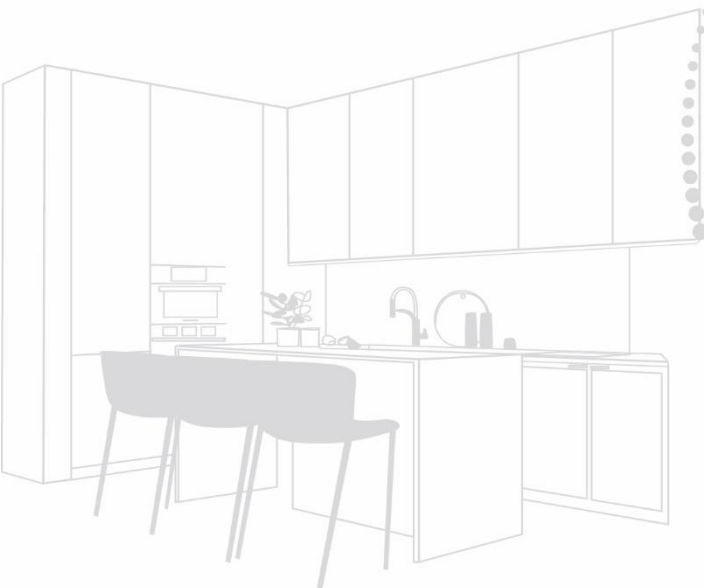




**JS 环球生活有限公司**  
**JS GLOBAL LIFESTYLE COMPANY LIMITED**

(Incorporated in the Cayman Islands with limited liability)

