

BeterBed
holding

Sustainability Strategy

11 November 2021



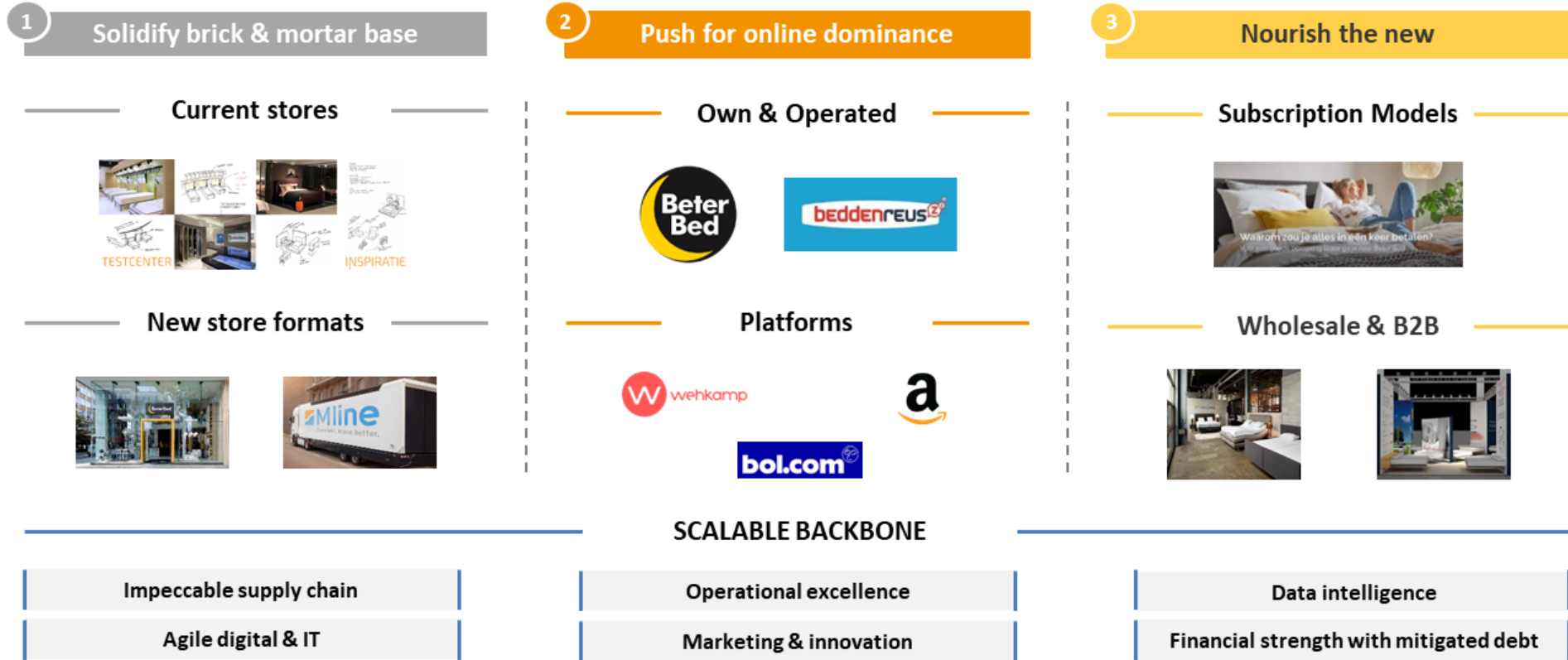
Purpose

Beter Bed's ambition is to contribute to the **well-being** of our **customers** by providing **a good night's rest** with responsible and innovative sleeping solutions.

Available for anyone who wants to live a **healthier life** and cares for a **better world**.



