injuries and near misses and regularly assess trends to prevent incidences from reoccurring. Our performance is regularly reported to leadership.



2023 health and safety performance²



² Rates are calculated using US Occupational Safety and Health Administration (OSHA) methodologies. Base is 200,000 hours which represents the number of hours of 100 employees working 40 hours per week, 50 weeks per year.

Human rights and ethical sourcing

We are committed to respecting and promoting human rights in the production of Shark and Ninja products and have zero tolerance for slavery and human trafficking. We expect our business operations, our people and every company with which we work to conduct business ethically and legally.

Governance of social compliance within our value chain is overseen by our social compliance team, which is responsible for audit oversight and compliance with our Supplier Code of Conduct and other relevant policies. The team reports progress and any issues to our global compliance team.

Supplier code of conduct

We seek only to deal with reputable suppliers that share our zero-tolerance approach with respect to human rights including welfare, trafficking and slavery. Our global standard terms and conditions include our Supplier Code of Conduct and Supplier Ethics Policy that require respect for the human rights of workers, the prohibition of forced and child labor, ethical business practices and environmental performance standards. Our OEMs must read and acknowledge these as part of the contracting process. Our Supplier Code of Conduct also requires suppliers to communicate these requirements to their suppliers and to monitor supplier compliance with our Supplier Code of Conduct.

When onboarding new OEMs, we deliver social compliance awareness training, defining our expectations for social compliance, which must be met prior to beginning production of our products. Where deficiencies exist, we support OEMs in developing compliant policies and programs.

Audits

We regularly conduct internal social compliance audits with our OEMs. These include assessing employment status, pay, working hours, age and benefits in addition to workplace safety and environmental management practices. During the audits, randomly selected workers are interviewed to assess their voluntary employment, their employment freedom and ensure they hold identification documentation, along with other legal requirements.

Based upon findings from the audit reports, we may require a Corrective Action Plan (CAP) with a timeline for implementing necessary changes. Depending on the severity of the non-compliance, sanctions may include business reductions, suspensions, financial penalties and termination. We track suppliers' efforts to resolve non-compliances to ensure that corrective actions are taken within specified timeframes.



In 2022, we engaged a third party to assess SharkNinja’s responsible sourcing program and activities, given the increased focus on supply chain due diligence and the potential reputational, legal and operational risks associated with social or human rights issues in the supply chain. The review found that our program was largely comparable to those of our peer set, but found opportunities for improving third party audits.

In mid-2023, we began to require each OEM supplier facility to be annually audited by a third-party using the Sedex Members Ethical Trade Audit (SMETA) protocol. OEM enrollment in Sedex will continue in 2024. Using Sedex, we will be able to review performance across our supplier base to identify strengths and gaps in vendor performance.

Working with suppliers

In March 2023 we held a SharkNinja social compliance summit for our Chinese OEM suppliers, aiming to raise awareness of and improve social compliance against our Supplier Code of Conduct requirements. We held a similar summit in June 2023 with our Southeast Asia OEM suppliers. OEMs were asked to confirm alignment of their social compliance policies and programs with our requirements, provide greater visibility into their factory social compliance management systems and cascade our Supplier Code of Conduct to Tier 2 suppliers. We plan to repeat our Supplier Summit annually, requiring all our OEMs to attend.