Stock code: 1691



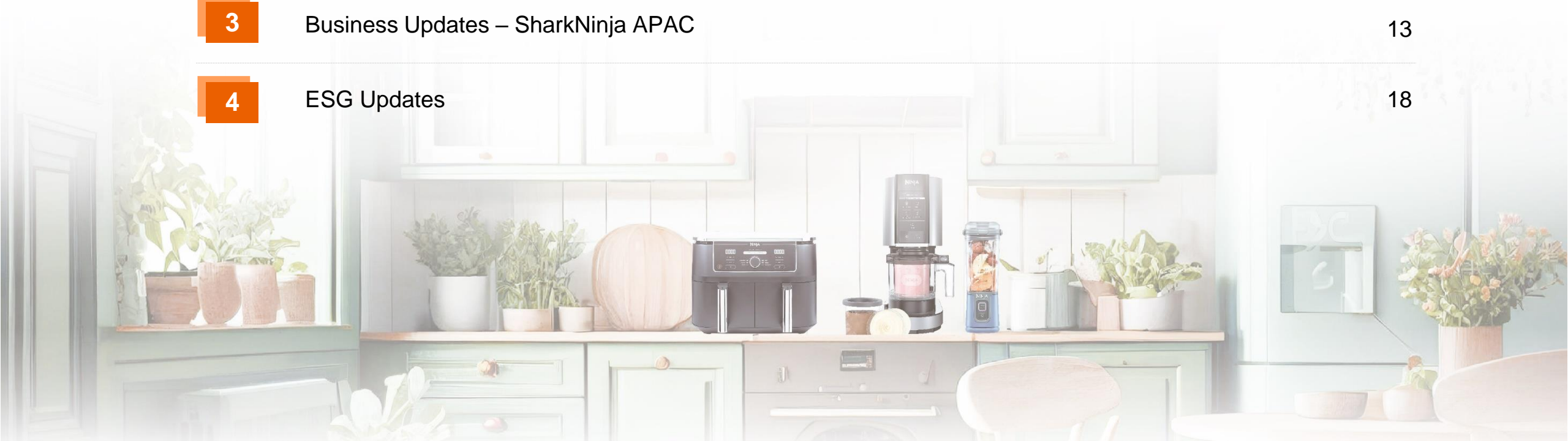
**2024年中期业绩发布会**

**2024 INTERIM RESULTS PRESENTATION**

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# Financial Updates

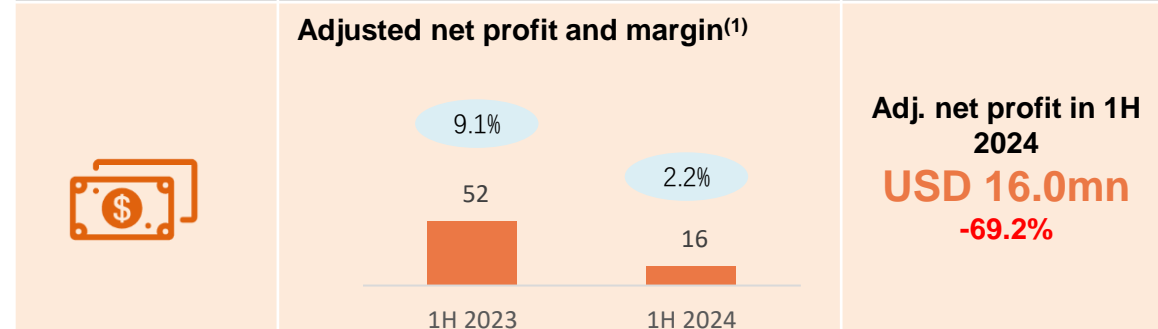
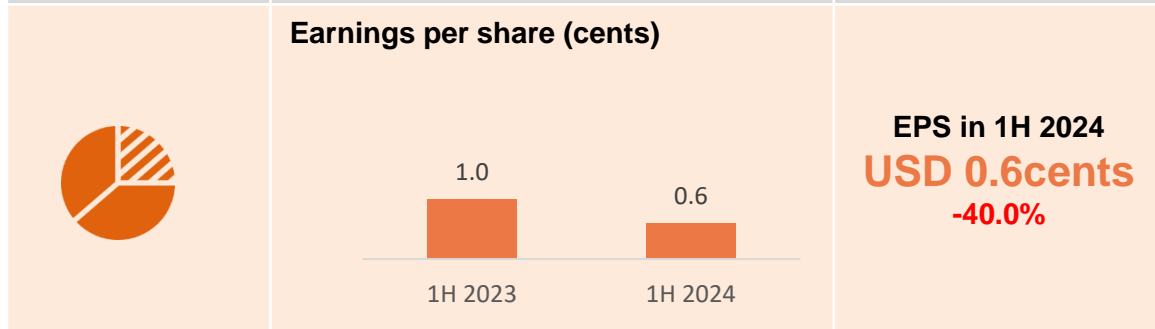
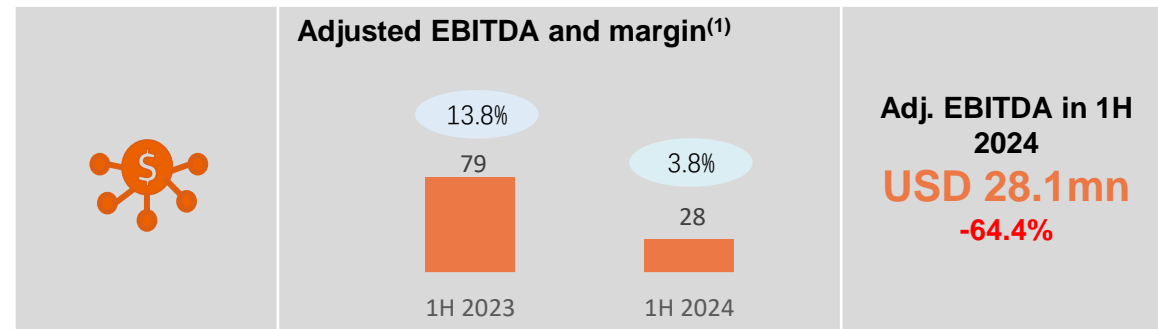
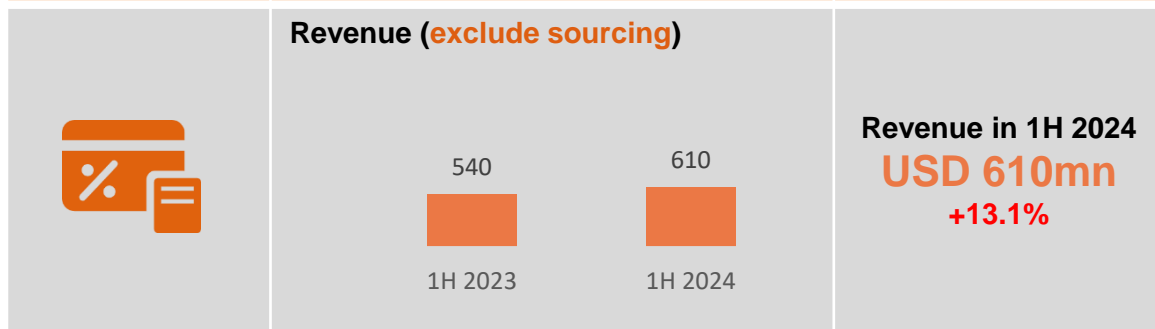
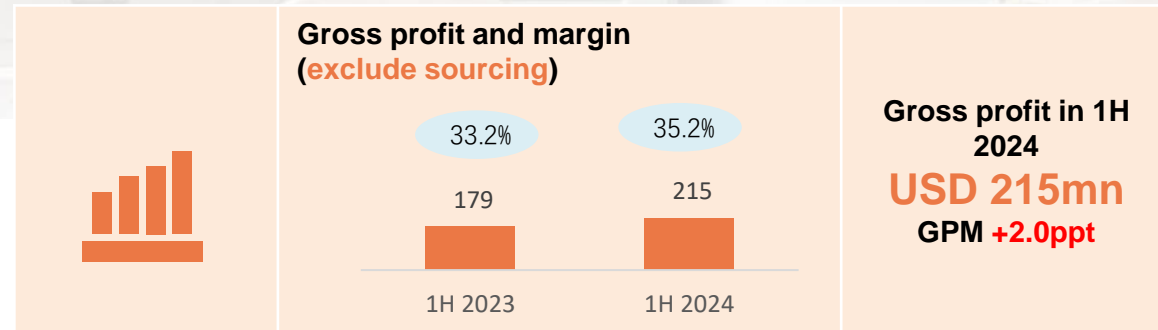
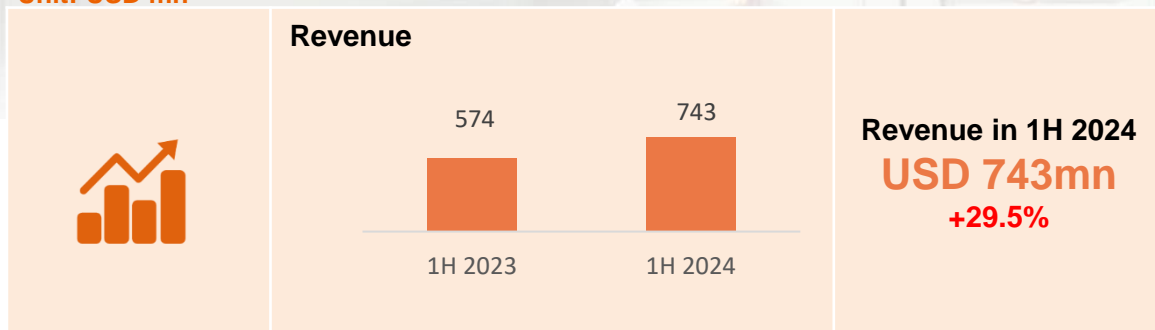




