

Who We Are

The people who built a consumer problem solving engine

We solve consumer problems that others either do not see or are unable to solve

We create five-star rated innovative lifestyle solutions for consumers in our global markets

A deep portfolio of innovative products under two multi-billion dollar, global brands

Positively impacting people's lives every day in every home in our global markets



1. Net Sales includes sales in the Asia Pacific region and Greater China "APAC". Adjusted Net Sales of \$4.2Bn for fiscal year 2023, which represents sales excluding APAC. Please see the Appendix for a reconciliation of Adjusted Net Sales to Net Sales, its most directly comparable GAAP financial measure.

2. As of December 31, 2023.

3. 2008 represents fiscal year end as of March 2008.

Two scaled, diverse and growing brands

Shark

14

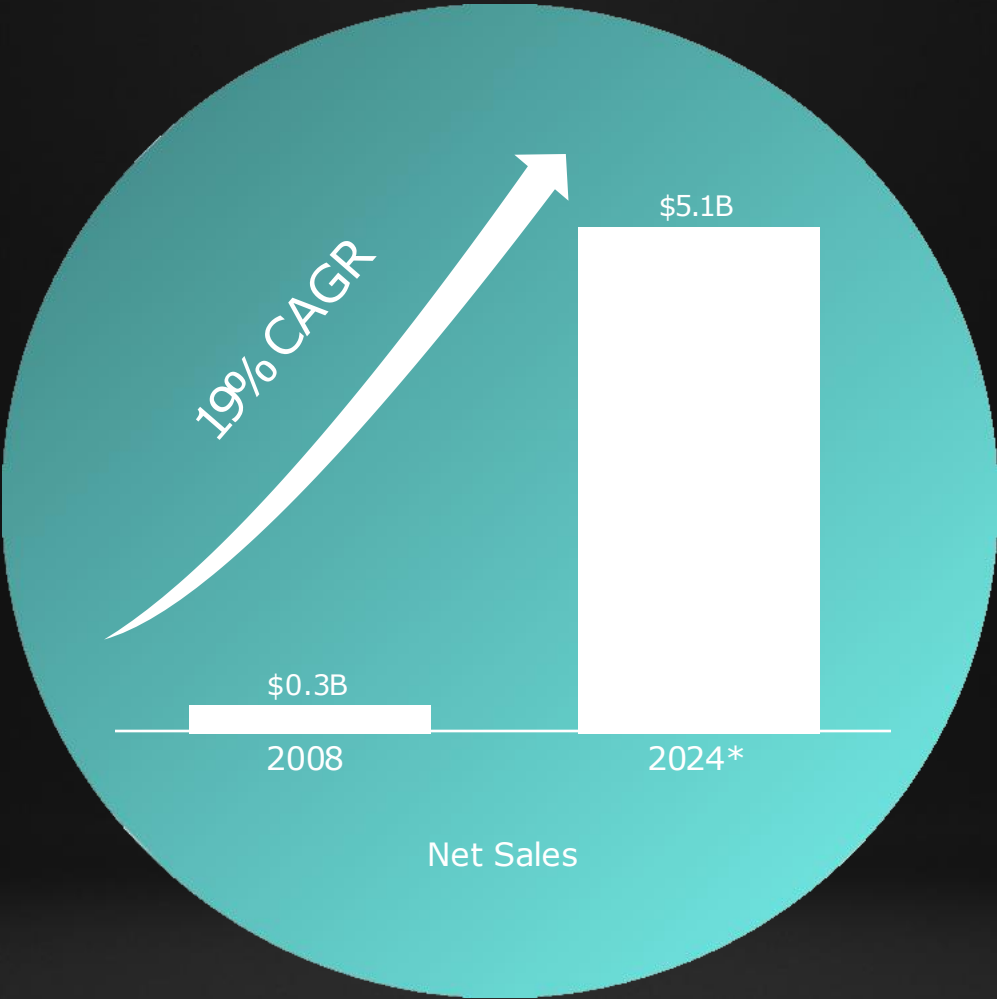
total sub-categories

7

new product sub-categories entered in the last 3 years

\$2.3B

Net Sales (TTM Q3'23-Q2'24)