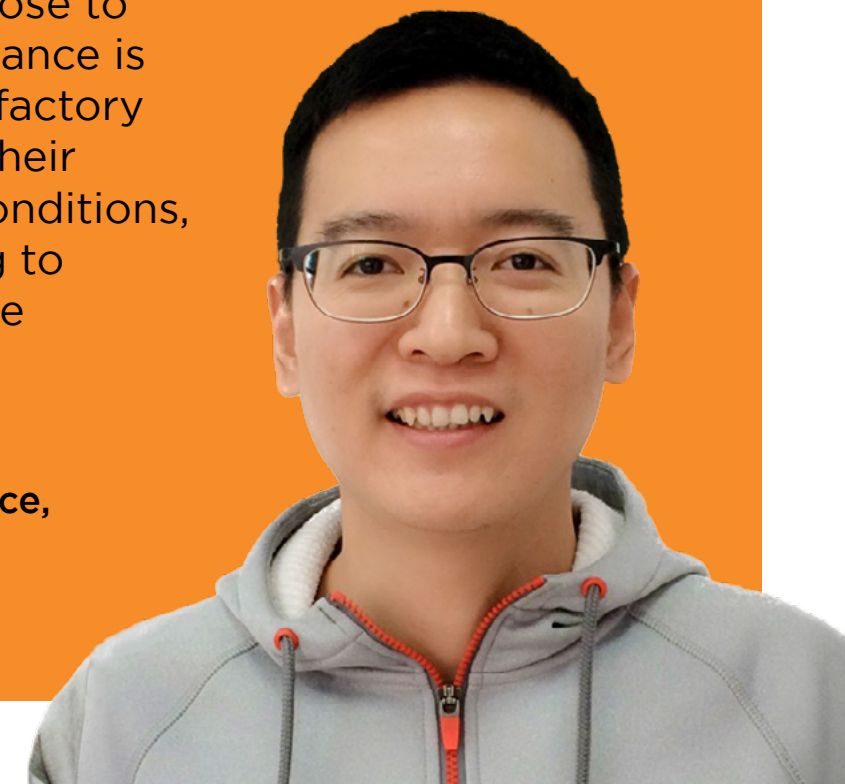
“My role at SharkNinja is Director of EHS compliance, and I have been a compliance manager since I joined SharkNinja about 10 years ago.

The main reason I chose to work in social compliance is because it helps the factory workers to improve their working and living conditions, and it is a good thing to do for society and the environment.

I think our biggest accomplishment in 2023 was covering most of our OEMs with third party social compliance audits. By enforcing third party audit requirements and ensuring they were only done by our approved audit firms, we improved our audit scope and quality, and now we have more confidence that risks are being identified and mitigated at our OEMs.”

“The main reason I chose to work in social compliance is because it helps the factory workers to improve their working and living conditions, and it is a good thing to do for society and the environment.”

Luke Wu
Director, EHS Compliance,
SharkNinja



Ethics and business integrity

We expect all associates to apply high ethical standards in their day-to-day work. Our SharkNinja Code of Business Conduct and Ethics (Code) guides our associates in making smart, ethical choices that further our mission and build trusted relationships with one another, our partners, suppliers and other stakeholders. Our Global Compliance team regularly updates the Code, provides associated trainings and reviews any allegations of non-compliance when they arise.

Ethics training

When associates join SharkNinja, they are required to complete trainings on the Code of Business Conduct and Ethics and Conflicts of Interest, as well as annual anti-harassment training. To ensure ethics remains top of mind, in October 2023 we launched an updated ethics training for all our associates. In 2024 we will require mandatory ethics training and will launch targeted trainings on gifts and hospitality, anti-bribery and conflicts of interest for relevant associates. Find out more about our overall Business Governance [here](#).

Ethics and compliance hotline

In 2020, we established our ethics and compliance hotline, a comprehensive and confidential reporting tool to help management and associates to work together in addressing misconduct in the workplace, all while cultivating a positive work environment. Any reports of misconduct are investigated, with appropriate disciplinary measures or legal actions taken if needed.

Enterprise risk management

Initiated in 2023, and continuing through 2024, we established an Enterprise Risk Committee to be responsible for designing and implementing a new Enterprise Risk Management process for SharkNinja. This identifies the top risks to our business across a range of relevant topics such as competitive threats, business continuity issues and other risks facing the company.



Intellectual property and patents

Our product development and engineering teams are in constant pursuit of new inventions and designs that improve our product offerings. We place great importance on the protection of intellectual property rights. We also respect the intellectual property rights of others and perform IP clearances when implementing new designs or brand names and engage in licences as needed to avoid intellectual property infringement. To date, we have over 4,500 patents in force worldwide.

Our intellectual property protection team oversees a number of systems including our Intellectual Property Management System, Patent Management and Incentive System and Intellectual Property Guidelines to regulate the work of our associates. In addition to filing patents and trademarks and performing intellectual property clearance, we have also entered into agreements with associates and partners to protect commercial and technology confidentiality and trade secrets. Our associates undergo training on confidentiality and intellectual property rights on a regular basis in order to raise their awareness and understanding of required and best practices in this regard.