# Key Financial Metrics

Global

Unit: USD mn

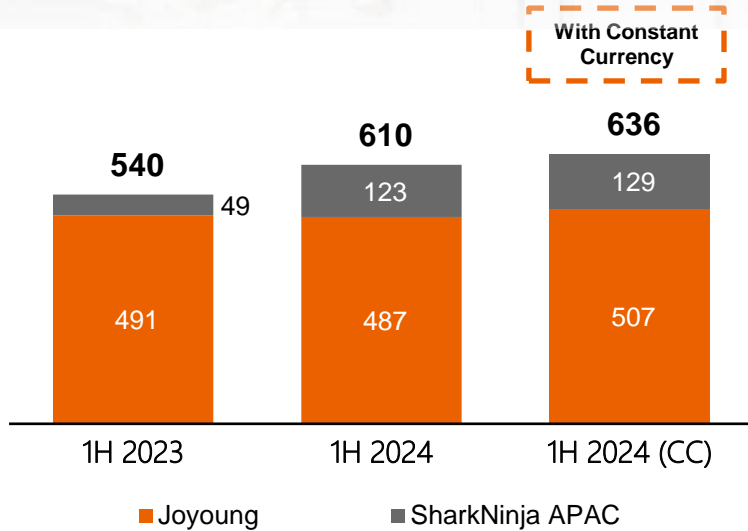


(1) Adjustments for EBITDA and net profit included stock-based compensation, gain/(loss) on financial assets at fair value, gain/(loss) on disposal of property, plant and equipment items and associates, special professional fee and bonus related to spin-off project, sourcing service income from the discontinued operation, and product development & transitional service fee charged by the discontinued operation. Both adjusted EBITDA and adjusted net profit and was non-audited number.

# JS Strong Growth in SN APAC Markets while Joyoung Remained Flat

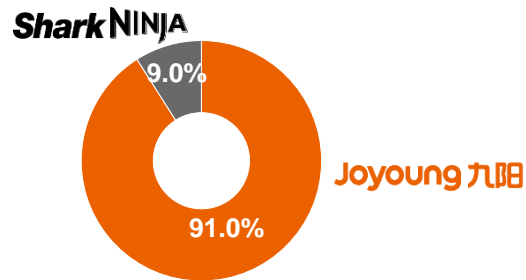
Global

By segment (exclude sourcing)

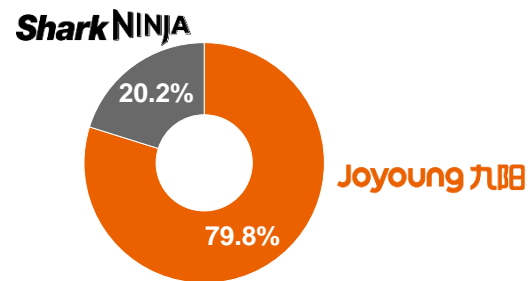


- The Joyoung segment remained revenue level in 1H 2024 by growing sales of core products (high-performance blenders, soymilk makers and rice cookers). Those increases were offset by softness in water purifier and cookware due to fierce competition.
- The SharkNinja APAC segment achieved strong growth in 1H 2024 mainly attributable to continued market share growth of vacuum category in Japan and rapid market expansion, particularly in Australia and Korea, as well as growth of other product categories including kitchen and personal care appliances.

