

**DESCRIPTION:**

SharkNinja is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. SharkNinja does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

**Corporate Weaponization**

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

*SharkNinja received a score of 95 on the 2026 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (4)(5).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk**

*SharkNinja's HRC 2026 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3). The company does not appear to discriminate against charitable organizations based on views or beliefs. Its charitable giving focus areas are "Education, Healthcare, and Jobs & Opportunity" (4)(5).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*SharkNinja's HRC 2026 CEI rating indicates the company forces employees to attend at least one, controversial training on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees (1)(2)(3). The company does not provide viewpoint protections for its employees (4).*

**Corporate Governance and Public Policy**

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk**

SharkNinja's HRC 2026 CEI rating indicates the company potentially agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2)(3). SharkNinja supports DEI within its business practices, including having "DEI groups that focus on DEI initiatives across our business and operations" and describing DEI as "vital to our global success." Shark Ninja has established a Global DEI Advisory Board (4). SharkNinja scored a 20 out of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (5)(6). Otherwise, there are no publicly known cases of SharkNinja using its reputation to advance ideological causes or policies (7).

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**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk**

SHarkNinja's HRC 2026 CEI rating indicates the company has potentially pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2)(3)(4). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (5).

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

SharkNinja does not operate a PAC or report on its lobbying at this time (1)(2)(3).

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