NINJA

20

total sub-categories

12

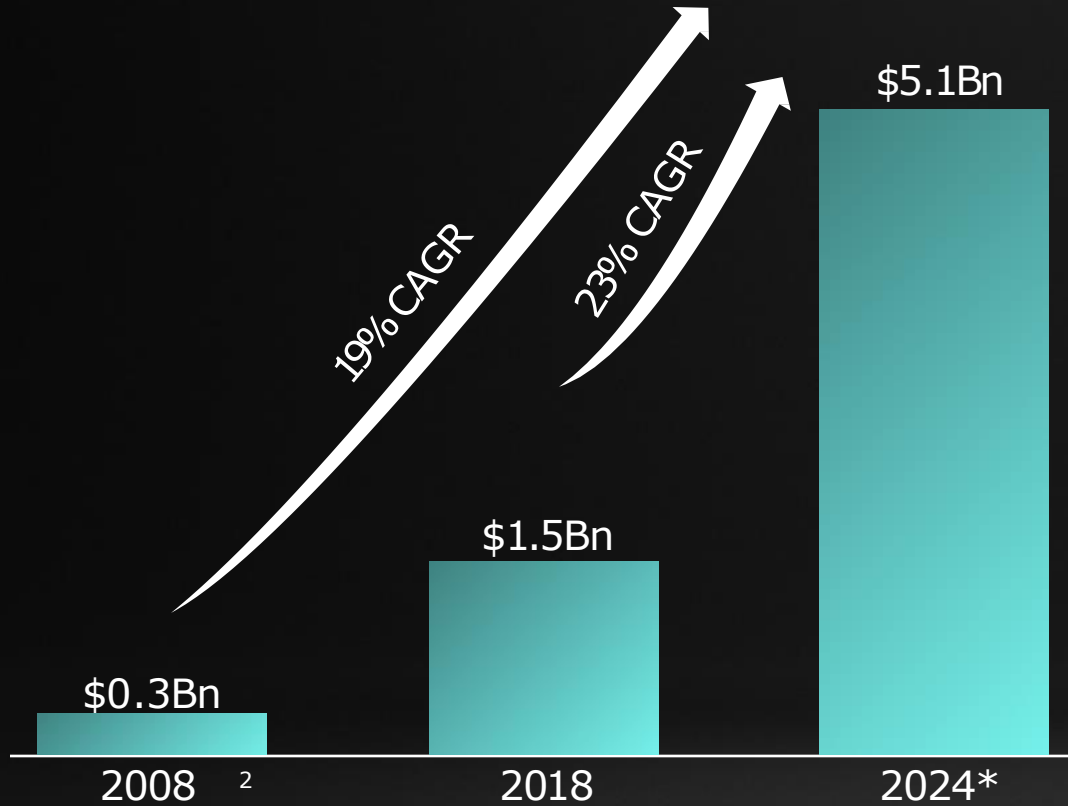
new product sub-categories entered in the last 3 years

\$2.4B

Net Sales (TTM Q3'23-Q2'24)

We are just getting started

Net sales



- Consumer **Problem Solving Engine**
- **Trusted** Global Billion-Dollar Brands
- **Scaled, Diversified** Business
- Proven Drivers of **Sustainable Long-Term Growth:**