31

product subcategories

4,500+

patents



Cybersecurity and privacy

We operate a cybersecurity and privacy program designed to protect business operations from disruptions and consumer and associate data from unauthorized access. We periodically assess threats to our business and evaluate the maturity of our programs based on the National Institute of Standards and Technology (NIST) at the US Department of Commerce Cybersecurity Framework – a voluntary standard and set of guidelines which helps businesses of all sizes better understand, manage and reduce their cybersecurity risk and protect their networks and data.

Annually, we draft a cybersecurity strategy which drives program enhancements that improve our ability to mitigate threats and aligns cybersecurity and privacy programs with the company's growth strategy. In a recent cybersecurity maturity assessment, a third-party consulting firm rated our programs on average higher than industry peers.

Cybersecurity training

We invest in training required to support our global workforce, which is our 'first line of defense' in combatting cybersecurity attacks. Training consists of online courses, phishing simulations and other communications on an as-needed basis. Training also plays a role to inform associates of their legal obligations to protect the privacy of associates and consumers within the jurisdictions in which the company operates around the world. We provide training to all new hires and annually for all associates.

We meet privacy requirements in all jurisdictions in which we do business. Additionally, we evaluate privacy regulations in growth markets and implement the privacy framework to support expansion into new markets.

In 2023 there were no significant data privacy or security breaches.



Responsible marketing

We strive to ensure that all of our marketing claims are accurate. For every new instance, marketing teams submit their proposed claim along with documented substantiation via our marketing claims management system. Claims are then reviewed by our legal team and appropriate subject matter experts, such as members of our testing and product safety organizations. Claims are reviewed for accuracy as well as compliance with relevant laws and regulations in jurisdictions where our products will be sold. Once approved, claims may be used on-pack and in agreed marketing channels. We also comply with product safety and environmental labeling requirements of the various jurisdictions where we sell our products.



Philanthropy and community partnerships

A key element of positively impacting people's lives every day is supporting the communities where our teams live and work. We support a range of charities and good causes through cash donations to non-profit organizations, associate volunteerism, product donations and matching gifts, focusing on education, healthcare and jobs and opportunities.

Giving at SharkNinja

Since 2020, we have donated almost \$2.5 million to non-profits in North America, UK and China. Our giving is focused on three key areas:

- **jobs and opportunities:** in partnership with organizations like Cristo Rey Boston High School, **Into**University and the Entrepreneurial Scotland Foundation, we offer apprenticeships or internships providing skill-building and career training to high schoolers and college students.
- **health and well-being:** we are working to tackle issues of nutrition, food insecurity and physical and mental health with organizations such as the Boston Children's Hospital, Community Cooks and others.
- **STEM education:** through support of organizations like Boston Partners in Education and Tech Goes Home, we aim to help eliminate educational disparities including digital, academic and socio-emotional inequities for underrepresented groups.

In 2024, we plan to expand our philanthropic efforts, creating a signature philanthropy program that aligns with our business.

Volunteerism

Through SharkNinja Cares, we encourage our associates to volunteer their time, giving them one day of paid time off a year to support the efforts of their chosen non-profit organization. We also offer matching gifts for charitable donations (up to \$500 per year). In 2023, we set a goal to support one volunteer event per month and develop community partnerships to drive impact in the communities where we work and live. Some of our volunteer and community giving activities included:

- assembling COVID kits for Circle of Hope;
- a Martin Luther King Day of Service food drive;
- a coat donation drive for Circle of Hope;
- packing menstrual kits for Dignity Matters;
- sponsoring the OUT MetroWest Come OUT & Celebrate Gay-La;
- a field day sponsorship and fundraiser for Boston Children's Hospital Corporate Cup;
- a Career Exploration Day for Crossroads Youth and Development Program; and
- a Mother's Day direct-to-consumer product donation for working moms.



GOAL

Launch a signature philanthropy program in 2024.

IntoUniversity

The teams at our London and Leeds UK offices partnered with **IntoUniversity**, a UK-based non-profit organization that supports young people from disadvantaged neighborhoods to attain their chosen aspirations, including further and higher education, employment and work-based training. In addition to crucial financial support of \$25,000 towards **IntoUniversity**'s learning centers based in Brixton (South London) and Leeds, in October 2023, the London office hosted a group of students aged 17-18 to apply their critical thinking to design solutions to make commuting to work easier for designers carrying product prototypes. The day ran very successfully with highly positive feedback from students.



