
PRESS RELEASE

Shark NINJA



SHARKNINJA CONTINUES UK EXPANSION WITH FLAGSHIP LONDON OFFICE AT BATTERSEA POWER STATION

- Leading home technology company has signed up to take new office space at Battersea Power Station, following its expansion in Leeds last year
- Engineering laboratories will take up 50% of the area, with further space dedicated to leading-edge testing facilities
- This brings the total office space that has been pre-let inside the Grade II* listed Power Station, which opens to the public from September, to over 560,000 sq ft

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Caption: SharkNinja will be opening a flagship office at Battersea Power Station from September
Credit: Jason Hawkes

SharkNinja and Battersea Power Station are pleased to announce that 25,000 square feet of new office space, Switch House Hall, inside the Grade II* listed Power Station has been taken by the global manufacturer of vacuums and home appliances.

The new office adds to SharkNinja's existing footprint in the UK and forms a key part of the business' continued expansion, with the workforce to consist entirely of product teams across largely engineering and design.

SharkNinja will start fitting out the space this Spring, with employees expected to move in this September when the Power Station also officially opens to the public. The office is expected to provide seating for 190 people, with 135 at launch.

The new London office will provide SharkNinja with significantly larger workshop facilities with sophisticated testing facilities for all categories. Alongside this, engineering laboratories will comprise around 50% of the site, with purpose-built facilities developed to suit the current needs of SharkNinja and to facilitate its ambitious growth plans.

With state-of-the-art development salons, kitchens and other facilities, the London team will drive forward the global development of products across all categories.

SharkNinja will join the 500,000 sq ft of office space taken by Apple and The Engine Room, a bespoke 40,000 sq ft co-working offer, by IWG.

The office forms part of SharkNinja's objective of expanding its global footprint, with London-based employees developing more products that resonate in the European market.

SharkNinja's Vice President and General Manager of London, Lauren McMullan said:

"SharkNinja's continued growth is driven by the success of new product launches, alongside the dedication, commitment and skill of our fantastic global teams. We are continuing to invest in our workforce in order to spur further international expansion, and our latest acquisition of office space in the capital is reflective of our growth in recent years."

"The state-of-the-art facilities in our new Battersea Power Station site will allow our staff to continue driving innovation for SharkNinja and we are excited to welcome everyone to the new office space which is focused on encouraging collaboration and productivity."

Simon Murphy, CEO of Battersea Power Station Development Company (BPSDC), said:

"We are thrilled to welcome SharkNinja to Battersea Power Station, another global brand and innovator which will add to the sense of dynamism, creativity and invention in this new riverside neighbourhood."

"2022 is a seminal year for the project with the Power Station opening to the public for the first time in history from September. With a further 200,000 sq ft of office space launching later this year, and our very own tube station opening last September, Battersea Power Station is fast-becoming a highly sought after new office location for London."

Shark is the UK's best-selling vacuum cleaner brand¹, and Ninja is the UK's bestselling multicooker brand², outselling all other brands in the UK. It is the continued growth of both brands which has allowed SharkNinja to increase its network and footprint across the UK.

The restoration of Battersea Power Station is nearing completion, with residents now living inside the Grade II* listed building and new retailers, including Ralph Lauren, Ray-Ban, Lacoste, Mango, Le Labo, The Kooples and Calvin Klein, announcing they will be opening their doors from September. The Power Station will house over 100 shops, bars and restaurants and a luxury boutique cinema as well as unique leisure spaces, including the

¹ UK market data, all vacuum cleaner sales by volume Jan – Dec 2021

² UK market data, all multicooker sales by volume, Oct 20 - Dec 21

chimney lift experience. The glass elevator will transport visitors 109m up inside one of the Power Station's iconic chimneys before they emerge at the top to enjoy unrivalled 360 degree views of the capital's skyline.