1H 2023 Revenue by segment

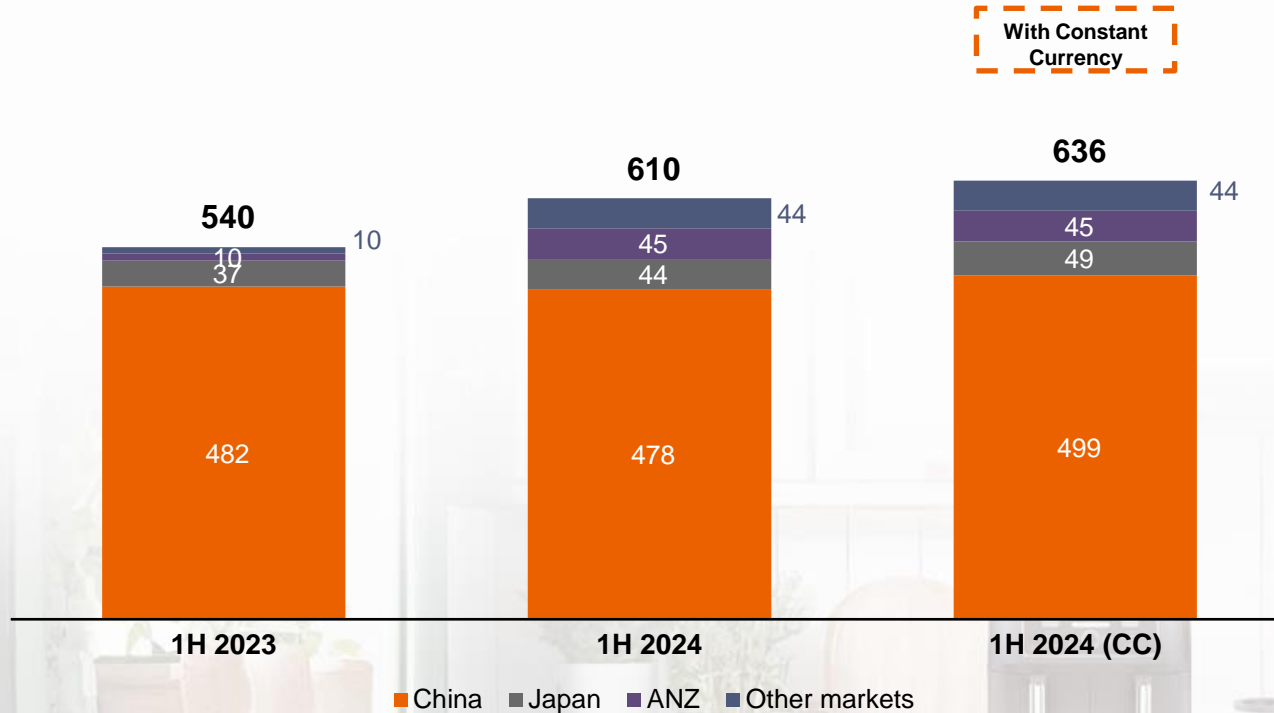


1H 2024 Revenue by segment



## Continued Market Share Gains Across APAC markets, Except China

### By regions (exclude sourcing)

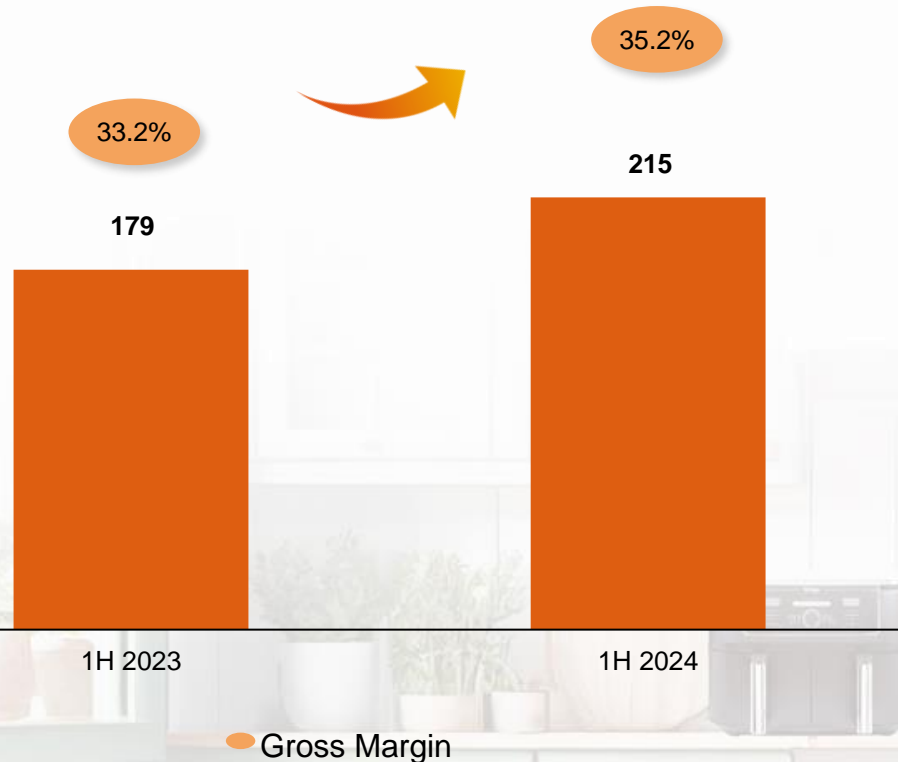


- Total revenue generated from China remained flat due to the combined effect of sales improvement of food preparation categories and softening demand for water purifier and cookware.
- The robust growth in Japan was mainly driven by continued market value growth of cordless vacuum and entry of kitchen appliance from successful launch of blenders in Japan.
- ANZ recorded a significant growth mainly attributable to broad-based growth across all product categories through strong marketing campaigns.
- Other markets had strong growth mainly resulted from strong sales to local distributors in Korea, particularly cordless vacuum and food preparation appliances.

# Improvement in Gross Margin

## Elevation of gross profit and margin (exclude sourcing)

(USD mn)



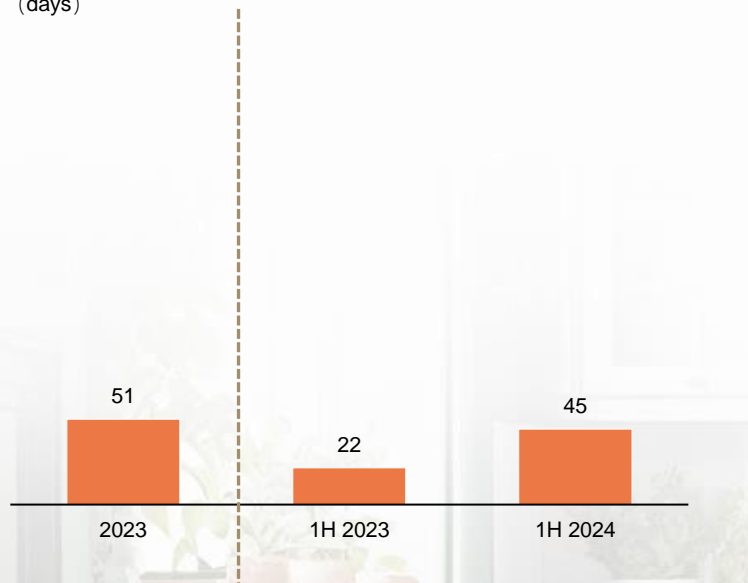
- The Gross profit margin (exclude sourcing) in 1H 2024 is 35.2%. The year-on-year increase of 200 basis points in gross profit margin was mainly benefited from portfolio premiumization and structurally higher margin from business model change and improved cost productivity in SharkNinja APAC segment.
- The gross profit margin from Joyoung segment remained stable at 32.1% mainly resulted from increase in the proportion of direct sales to customers while offset by unfavorable product mix which proportion of products with relatively higher gross margin decreased comparing with 1H 2023.

## Working Capital Management

(USD mn)

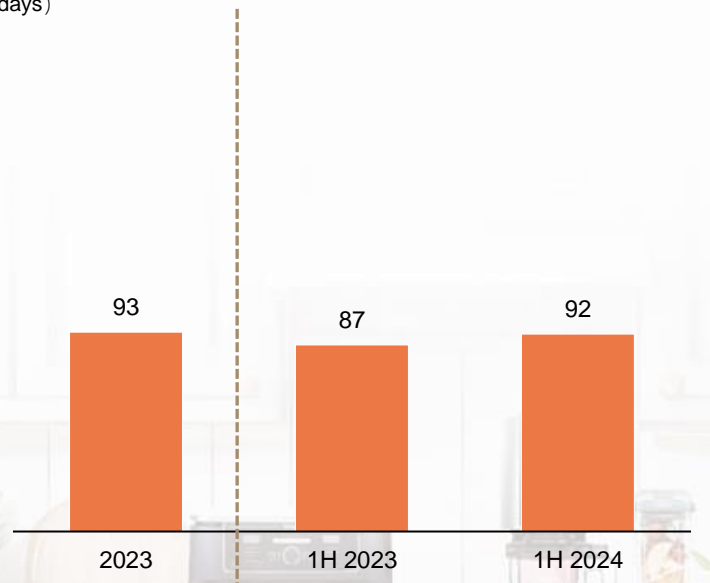
**Inventory turnover days<sup>(1)</sup>**