Bridgewell

“Since 2021, we’ve supported Bridgewell, a Massachusetts non-profit organization which provides an unmatched range of services that empower individuals with disabilities, substance use disorders and other life challenges to live safe, self-directed and productive lives. Bridgewell delivers community housing, day programs, outpatient treatments, disability and recovery services, education and employment training.

Like SharkNinja, Bridgewell strives to positively impact people’s lives every day. I couldn’t be more proud

of SharkNinja’s ongoing support of Bridgewell and our local community.

Over the years, we’ve sponsored their Imagine the Possibilities galas, given financial support and our associates have volunteered their time. For example, to celebrate Disability Pride Month in 2023, associates spent an afternoon making ice cream with Ninja CREAMis, which were donated to residents. Several associates also took part in the 2023 Flutie 5K race to raise funds for Bridgewell’s autism services.”

“Like SharkNinja, Bridgewell strives to positively impact people’s lives every day. I couldn’t be more proud of SharkNinja’s ongoing support of Bridgewell and our local community.”

Cecilie Gromada,
SharkNinja Senior Counsel and
Bridgewell Board Member



Reducing our food waste with Community Cooks & Cero Inc.

“I set a breakthrough goal to find a solution for the leftover food created by product and recipe testing in the Ninja Test Kitchen at our Needham office. The result was two successful programs: the first is a partnership with Community Cooks, a local Boston non-profit, where we convert excess food into meals, which are then distributed to three different local charities serving those in need. The second is a composting program with a vendor that recycles food scraps into nutrient-rich soil used to support the local agricultural economy.

We’ve composted over 33.5 tons of food waste since 2021

and donated over 1,600 pounds of excess food to Community Cooks since 2022. Launching this initiative has been a deeply rewarding experience, especially witnessing the positive impact our food donation initiative has had on those in need in the local community. By donating surplus food, we’ve not only reduced waste within our organization, but also provided essential nourishment to individuals facing food insecurity. This dual impact has fostered a culture of compassion and solidarity within SharkNinja, while simultaneously alleviating hunger and improving the well-being of vulnerable communities.”



“Launching this initiative has been a deeply rewarding experience, especially witnessing the positive impact our food donation initiative has had on those in need in the local community.”

Caroline Schliep,
Senior Research Chef,
Ninja Test Kitchen



The Shoe Box Project

The mission of The Shoebox Project for Women is to share empathy, kindness and compassion with local women impacted by homelessness. In support of The Shoebox Project, 55 associates from our Needham and Montreal offices built gift-filled shoeboxes with basic essentials and messages of support to women in local shelters impacted by or at risk of homelessness. Each shoebox was filled with essential personal items such as soap, shampoo and conditioner, along with small clothing items such as hats and gloves. Teams added journals, make-up, hair accessories and a handwritten note for each recipient. These special gifts are practical, provide much needed comfort and warmth and reduce feelings of isolation. In total, 175 boxes were donated to local organizations that provide aid and assistance to women experiencing homelessness.