Residents and visitors to Battersea Power Station will be able to enjoy numerous new green and open public spaces, including the six-acre Power Station Park, which sits directly in front of the building on the banks of the river. Battersea Roof Gardens, a new building designed by Foster + Partners, and Gehry designed Prospect Place forms Electric Boulevard, a collection of buildings comprising homes, offices and a new high street which sits to the south of the iconic Power Station, also opening later this year.

With the Northern Line now extended to give this new neighbourhood its very own Zone 1 London Underground station, Battersea Power Station draws Londoners, international visitors and workers from across the capital with journey times to the West End and the City taking approximately 15 minutes. It will be one of the go-to places for South West London, boosting the local economy and creating over 17,000 jobs.

Circus West Village, the first chapter in the regeneration of Battersea Power Station, is already home to over 1,800 residents and a number of bars, restaurants, cafés and fitness and leisure offerings and welcomes three million people on average each year thanks, in part, to its annual events programme.

For more information, please visit www.batterseapowerstation.co.uk and follow @BatterseaPwrStn to keep up to date with the latest news and events.

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Notes to editors:

About SharkNinja:

SharkNinja is devoted to developing 5-star consumer rated products that make life easier in the home, from award-winning vacuums to innovative and sophisticated kitchen appliances. Pioneers in advanced floor care solutions and revolutionary household appliances, SharkNinja provides today's consumer with an unrivalled standard of world class and desirable products that enhance their busy lifestyle. SharkNinja utilises engineering bases in Boston, London and China to create a 24-hour non-stop design cycle, rapidly bringing new ideas to market to immediately meet emerging market trends.

To see the full UK product range please visit: <https://sharkclean.co.uk/> and <https://ninjakitchen.co.uk/>

About Battersea Power Station:

- Battersea Power Station is one of central London's largest, most visionary and eagerly anticipated new riverside neighbourhoods. The £9bn regeneration project is delivering a vibrant, mixed-use destination offering a community of homes, shops,

restaurants, offices, culture and leisure venues, as well as 19 acres of public space, all serviced by an extension to the London Underground Northern Line.

- The Battersea Power Station project covers 42 acres and includes 3.5m sq ft of mixed commercial space, together with 4,239 new homes.
- The successful regeneration of Battersea Power Station is creating 20,000 new jobs, generating long term career opportunities for local residents. A new NHS medical facility is also being built.
- The Grade II* listed Power Station, the second phase of the development, opens to the public from this September, housing over 100 shops, restaurants and cafes, events venues, a unique chimney lift experience offering 360-degree panoramic views of London's skyline, new office space and 254 new residential apartments. The first residents moved into the Power Station in 2021.
- Circus West Village, the first chapter of the regeneration of Battersea Power Station, is already a thriving riverside destination and home to over 1,800 people. Offering an eclectic mix of independent and design-led bars, restaurants, shops, fitness and wellbeing facilities, a cinema, a theatre and an ongoing events programme, this new neighbourhood welcomes over three million people on average per year.
- The third phase comprises Prospect Place and Battersea Roof Gardens which together form Electric Boulevard, London's newest high street. Prospect Place is the first residential project of globally renowned architectural practice Gehry Partners and Battersea Roof Gardens, designed by Foster + Partners, will house new residences, terraced retail and leisure offerings, and a 164-room art'otel, the brand's first to open in London.
- With the recently opened Zone 1 Battersea Power Station Underground station on the Northern Line Extension, the development is only a 15 minute journey from the West End and the City. It also has its very own Uber Boat by Thames Clippers pier and is a 15 minute journey from Embankment, 20 minutes from Blackfriars, 30 minutes from Putney and 40 minutes from Canary Wharf. Battersea Power Station is easily accessible by bus, bike, car and train too.
- The wider Battersea Power Station development is owned by a consortium of Malaysian investors comprising Sime Darby Property (40%), S P Setia (40%) and The Employees' Provident Fund (20%), with the commercial assets within the Power Station building now being directly owned by Permodalan Nasional Berhad (PNB) and EPF.
- Management of the development is being undertaken by the British-based Battersea Power Station Development Company.