(days)



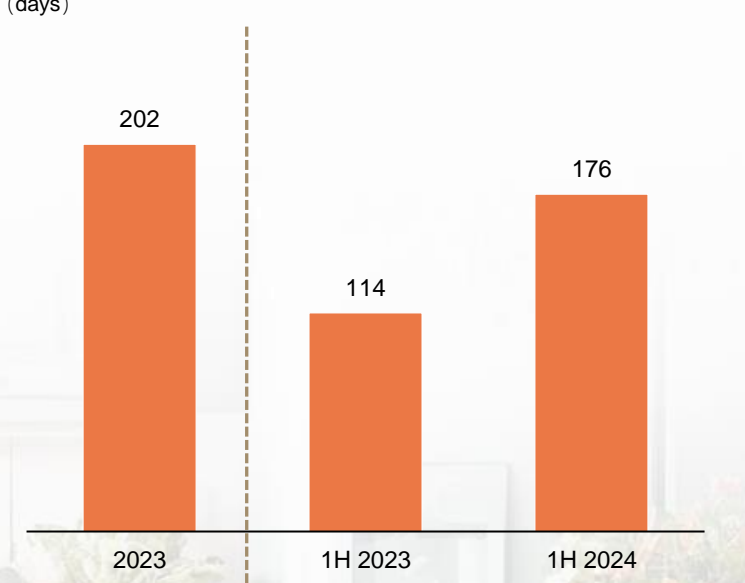
**Trade and bill receivables turnover days<sup>(2)</sup>**

(days)



**Trade and bill payables turnover days<sup>(3)</sup>**

(days)



■ JS Global

(1) Turnover days of average inventories equals average inventories divided by cost of sales and multiplied by the number of days in the period. Average inventories equal inventories at the beginning of the period plus inventories at the end of the period, divided by two.

(2) Turnover days of average trade and bill receivables equals average trade and bill receivables divided by revenue and then multiplied by the number of days in the period. Average trade and bill receivables equal trade and bill receivables (net of impairment) at the beginning of the period plus trade and bill receivables at the end of the period, divided by two.

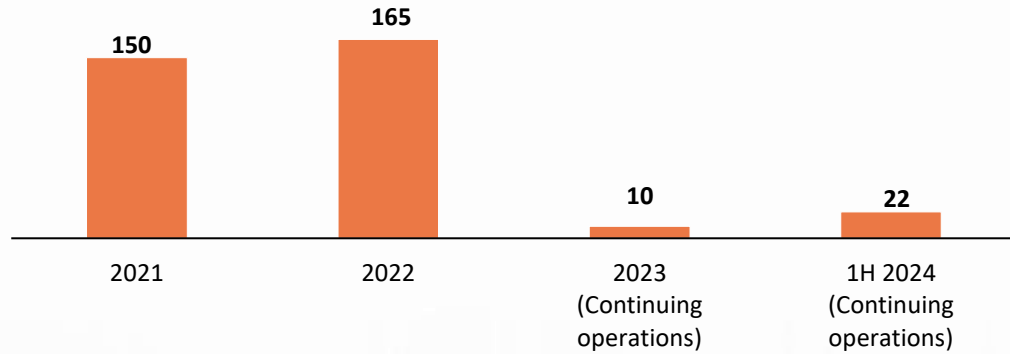
(3) Turnover of average trade and bill payables equals average trade and bill payables divided by cost of sales and then multiplied by the number of days in the period. Average trade and bill payables equals trade and bill payables at the beginning of the period plus trade and bill payables at the end of the period, divided by two.