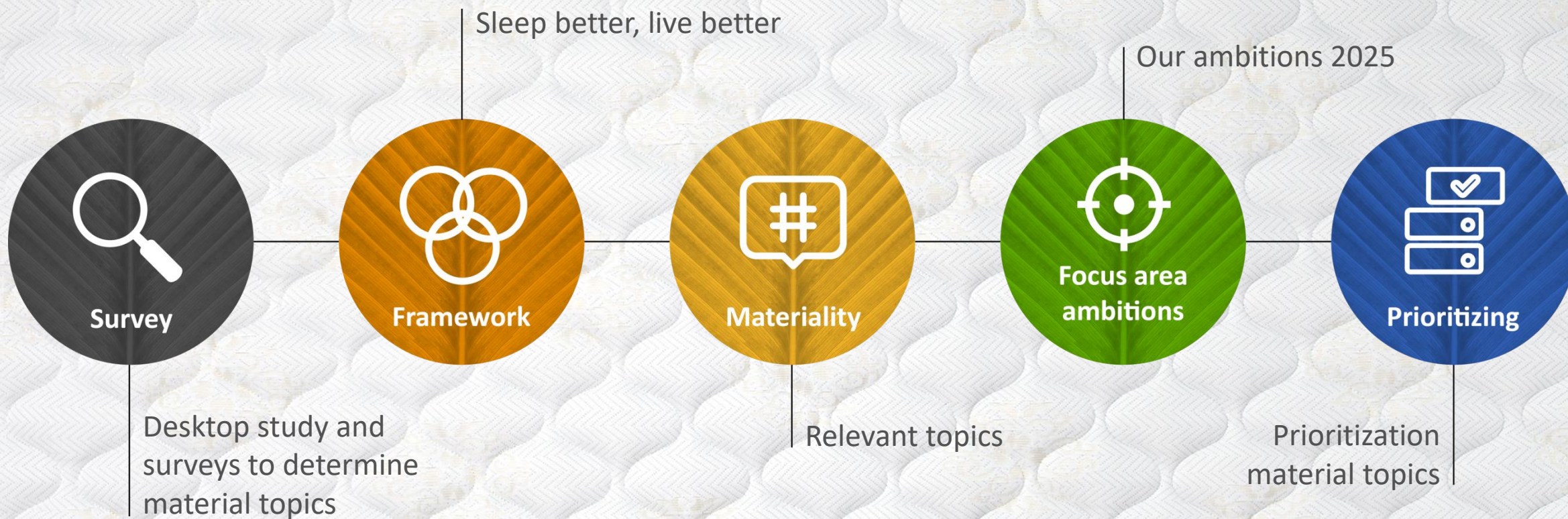
Strategic vision: better sleep for everyone through three avenues for growth



Sustainability is the key enabler

Development of our new sustainability strategy

We are building a sustainability strategy based on clear steps



Our three sustainability pillars



Beter Bed's ambition is to contribute to the well-being of our customers by providing a good night's rest with responsible and innovative sleeping solutions. Available for anyone who wants to live a healthier life and cares for a better world.

Relevant sustainability topics



Promise

Customer awareness

Accessibility & affordability

Innovation for better sleep

Community engagement

Sustainable operations

People

Talent attraction

Employee well-being

Training & development

Diversity & inclusion

Human rights & supply chain

Product

Durable product development

Collaboration for reuse & recycling

Certified materials

Sustainable packaging

Focus area ambitions 2025



Our ambitions 2025

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 goals/standards.

Product



Minimizing 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.

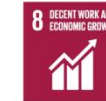
Material topics

- Innovation for better sleep
- Accessibility & affordability
- Customer awareness
- Community engagement
- Sustainable operations

- Human rights & supply chain
- Diversity & inclusion
- Training & development
- Employee safety & well-being
- Talent attraction

- Durable product development
- Collaboration for reuse and recycling
- Certified materials
- Sustainable packaging

Our SDG impact



Targets and KPIs

Contribution to society
and the planet

KPI scorecard



Material topic	Draft KPI -> 2025	KPI score 2020	Target year	Target status
Promise				
Innovation for better sleep	% purchases of mattresses using Beter Bed ID	-	2025	●
	Average % improvement in sleeping experience after using Beter Bed sleeping solutions	-	2025	●
Accessibility and affordability	% price distinction sustainable products	-	2025	●
Customer awareness	% of products with a sustainable leaflet	-	2025	●
Community engagement	% investment in sponsoring (of marketing budget)	-	2025	●
Sustainable operations	Energy consumption	75 Tj	annual	●
	CO ₂ -emissions	7.107 ton	annual	●
People				
Human rights & supply chain	Suppliers who signed the code of conduct	85%	2025	●
	Key suppliers audited	-	2025	●
Diversity & inclusion	Diversity employees/board	44%/36%*	2020	●
Training & development	Number of hours training per employee	2h*	2020	●
Employee safety & wellbeing	% sickleave	-	2025	●
	Number of accidents	0	2020	●
	Number of near misses	-	2025	●
	Employee satisfaction	-	2025	●
Talent attraction & retention	% Staff turnover	-	2025	●
Product				
Circular product development	Number of durable products	38%*	2020	●
Collaboration for re-use and recycling	Number of mattresses return for recycling	7%	2020	●
Certified materials	% products certified	-	2025	●
	% materials certified	-	2025	●
Sustainable packaging	% packaging recycled	94%*	2020	●
	% recycled packaging	-	2025	●

- New
- Achieved & maintained
- Work to be done & maintained

*definition changed

Our overall goals

We provide **responsible and innovative sleeping solutions** for millions of people



We create **positive social impact for everyone** across the Beter Bed value chain



All products launched are **circular by design**



Achieved sustainability results 2017-2020

Circular economy

Products produced with recycled content in 2020

38%

Modular by design products

6%

Recycled high grade waste

94%

Safety & Quality

Customer satisfaction increased from **8.4** ('16) to **9.3*** ('20) (*trustpilot)