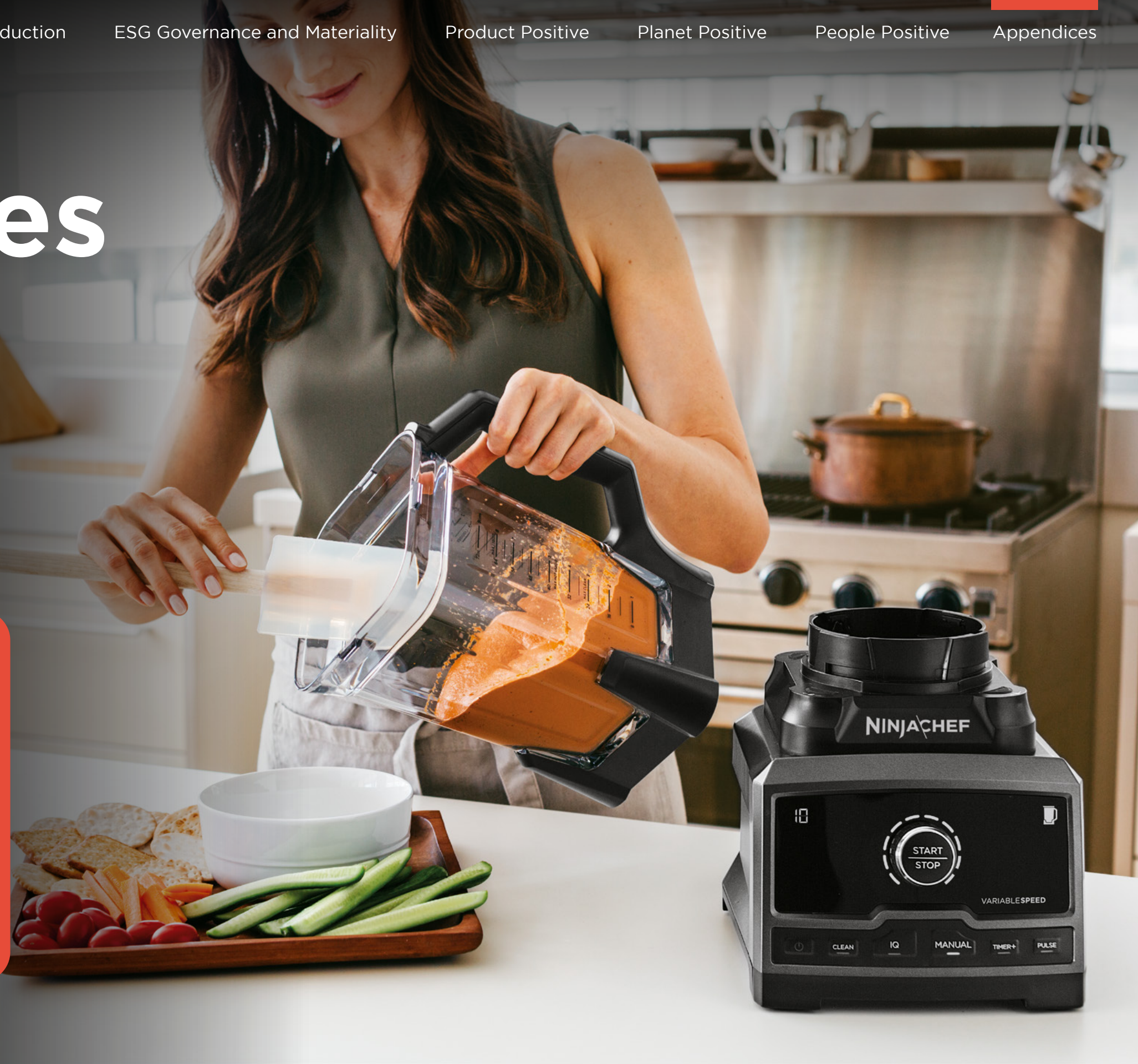
Boston Children's Hospital (BCH) Corporate Cup

SharkNinja supports BCH through a combination of product and monetary donations. Since 2016, we have sponsored and sent a team to participate in the Boston Corporate Cup, an afternoon of field-day events and friendly competition among the business community, all with the goal of raising money to provide lifesaving care to sick children. We also support the Community Asthma Initiative, a comprehensive asthma program for children, families and the community. In 2023, we donated 150 Shark vacuums with HEPA air filters for a total of 650 vacuums since 2016. We have also begun donating air purifiers, providing 75 units in 2023.



Appendices

- 61 About this report
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- 67 SASB content index



About this report

Strategic alignment with SASB and GRI

This report has been prepared with reference to the Global Reporting Initiative (GRI) Standards and in alignment with the Sustainable Accounting Standards Board (SASB) reporting guidelines for SharkNinja's sector (Appliance Manufacturing).

The following index indicates where in this sustainability report, or in our other corporate communications, you will find information pertaining to a particular GRI or SASB indicator. All information and events in this report are from fiscal year 2023 outside of a few activities from early 2024. Report content has been reviewed by internal subject matter experts. The report has not been externally audited. Questions or comments on the report may be submitted to sustainability@sharkninja.com.