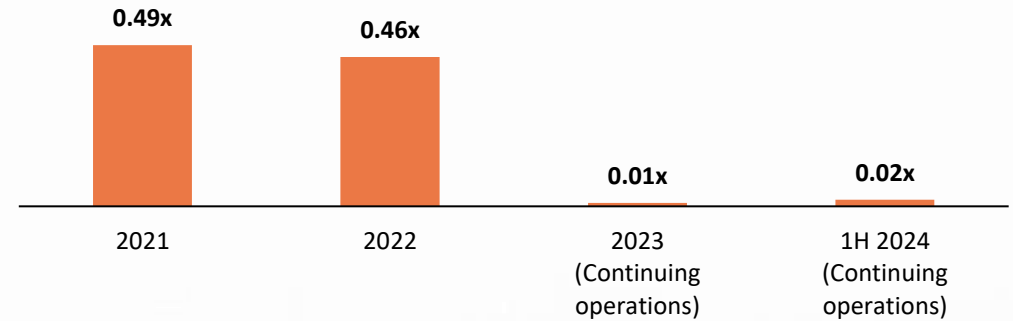
# Balanced Capital Structure

## Capital expenditure

USD mn

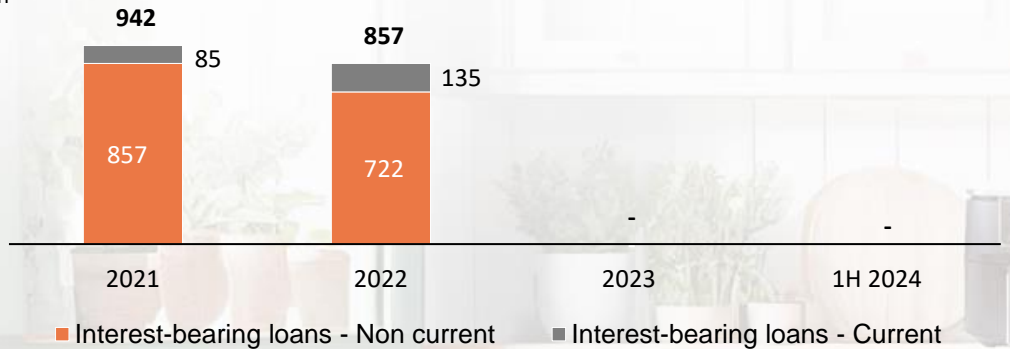


## Total debt / Total equity<sup>2</sup>

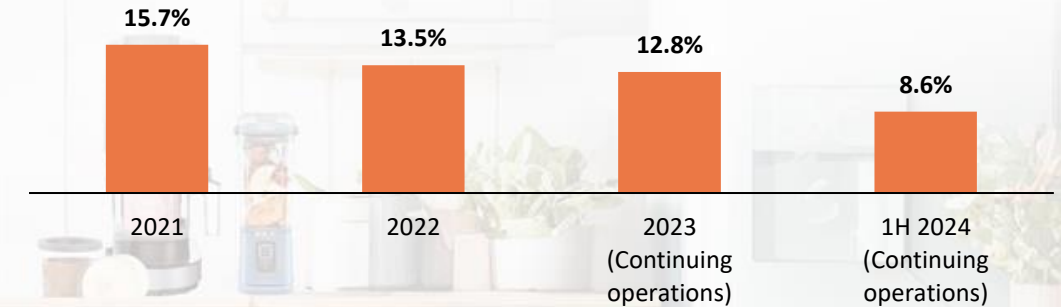


## Debt profile and maturities<sup>1</sup>

USD mn



## ROIC<sup>2</sup>



(1) As of June 30 2024 and December 31, 2023, the Group did not have any bank borrowings as all bank borrowings were repaid in July 2023.

(2) As the spin-off project was completed at the end of July 2023, the equity as of December 31, 2023 & June 30, 2024, did not include the discontinued operations. Therefore, both the calculations for the total liabilities/equity ratio and the return on invested capital in 2023 and 1H 2024 only include the retained business.

# Business Updates

**Joyoung 九阳**



# *New Products Launch – 30 Anniversary Conference*



***“Honoring the Great Small Problems”***

# New Products Launch – Tech 3.0 Series



## 0 Coating Rice cooker 3<sup>rd</sup> Gen *40N9U Pro*

- Zero - coating inner pot
- Rice Grain Suspension Technology
- 8-hour long-lasting non-stick with China National Standard level II non-stick
- IOT Smart Connec
- Adjustable rice texture

## Light Sound Blender & Soymilk Maker *Y8*

- Automatic Preparation, Cleaning, and Drying
- Equipped with a variable frequency motor, operates quietly
- BlenderX System: Enhanced fine grinding
- Smart Sensor Technology: More nutrients extracted

## Water purifier with Instant Heating *R5P*

- 6-year long-lasting filter with AI monitoring the usage life
- Full-path antibacterial protection
- High flow rate: 5L/min
- 2:1 wastewater ratio

# Business Updates

***Shark* | NINJA**



*Positively impacting people's lives everyday in every home*

## Consumer Focus & Brand Awareness



In-depth consumer insights  
Tailored Product offerings  
Optimal value propositions



Elevated Brand Presence  
Amplify consumer awareness  
Increase product trial

## GROWTH Strategy

### Existing Categories

Win in Core Categories  
(e.g., Japan Cordless Vacuums)

### New Categories

Entry into new and adjacent  
product categories  
(e.g. Expand into Portable Blender,  
Beauty and Outdoors)

