

Uden, the Netherlands, 11 November 2021

## Beter Bed Holding shares sustainability strategy: Sleep Better, Live Better

**Beter Bed Holding N.V. (BBH) – The Netherlands' largest sleep specialist in retail, wholesale and B2B – presents its new sustainability strategy as an integral part of the strategy presented earlier this year, which focuses on improving sleep for consumers. At the same, BBH is implementing a number of circular product initiatives and taking significant steps in increasing and improving the sustainability of its product range and operations within the group.**

Beter Bed has been the number one national sleep specialist in the Netherlands since the 1980s and, partly as a result of its many years of experience, at the forefront of trends in society, the needs and wishes of consumers and the importance of sleep to **'Live Better'**. As market leader in the sleep domain, BBH wants to set an example in making its products and its business operations more sustainable. The recent innovations introduced by BBH, such as the use of technology in sleep advice and the new business models like Leazzzy play into this trend. We will also commit to ensuring the well-being of partners and employees who participate in our chain.

*"After extensive research among customers, employees, suppliers and partners, including external specialists, we have structured our sustainability strategy around three focus areas: 1) Our Promise, 2) People and 3) Product,"* says Jaap Westland, BBH Program Manager for Sustainability and Innovation.

BBH will share updates on the progress of implementation at the publication of the half-year and annual results publications. Performance will be communicated in the annual accounts on the basis of a renewed scorecard.

### Our Promise

Enabling everyone to have **the best quality sleep** to improve the overall **health and well-being** of people by offering innovative solutions and **stimulating sustainable choices** for our customers and ourselves.

### People

Delivering social impact by improving our employees' **safety and well-being**, offering **the best place to work**, and working together with our suppliers to align with our standards and goals.

### Product

Minimising our environmental impact by making use of **sustainable sourced materials**, collaborating with our suppliers to increase the **reuse and recycling** of our products and packaging, thereby driving the transition towards more circular product propositions.

*"And that's really necessary,"* Jaap Westland continues. *"There is still a great deal to do. For example, 1.6 million mattresses are discarded in the Netherlands every year. We want to prevent these mattresses from ending up in the incinerator. That is why we are committed to being 'green', with the ambition of ensuring that three-quarters of all mattresses will be recycled by 2028. To achieve this, we have joined forces with Matras Recycling Nederland. Together, we want to encourage people to hand in their old mattresses to a certified recycling company and ensure that as many mattresses as possible are given a second life."*

**Offer best quality rest @ affordable prices**

### A brief overview of various initiatives

In recent years, BBH has launched various sustainability-related initiatives resulting in great achievements to date:

- 38% of the Beter Bed product range consists of sustainable products.
- 94% of the packaging is now fully recycled.
- More than 85% of Beter Bed's suppliers have signed the Code of Conduct, accounting for a combined purchase value of more than 90%. Pre-signature talks are underway with other suppliers.
- BBH achieved a CO<sub>2</sub> reduction of 7.8% and reduced energy consumption by 5% over 2020.
- Recent product launches and range additions that contribute to a more sustainable world:
  - Launch of the modular mattress [B Bright 5000](#), consisting of circular materials.
  - Introduction of Green Motion M line, a fully circular mattress made of PET material, which can be completely recycled.
  - Launch of the [Leazzy](#) sleep subscription by Beter Bed.
  - Introduction of box spring [Element](#), a fully circular box spring combination.

For more information about BBH's sustainability strategy: <https://www.beterbedholding.com/csr/csr-strategy>.

### About Beter Bed Holding

Beter Bed Holding (BBH) is the Netherlands' leading sleep specialist in retail, wholesale and B2B.

Our mission is simple. *We believe that the better we sleep, the **happier, healthier and more productive** we are. And we won't rest until everyone gets the high-quality sleep they deserve.*

Listed on Euronext Amsterdam, BBH operates the successful retail brands Beter Bed, Beddenreus and the new subscription brand Leazzy. In addition, through its subsidiary DBC International, BBH has a wholesale business in branded products in the bedroom furnishings sector, which includes the well-known international brand M line.

With 3 distribution centres, a fleet of 80 vehicles, 134 stores and a fast-growing online presence, our team of over 1,000 dedicated employees served nearly 200,000 customers in 2020, generating over € 200 million in revenue.

Providing expert sleep advice is at the very heart of our strategy, and thanks to our revolutionary 'Beter Slapen ID' tool, our sleep consultants help customers to get the perfect night's sleep. BBH is proud that M line is the official sleep supplier of AFC Ajax, TeamNL, Jumbo-Visma, NOC\*NSF and the KNVB.

### For more information

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