

Overview

Description	Emma - The Sleep Company (Bettzeit GmbH) is a Sleep Tech company carrying the internationally popular D2C brand Emma and the traditional brand Dunlopillo (mattresses and sleep systems).
Location	Headquarters in Frankfurt am Main (Germany), Office in Manila (Philippines)
Market Coverage	Active in 21 countries worldwide
Founder & Co-CEOs	Manuel Müller and Dr. Dennis Schmoltzi
Established in	2013 (Bettzeit GmbH), founding of Emma end of 2015
Team	International team of about 350 people
Mission	"We improve sleep to positively influence the lives of people around the world. Night after night. We achieve this by pushing technological boundaries. We are creating an interdisciplinary team that believes in our mission, lives our values and diversity, and is committed to improving people's lives."
Slogan	„Don't worry. Sleep happy."
Team Slogan	"Learn. Grow. Make an Impact."

Business Model

- ✓ development and distribution of mattresses (Bed-in-a-Box) and sleep accessories (pillows, toppers, bedlinen) in the D2C business
- ✓ distribution mainly online and in cooperation with stationary retailers (more than 1,000 partner branches throughout Europe)
- ✓ capital-efficient model without own production and logistics capacities – services are provided by external, strategic partners
- ✓ high concentration on research and product development, business development, marketing and sales

Key Figures

Sales	Year	Net Sales	Growth Rate
	2019	EUR 150.0 million	86%
	2018	EUR 80.5 million	140%
	2017	EUR 33.6 million	73% (break-even during this year)
	2016	EUR 19.5 million	550%
	2015	EUR 3.0 million	-
Market	Matrasses globally		Sleep Economy globally
	2020 > 70 billion euros		2020 > 380 billion euros
	2023 > 80 billion euros		2024 > 520 billion euros
Outlook	Persistent positive development of the megatrend-supported business model		

Products:

Mattresses, Pillows and Sleep Accessories

- ✓ mattresses are currently by far Emma's largest product category
- ✓ expansion of product portfolio with first "Sleep Tech" products in preparation
- ✓ Europe's most awarded mattress brand, among others test winner of Stiftung Warentest (Mattress Emma One with the overall grade 1.7 (good), tested size 90x200cm, hard, issue 10/2019)
<https://www.emma-matratze.de/stiftung-warentest-matratzen-testsieger-emma-one/>

Mattresses



Emma One

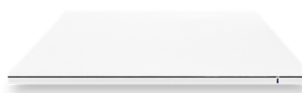


Emma Original

Accessories



Pillows



Topper



Bedlinen

Role within Haniel Portfolio

- ✓ Emma ideally fits into Haniel's investment strategy with its focus on people.
- ✓ Emma meets the definition of UN Sustainable Development Goal No.3, health & well-being: Emma contributes to a restful sleep experience and enables people to improve their well-being.
- ✓ Partnership at eye level through Emma's highly qualified management team and a modern and agile corporate culture.
- ✓ Sustainable, megatrend-supported business model: increasing importance of healthy sleep, globally growing middle classes, spread of western sleeping and consumption habits, shorter replacement cycles for mattresses due to hygiene and health reasons.
- ✓ Further strong growth potential existing due to internationally well scalable business model.

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