

ABOUT CASPER

Casper (<u>casper.com</u>) is a global sleep company that launched in 2014 with an obsessively engineered, outrageously comfortable mattress sold directly to consumers. Its critically acclaimed sleep surface was developed in-house, has a sleek design, and is delivered in a small, "how did they do that?" sized box. The company is one of the fastest-growing consumer brands of all time, and its product line has expanded to include sheets, pillows and a mattress protector. In 2016 Casper launched in the United Kingdom, Germany, Austria, and Switzerland. Most recently, Casper launched in France in April 2017. Casper was named one of Fast Company's 50 Most Innovative Companies in 2017, and its eponymous mattress was crowned one of TIME Magazine's Best Inventions. Casper has been recently awarded the Which? Best Buy and the Independent Indy Best Buy in the UK as well as Marketing Magazine's 2017 Disruptive Brands.

MATTRESS

- The Casper mattress is universally comfortable, available in all four standard sizes, and backed by a 10- year warranty.
- Engineered in-house by a team of industrial designers to achieve the ideal point of form meeting function.
- Supportive memory foam and a springy comfort layer come together to create one perfect sleep surface.
- Sleeps cool, provides healthy bounce, and promotes ideal anatomic support.
- Manufactured and assembled in the UK.
- Sizs: 90x190cm £350 GBP | 90x200cm £375 GBP | 135x190cm £550 GBP | 140x200cm £575 GBP | 150x200cm £600 GBP | EU King 160x200cm £650 GBP | 180x200cm £700 GBP

PILLOW

- Casper's inimitable pillow-in-a-pillow is designed to stay supportive, cool, and comfortable throughout the night regardless of sleeping position.
- Just the right balance of squish and support the inner pillow is supportive, while the outer pillow adds a touch of fluff.
- Fine, silky fibers allow the pillow to keep its perfect shape, finishing with breathable percale cotton to sleep cool all night long.
- Standard £60 | King £75

SHEET SET

- Casper's cotton percale sheets are crisp, smooth, and 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 fitted sheet, pillowcase set and a duvet cover.

Product	Colour	Dimensions	Cost
Fitted sheet	White/ White-Chambray	Single 90 x 190	£45
	White/ White-Chambray	Double 135 x 190	£50
	White/ White-Chambray	King 150 x 200	£55
	White/ White-Chambray	Super King 180 x 200	£60



Pillow case set	White/ White-Chambray	Standard 50 x 75	£40
	White/ White-Chambray	Super King 50 x 90	£45
Duvet cover	White/ White-Chambray	Single 140 x 200	£70
	White/ White-Chambray	Double 200 x 200	£75
	White/ White-Chambray	King 225 x 220	£85
	White/ White-Chambray	Super King 260 x 220	£95

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, comfortable and clean.
- It perfectly hugs your Casper mattress (and any mattress up to 40 cm deep) with unique elastic skirting and a 360-degree grip.
- Single £70 | Double £80 | King £85 | Super King £95

SHIPPING

- Free 1-2 working day shipping to your door anywhere in Great Britain, for parts of Scotland the delivery time is two working days. If ordered before 6pm, products will ship the next day.
- The mattress is compressed and shipped into an iconic 47cm x 47cm x 106cm box, small enough to fit in the trunk of a cab.
- Casper's 100 -night home trial allows individuals to return products for a full refund at any point within 100 days. Casper will arrange a courier to pick up the mattress for donation or recycling, and send prepaid shipping labels for sheets and pillows.

MARKET INSIGHTS

- UK retail mattress sales were approximately £1 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
- Less than 10% of mattress sales take place online, and are still traditionally sold in commission-driven store showrooms. Casper is the future of mattress buying
- In the UK the number of homes is gradually growing. There will be 1.5 million more households and 2.47 million more people in the UK by 2018 compared with 2013 (Mintel)
- There are some 70 million bedrooms in the UK. An estimated 2.3 million, or 13.3% of homes have bedrooms larger than 15 square meters (Mintel)
- The majority of Britons (70%) now sleep for seven hours or less per night (The Sleep Council)
- More than a quarter (27%) experience poor quality sleep on a regular basis (The Sleep Council)



- The number of Britons getting just five-six hours per night has risen dramatically in the past three years: more than a third of us get by on that amount of sleep, compared to 27% in 2010 (The Sleep Council)
- Sleep quality seems to decline with age as 32% of young people aged 16-24 say that they sleep very well, compared to 21% of 45-54 year olds who appear to be the most sleep deprived age group (The Sleep Council)
- High earners get the best sleep of all, while those on low incomes sleep the worst: more than a third (34%) of those earning £65,000-£75,000 sleep very well, while 10% of those earning less than £15,000 sleep very poorly. In addition, 8% of those who don't work sleep very poorly most nights (The Sleep Council)
- More than one in ten (13%) of Britons are bothered by an uncomfortable bed. This rises to almost one in five 16-24 year-olds (19%) and the same percentage of 25-34 year-olds the age groups most likely to be living in rented accommodation without their own beds (The Sleep Council)
 - 14% of those who earn less than £15,000 blame their bed for their poor sleep quality
 - 14% of Britons have had their bed for more than eight years and the older we are, the longer we keep our beds. While just 4% of 25-34 year-olds have had their bed for eight years or more, this rises to 18% of those aged 55+
 - more than seven out of ten Britons (72%) are following The Sleep Council's recommendations by replacing their bed at least once every seven years

FOUNDING TEAM

Casper was 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, Global Managing Director

INVESTORS

- In June 2017, Casper announced a \$170M Series C investment round led by Target (TGT), bringing its total funding to \$240M. The latest round also included Tresalia, IVP, Norwest, Lerer Hippeau Ventures, NEA, Irving Investors, as well as high-profile entertainers and athletes including Kevin Spacey, 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 Partner. Existing investors, including New Enterprise Associates (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 stagnated 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 under 3 years, the company has earned over \$300M in revenue and has expanded into Europe and the UK.

SOCIAL MEDIA

- Facebook <u>Casper UK</u>
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MEDIA CONTACT

UKmedia@casper.com

Hill + Knolton Strategies 49 Clerkenwell Green London EC1R OEB United Kingdom