

EXHIBIT C



About Ninja®



Mark Rosenzweig
Founder

Ninja® is one of several house-care brands developed by SharkNinja Operating LLC, a pioneer in small household appliances and cleaning solutions that fit the lifestyles of busy people all over the world.

By providing highly functional, innovative products, SharkNinja has rapidly carved out a significant market share in the housewares industry, becoming one of the leading companies in the sector. From cutting-edge, ultra-powerful vacuums to state-of-the-art blender systems, SharkNinja products positively impacting people's lives every day in every home around the world.

SharkNinja started out in Montreal, Canada and has since settled in Needham, Massachusetts, just outside of Boston.

Mark Rosenzweig is the Founder of SharkNinja, and is known to many as the face of SharkNinja, showcasing their innovative products on major cable TV networks.

SharkNinja prides itself on innovation, ease of use, and competitive pricing. The company's products are widely distributed through major big-box retailers and specialty stores, as well as through its websites.