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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 MARCH 31, 2023

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 March 31, 2023 (the “**Period**”). 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 “**Directors**”) of the Company wishes to announce that, for the three months ended March 31, 2023, the unaudited gross sales<sup>1</sup> of the SharkNinja segment of the Group recorded a year-on-year increase of approximately 5.4% and that on a constant currency basis recorded a year-on-year increase of approximately 8.6%. Growth was largely attributable to recently launched products, as well as growth from international markets, such as the United Kingdom<sup>2</sup>, Europe and Japan.

In North America, the gross sales of SharkNinja for the Period decreased by approximately 7.9%, but the sales of Point of Sales (POS) were up by mid-single digit percentage during the Period. In the United States of America, its market share for the three months ended March 31, 2023 grew across all three key categories of cleaning appliances, food preparation appliances and cooking appliances as follows:

Categories	Market Shares	Percentage Point Change as Compared with the Same Period of 2022 <sup>3</sup>
Cleaning appliances	36.7% <sup>4</sup>	+0.9 percentage point
Food preparation appliances	34.6% <sup>5</sup>	+0.4 percentage point
Cooking appliances	25.2% <sup>6</sup>	+0.1 percentage point

In Europe, the gross sales of SharkNinja for the Period increased by approximately 69.1% and that on a constant currency basis recorded an increase of approximately 86.6%. In the United Kingdom<sup>2</sup>, its market share within electrical cooking pots and food preparation appliances recorded remarkable growth during the Period as follows:

<sup>1</sup> Gross sales refer 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 do not represent the SharkNinja segment’s total revenue, and the Group considers the same to be one of the various business operational indicators of the SharkNinja segment.

<sup>2</sup> Excluding Northern Ireland

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

<sup>4</sup> Source: Circana Inc./Retail Tracking Service, U.S. dollar sales, January-March 2023 vs January-March 2022. “Cleaning appliances” include Bare Floor Cleaners, Hand Vacuums, Robotic Vacuums, Stick Vacuums, Upright Vacuums

<sup>5</sup> Source: Circana Inc./Retail Tracking Service, U.S. dollar sales, January-March 2023 vs. January-September 2022. “Food preparation appliances” include: Juice extractor, Kitchen System, Single Serve Blending & Processing, Traditional Blending, Traditional Food Processor

<sup>6</sup> Source: Circana Inc./Retail/Tracking Service, U.S. dollar sales, January- March 2023 vs. January-March 2022. “Cooking appliances” include: Air fryers, Electric Grills, Fryers, Multi-Cookers, Toaster Oven

Categories	Market Shares	Percentage Point Change as Compared with the Same Period of 2022 <sup>3</sup>
Electrical cooking pots	59.2% <sup>7</sup>	+4.2 percentage points
Vacuum cleaners	29.4% <sup>8</sup>	-1.2 percentage points
Food preparation appliances	20.5% <sup>9</sup>	+5.4 percentage points

In Japan and rest of the world, the gross sales of SharkNinja for the three months ended March 31, 2023 increased by approximately 2.6% and that on a constant currency basis recorded an increase of approximately 10.0%.

**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. Shareholders and potential 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, shareholders and potential investors are advised to seek professional advice from professionals or financial advisers.**

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

Hong Kong, May 10, 2023

*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. Yuan Ding, Mr. Timothy Roberts Warner and Mr. Yang Xianxiang as independent non-executive Directors.*

<sup>7</sup> Source: GfK; Market Intelligence; Total Electrical Cooking Pots; Volume & Value Sales, GB; Jan–March 2023 & Jan–March 2022  
<sup>8</sup> Source: GfK; Market intelligence; Total Vacuum Cleaners; Value Sales, GB; Jan–March 2023 & Jan–March 2022  
<sup>9</sup> Source: GfK; Market Intelligence; Total Food Preparation; Value Sales, GB; Jan–March 2023 & Jan–March 2022