### New Markets

Expansion of Shark & Ninja brands in  
South-East Asia  
and the rest of APAC

## Seamless Omni-Channel Execution



Commanding Offline Execution  
Compelling In-store presence

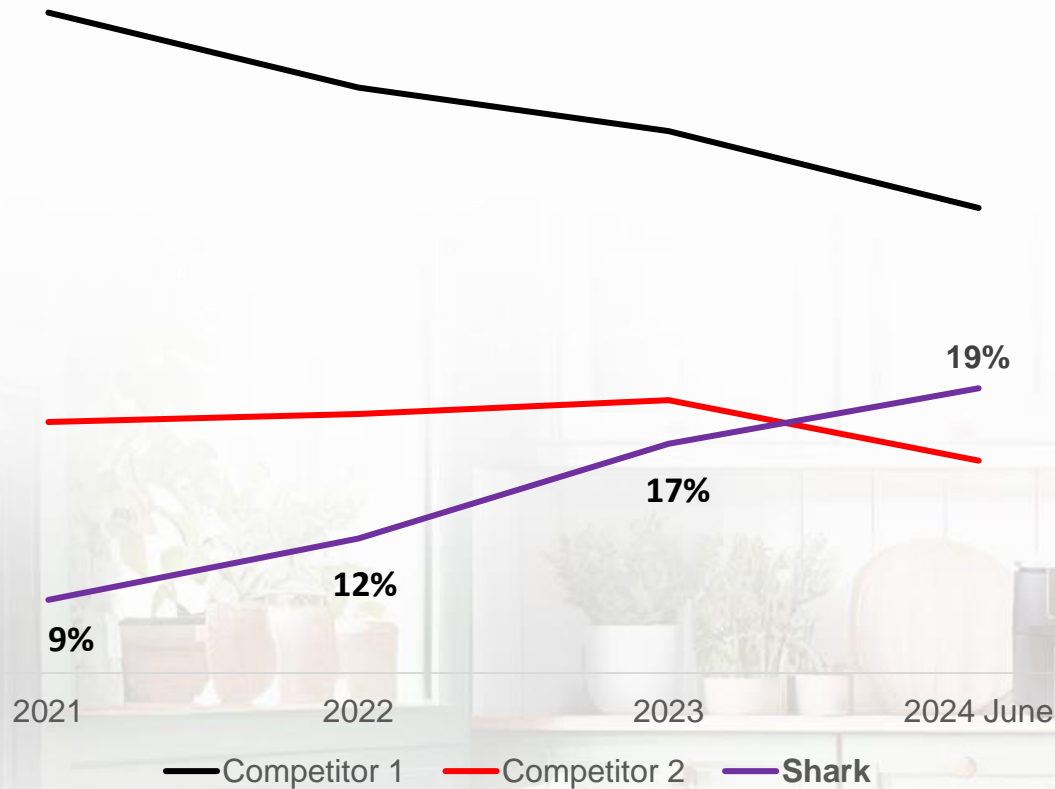


Strategic eCommerce expansion  
Enhance Digital experience

# Win in Existing Categories: Japan Cordless Vacuum

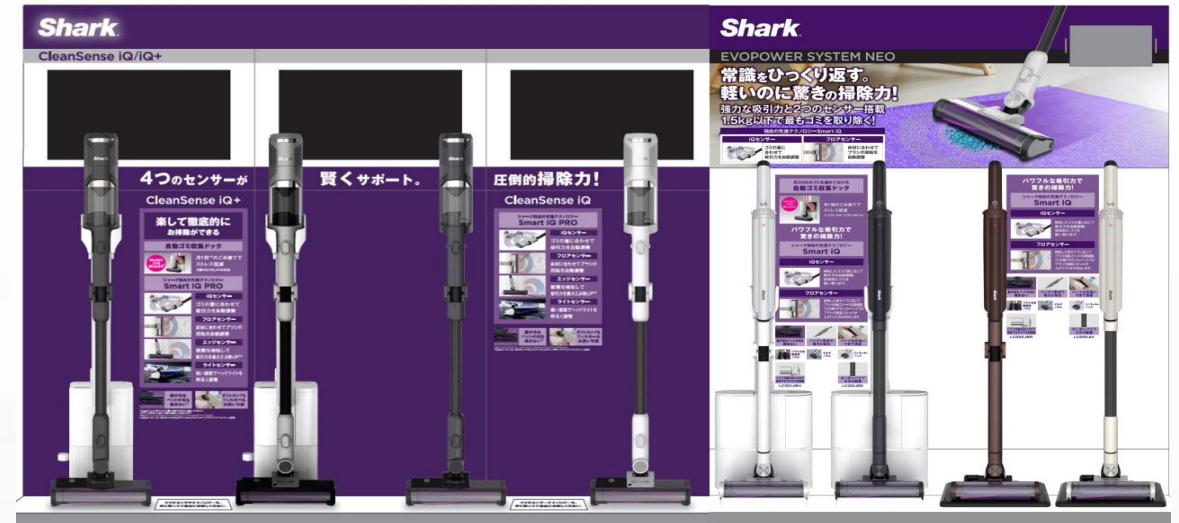
## Tailored Innovation: CleanSense iQ & EvoPower System NEO

Winning Cordless Value Share



Source: GfK POS Value

Accelerating our Japan Innovation



# Launch New Categories : Ninja Blast Portable Blender

First Ninja launch in Japan: #1 Value Share in 2 months!



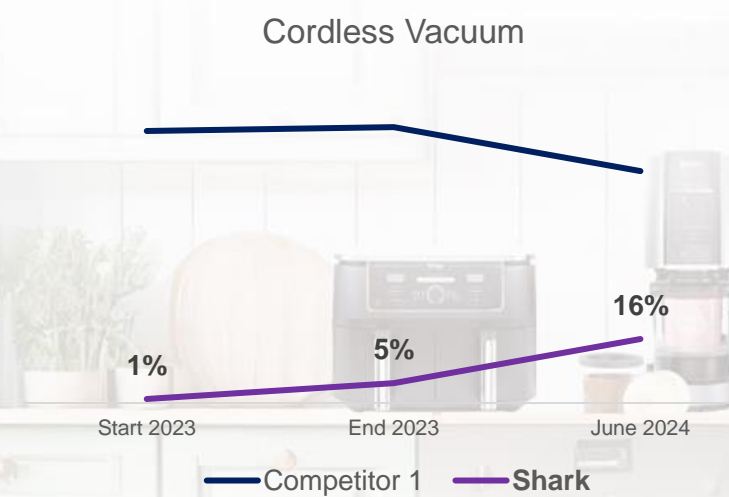
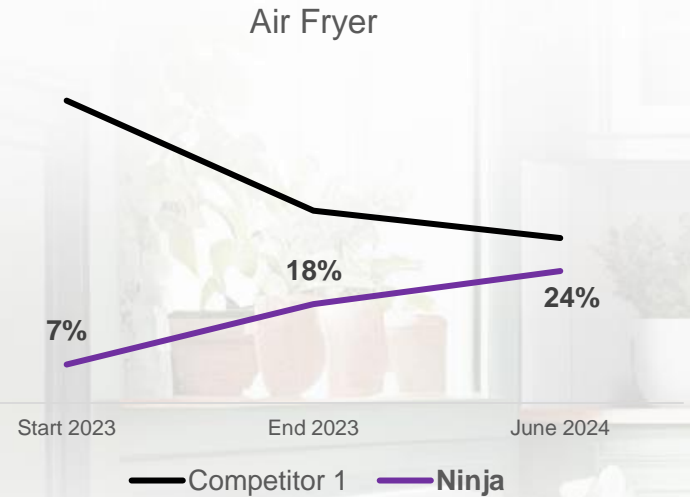
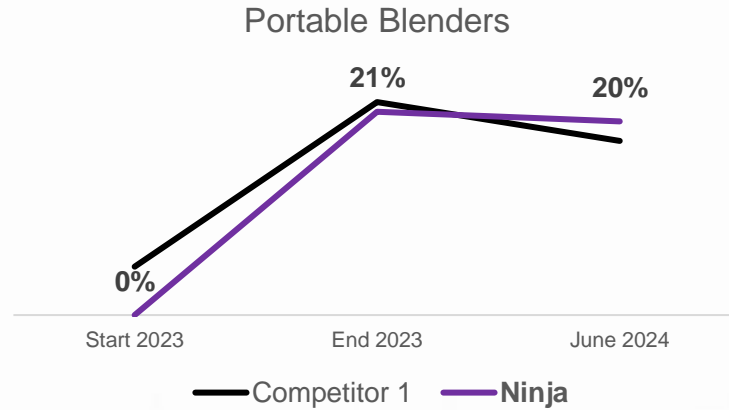
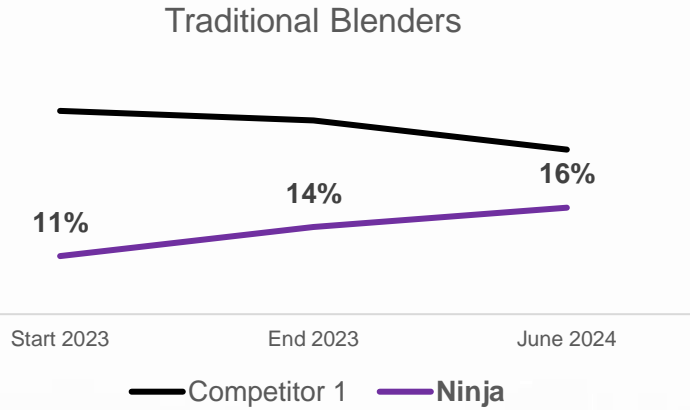
South Korea: Increasing consumer awareness & trial across multiple touch points