↑ 10.7%

Responsible chain management

Suppliers who signed the code of conduct

85%

Energy & CO₂ emissions

Energy consumption

↓ 5%

CO₂ emissions

↓ 7.8%



Safe working conditions

Accidents occurred with consequence of sick leave **0**

Recent sustainability results

Start of an electrification program for the Beter Bed fleet

Number of
transport vehicles

83

Fuel consumption on
an annual basis

630,461 ltr

Fleet CO₂ emissions

2,056 tons

Goal

30% of the fleet
electrified by 2025



Recent sustainability results

Introduction of Beter Slapen ID mattress

Determining the sleep profile

Better Sleep Scan in a few easy steps:

- Sleep needs
- Pressure points
- Sleeping combinations
- Better sleep is more than a mattress
- Personal sleep profile



Facts

First system in Groningen:

50% of customers are advised by using Beter Slapen ID

Potential base all branches on annual base:

85,000

Potential share of total sales:

45% of physical sales



Sleep is different for everyone. But everyone can sleep better. With the Better Sleep Scan, a personal sleep profile is created for immediate tailor-made advice or personal inspiration.

Recent sustainability results

Introduction of first fully circular mattress

Fully circular mattress

Introduced at Beter Bed Experience Groningen in September 2021, rolled out to 40 stores in November 2021.

- Fully reusable.
- Circularity passport.
- Green performs better.
- High comfort.

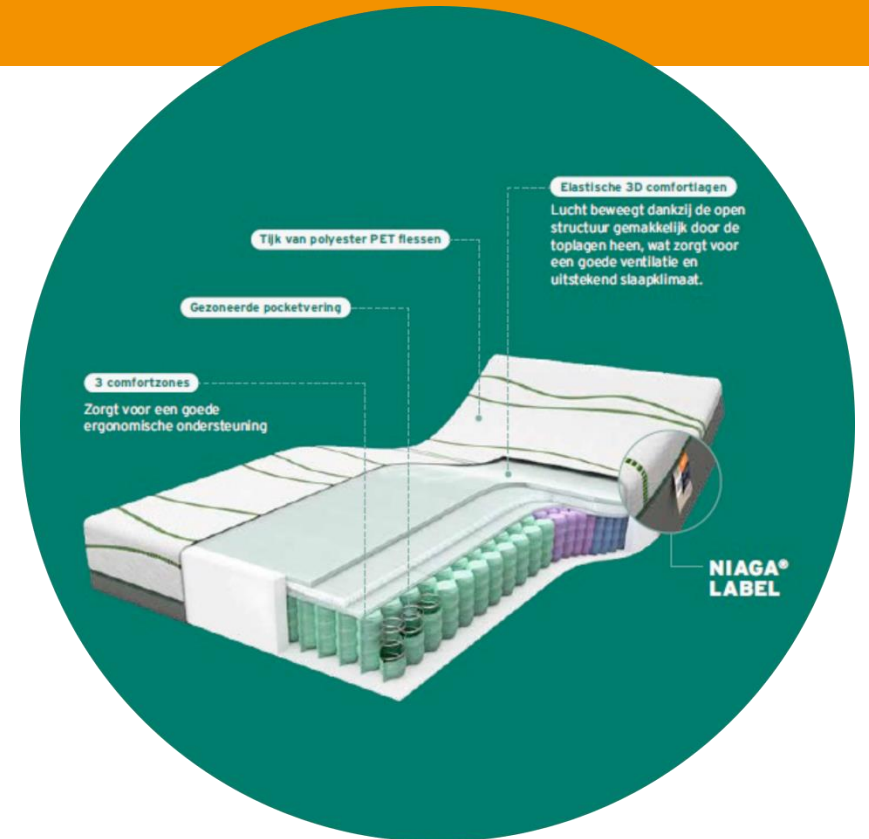
Mattress recycling

Discarded mattresses in the Netherlands, each year:

- 2021: **1.6** million.

- Recycling goal:

75%
by the year 2028.



Highlights sustainability already in progress



Durable product development

- Categories of durable product design:
 - Circular.
 - Modular.
 - Natural.
- Circular: products developed by using recyclable materials.
- Modular products: in construction; easy to replace, repair, and disassemble for recycling.
- Natural: product developed by natural materials.
- Combination used categories/products: more durable: competitive advantage.
- Objective 2030: all products durable by design.



Training & development



Beter Bed Academy: our training house

All training courses, workshops, learning paths, guidance on the floor methodologies and other learning interventions.



Focus 2020 – 2021

- Micro-learnings product knowledge, tutorials and instructional videos about systems and processes.
- Automatic connection of SAP system with our talent system and Beter Bed Academy.
- Real-time Learning Management System.
- New learning paths focused on: sales, health & vitality (Better sleep, Better life), leadership and coaching, leadership and self-development, development programs for service technicians.
- Training of the shop managers Beter Bed Belgium.
- Coaching-on-the-job.

Facts 2020 – 2021

- Followed modules: **> 18,000**
- Average login percentage **75%**
- Micro-learnings product knowledge videos: **96**
- Top three most followed modules: mattresses, beds and bed bases.
- Average grade of certificates obtained: **8.7**
- Achievement Award.

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Thank you for your attention

