

Press release

Uden, the Netherlands, 6 June 2023

Sleeping better starts here: participate in the webinar of Beter Bed and Dr Sleep

On 13 June, Beter Bed, in collaboration with 'Dr Sleep', Merijn van de Laar, will be organising a free webinar for everyone keen to improve their sleep. Anyone who sleeps badly one night will notice the difference immediately the next day in terms of mood and focus. Moreover, sleeping badly has an impact on health. As many as one in five Dutch people suffer from some form of sleep deprivation. This webinar is a perfect opportunity for many to change this immediately.

The [free webinar](#) on 13 June at 8 p.m. will provide more insight into all the factors that influence the quality of sleep. The webinar aims to raise awareness of the impact of poor sleep and motivate viewers to improve sleep quality for a healthier, more energetic and happier life. Participants will learn how to put these steps into practice immediately.

Dr Sleep, Merijn van de Laar, explains: "Everything about sleeping better will be dealt with. When do you sleep better, and what happens if your night's sleep is no longer healthy? And more especially, *what* should you do? Topics will include:

- I have trouble falling asleep.
- I feel tired during the day.
- How much sleep do I need?
- How can I sleep better despite stress or anxiety?
- How do I ensure the best sleeping environment?
- How does poor sleep affect my health?
- ... and *much* more besides.

There will also be an opportunity to ask questions about personal sleep issues."

New step in Sleep better, live better mission

Beter Bed believes and promises that everyone can sleep better. The sleep specialist works hard on its mission every day: Sleep better, live better, and is in line with the manifesto drawn up in September 2022. One way to fulfil this mission is to collaborate with experts in the field of sleep. "We understand better than anyone that sleeping well does not only depend on the right bed, mattress or bedding. With several initiatives, including the webinar with Dr Sleep, we help people in the Netherlands and Belgium to improve their sleep. Apparently, there is a huge need, because the registrations are pouring in," says Perijn Hoefsloot, Director of Marketing & Customer Experience at Beter Bed.

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, the new subscription brand Leazzy and the digital organisation LUNEXT. 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 brands M line and Simmons.

With 4 distribution centres, a fleet of 80 vehicles, 131 stores, a fast-growing online presence, and a wholesale company our team of over 1,000 dedicated employees generated € 229.4 million revenue in 2022.

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.

About Beter Bed

We believe that everyone can improve their sleep. So, we have been getting out of bed every morning for 40 years to achieve our mission of ensuring that everyone is well rested and can live a healthier life. And as we are all different *and* have different sleeping habits, we want to offer something for everyone. That is why we listen to you and cater to your needs and budgets. Whether online or in our stores, we'll help you find the sleeping solution that suits you best. In the long run, this will make you feel fitter, healthier, and better in general. The Beter Bed collection is available in over 100 stores in the Netherlands and Belgium and via beterbed.nl and beterbed.be.

About Merijn van de Laar

Dr Merijn van de Laar has been committed to Beter Bed as a knowledge partner since 2022. Even when Merijn is not sleeping, he is pretty much focused on sleep most of the time. This started while studying biological psychology at Maastricht University. He obtained his PhD on the subject of personality and sleep and the treatment of insomnia. He also worked for many years at Kempenhaeghe, Centre for Sleep Medicine, treating people with insomnia, adverse night-time behaviour and shifted sleep-wake rhythms. At present, Merijn works at Maastricht University, where he teaches junior general practitioners regarding the diagnosis and treatment of sleep problems.

For more information

Press enquiries: Uneke Dekkers / CFF Communications

T +31 (0)20 575 4010 or M +31 (0)6 50261626

E uneke.dekkers@cffcommunications.nl