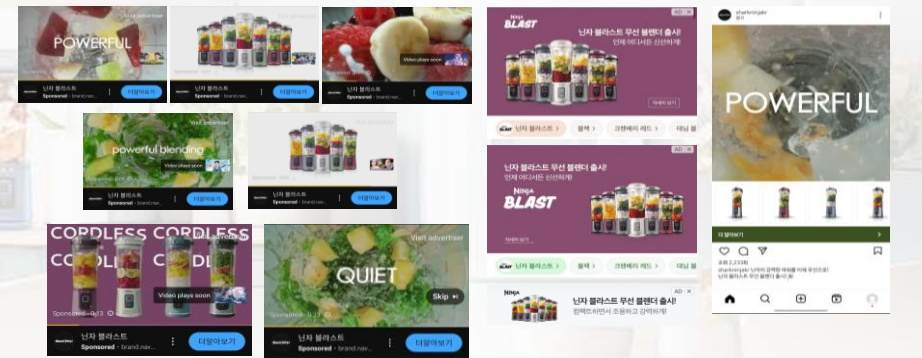
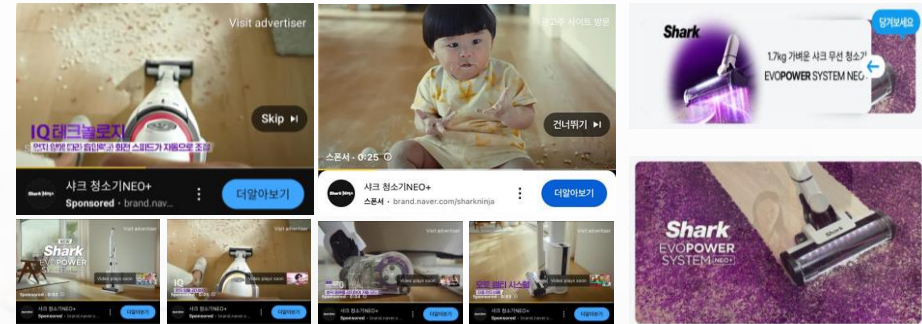
# Expand in New Markets Acceleration momentum in Australia & South Korea

## Winning Share in Australia



Source: GfK POS Value

## Successful launches in South



# ESG Updates



# Well-recognized ESG performance



Listed in S&P Global's Sustainability Yearbook 2024 (China Edition)



Included in the Hang Seng ESG 50 Index, and was recognized as one of the top ESG leaders

JS Global Lifestyle was **the only company in the Household Durables industry** included in S&P Global's Sustainability Yearbook 2024 (China Edition). The Company scored **53** in the 2023 S&P Global Corporate Sustainability Assessment (CSA).

JS Global Lifestyle Company Limited  
Household Durables

**S&P Global CSA Score 2023**  
A key component of the S&P Global ESG Score

**53** /100

As of November 24, 2023  
The S&P Global Corporate Sustainability Assessment (CSA) Score in the S&P Global ESG Score without the inclusion of any modeling approaches. Company scores can be compared to their peers in the same industry. Learn more at [sustainable.com](https://www.spglobal.com/esg/csa)

S&P Global

JS环球生活有限公司  
家庭耐用品行业

《可持续发展年鉴（中国版）》  
入选企业

中国企业标普全球CSA评分2023

标普全球CSA评分2023：53/100  
评分日期截至：2024年7月16日

标普全球企业可持续发展评估（CSA）评分是不包含任何建模方法的标普全球ESG评分。评分及排位均为行业特定且依据相关筛选标准。了解更多信息，请前往[https://www.spglobal.com/esg/csa/yearbook/methodology/index\\_cn](https://www.spglobal.com/esg/csa/yearbook/methodology/index_cn)

S&P Global

JS Global Lifestyle was selected as a constituent stock of the **Hang Seng ESG 50 Index** in 2024. The index selects the **Top 50 Hong Kong-listed companies** that perform best in ESG. In addition, the Company has been awarded an **A+** in the HKQAA Sustainability Rating and has been included in the Hang Seng Corporate Sustainability Benchmark Index for three consecutive years.

**Hang Seng Corporate Sustainability Index Series**

**A+** Overall ESG Rating

# Updates & Highlights in 2024



## Construction of the 1,500<sup>th</sup> “Joyoung Charity Kitchen”

The year 2024 marks **the 30-year journey of Joyoung Foundation’s public welfare efforts**. Over the decades, Joyoung focuses on its philanthropic initiatives such as “Joyoung Charity Kitchen”, helping to improve the nutritional status of rural students. By the end of June 2024, the foundation **has constructed 1,500 “Joyoung Charity Kitchen” across China**, ensuring the healthier life for more children.



## Launching of the promotional video for the “Joyoung Food and Education Workshop”

On February 2024, **the promotional video for the “Joyoung Food and Education Workshop” was officially online**. The video shows how the workshop improves students' nutritional knowledge and eating habits through educational classes. It visually demonstrates the positive benefit of the project and aims to enhance the social impact of the project.





**JS**  
**Global**