



ABOUT

Casper (casper.com) was created to re-imagine sleep from the ground up, beginning with its obsessively engineered, outrageously comfortable mattress. All of Casper's sleep products — including its pillow, bedding, and bed frames — are developed in-house by the company's award-winning R&D team in San Francisco. Casper was recently named one of Fast Company's Most Innovative Companies in the World and its eponymous mattress was crowned one of TIME Magazine's Best Inventions.

THE CASPER MATTRESS

- Casper's original award-winning, universally-comfortable mattress loved by nearly a million happy sleepers.
- Continuously improved by a team of engineers, now featuring Zoned Support™ — an innovative foam framework that contours specifically to each area of the body for incredible comfort, ideal anatomical support, and focused spinal alignment.
- Four supportive layers of high-density memory foam provide balanced support.
- Hundreds of thousands of 5-star reviews.
- *Consumer Reports* highest rated memory foam mattress under \$1,000, *TIME* 'Invention of the Year', *Fast Company* 'Innovation by Design' winner.
- Twin \$595 | Twin XL \$645 | Full \$895 | Queen \$995 | King & Cal King \$1195

THE CASPER WAVE

- Casper's most advanced mattress featuring Hyper-Targeted Support™.
- Designed with breakthrough ergonomic technology, the Casper Wave provides ultimate spinal alignment.
- 36 to 38 polymer support channels naturally adjust to the shoulders and hips.
- Five unique layers come together to provide deeper, more restorative sleep.
- A virtually weightless, velvety top layer melts away for effortless comfort.
- The Casper Wave is the summit of Casper's unparalleled R&D — the result of years of intensive design and engineering work at Casper Labs in San Francisco.
- *Good Housekeeping's* 'Lab Pick'.
- Twin \$1095 | Twin XL \$1195 | Full \$1695 | Queen \$1995 | King & Cal King \$2395

THE CASPER ESSENTIAL

- Casper's streamlined mattress — Casper-quality comfort at an unbeatable price.
- Simple three-layer sleep surface designed with value in mind.
- A durable knit cover built to last year after year and move after move.
- The exclusive mattress of Target — available for immediate pickup at select Target locations nationwide and on Target.com.
- Twin \$350 | Twin XL \$400 | Full \$500 | Queen \$600 | King & Cal King \$725

All three Casper mattresses are designed to sleep cool with breathable open-cell foam. All are manufactured and assembled in the United States, available in six standard sizes, and backed by a 10-year warranty.



PILLOW

- Casper's pillow-in-a-pillow was designed for all-night comfort, for every sleep position.
- With just the right balance of squish and support, the inner pillow is supportive, while the outer pillow adds a soft comfort.
- Fine, silky fibers allow the pillow to keep its perfect shape, finished with breathable percale cotton to sleep cool all night long.
- Standard \$75 | King \$95

SHEET SET

- Casper's cotton percale sheets are smooth, airy, and get softer with every wash.
- Constructed with the longest, finest threads on earth — pure Supima cotton grown in California.
- The supremely breathable percale weave sleeps cool all night long.
- Sheet set includes a flat sheet, fitted sheet, pillowcases, and an optional duvet cover.
- Sheet Set: Twin \$100 | Twin XL \$100 | Full \$130 | Queen \$140 | King \$170 | California King \$170
- Duvet Cover: Twin/Twin XL \$190 | Full \$250 | Queen \$260 | King/California King \$310

DUVET

- Casper's down duvet is inspired by performance outerwear to provide all-season comfort.
- Breathable 100% cotton shell is incredibly light so you'll never feel weighed down.
- Filled with duck down, nature's best temperature regulator, for unmatched warmth-to-weight ratio.
- Sewn-through seams create small, rectangular chambers that provide consistent fill distribution.
- Designed to work perfectly with the Casper duvet cover, the duvet features corner loops to secure the duvet inside the cover and keep it from bunching, and blue tabs to make putting it on a snap.
- Twin/Twin XL \$250 | Full/Queen \$290 | King/California King \$350

MATTRESS PROTECTOR

- Made from waterproof materials found in premium outdoor gear, the mattress protector guards against dirt, spills, and normal wear and tear.
- Unique pores are small enough to keep spills out but large enough to let air in, keeping your mattress cool and clean.
- Designed to fit mattresses up to 16" deep.
- Twin \$75 | Twin XL \$75 | Full \$85 | Queen \$85 | King \$95 | California King \$95

FOUNDATION

- Casper's foundation ships in a compact box and works like a standard box spring — engineered to provide excellent support under any mattress.
- Constructed from solid wood with a woven upholstered exterior in Casper's signature chambray.
- The easy-to-assemble design does not require tools and can be easily unassembled for moves or fitting around tight corners.
- Twin \$225 | Twin XL \$225 | Full \$225 | Queen \$250 | King \$350 | California King \$350

METAL BED FRAME

- Pairs perfectly with Casper's foundation and mattress to create a complete sleep setup.
- Made from 100% recycled steel to provide durable and sturdy support.
- Ships directly to your door and takes less than five minutes to assemble, no tools necessary.
- Twin \$95 | Twin XL \$95 | Full \$95 | Queen \$125 | King \$125 | California King \$125



ADJUSTABLE BASE

- With the push of a button, Casper's adjustable base allows for easy switching between three height options to elevate different body areas for added support and comfort.
- Compatible with all Casper mattresses for a simple, customized setup.
- Fits seamlessly into most slatless bed frames.
- Twin XL \$995 | Queen \$1195 | Split King \$1995 | California King \$1990