We will continue to monitor sustainability reporting standard updates from the GRI and the International Financial Reporting Standard Foundation's International Sustainability Standards Board (ISSB) to align to best reporting practices moving forward.



GRI content index 2023

GRI Standard	Disclosure	Response
GRI Content Index	Statement of Use	SharkNinja has reported the information cited in this GRI content index for the period January 1, 2023 to December 31, 2023 with reference to the GRI Standards.
	GRI Used	GRI 1: Foundation 2021
GRI 2: General Disclosures 2021	2-1 Organizational details	About SharkNinja, pg. 4
	2-2 Entities included in the organization's sustainability reporting	About SharkNinja, pg. 4, and About this report, pg. 61
	2-3 Reporting period, frequency and contact point	About this report, pg. 61
	2-5 External assurance	About this report, pg. 61
	2-6 Activities, value chain and other business relationships	About SharkNinja, pg. 4
	2-9 Governance structure and composition	ESG governance, pg. 9, and Ethics and business integrity, pg. 52
	2-10 Nomination and selection of the highest governance body	Diversity, equity and inclusion (Governance), pg. 44
	2-11 Chair of the highest governance body	See SharkNinja 2023 Annual Report , pg. 83
	2-12 Role of the highest governance body in overseeing the management of impacts	ESG governance, pg. 9
	2-13 Delegation of responsibility for managing impacts	ESG governance, pg. 9
	2-14 Role of the highest governance body in sustainability reporting	ESG governance, pg. 9
	2-15 Conflicts of interest	Ethics and business integrity, pg. 52
	2-16 Communication of critical concerns	Associate engagement (Associate feedback), pg. 40, Human rights and ethical sourcing, p. 51, and Ethics and business integrity, pg. 52
2-18 Evaluation of the performance of the highest governance body	See Charter of the Nominating and Corporate Governance Committee of the Board of Directors of SharkNinja, Inc.	

GRI content index 2023

GRI Standard	Disclosure	Response
GRI 2: General Disclosures 2021	2-22 Statement on sustainable development strategy	CEO letter, pg. 3
	2-23 Policy commitments	Human rights and ethical sourcing, pg. 50, and Ethics and business integrity, pg. 52
	2-24 Embedding policy commitments	Ethics and business integrity, pg. 52
	2-25 Processes to remediate negative impacts	Human rights and ethical sourcing, pg. 50, and Ethics and business integrity, pg. 52
	2-26 Mechanisms for seeking advice and raising concerns	Associate engagement (Associate feedback), pg. 40, Human rights and ethical sourcing, p. 51, and Ethics and business integrity, pg. 52
	2-29 Approach to stakeholder engagement	Materiality, pg. 10
	2-30 Collective bargaining agreements	SharkNinja does not have any unionized employees.
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Materiality, pg. 10
	3-2 List of material topics	Materiality, pg. 10
	3-3 Management of material topics	Materiality, pg. 10 SharkNinja's management approach for each material topic is discussed in the respective report section for that topic, including related impacts, policies, commitments and actions taken.
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	Human rights and ethical sourcing, pg. 50, and Ethics and business integrity, pg. 52
	205-2 Communication and training about anti-corruption policies and procedures	Human rights and ethical sourcing, pg. 50, and Ethics and business integrity, pg. 52
	205-3 Confirmed incidents of corruption and actions taken	Human rights and ethical sourcing, pg. 50, and Ethics and business integrity, pg. 52
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	In 2023, we did not face any legal actions for anti-competitive, anti-trust or monopoly practices.
GRI 301: Materials 2016	301-3 Reclaimed products and their packaging materials	Circular economy and packaging, pg. 19-25

