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JS Global Lifestyle Company Limited

JS 环球生活有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1691)

THE UNAUDITED KEY OPERATIONAL DATA OF SHARKNINJA FOR THE THREE MONTHS ENDED SEPTEMBER 30, 2022

JS Global Lifestyle Company Limited (the “**Company**”), together with its subsidiaries (the “**Group**”), is pleased to announce certain unaudited key operational data of the SharkNinja segment of the Group for the three months ended September 30, 2022. The SharkNinja segment represents the Group’s SharkNinja business unit, which distributes its products in North America, Europe and other markets around the world and is primarily focused on cleaning appliances and kitchen appliances.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to announce that, for the three months ended September 30, 2022, the unaudited gross sales¹ of the SharkNinja segment of the Group recorded a year-on-year increase of 11.7% and that on a constant currency basis recorded a year-on-year increase of 14.9%. Growth was largely attributable to new products launched during the quarter, as well as growth from international markets, such as in the United Kingdom², Europe, Japan, and rest of the world.

In North America, the gross sales of SharkNinja for the three months ended September 30, 2022 increased by 11.1%. In the United States of America, its market share within cleaning appliances and food preparation appliances grew at a respectable pace for the nine months ended September 30, 2022 (the “**Period**”) as followed:

Categories	Market Shares	Year-on-year ³
Cleaning appliances	34.7% ⁴	+3.0%
Food preparation appliances	36.0% ⁵	+3.2%
Cooking appliances	25.7% ⁶	- 0.5%

In Europe, the gross sales of SharkNinja for the three months ended September 30, 2022 increased by 11.2% and that on a constant currency basis recorded an increase of 30.2%. In the United Kingdom², its market share within vacuum cleaners, electrical cooking pots and food preparation appliances recorded remarkable growth during the Period as followed:

Categories	Market Shares	Year-on-year ³
Electrical cooking pots	56.7% ⁷	+9.7%
Vacuum cleaners	30.7% ⁸	+1.7%
Food preparation appliances	16.0% ⁹	+4.0%

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

² Excluding Northern Ireland

³ Prior-year market share might be adjusted subject to the changes on population of included brands in independent surveys or reports.

⁴ Source: The NPD Group/Retail Tracking Service, U.S. dollar sales, January-September 2022 vs January-September 2021. “Cleaning appliances” include: Bare Floor Cleaners, Hand Vacuums, Robotic Vacuums, Stick Vacuums, Upright Vacuums

⁵ Source: The NPD Group/Retail Tracking Service, U.S. dollar sales, January-September 2022 vs. January-September 2021. “Food preparation appliances” include: Juice extractor, Kitchen System, Single Serve Blending & Processing, Traditional Blending, Traditional Food Processor

⁶ Source: The NPD Group/Retail/Tracking Service, U.S. dollar sales, January-September 2022 vs. January-September 2021. “Cooking appliances” include: Air fryers, Electric Grills, Fryers, Multi-Cookers, Toaster Oven

⁷ Source: GfK; Market Intelligence; Total Electrical Cooking Pots; Volume & Value Sales, GB; Jan-Sep 2022 & Jan-Sep 2021

⁸ Source: GfK; Market intelligence; Total Vacuum Cleaners; Value Sales, GB; Jan-Sep 2022 & Jan-Sep 2021

⁹ Source: GfK; Market Intelligence; Total Food Preparation; Value Sales, GB; Jan-Sep 2022 & Jan-Sep 2021

In Japan and rest of the world, the gross sales of SharkNinja for the three months ended September 30, 2022 increased by 29.2% and that on a constant currency basis recorded a significant increase of 43.6%.

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

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

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

Hong Kong, October 27, 2022

As at the date of this announcement, the Board comprises Mr. Wang Xuning, Ms. Han Run and Ms. Huang Shuling as executive Directors, Mr. Hui Chi Kin Max, Mr. Stassi Anastas Anastassov and Mr. Sun Zhe as non-executive Directors and Mr. Ding Yuan, Mr. Timothy Roberts Warner and Mr. Yang Xianxiang as independent non-executive Directors.