DOG MATTRESS

- The perfect sleep environment designed and engineered around dog behavior.
- Made of supportive, comforting foam with a durable, machine-washable outer cover that sheds fur and withstands bites and scratches.
- Available in grey, blue, and sand — all in three sizes.
- Small, up to 30 pounds, \$125 | Medium, up to 60 pounds, \$150 | Large, up to 90 pounds, \$225

NAP PILLOW

- A tiny version of the original, award-winning Casper pillow so you can take the comfort of Casper anywhere you go.
 - The Casper Pillow incorporates the same pillow-in-a-pillow design, with a supportive inner layer and fluffy outer layer.
 - Made with fine, silky microfibers and finished with breathable percale cotton.
 - One size fits all: \$35
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SHIPPING

- Free shipping to your door within 2-5 business days in the United States and Canada.
- Free same-day delivery is available in parts of New York, San Francisco, Los Angeles, and London.
- Casper mattresses are compressed and shipped in a “how did they do that?”-sized box, small enough to fit in the trunk of a car.
- Casper's 100-night home trial allows for a product return for a full refund at any point within 100 days. Casper will arrange a courier to pick up the mattress or foundation for donation or recycling, and send prepaid shipping labels for sheets, pillows, and dog mattresses.

MARKET

- United States retail mattress sales were approximately \$14 billion in 2014.
- The global mattress industry is expected to grow to \$37 billion by 2020.
- The fastest growing market segment, foam beds make up more than 20% of the market.
- United States retail bedding sales eclipsed \$10 billion in 2014 — including sheets, blankets, duvets, mattress pads, and pillow.

INTERNATIONAL

- The Casper mattress, sheets, pillows, and dog mattress are available in the United States, Canada, United Kingdom, France, Germany, Austria, and Switzerland.
- The Casper Wave, foundation, mattress protector, metal bed frame, and adjustable bed frame are available throughout the United States and Canada.



CASPER LABS

Casper Labs is dedicated to creating new innovations that defy the status quo. It is also a platform to use real-time user feedback, testing, and research to constantly iterate and improve upon existing Casper products. With 5,000 square feet of workrooms, prototyping machines, testing equipment, and even an experimental bedroom, the labs are home base for more than 40 researchers, scientists, and engineers.

FOUNDING TEAM

Casper was co-founded by innovators with a combined background in product engineering, design, and e-commerce. The team aims to change the way people think about sleep, starting from the ground up.

- Philip Krim, Chief Executive Officer
- Neil Parikh, Chief Operations Officer
- T. Luke Sherwin, Chief Creative Officer
- Jeff Chapin, Chief Product Officer
- Gabriel Flateman, Chief Technology Officer
- Constantin Eis, Managing Director of Europe

INVESTORS

In June 2017, Casper announced a \$170M Series C investment round led by Target (TGT), bringing its total funding to \$240M. The round also included Tresalia, IVP, Norwest, Lerer Hippeau Ventures, NEA, Irving Investors, as well as high-profile entertainers and athletes including Curtis "50 Cent" Jackson, Carmelo Anthony, Kyrie Irving, Shaun White, and Andre Iguodala.

In June 2015, Casper announced a \$55M Series B investment led by Institutional Venture Partners. Existing investors, including NEA, Lerer Hippeau Ventures, Norwest Venture Partners, Vaizra Investments, SV Angel, Slow Ventures, and Queensbridge Ventures, also participated in the round.

In August 2014, Casper announced a \$13.1M series A round led by NEA, with new participants including Ron Conway's SV Angel, Ashton Kutcher's A Grade Investments, Slow Ventures, Mike Duda's Consigliere Brand Capital, Silas Capital, designer Steven Alan, and Cendana Capital. Existing investors, including Lerer Hippeau Ventures, Norwest Venture Partners, Crosslink Capital, Vaizra Investments, Queensbridge Ventures, and Correlation Ventures, also participated in the round.

In March 2014, Casper closed a \$1.85M seed round led by Lerer Hippeau Ventures.

SALES

Casper is one of the fastest growing consumer brands of all time, quickly striking a chord with consumers in a category that was stagnant for decades. Casper launched in April 2014, earning \$1M in revenue in its first 28 days. In 2015, the company's first full year, Casper earned \$100M in revenue, doubling that in 2016 with \$200M. Now, in its third full year, the company's total revenue since inception has grown to more than \$600M.



IMAGES AND BRANDING

- Images: <http://bit.ly/2pzY8ji>
- Logos: <http://bit.ly/2spEuMt>

SOCIAL

- Twitter: twitter.com/casper
- Instagram: [instagram.com/casper](https://www.instagram.com/casper)
- Facebook: [facebook.com/casper](https://www.facebook.com/casper)

CASPER GLOBAL HQ

230 Park Avenue South
13th Floor
New York, NY 10003

CASPER LABS AND SAN FRANCISCO HQ

500 Treat Avenue
Suite 200
San Francisco, CA 94110

CASPER BERLIN HQ

Dircksenstrasse 47,
10178 Berlin, Germany

CASPER LOS ANGELES HQ

6430 Sunset Boulevard
Los Angeles, CA 90028

MEDIA CONTACT:

Emma Frane
Communications Director
emma.frane@casper.com

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