Our Three-Pillar Growth Strategy

Driving Sustainable Long-Term Global Growth

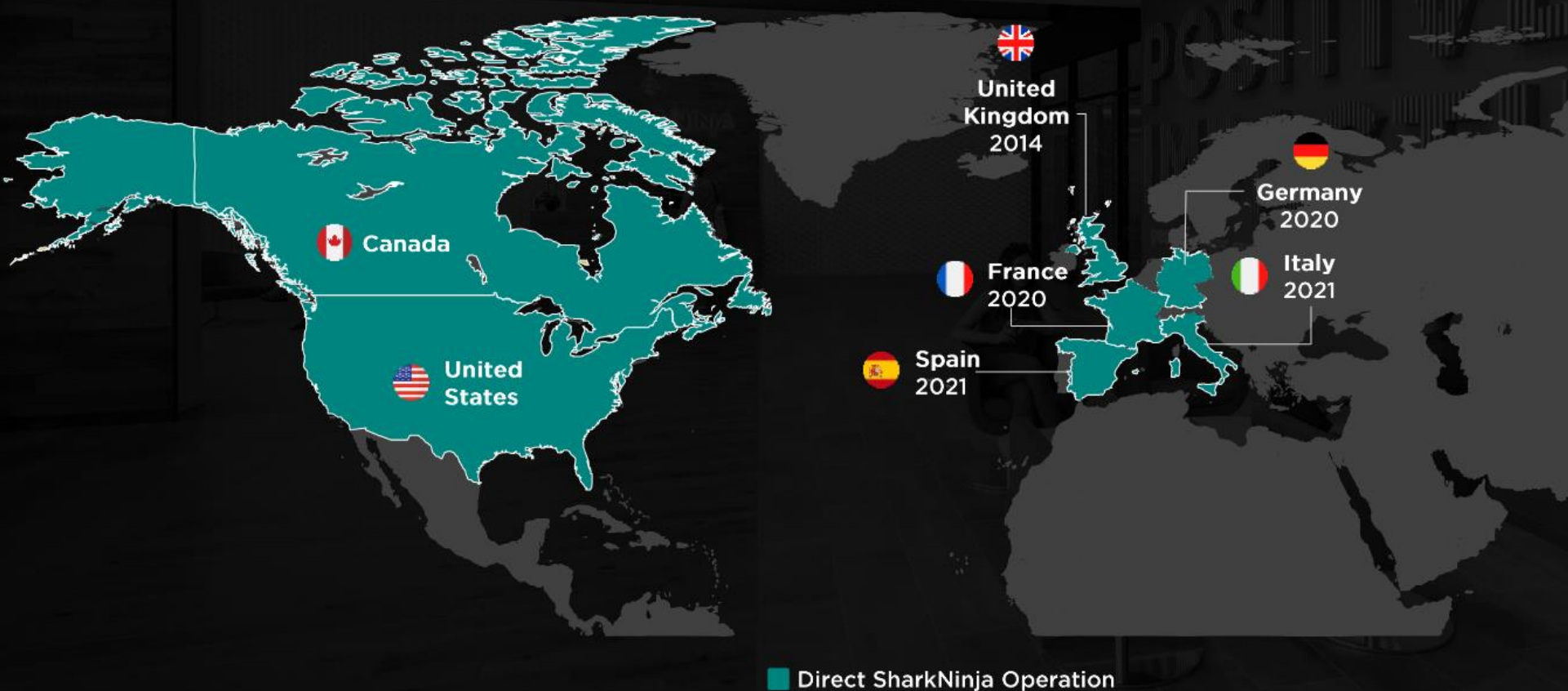
Our highly diversified business is powered by trusted brands, which we believe enables us to drive sustainable long-term global growth. We continuously broaden our geographic footprint and scale into new product categories and markets that reach more consumers in the constant pursuit of our mission to positively impact people's lives every day in every home in our global markets. Our goal is to expand and strengthen relationships with our existing consumers and cultivate relationships with new consumers to drive our continued growth and profitability.



Entering New Geographies

Our products are distributed in 32 markets and our international expansion remains a key area of strategic focus

With the success of our direct model in the United Kingdom, we have been able to consistently leverage this model to successfully enter and meaningfully grow in new markets



International ¹

\$1.2Bn

Net Sales
in 2023

32%

Net Sales CAGR
2020 - 2023

Breakthrough Course Online