GRI content index 2023

GRI Standard	Disclosure	Response
GRI 302: Energy 2016	302-1 Energy consumption within the organization	<ol style="list-style-type: none"> 1. Total fuel consumption from non-renewable sources: <ol style="list-style-type: none"> a. Vehicle fleet (estimated based upon kilometers (km)) <ol style="list-style-type: none"> i. Car (gasoline): 24,896.08 km ii. Van (diesel): 5,569.90 km 2. Total fuel consumption from renewable sources: <ol style="list-style-type: none"> a. None 3. The total: <ol style="list-style-type: none"> a. Electricity consumption: 5,977,311 kilowatt hours (kWh) b. Heating consumption: 2,220,388 kWh c. Cooling consumption: Included in electricity consumption d. Steam consumption: None <p>All relevant greenhouse gases (GHG), as identified in the IPCC Assessment Report, were taken into account in the inventory. Greenhouse gases, including CO₂, CH₄, N₂O, HFCs, PFCs, were calculated in metric tons of CO₂e using the 100-year global warming potentials (GWPs), per the Intergovernmental Panel on Climate Change (IPCC) Fourth Assessment Report (AR4). The inventory was prepared in accordance with the World Resources Institute/World Business Council for Sustainable Development GHG Protocol – A Corporate Accounting and Reporting Standard (Revised Edition 2004).</p> <p>Primary utility data, including electricity and natural gas, was requested for facilities that are over 5,000 square feet. For missing primary data, or for facilities under a 5,000 square foot threshold, electricity and natural gas consumption, and refrigeration leakage, was estimated based on floor area. Unit (per square foot/ meter) consumption and leakage rates are developed based on country specific statistics (e.g., www.gov.uk/government/statistics). Emission factors used to convert activity data into equivalent emissions were sourced from Ecoinvent 3.8.</p>

GRI content index 2023

GRI Standard	Disclosure	Response
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Climate change, pg. 28
	305-2 Energy indirect (Scope 2) GHG emissions	Climate change, pg. 28
	305-3 Other indirect (Scope 3) GHG emissions	Climate change, pg. 28
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Manufacturing efficiency, pg. 35, and Human rights and ethical sourcing (Audits), pg. 51
	308-2 Negative environmental impacts in the supply chain and actions taken	Human rights and ethical sourcing (Audits), pg. 51
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Associate engagement, pg. 39, see SharkNinja 2023 Annual Report , pg. 5
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Associate engagement (Associate benefits), pg. 42
	401-3 Parental leave	Associate engagement (Associate benefits), pg. 42
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	Employee health and safety, pg. 49
	403-2 Hazard identification, risk assessment, and incident investigation	Employee health and safety, pg. 49
	403-3 Occupational health services	Employee health and safety, pg. 49
	403-5 Worker training on occupational health and safety	Employee health and safety, pg. 49
	403-6 Promotion of worker health	Associate engagement (Associate benefits), pg. 42
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Human rights and ethical sourcing (Audits), pg. 51
	403-8 Workers covered by an occupational health and safety management system	100% of SharkNinja associates and contractors are covered by an occupational health and safety management system. Employee health and safety, pg. 49

GRI content index 2023

GRI Standard	Disclosure	Response
GRI 403: Occupational Health and Safety 2018	403-9 Work-related injuries	Employee health and safety, pg. 49
GRI 404: Training and Education 2016	404-2 Programs for upgrading employee skills and transition assistance programs	Associate engagement (Learning and development), pg. 41
	404-3 Percentage of employees receiving regular performance and career development reviews	Associate engagement (Performance evaluation), pg. 43
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	Diversity, equity, and inclusion, pg. 44
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Human rights and ethical sourcing, pg. 50
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	Human rights and ethical sourcing, pg. 50
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Human rights and ethical sourcing, pg. 50
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	Philanthropy and community partnerships, pg. 56-59
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	Human rights and ethical sourcing, pg. 50
	414-2 Negative social impacts in the supply chain and actions taken	Human rights and ethical sourcing, pg. 50-51
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	Product value, quality and safety (Product quality and safety), pg. 16-17
GRI 417: Marketing and Labeling 2016	417-1 Requirements for product and service information and labeling	Ethics and business integrity (Responsible marketing), pg. 55
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Ethics and business integrity (Cybersecurity training), pg. 54

SASB content index 2023

SASB Standard	SASB Metric	Response
Product Safety	(1) Number of recalls issued and (2) total units recalled	0 Product value, quality and safety (Product quality and safety), pg. 17
	Discussion of process to identify and manage safety risks associated with the use of its products	Product value, quality and safety (Product quality and safety), pg. 16-17
Product Lifecycle Environmental Impacts	Description of efforts to manage products' end-of-life impacts	Circular economy (Repairability), pg. 22

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